Europeana Foundation Governing Board Meeting

27 February 2017
09h45 – 16h30 CET
Koninklijke Bibliotheek
Prins Willem-
Alexanderhof 5
2595 BE The Hague
5th Fl. , I5.200

Précis of the Minutes of 16 November 2016 Meeting

Action proposed: Board to approve

NB: Some discussion, actions and decisions are omitted from this version as they are deemed confidential to the Board at this point in time.

Agenda

Attendees:
(JM) Jan Muller, International Federation of Television Archives (IFTA), The Netherlands - Chair
(JLR) Joke van der Leeuw-Roord, EUROCLIO, The Netherlands - Vice Chair
(HJ) Hans Jansen, Koninklijke Bibliotheek (KB), The Netherlands - Treasurer
(LE) Laurence Engel, Bibliothèque Nationale de France, France - left the meeting at 17h50
(MK) Max Kaiser, Austrian National Library (ONB), Austria - left the meeting at 17h50
(RK) Rolf Kallman, Digisam, Sweden - joined the meeting at 17h25
(PK) Paul Keller, Kennisland, The Netherlands - joined the meeting at 16h40
(JK) Jana Kňažková, Ministry of Culture of the Slovak Republic, Slovak Presidency
(MHS) Monika Hagedorn-Saupe, International Council of Museums Europe, Germany
(RR) Richard Ranft, International Association of Sound and Vision Archives, UK
(MS) Merete Sanderhoff, SMK, Denmark
(JF) Jeannette Frey, Ligue des Bibliothèques Européennes de Recherche (LIBER), Switzerland
(LH) Lorna Hughes, University of Glasgow, UK - left the meeting at 17h25
(JO) Johan Oomen, Netherlands Institute for Sound and Vision, The Netherlands

Apologies:
(MP) Martijn Pronk, The Rijksmuseum, The Netherlands - travelling
(SL) Stef Lewandowski, Makeshift, UK
(LA) Lora Aroyo, VU University, The Netherlands
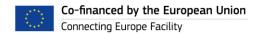
Observers:
(MV) Marit Vochteloo, Ministry of Education, Culture and Science, Dutch Presidency
(EF) Etienne Ferrito, National Archives of Malta, Maltese Presidency

Other participants:
Elisabeth Freyre, Bibliothèque Nationale de France
Kate Fernie, Consultant (between 18h00 and 18h05)

Europeana Office:

(JC) Jill Cousins
(HV) Harry Verwayen
(AV) Albert Verhaar
(AE) Aubery Escande
(SA) Shadi Ardalan

The meeting was attended by a quorum of Board Members. After salutation and welcoming EF, the representative of the Maltese Presidency, the Chair opened the meeting.

I. Minutes, Decisions & Actions of 27 Sep Meeting

Decision 1: The Board approved minutes of 27 Sep 2016 meeting.

Decision 2: The Board approved decisions and actions from 27 Sep 2016 Board meeting.

Paper 1C - Summary of 27 Sep Board meeting minutes Summary of Minutes 27 Sep Meeting
Decision 3: The Board approved precis of the minutes of 27 Sep 2016 Board meeting.

II. Europeana Strategy and Business Plan 2017

Paper 2A - Europeana Strategy Refinement based on Board Input
Paper 2B - Work of CHIs and MS Strategy Working Groups and Timeline
Verbal Update - Working Group I and II Recommendations on Strategy Repositioning based on CHIs and MS Input

The summary of MS' input to date: overall the direction is found to be positive with some missing elements such as accountability for project results and raising income. Operation direct is generally perceived as making publishing with Europeana easier but does not fit all, more thinking on a hybrid is necessary. More emphasis needs to be put on the catalyst role of Europeana. More awareness needs to be raised on A) the rewarding side for CHIs and understanding that they can take back the enriched data and B) the leading role of Europeana in semantic enrichment and multilinguality. Data quality becoming the responsibility of CHIs is welcomed by some Member States and less by others, more details are required on its implementation. One MS questions the use of tiers in Europeana Publishing Framework, more advocacy is needed here. Thematic collections, under generic services, with the involvement of MS and CHIs, are also well-received. A few MS are not happy with 50% matching funding. Pan-European themes are also seen as interesting with mixed reactions to "migration" and whether it is sufficiently politically neutral. Promoting re-use in research and education has MS' overall agreement. One Member State sees advocacy on copyright to be problematic and not sufficiently representative of all views; and suggests instead to focus on exchanging the practical solutions CHIs are using. Other comments were: "European values" may be better expressed as "value for Europe"; more active engagement of the Network and MS' participation in decision making is requested; more attention to networking and interlinkage to other networks is suggested.

Some Board members expressed concerns on too great a shift to B2B and the need to underline that the portal in the form of Europeana Collections will remain part of ongoing strategy. Equally the use of B2B and B2C as language needed to be revisited as they could well lead to confusion. Europeana already carries out enrichment of data and works with W3C and research universities involved in semantic technologies and linked data community. Europeana is a case study for the EC automated translation service, who are also challenged by the translation of metadata. We have quantifiably improved in all these areas and EC knows how difficult it is. RR asked why it was included in Council Conclusions in that case. JC

had taken it up with Tjeerd de Boer at the time, but he had asked to be able to leave it as there were bigger fish to fry.

France reiterates its position towards the proposed strategy refinement as presented in Hilversum last September, agreeing to thematic collections idea, subject to further clarification on how CHIs are involved in choice of the themes and the link to national domain. Strategy refinement proposal should become more precise in stressing that the portal will not be abandoned.

The revised version of refined strategy proposal will be more explicit in how it is rewarding for CHIs and what it means in tangible results: increasing traffic not only in Europeana portal but also in third party portals. As part of the investigation in this area, Europeana will analyse what can improve to make it all work.

MS - The rewarding side very much depends on the desire and ability of the CHIs. Generally it is not part of the workflow of most institutions to take enriched data back. They always have other priorities.

EF - France would like to see a report on the questions the CHIs Working Group developed.

MK - Following discussions on strategy refinement at 7 Nov. MC meeting, Councillors' views ranged around thematic collections, knowing users better and data analysis. MC meeting minutes will provide further input into strategy refinement.

JC asked the Board whether they deem any of the points put forth by the Member States as not fit for inclusion into the revised version that goes to MSEG ahead of their meeting 22/23 Nov.

MV - The B2B concept in the strategy proposal is actually business to consumer. The terminology may result in confusion: Europeana being perceived as dealing with commercial businesses rather than users (consumers). The whole idea of curated thematic collections revolves around consumers but not necessarily done by Europeana.

MHS - In cases brought up by Italy and Germany it is not a matter of interpretation of B2B.

LE - shares the view that B2B or B2C has to be precisely defined and clarify whether it translates into Europeana being more involved in commercial use of material.

JF - Europeana's work in semantic enrichment and multilinguality should be expressed in a more perceptible way, giving examples.

Decision 4: Member States' comments on proposed refined strategy as detailed in the Summary of MS' input as well as France, Italy and Germany's positions will be taken on board and incorporated into the revised version. Input from Europeana Network Association Members Council will also be included in the revised version. Also from this meeting, following suggestions will be incorporated: LE - to cover more on how the refinement impacts CHIs and how Europeana will involve the CHIs in the campaigns; JF - to express more explicitly the leading role Europeana has played in multilingualism and semantic enrichment. An attempt will be made to address Italy and Germany's concern about too much emphasis on B2B, that there is a role for the "portal" and to define better the use of the term B2B in this context. The revised version, incorporating the above, shall be issued to MSEG and the Governing Board on Friday 18 November. Based on the outcome of consultation with MSEG on 23 November, the final version will be copy-written by a communication expert.

Paper 2C - Business Plan 2017
What the Board approves in this meeting is the top goals. The next version of BP 2017 roughly follows the strategic plan timeline. It will clarify what it means for the markets, where the pain

points lay and what the expected impact is. It will also be looked at from the project needs point of view.

While LE approved the top goals of Business Plan 2017, she thought it was an ambitious plan. The timeline should therefore show how the targets can be achieved in the set time frame.

Action 1: HV - With reference to the success of the research 2016 call (in page 5 of Business Plan 2017 Paper 2C), to explore ways to present the results.

All agreed more emphasis needs to be put on "communication of the results" and telling the story better.

Decision 5: The Board approved the top goals of BP 2017 as described in Business Plan 2017 Paper 2C.

III. Finance & Financial Sustainability of Europeana

Due to out of phase timing of funding streams, budget 2017 is presented as provisional. The final version will be circulated for approval at the 27 February Board meeting including division of DSI3 between EF and partners, reallocation of funds under DSI-2, and funds for potential projects. The draft budget 2017 is based on the current budget for DSI-2, which started in July 2016 and runs up until end August 2017 as well as an estimated DSI-3 budget. In the coming weeks internal discussions will start checking staff budget against available budget for the year ahead. The overhead is incorporated into the budget. [It is already known that, if cost savings need to be made, this can come from natural wastage.]

In reply to questions about projects under Creative Europe Coop-Cult calls, and at what stage of application process Europeana will have to raise 50% co-funding, JC clarified Europeana cannot start without co funding having actually been committed. EF will not commit to a project before having secured the co-funding.

Action 2: AV to specify in the "Report up to Sep 2016" table in Paper 3D, page 12 - what costs fall under "*other direct costs*" including costs of meetings, workshops, events, translation, that are not related to projects or travel.

Decision 6: The Board approved Provisional Budget 2017 Paper 3D. The final budget will be presented to the Board in February 2017.

IV. Legal and Governance

Decision 7: The Board approved that Europeana Foundation would be as cooperative within the bounds of the law as outlined in Paper 4A Status of Procurement

Paper 4B - Amendment of Statutes of Foundation & Inclusion of Preceding & Succeeding Presidencies in Europeana Governance

The notarial deed of amendment has been executed.

Decision 8: The Board resolved to appoint Ferrito Etienne, representative of Maltese Presidency as a Governing Board Member for the period between 16 November 2016 and 31 December 2017. The Board also approved to appoint Mirjam Raabis, representative of Estonian Presidency as a Governing Board Member from 1 January 2017 to 30 June 2018.

V. Advocacy for Copyright Reform

Verbal Update - Updated Mandate on Role of Europeana Foundation in Copyright Policy Advocacy
Commissioner Oettinger's letter on copyright

At the Hilversum Board meeting in September the Board decided that the Europeana Network Copyright WG should work on an updated mandate. The Group is growing but at this point has 24 participants across all sectors and has held two telephone meetings since September. The group focussed on analysing the old mandate and the Commission's legislative proposal to identify areas for Europeana to engage in. There is consensus within the group on the issues that are relevant to Europeana and those not. The group is now establishing consensus on the positions that Europeana should advocate for. This topic was also raised during the Europeana AGM in Riga. The ENA Members Council raised no objection to the continued work in this area. The Network Association members were given the opportunity to ask questions in a panel session during the AGM. Those who expressed a diverging position, on the mandate, within the Network are BnF, and LIBER who abstained. Europeana will actively work on core issues: 1) out of commerce works, 2) digitisation (preservation) and issues with direct relevance to Europeana: A) text and data mining, B) online educational activities. Europeana will also support: I) the issues relevant to members of the Europeana Network such as implementation of the Marrakesh Treaty, claims to fair compensation and II) issues that need monitoring such as term of protection, hyperlinking, protection of press publications and online platforms (UGC). A brief summary of Europeana's position on these issues has been created and is being refined. In the light of the overall consensus, the Group proposes that Europeana Foundation Board approves a renewed mandate for advocacy work on copyright reform and endorses the areas of Europeana involvement in copyright reform policy related to the European Commission's proposal until it becomes a legislative reality; and that we will continue with consensus building to arrive at a position statement from Europeana. This will be done through agreement within the group and formal consent from the Europeana Network Members Council. The relevance of Marrakesh Treaty is about supporting those in the Network who need our help only in terms of implementing the Treaty.

LR - France insists on its position. Where Europeana should not, and does not have the money to, engage in copyright reform. However, LE acknowledges the interesting work the Group has done .

JF - understands the French point of view. At the Hilversum meeting she abstained from the vote on copyright but thinks Europeana can liaise with LIBER to represent a common point of view.

PK - the group is constantly in contact with LIBER, EBILDA and the like, via a specially created Coordination group.

MV - some Member States had registered discomfort that Europeana plays a role in copyright reform, especially if it eats into funding,

Decision 9: Following the votes cast and the decision made by the Board at the meeting of 27 Sep 2016 in Hilversum, the Copyright Working Group of the Europeana Network Association continues to produce a draft for an updated mandate that sets out how Europeana Foundation can further engage in the EU copyright reform process on behalf of the Europeana Network.

VI. Proposed Project Submissions

Paper 5 - Proposed EF Project Submissions

Participation in these projects helps Europeana cashflow by spreading our income over a wider base. Europeana will not enter into any project unless it has the necessary matching funds. Therefore the Board is invited to decide whether Europeana can submit for these projects. This is not the final approval. We have the majority of the partners for text and migration and we are fairly sure we can pull the proposals together. We stand good chances as there shouldn't be many submissions due to the tight timing and 50% funding.

Decision 10: The Board approved Proposed Project Submissions Paper 5 including the proposed amounts in each call.

VII. H2020 Submission Results

Paper 6 - Report on H2020 Results Analysis

Action 3: Kate Fernie to further interview and take in input into the report from 1) Kristiina Hormia-Poutanen, president of LIBER and 2) Roly Keating, President of CENL.

Action 4: SA to provide contact details of both Kristiina Hormia-Poutanen and Roly Keating to Kate Fernie.

VIII. Europeana Projects

Paper 7A - Progress Report on DSI II for Steering Committee
Paper 7B - Progress Report of Current EF Projects

Decision 11: The Board approved the Progress Report on DSI II Paper 7A subject to commentary by MP, Chair of DSI II Steering Committee.

IX. Europeana Network Association

Paper 8 - Europeana Network Association Update

AGM was held last week in Riga with 200 participants. See the blog published on Pro on 16 Nov. 2016. The General Assembly meeting approved the amended statutes, the financial reports and provisional budget 2017, annual report 2015-16 and activity plan 2017. The voting for 28 Members Council was launched on the first day of AGM. The vote turnout was a bit disappointing, being lower than 2015. It will be investigated. The Members Council held their meeting in Riga on 7 November. As soon as the minutes are final, mainly including the Europeana strategy refinement and the Network Association's vision and mission, they will be circulated. It is important to incorporate the Members Council's feedback on refined strategy into the version that will be presented to MSEG next week.

For information and Q&A, therefore not discussed at the meeting, no questions were asked:

X. Progress against Business Plan 2016
Paper 9A - Content Report
Paper 9B - Web Traffic & Social Media Report

XI. Forthcoming Events

Any Other Business
- Next meeting: 27 February 2017 – 10h00 to 17h00 – The Hague
- Some Board Members have not been registered with KvK yet. In The Netherlands we are **legally obliged** to register all the Board members. This is an appeal for those who haven't submitted their registration documents yet, to please do so.

Action 6: All non-registered and newly appointed Board Members to submit registration documents for Dutch Chamber of Commerce to Shadi Ardalan ASAP.

The meeting ended at 18h25.

Circulation:
Europeana Foundation Governing Board Members & Observers

Classification:
Public