



Europeana Governing Board 28 September Board Meeting Briefing Book

Foreword

To make better use of the expertise and knowledge of Board members and to encourage more discussion at the Board meeting, we have slightly changed the format. This briefing book gives you an overview of projects, activities, investigations and a status report against Business Plan 2017. It does, in some places, link to more in-depth papers. The idea being that if the particular area is in your expertise or interest you spend a bit more time critiquing it and are able to discuss more thoroughly at the Board meeting itself. There will still be papers for subjects where the express approval is needed from the Board, or where at the time of the Board meeting the paper/subject is still confidential to the Board.

Dissemination of Briefing Book: Public

Proposed Action: For discussion, looking back and critiquing progress against Business Plan 2017 and looking ahead reflecting upon future actions and Business Plan 2018. Board members are expected and requested to read the briefing book before the meeting and ask questions or raise issues in discussion.

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1. Projects

1.1 DSI-2

Europeana DSI-2 was the project that operated the Europeana Core Service Platform between July 2016 and September 2017. With 34 participants and Europeana Foundation as its coordinator, the project has delivered interoperability and connectivity of digital cultural heritage at a European level.

Key objectives

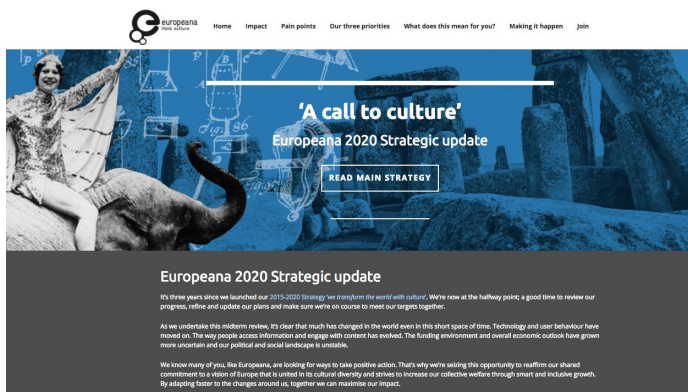
The key objective of Europeana DSI-2 project was the continued operation of the Europeana DSI infrastructure to achieve the aims of the Europeana Strategic plan. The project therefore served to operate a multi- sided platform for access, enrichment and distribution of multilingual and multi-domain resources for application in five markets: Cultural Heritage Institutions (CHI), the European citizen, Education, Creative Industries and Academic Research.

Key results

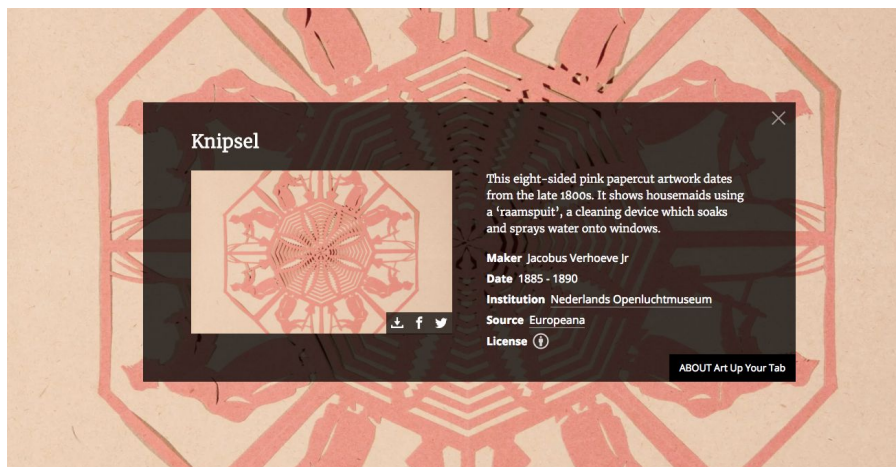
Europeana DSI-2 ended on 31 August 2017 with good results and its work will continue under the Europeana DSI-3 Service Contract with the European Commission. This final report documents the activities, outcomes and impact of Europeana DSI-2 during the full project period. DSI2 closed on 31 August and the final report will be sent to the reviewers on 13 September. The final review is scheduled for 27 September. Most project KPIs were met, the exceptions are the postponement of the launch of Europeana Newspapers, which has required more development time than could be made available under DSI-2 and the overall traffic figures, where the continued de-indexing by Google is having a very deleterious effect.

Highlights are:

- The delivery of an updated Strategy for Europeana:



- The development of several thematic collections including the launches of [Europeana Photography](#) and [Europeana Fashion](#).
- Work with the national and domain Aggregators to reform the landscape of aggregation for Europe.
- The delivery of an Impact Framework for Cultural Heritage and its [toolkit](#)
- The success of the Transcribathons based on the Europeana 1914-1918 collection.
- The 140 applicants for the Europeana Research Grants
- The pilot with Edutheque via the French Ministry of Education as the basis for work with other Member States.
- The election of Europeana Foundation to the **IIIF Executive Board**
- The Europeana licensing framework has been turned into a service for cultural heritage institutions via [Rightsstatements.org](#).



- The wonderful [ArtUpYourTab](#) and [StoryPix](#) Creative Industry developments on Europeana data.

Paper 5A - Summary of DSI-2 Report (enclosed)

1.2 DSI-3 and Procurement

DSI-3 started on schedule on 1 September. The Commission has been invoiced for the first 800,000 euros and an 'inception' meeting is set up for the 26th September. This meeting will cover:

1. Proposed content of the two monthly reports to the Commission:

- progress against the DSI-3 objectives A-H:
 - A. Discovery, use and engagement for users in defined target groups, against user feedback

- B. Optimise data and aggregation infrastructure
- C. Improve content distribution mechanisms
- D. Improve/widen distribution channels through partnerships
- E. Coordinate, sustain and grow the network of data partners and experts
- F. Maintain an international interoperable licensing framework
- H. Make necessary dispositions to host the results of the Europeana Generic Services Projects

- report on KPIs
- Deviations and adjustments
- Planning for next months
- Overview of deliverables
- Major changes in staff if applicable
- Pre-existing rights
- List of results (e.g. publications, other thematic collections)
- Communication and dissemination

2. Publication rights under the DSI-3 Service Contract

- We propose that any publication during the DSI-3 period of Europeana and partners will be published CC BY-SA, unless otherwise agreed or is explicit in the Service Contract (e.g. deliverables, report thematic collection.). This is contrary to the service contract that states that all results and outcomes are under (c) of the European Union, but follows current Europeana policy and practice. To continue with this we need written from the Commission agreement on this.

3. Transfer / Handover

- expectations of the Assets and Liability report (due 6 October 2017)
- expectations of the employed staff report (due 6 October 2017)

4. Discussion on the constituency of the Advisory Committee.

The ability to start DSI3 on time is due in no small part to the dedication of the Europeana staff over the summer period. The bureaucratic hoops were very painful and costly. We will try to get the CEF Committee to alter the conditions of procurement. Partners have in the main, been very cooperative and also jumped the hoops.

1.3 Generic Services Projects: Migration, Literacy and Byzart and ideas for next call

The Europeana DSI formally consists of a Core Service Platform that is operated by the Europeana DSI-Consortia (DSI-1, DSI-2, DSI-3, under Procurement and Generic Services that are subject to Grant funding. The topics of the latter vary with the current call, open until November having a visualisation tools and re-use focus. The Commission has a call for these projects every year and the work programme (i.e. objectives) will be defined by the CEF-committee (representations of Member State ministries) upon a proposal from the Commission and by consultation of the DCHE. Generic Services are 50 to 75 per cent funded under the Connecting Europe Facility.

1. **Europeana DSI Generic Services Projects-1 (2017)**

The European Commission has awarded three projects under the Europeana DSI Generic Services Projects-1. Two of which have Europeana Foundation involvement. The objective of this call was to develop Europeana Thematic Collections focusing on a specific cultural movement. The projects are 50 per cent funded.

The awarded projects are:

a. **Rise of Literacy Thematic Collection**

This project will develop thematic collections to showcase the rise of literacy in Europe. It will focus on literature, newspapers and manuscripts and will create eponymous thematic collections.

The project partners are:

1) Stichting Europeana; 2) National Library of Greece; 3) National Library of the Netherlands; 4) National Library of Serbia; 5) National Library of Slovenia (Coordinator); 6) National Library of France; 7) National Library of Scotland; 8) National Library of Latvia; 9) National Library of Portugal; 10) State Library of Berlin; 11) Opera del Vocabolario Italiano; 12) Istituto Centrale per il Catalogo Unico delle biblioteche italiane e per le informazioni bibliografiche (ICCU) and 13) The National Library of Wales.

Funding: € 2.3 million of which €55,215 is for EF (all amounts are 50% funded)

Duration of the project is: 18 months

b. **Migration in the Arts and Sciences Thematic Collection**

This project will develop editorial and curatorial content on the subject of how migration has impacted European Arts and Sciences (or vice-versa). The first results will be visible in the Europeana Migration Thematic Collection later in 2017 or in early 2018. Of course, the thematic collection will be a major part of our Migration Campaign of 2018.

The project partners are:

1) Stichting Europeana; 2) Netherlands Institute for Sound and Vision; 3) KU Leuven 4) FINA Poland; 5) National Archives of Hungary; 6) National Library of Lithuania; 7) National Library of Serbia.

Funding: € 948,507; of which € 60,776 is for EF (50% funded)

Duration of the project is: 18 months]

c. Byzantine and Post Byzantine Art and Archaeology thematic collection

The Byzantine and Post Byzantine Art and Archaeology thematic collection (BYZART) action aims at making 75.000 cultural and artistic multimedia content accessible online through Europeana platform. By the end of the action, the number of the digital items related to Byzantine art and archaeology on Europeana platform will reach about 115.500. Europeana Foundation is not formally involved with this project, but is tasked by the Europeana DSI-3 tender to make the necessary dispositions to host and support this project.

2. Europeana DSI Generic Services Projects-2 (2018)

The Commission is currently looking for project proposals. The focus in this call is twofold:

a. Projects that improve the end-user experience of Europeana

The projects aim to provide tools for end users to highlight, share or enrich material accessible through Europeana, such as tools to list personal favourites, share discoveries on social media, upload personal memorabilia or enrich descriptions.

b. Project that show concrete examples of re-use of Europeana, using the API.

The projects aim to produce concrete examples of re-use of the material accessible through Europeana in other sectors, such as in research, education, creative industries or tourism.

Europeana will be active and find consortia for both areas, but will only participate in projects under a) as they will directly affect our products. Moreover, the project call explicitly states that any project under a) needs full compliance to the conditions that Europeana sets for its end-user services. We will be active via blog posts on Pro, via the Network and via DSI-partners. Europeana will maintain a list of possible ideas that for interested parties.

Current promising examples of project ideas under a) are the development of a shared video player (led by Sound & Vision); and b) further development of user annotations (initiated by Net7). We will inform the Board of more project proposals at the next Board meeting.

Project ideas under b) are also under development. Project ideas that we have heard of are in research (further development of (library) research labs, education (educational e-books) etc.). EF will continue to facilitate more project ideas and try to make them more substantial before the submission deadline of November 2017.

2. Advocacy work - CEF Telecom Committee

A Briefing has been prepared for CEF Telecomm members. The Briefing was requested by the French Telecom Committee member Jean-Jacques Leandri after a meeting with him attended by Agnes Magnien (InA and EF Board Member), Marie-Veronique Leroi (French Ministry of Culture) and Jill Cousins on July 18th to discuss French support of Europeana under the CEF. The Briefing was critiqued by the Duthematic collectionh Telecom Committee Member, Najim Ouelaouch (Ministry of Economic Affairs) and Marit Vochteloo (Ministry of Education, Culture and Science). The Duthematic collectionh will support the proposed changes to the 2017 and 2018 Work Programmes. The French wanted to be assured of a consensus, so the advocacy campaign has two goals: a) To establish a consensus to reinstate a minimum budget of € 8 million p.a for the core service platform and b) to reinstate a minimum budget of € 8 million p.a for the core service platform.

The aim of the Briefing is to help civil servants not from the cultural Heritage sector understand the benefits of Europeana to the Digital Single Market and to Europe.

CEF has supported three years of Europeana Foundation and 28 partners funding (DSI's 1,2, and now 3). The Europeana DSI contributes to improvements in the digital cultural heritage sector and the daily lives of European citizens through the building blocks especially in interoperability, multilingualism, open data, the work of other services such as the Automated Translation Service, digital inclusion, the connectivity of European digital cultural services and the development of a Digital Single Market. As noted in the last *scoping paper for the CEF work programmes 2018-2020* of 9 June 2016:

“On 31 May 2016, the Education, Youth, Culture and Sports (EYCS) Council adopted Conclusions on the role of Europeana for the digital access, visibility and use of European cultural heritage. The [Council Conclusions](#) confirm Member States' continued support for Europeana, both from a cultural as well as a digital innovation perspective, and give renewed political guidance to the mission and priorities of Europeana. To

strengthen the value of Europeana, the Council Conclusions propose to focus on supporting the professional network, sustaining a multi-sided internet platform for sharing and (re)using metadata and content and providing a general multilingual access point to cultural content. Council Conclusions invite the Commission to continue funding Europeana through EU procurements. **In the light of the above, it is expected support to Europeana to continue without significant disruption until the end of the programme.”**

However, under the open procurement for Europeana DSI-4, (Workplan 2017) the budget has been reduced to €14 million against 24 months, a reduction of €1 million p.a. that will definitely cause **significant disruption** including the:

- potential loss of some pan-european thematic aggregators with a consequent decline in data quality and the ability of cultural heritage institutions in countries with no national aggregator to contribute.
- slowing down of the connection of national education systems to Europeana.
- reduction of social media engagement, with a direct effect on the use of Europeana by the public.

We are therefore undertaking advocacy with the EF Governing Board and Cultural Heritage Institutions to raise support with CEF Telecom Committee in two areas:

- a) Ensuring that the minimum annual budget for the Europeana does not go below €8 million;
- b) Shortening of the time span the 2017 Work plan budget covers from 2 years to reach a net of 8 million per 12 months.

The Campaign

A small campaign has started, based on the Briefing, aiming to convince the CEF Telecom Committee to raise and resolve the issues at their next meeting on October 17. A three pronged approach is envisaged:

1. Direct contact with the CEF Telecom Members. Meetings have been set up or undertaken with the French, Dutch, Bulgarian and Estonian CEF Committee Members. Attempts will be made to meet personally with the German, Lithuanian and Spanish.
2. A letter and the briefing will be sent from Europeana Foundation directly to all members of the CEF Telecom Committee
3. The Europeana Foundation Governing Board have been asked to send a letter and the briefing to the CEF Telecom Committee member in their country and to their Ministry of Culture to persuade them to brief their Telecom colleague.

4. Directors of Cultural Heritage Institutions will be encouraged to also use the Briefing and draft letters to contact their Ministry of Culture.
5. The DCHE will be asked to discuss the issue with their Ministries of Culture, providing the Briefing and Letters, for follow up with CEF Telecom Committee Members.

Standard letters, that can be personalised to the institution, have been prepared alongside the Briefing. The Europeana Foundation Governing Board will update each other on their activities and results at the Board meeting on the 28th.

3. Evaluation of Europeana for Council Conclusions

The evaluation committee has been appointed based on the [Independent evaluation of Europeana following adoption of Council Conclusions by EYCS Council on 31/05/2016 roadmap](#). In the DCHE meeting of 10-11 May 2017 a summary of the exercise was given which will be undertaken in two parts:

- a. Evaluation complying with the Better Regulation Guidelines of the European Commission: assessment of Europeana based on five mandatory criteria (effectiveness, efficiency, relevance, coherence, EU added value), and
- b. On the basis of the results of this evaluation, analysis of future options and formulation of orientations for the mid and long-term development of Europeana.

Outcomes will be transmitted to the Council and the Parliament and feed into future CEF work programmes and possible future Commission proposals on Europeana.

Five experts have been selected from different fields of relevant expertise.

A consulting company has been awarded the Framework contract for the Support Study, which has the following tasks:

Task 1: Validation of the evaluation questions and of the methodology • Task 2: Review of relevant documents and data • Task 3: Support to the public online consultation • Task 4: Gathering of quantitative and qualitative data • Task 5: Benchmarking • Task 6: Data analysis & Evaluation report • Task 7: Assessment of options for the future development of Europeana

The duration of the contract is 9 months, so it unlikely that the evaluation will feed into the 2018 Work Programme of CEF, which deals with the funding for mid 2020 to feasibly

2022. Although the aim at the time of the May DCHE meeting was to report preliminary results at their November meeting.

No contact has yet been made with Europeana Stakeholders as far as we know, but a couple of organisations in our network have contacted the expert who relates to their country.

4. Business Plan 2017 Progress Report

Overall

Overall progress on [Business Plan 2017](#) has been good. Data quality improvements (Europeana Publishing Framework tier 2-4) are on track and the traffic and engagement levels on thematic collections and social media are surpassing expectations. Organic traffic through google remains an issue as is the technical issues surrounding CRF (the mechanism that allows us to track technical metadata). Remedial actions for both issues are being taken. Importantly, our investigations in user satisfaction show some very promising results. Some highlights:

New Pro

For the professional audiences, Europeana has developed a new Europeana Pro, incorporating Europeana Research and Europeana Labs. It highlights a new and fresh visual design and integrated backend functionalities, but it's primary aim is to create improved user journeys (highlighting our key services for each audience). Easy feedback mechanisms have been provided which will allow us to integrate user feedback into future developments.

Metis/Operation Direct

Progress was made with Metis, but the acceleration came late due to personnel changes and inconsistencies in views on the relationship between Metis and Operation Direct that needed to be solved first. A report of an independent consultant (detailed separately under section 6 below) brought clarity on these issues which are now being adopted and implemented.

Education

Our efforts in the education markets are starting to pay off. We now have 5 partnerships in place, with: European Schoolnet, Historiana, eTwinning OpenEducation.org and the French Ministry of Education (Europeana dedicated online space with selected

resources in French at the French national educational portal Éduthèque (126,000 teachers/850,000 subscribers in total).

Traffic & engagement

Social media

If we look at the key performance indicators, one of the notable highlights is that we are doing very well on social media at the moment. After the explosive growth in January following a few GIFs going viral on GIPHY, the amount of impressions on social media remained stable and well on track between February and August.

(Thematic) Collections

Similarly, the thematic collections reach engagement levels well beyond Europeana's average. Users of Thematic Collections stay on the website longer, visit more pages than all Europeana users. Moreover, more of them return to the website.



Throughout this period, six surveys were run on Europeana Collections (for two weeks every two months). On average, 82% of users in DSI-2 rated their experience of using Europeana Collections as satisfactory or better, exceeding our KPI of 60%. Equally, the Net Promoter Scores balance between 21 and 35 during this period (>0 is considered good, >50 excellent). This signals that the users that come to Europeana are satisfied with what they get. A continuous known problem we face is the erratic way that Google indexes the Europeana material, reducing the number of end-users reaching Europeana and its content directly through search-engines. While we do what can be done to optimize for search engines our active strategy to improve customer value remains qualitative; improve uniqueness and relevance of the material by interlinking (entity pages), curation (galleries, exhibitions), thematic organisation (Thematic Collections)

and time limited thematic campaigns.

Content

Currently Europeana.eu features content from 44 countries in 39 languages across more than 3,700 data providers. In total there are **53,629,614** objects available in Europeana.eu. Several partners have submitted new or updated metadata to Europeana in the last months, including Photoconsortium, Europeana Fashion, European Film Gateway and Biodiversity Heritage Library.

According to the numbers presented by the CRF, the progress against the tiers of the Europeana Publishing Framework over the last months seems to be not very positive (down with 2 million). However, the opposite is the case and the only problem we have is that we can not measure the progress precisely for the time being due to technical problems with CRF which occurred in summer 2017. We estimate that in reality we have at least added 3.4 million items in the higher tiers (with heavy emphasis on tier 4). In addition, we have more data coming in soon that will help to improve the situation even more. Also the progress we made to map and include IIF resources will help to improve the situation, as these resources are considered to be tier 2-4 compliant, but not yet included in the figures.

Reference papers on Content, Traffic, KPIs:

Paper 5B - Content Report (enclosed)

Paper 5C - Web Traffic & Social Media Report (enclosed)

Paper 5D - Status of KPIs (enclosed)

5. Curated and Non-curated Collections

First results and next steps for non-curated and curated thematic collections

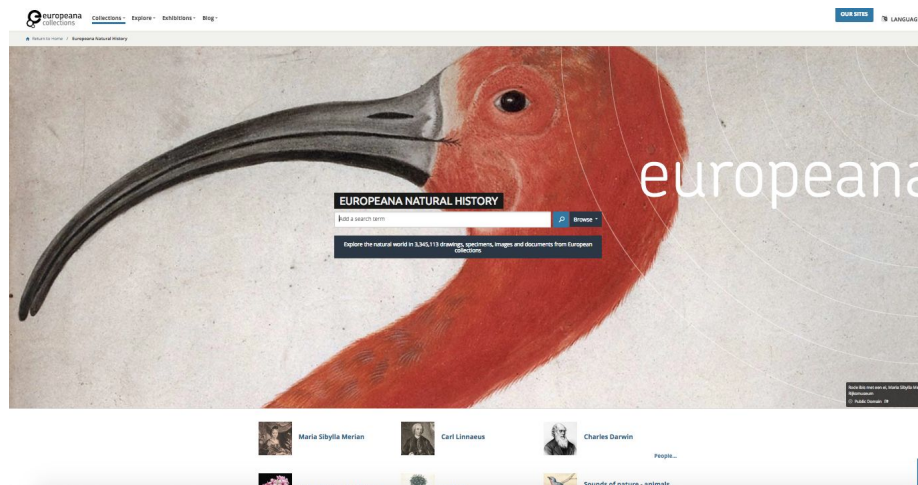
Since January 2016, Europeana has been publishing a growing number of thematic collections, including 1914-1918, Art, Fashion, Music, and Photography. Europeana is

further committed under DSI-3 Generic Services projects to publishing additional thematic collections on Literature, Manuscripts, Newspapers and Migration before 2020.

There is growing evidence that users and partners find thematic collections more engaging than [Europeana Collections](#) as a whole. It is therefore logical to expand its range of thematic collections. However, the current approach has four limitations:

- a. Each Thematic Collection is effectively a website in its own right, requiring editorial, updates of content, marketing to user groups, encouraging of interaction. Europeana has insufficient human and financial resource to replicate the success of **curated** thematic collections in new topic areas
- b. Often started under funded projects, the consortiums are not able to fully support the thematic collection post project, placing the financial burden on the DSI.
- c. Partners whose data do not match a thematic collection may be less motivated to work with Europeana
- d. Users whose interests do not match collection thematic collections are likely to be less engaged by Europeana

With this in mind, the Collections and Product teams ran a pilot from July to September 2017 comparing user engagement in the existing curated thematic collections with three **new automated (non-curated, non-funded)** thematic collections: Sport, Natural History and Maps & Geography.

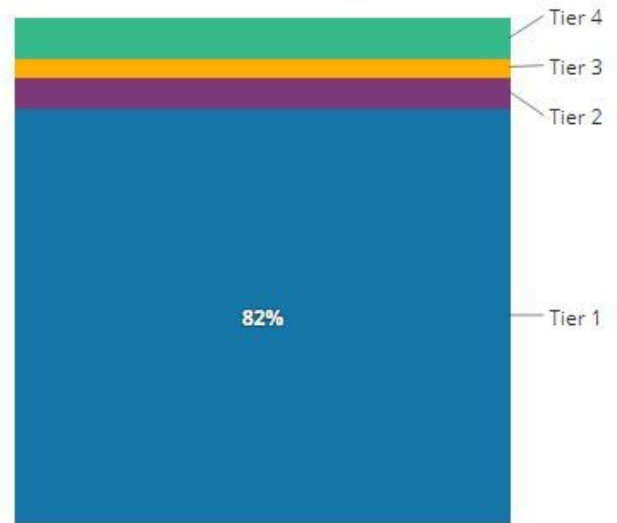


Europeana Natural History Automated Thematic Collection

A mid-term analysis of the pilot found that user engagement with curated *and* automated thematic collections is broadly similar, and higher in both cases than Europeana Collections. Several potential new collections – such as Judaica and Archaeology – have been scoped in outline and could be evaluated for release in 2018-19.

The interim conclusion is to expand the automated, non curated collections, even working this way for new Generic Service proposals, but use expertise to create exhibitions and very specific content on an occasional basis. When evaluating this proposal, the following matters should be considered:

1. Data quality: 82% of the Europeana corpus is classified at Tier 1 and therefore ineligible for thematic collection inclusion
 - a. Minimum Viable Product (MVP) criteria for new thematic collections should be established, e.g.
 - b. Content scope and quality: are there sufficient high-quality data to support the theme?
 - c. Market demand is there a significant audience for the theme.



2. Staff resources:
 - a. The Collections Team is responsible for developing and maintaining all thematic collections (e.g. API query development and maintenance, updating landing pages thematic collection). Scaling from 5 thematic collections (as now) to 10-15 thematic collections will impact workloads, although some gain can be had from diminishing the work for curated collections.
 - b. Data Partner Services: publishing new thematic collections is likely to attract interest from data providers; handling these enquiries will impact workloads.
3. Partner relationships:
 - a. Expectation management: it should be made clear that thematic collections are a non-funded 'self-service' opportunities for partners to use our platform
 - b. Change will need to be sensitively communicated to consortia partners (e.g. Fashion Association and Photoconsortium), Advisory Boards and aggregators
 - c. Product: a greater number of thematic collections is likely to affect the navigation, display and branding of thematic collections on europeana.eu. Potential re-design work for the homepage should therefore be anticipated.

Reference documents:

[Paper 06A Non-curated thematic collections \(15 June 2017 EF Board Meeting\)](#)

[Best exploitation of the thematic collections; Automated Collections Pilot](#)

[Automated Collections Pilot: mid-term analysis; Europeana Collections – One Year On \(March 2017\)](#)

6. Next Steps for Metis and Operation Direct

Europeana's current ingestion system, UIM, was designed in 2011 and is in need of replacement as its technology base and architecture cannot be scaled any further to meet the organisation's strategic goals. The planned replacement system, Metis, started development in 2015 and has suffered from a protracted and drawn out development process. In 2016 Europeana initiated an investigation into a potential alternative to Metis called Operation Direct, developed by an external partner. The resulting prototype, demonstrated at the Europeana AGM in November 2016, was perceived externally as possible alternative, without any full internal evaluation. This has led to a level of confusion by stakeholders and within the organisation that needed resolving.

Metis is still under development. Always intended to be a technology prototype, Operation Direct is not currently being developed further. Operation Direct was strongly predicated on a model of exclusive interaction with Cultural Heritage Institutions (CHIs), whereas Metis has prioritised the need to support the transition to expert hubs alongside a more gradual increase in direct CHI relationships.

The difficulty of managing communication on these two very different concepts while wishing to remain open and transparent, together with perceived and apparent slowness of delivery of METIS, led to the directorial team of Europeana deciding to take a step back and evaluate as to whether completion of Metis development is the correct path to follow, or whether Europeana would be better served by following the route outlined by the Operation Direct prototype and its associated documentation.

In July Richard Padley of Texeme Ltd conducted a review of Europeana aggregation product. The review investigates the issues surrounding the current situation, and evaluates both Metis and Operation Direct against a set of criteria developed from Europeana's strategic priorities combined with technical best practices. The evaluation and narrative are informed by analysis of project documentation and interviews which were conducted with key stakeholders within Europeana and partner organisations selected during the scoping activity for this analysis. The review report (Paper 5E) is confidential to the Governing Board at this point in time.

The recommendations in the report are under consideration against available resource and other criteria for the environment in which Europeana operates. However the main conclusion of the report to fully back Metis development is being implemented. As a first step, a new interim Technical Director has been hired, Jianrong Chen. He has technical architecture expertise and has run large teams in similar environments. We have strengthened the Development team for Metis and are concentrating on its development for the next 6 months.

Paper 5E - Review Report (Confidential to Europeana Governing Board at this point in time)

7. Europeana Copyright Policy Advocacy

This section provides an update on the ongoing copyright advocacy activities undertaken by Europeana Foundation with support from [Kennisland](#) and [Helena Lovegrove](#), our Europeana DSI-2/3 partner, based in Brussels liaising with EU institutions and bodies. The update covers the period from the last Europeana Board meeting which took place on the 15th of June 2017 until 13 September 2017. This period has been relatively slow due to the summer break of the EU institutions.

Outreach to policy makers & legislative process

During the reporting period we have continued our outreach to policy makers. After the vote in the IMCO committee on the 8th of June (which resulted in an report that included amendments reflecting our policy positions on preservation/digitization and on the making available of out of commerce works) we have shifted our attention to the members of the CULT and ITRE committees. Both Committees have voted on their opinions on the 11th of July.

The as expected the opinion adopted by the CULT committee does not include significant changes to the provisions on access to out of commerce works. It does however broadens the scope of the preservation exception introduced by article 5 to include digitisation. The opinion by the ITRE committee also expands the scope of article 5 to include "internal organizational reproductions for purposes related to the implementation of their public interest mission.". In line with our policy position the ITRE opinion further proposes to add a fallback exception in the provisions dealing with the making available of out of commerce works (article 7). Taken together the ITRE and CULT opinions reinforce the message that the provisions dealing preservation/digitization and the making available of out of commerce works need to be improved.

After the CULT and ITRE votes our attention shifted to the leading JURI committee. Ahead of the shadow meetings which have started in the first week of September we have held meetings with the office of MEP Voss (the new rapporteur) and the rapporteurs for the S&D and Green groups. The date for the vote in the JURI committee has once again postponed and is currently scheduled for late November.

In June we have also met with the Copyright Unit of the European Commission to discuss technical details of the approach we have proposed for strengthening the provisions for the making available of out of commerce works.

These activities continue to be based on the [updated mandate](#) that was adopted in December 2016 and are carried out in line with the rules established by the European Advocacy Framework.

Coordination with Library organizations

We have continued our coordination with the Library organisations that are actively involved in advocacy efforts related to the copyright reform proposal (LIBER, EBLIDA, CENL, IFLA and PL2020).

Coordination with other stakeholders

We have continued our dialogue on the need for workable provisions ensuring the access to out of commerce works with rights holder representatives. In the reporting period we have held two further meetings with the Federation of European Publishers (FEP) and the International Federation of Reproduction Rights Organisations (IFFRO)

Outlook

We will closely monitor the proceedings in the European Parliament with an eye towards the upcoming vote in the JURO committee (currently scheduled for november). We will also continue to engage with Member State representatives.

8. Europeana and RightsStatements.org

Together with the DP.LA Europeana launched rightsstatements.org in April 2016, it is growing both organisationally and in the application of the interoperable rights statements.

In November 2016 26 million rights statements were changed in the Europeana database making us the first cultural heritage association to implement the newly developed internationally interoperable rights statements. Developed very closely with

Kennisland, RightsStatements.org is now a membership organisation with its secretariat based in the Europeana office covering .2 of an FTE from the membership fees.

Three new partners have now joined the consortium

Library & Archives Canada & National Digital Library (India) and Trove (Australia). Other big digital libraries are expected to join over the next 12 months and the organisation is self-supporting from the membership subscriptions, of \$10,000 p.a per member. Each partner has a representative on the Steering Committee to oversee and guide the operations of the service. And each partner contributes to the work undertaken by the Statements & Technical Working Groups to develop the statements themselves and the interoperability of them respectively.

Translations of rights statements are underway

Following the launch of the Editorial Policy and the Translation policy, 5 expressions of interest have been received to translate the statements and supporting text. Of which, so far the DDB has been selected as the official translation partner - waiting in the wings are offers to translate into Portuguese, Finnish, Spanish or Estonian languages.

Next steps

The first Steering Committee Annual meeting was held on 7 & 8th September, resulting in partners drafting an 15th month business plan.

9. Innovation Agenda Taskforce

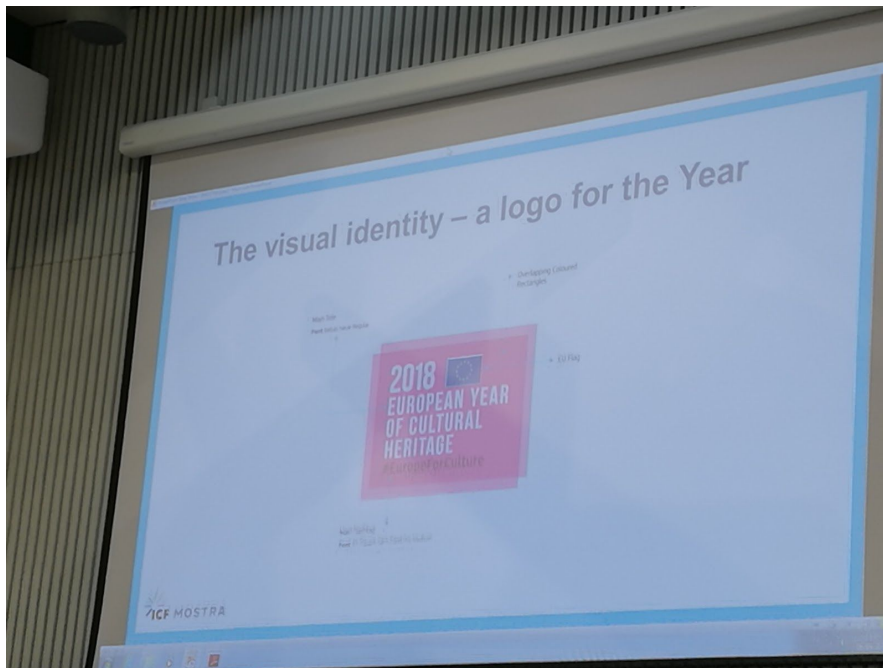
The Board instituted an Innovation Agenda Taskforce to further investigate how Europeana should deal with projects and project proposals (mainly under H2020) in the future. The taskforce initially consists of Johan Oomen (chair), Max Kaiser, Lora Aroyo, Monika Hagedorn-Saupe, Pavel Kats, Jill Cousins and Victor-Jan Vos (secretary). The Taskforce has already met once via telecon in July 2017 and concluded that more members were necessary to complement the current composition. In addition, the taskforce discussed in its first meeting its scope and vision. A main topic of discussion was the relation of Europeana strategy to innovation: how does Europeana want to position itself in projects and what does it want to achieve.

New members (Lorna Hughes and Paul Clough) were invited to the taskforce. Because of busy agendas and the holiday period the taskforce has not met since. The plan is to meet via telecon again at the end of September 2017. A first paper with outcomes is to

be expected in early 2018.

10. European Year of Cultural Heritage

The first week of September saw a flurry of meetings run by DG EAC on the European Year of Cultural Heritage (EYCH). As a partner, Europeana attended both the National Coordinators meeting and that of the Stakeholders (civil society). The National Coordinators meeting gave a good overview of national plans and ideas for the year upon which Europeana can possibly piggyback some activities. The visuals and website for the year were released:



CC-BY- you dont want to share such bad photography - Jill

On the Stakeholders days Commissioner Navracsics gave a short intro with the following main points:

- EYCH must be an open project - open to all citizens -
- *“It is our cultural heritage that makes us European”*
- Where the past meets the present is an important slogan it is more than a slogan - cultural heritage must be relevant in the present and the future
- Working across DGs to make EYCH substantial and successful

DGs presented how EYCH will be represented across their work with Frederico Milani of DG Connect flying the flag for Europeana he said that DG Connect puts Europeana at centre of its EYCH activities and mentioned the following 3 areas:

- Europeana 1914-18 Centenary Family Collection and Transcribathon Tour
- Europeana Migration project
- Europeana conference, with very large emphasis on Technologies and the Digital, on SS Rotterdam, May 15-17, 2018.

To summarise the main contributions of Europeana to EYCH are:

1. We are working with DG EAC to help the EYCH site construction and supplying pictures of cultural heritage
2. The Europeana Network Association (1700+ individuals) are working on a EYCH support campaign to launch at the Europeana AGM December 6
3. We will connect citizens own history with our shared cultural heritage by:
 - a. running a Europeana 1914-1918 centenary tour for 1918 with some places and partners across Europe (including Bulgaria) – together with transcribathons

Robert Bertsch, a retired teacher, was amazed to discover an important part of his family history on Europeana. He found video footage capturing the arrival of his family in The Netherlands in 1958.

Robert who was 10 then, together with his parents and two brothers had to leave Indonesia abruptly in 1957. He remembers his father coming into the classroom and telling the teacher that they had to leave within a week.

b. launching our Migration project: Europeana Migration this November – collecting personal stories and memorabilia from across Europe connecting people with their pasts and shared cultural heritage

4. We will submit for one of the EYCH grants (when the proposal comes out) to support a kids hacking of cultural heritage with Coding da Vinci and other hackathons across Europe
5. We will run a Europeana EYCH Digital Cultural Heritage Conference under the banner of EYCH in Rotterdam on the 15-17 May 2018
6. We will support and amplify any of EYCH and EAC activities that we can, using our Comms channels but also our bloggers etc.
7. We will carry a tile for cool things going on under EYCH over the year.

11. Europeana Network Association

Overall update

Since the last update, the Network Association's activities have revolved around the second Members Council meeting of the year in July in Copenhagen, review process and start of a new Task Force, review and endorsement of the new Joint Europeana Aspiration and Approaches, and ongoing Network Association Membership campaign 2017.

Membership

Current Association membership stands at **1780** (number updated 04/09/2017).

Members Council Meeting (6-7 July, Copenhagen)

The second Members Council meeting of the year took place on 6 and 7 July at the National Gallery of Denmark in Copenhagen. The Council welcomed [Ms. Catherine Magnant](#) from the Commission's DG EAC, responsible for organizing the [2018 European Year of Cultural Heritage](#), who expressed a strong interest in actively involving ENA in organisation of the Year. Ms. Magnant presented Commission's plans to mobilise European citizens throughout 2018 through a series of projects, events, campaigns and actors. The Councillors gave feedback on the organisation and design of the Year and put forward ideas about legacy, campaign format, and how to best approach various target audiences.

The meeting then addressed other topics such as Members Council's engagement, Association budget, Europeana Business Plan 2018, Membership Campaign 2017, and governance-related matters. The Council endorsed a new Joint Europeana Aspiration together with the Europeana Office and Foundation Approach, went through approval process of Task Force proposals and evaluated the final recommendations of recently ended Task Forces. The Councillors were also presented with the current and upcoming Europeana #AllezCulture campaigns.

Related blog - July 2017: [MC meeting in Copenhagen: getting ready for the European Year of Cultural Heritage 2018](#)

Network Engagement

[Task Force Terms of Reference](#) were updated and approved by the Members Council in Copenhagen. The new ToR provide a clearer selection, evaluation and approval process and communication rules towards the Association, taking into consideration the timing and scope of the future procurement service funding.

The three recently ended Task Forces (TF) that are in process of final review are the [Audiovisual Media in Europeana TF](#), [TF on Benchmarking Europeana](#), and [Preparing Europeana for IIF involvement TF](#). The running ones that are approaching their mid-term review are [Advanced documentation of 3D Digital Assets](#), [Network Participation Framework](#), and [Impact Assessment TF](#). The [Europeana Resource Citation and Object Identity Standardization](#), whose start has been postponed because of missing a Europeana office representative, will be starting its work shortly. The Members Council voted positively on 2 new TFs: the Council rejected the resubmitted proposal for [Europeana Local Communities TF](#), and approved the proposal of [Creation and Governance of EDM mappings, profiles and extensions TF](#), initiated by the Europeana office. The TF proposed in the beginning of the year by Peter Soemers was turned into a successful initiative in relation to the #AllezCulture campaign. The Europeana office had a meeting with him and three German bloggers (@moritz_hoffmann, @AnneAschenbrenn, Anke von Heyl @kulturtussi), who were very much interested in Europeana's work and can curate support for our thematic collections by reaching up to 20 000 followers. They have subsequently created a Trusted Blogger Strategy, which will be promoted to encourage other bloggers to participate.

[6 WG](#) are currently approved and running. The [Library WG](#) has started forming its group membership and reaching out to ENA members to create a Europeana community for the library sector. The [#AllezCulture](#), [Data Quality](#) and the [Copyright WGs](#) are running, and [Europeana Pro Working Group](#) has been consulted for the launch of new Pro website. The [Governance WG](#) has reviewed the new [Terms of Reference for Councillors](#) and other governance-related provisions in ENA legal documents, and has started planning ENA 2017 elections.

Our Aspiration and Approach

The Management Board and the Members Council have reviewed and formally approved the slightly-revised [Joint Europeana Aspiration, ENA, and Europeana Foundation Governing Board and Staff Approach statements](#). The Members Council suggested that the Foundation and Staff Approach is too long and could be shortened for promotional purposes, and made a couple of remarks on wording. The final process of approvals will take place in September 2017 following the Governing Board meeting.

Membership campaign 2017

The Membership campaign kicked-off in May with the main objective to raise awareness about the Association elections, reinforce the active membership in the Association and update members information. The message and [related blog post](#) were communicated to ENA members, providing a deadline of 1 November for registering for the elections. Around 860 members have confirmed their membership (by 4 September). The Office followed-up and sent reminders to those who have not responded to the campaign email on 22 June, 27 July, and 22 August with each reminder contributing to the increase of confirmed memberships by around 100-200 members. The campaign might also result in losing some members (anticipated around 300-400).

Related blog - May 2017: [Let's make next key decisions together: renew your membership!](#)

12. Forthcoming Events

- **Presidency Event: 'Developing impact goals for cultural heritage'**

Organised by Europeana in collaboration with Estonian Ministry of Culture

Event Dates: 4 & 5 October 2017

Venue: Tallinn, Estonia

- **Aggregator Forum - Fall**

Organised by Europeana and Croatian Ministry of Culture

Event Dates: 2 & 3 November 2017

Venue: Zagreb, Croatia

- **Annual General Meeting**

Organised by Europeana

Event Date: 6 December 2017

Venue: [Museo Nazionale della Scienza e della Tecnologia Leonardo da Vinci](#) , Milan, Italy

- **Europeana: TECH for EYCH conference**

Organised by Europeana

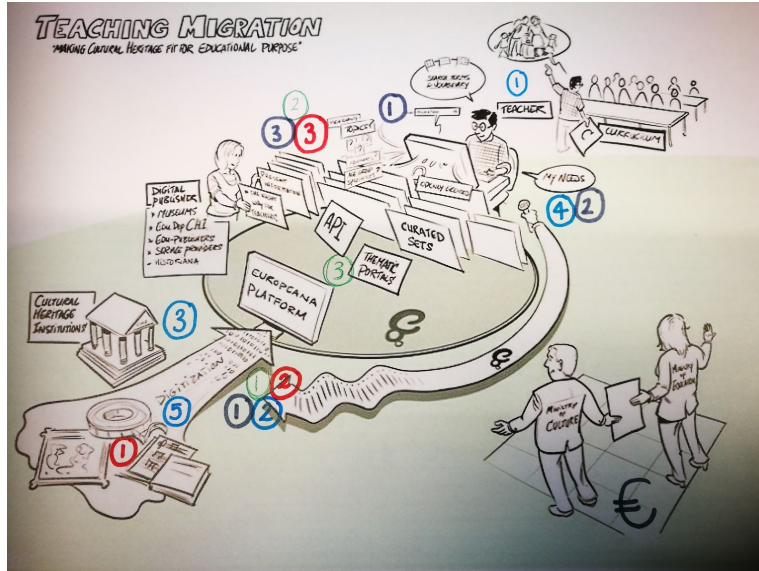
Event Date: 10-11 May, 2018

Venue: SS Rotterdam, Rotterdam, The Netherlands

See other upcoming events on [Pro](#).

13. Maltese Presidency Meeting Results

Building on the ambition of recommendation II of “[Europeana for Education Policy Recommendations](#)” meeting in May 2015 under Latvian Presidency, the one-and-a-half-day Maltese Presidency meeting discussed how the relevant players: policy makers, cultural heritage institutions, teachers / educators and Europeana can better cater for migration themes to provide the requirements of the of educators and prioritise the provision of ‘Fit for Education and Learning’ content by cultural heritage institutions and education and culture ministries. Together we identified the educators’ need and the implementation requirements for each player. We came up with concrete suggestions on how each player can actively help. We then turned the suggestions to actions and created a visual to represent the actions and their interdependence in a schematic drawing. The actions and the drawing were tested through a series of interviews with a representative from each stakeholder to ensure that they capture all the identified elements at the Malta meeting. The final actions and visual report will be published by end of September and the call for action will be disseminated towards Europeana Network Association, policy makers, DCHE and Ministries of Education and Culture in early October. Europeana will also set up a mechanism to coordinate and follow up the implementation of actions amongst the stakeholders. The aim is to help the process and to make coherence. It is not a one-off practice and will be continued to be made more solid through the upcoming Europeana campaign on migration and other Europeana activities in education.



Draft drawing: players, actions and their correlation - CC-BY-JamVisualThinking

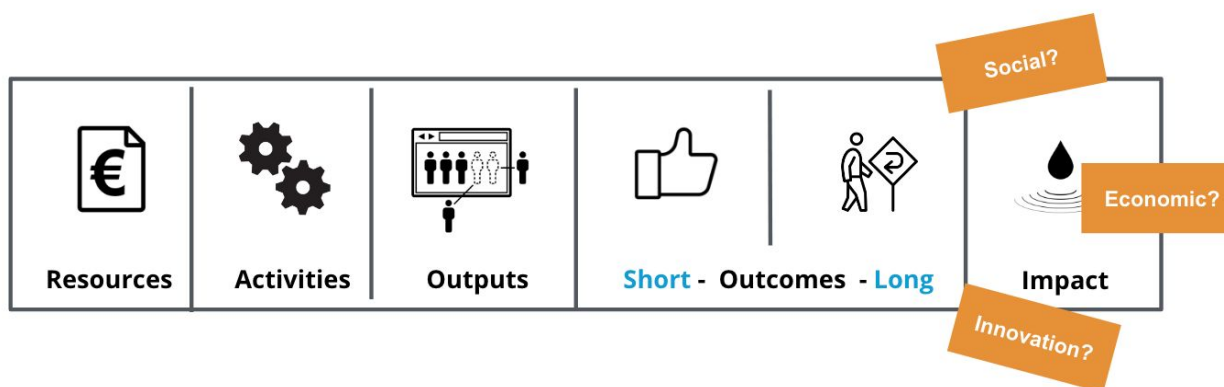
14. Plans for Estonian Presidency Europeana Meeting on Impact

Under the Estonian Presidency, Europeana will hold a meeting on ‘*Developing impact goals for cultural heritage*’ on 4 and 5 October 2017 at the [Estonian Health Care Museum](#) in Tallinn, under the auspices of Europeana DSI3 and in collaboration with the Ministry of Culture of Estonia. The meeting brings together representatives of the DCHE, Ministry of Culture of Estonia, DG Education & Culture and DG CNECT and some members of the Europeana [Impact Assessment Task Force](#). The aim is to familiarise the participants with the [impkt.tools](#) and to explore impact goals for Digital Cultural Heritage. Through presentations, case studies, workshops and roundtable discussions we show delegates how to implement the framework within their ministries and institutions, and how to test and refine the framework and developed recommendations for its full implementation in 2018. The outcome will be a set of recommendations for further development under the European Year of Cultural Heritage for publication during the Austrian Presidency in 2018.

In 2015 Europeana developed a [Europeana strategy 2015-2020, impact framework](#) to assess the Impact of its activities as a platform for digital cultural heritage. Recently, together with the Europeana Network Association and some experts, that framework has been turned into [impkt.tools](#). By applying strategic impact thinking in organisations

they can become better at understanding and expressing what they do in relation to societal and economic needs, and can take an active role in contributing to it. The event in Tallinn will explore:

- the impact of digital cultural heritage in this new environment, described in [Culture 3.0](#);
- the impact goals that could be aimed for within the sector;
- how these can relate to the strategic goals of the EU under the next multi-annual framework;
- how to measure and show impact in a mutually understandable way.



The meeting briefing book is a public document.

END