

Europeana Network Association Activity Plan 2018

1. Association structure and main areas of activity

The [Europeana Network Association](#) is an active community of over 1,800 individuals who are interested in digital cultural heritage, and support the values and work of Europeana. The Association helps ensure the long-term sustainability of Europeana through increasing of public awareness and use. The active engagement and enlargement of the Association has been and will remain one of the key topics of focus. Activities foreseen for 2018 cover a range of fields:

Membership

The current membership number of the Association stands at 1,894 [individual members](#) (22 November 2017). Based on 2017 trend, the expected growth in membership will be an average of 20-25 new members joining every month. New Association members are approved by the Management Board on a monthly basis. The [Membership campaign](#) that the Association ran between May and November 2017, asking all the members to confirm their membership, resulted in having approximately 500 unconfirmed members. These members will be approached again and asked to renew their Association membership in the beginning of 2018.

General Assembly meetings

Association members come together once a year, for the Europeana Network Association's General Assembly meeting. The 2018 General Assembly (GA), which is part of the Annual General Meeting (AGM), will most likely take place in Greece in October/November 2018.

Members Council

The [Members Council](#) are the elected representatives of Europeana Network Association. The 2018 Members Council will consist of 36 councilors, 8 of whom will have been newly elected in December 2017 elections. These councilors will physically meet two times a year around Europe to endorse Europeana campaigns as well as highly relevant documents such as Europeana Strategy and Business Plan, and discuss the Association budget and Activity Plan for the year. During the meetings, the councilors will also



approve proposals and evaluate the Association's existing and proposed Task Forces and Working Groups. All minutes and blogs covering the Members Council meetings are and will continue to be listed on the Europeanana Pro [Association Updates page](#).

Management Board

The [Management Board](#) is responsible for the management of the Association. It has virtual monthly meetings, as well as daily communication over email and Basecamp. The proceedings of these meetings are and will continue to be listed on the Pro [Association Updates page](#).

Task Forces

[Task Forces](#) function for a limited period of time to allow the Association members to investigate specific subjects of common interest to the digital heritage field and Europeanana strategy, resulting in the delivery of a set of recommendations that contribute to the Europeanana annual Business Plan. There are currently five active Task Forces:

- [Advanced documentation of 3D Digital Assets](#)
- [Network Participation Framework](#),
- [Impact Assessment TE](#),
- [Europeanana Resource Citation and Object Identity Standardization](#), and
- [Creation and Governance of EDM mappings, profiles and extensions](#).

The latter two started their work recently and will continue their work throughout 2018. There are five to six Task Forces foreseen to be operating in 2018, with expected three new proposals to be submitted by the end of 2017.

Working Groups

[Working Groups](#) function as standing committees, addressing ongoing activities and issues of continuous relevance within the Europeanana Network. Each councilor is encouraged to actively participate to at least one Working Group. [Six Working Groups](#) were active in 2017:

- [Europeanana Pro](#),
- [Library](#),
- [#AllezCulture](#),
- [Data Quality](#),
- [Copyright](#), and
- [Governance](#).

The [Europeanana Pro](#) Working Group's efforts have resulted in the launch of new Pro website, the Working Group will cease to exist. The rest will continue their work in 2018. Based on suggestions of the Members Council and Europeanana Foundation it is foreseen to have two new Working Groups in 2018.

2. Events

The key events related to the Association planned for 2018 are:



Europeana Network Association Members Council meeting

Organiser: Europeana / Network Association
Event Dates: Prior to the Europeana Conference (May 2018)
Event Location: Rotterdam, The Netherlands

Europeana Network Association Members Council meeting

Organiser: Europeana / Network Association
Event Dates: Prior to the AGM (November 2018)
Event Location: Athens, Greece (tbd)

AGM & GA 2018

Organiser: Europeana / Network Association
Event Dates: November 2018
Event Location: Athens, Greece (tbd)

3. Overview of activities per quarter

3.1. Q1: January to March 2018

Members Council introduction

All new councilors in will be introduced to the Association in a [‘Meet the Members Council’ Europeana Pro blog post](#), and these blogs will be relayed in the Europeana LinkedIn group and the @EuropeanaEU Twitter account.

Call for new Task Forces & submission of recommendations

A call for Task Force proposals will be circulated to all the Association Members. After evaluation and approval of the Members Council, the new Task Force will be advertised on Europeana Pro and in the monthly Network Update.

Kick-start of Migration #AllezCulture campaign

[#AllezCulture](#) is an ongoing campaign to galvanize support for Europeana and digital heritage in general. The ‘Value of culture’ campaign will officially start in early 2018 under the theme of migration, spearheaded by the #AllezCulture Working Group and the Members Council, with support of the Marketing and Communications teams at Europeana Foundation. The campaign will be promoted through Europeana (Pro) blogs (if possible with translations into other European languages) and relayed on Twitter and LinkedIn.

Members Council first physical meeting

Q2 will see the first physical meeting of the renewed Members Council, which will take place in February/March 2018. The agenda will include projecting the activities of the coming year, and nominating a 2018 Voting Committee and AGM Working Group. Minutes will be published on Europeana Pro, and a Europeana Pro blog (relayed on LinkedIn and Twitter) will be used to communicate the results more widely.



Support for Europeana Strategy meeting under the Bulgarian Presidency (parallel event)

Under each Presidency of the Council of the European Union, Europeana Foundation organizes a parallel event to bring together policymakers and professionals from sectors relating to the digital heritage field. An event in Sofia, Bulgaria will be organized in early 2018 (March) in cooperation with Bulgarian Ministry of Culture.

3.2. Q2: April to June 2018

Delivery of Task Forces' recommendations

The running Task Forces will be required to submit their mid-term or final recommendations to the Members Council by the end of April 2018. These will be peer-reviewed by councilors, and the Task Force Chairs will promote their outcomes through Europeana Pro blogs, on LinkedIn, Twitter and in the Network update. These reviews and communications will be coordinated by the Network & Sustainability team at Europeana Foundation.

3.3. Q3: July to September 2018

Start of preparations for the 2018 voting/elections

The Governance Working Group will nominate the Elections and Voting Committee, which will start preparing the 2018 voting and elections process: setting up a timeline, preparing a communications grid, etc. A Europeana Pro blog (relayed on LinkedIn and Twitter) will feature the first announcement of the upcoming voting and elections, championed by the Chair of the Committee.

Start of the 2018 Meeting of the General Assembly preparations

The Management Board and the Elections and Voting Committee, in collaboration with the Network & Sustainability team at Europeana Foundation will prepare the 2018 meeting of the General Assembly. This includes setting the agenda, preparing all the documentation, convening the General Assembly and managing all communications surrounding it. The meeting will be promoted via Europeana Pro (which will also host all documentation), as well as dedicated email campaigns, with relay in the Network Update, on LinkedIn and Twitter.

3.4. Q4: October to December 2018

Europeana Strategy meeting under the Austrian Presidency

Under each Presidency of the Council of the European Union, Europeana Foundation organizes a parallel event to bring together policymakers and professionals from sectors relating to the digital heritage field. An event in Austria will be organized in the autumn of 2018 in Vienna, Austria, in cooperation with Austrian Ministry of Culture.



Delivery of Task Forces recommendations

The running Task Forces will be required to submit their final recommendations to the Members Council by mid October 2018. These will be peer-reviewed by the councilors, and the Task Force Chairs will promote their outcomes through Europeana Pro blogs and related promotion on LinkedIn, Twitter and in the Network update. These reviews and communications will be coordinated by the Network & Sustainability team at Europeana Foundation.

Members Council second physical meeting

The second Members Council meeting of 2018 will take place in conjunction with the Europeana Network Association Annual General Meeting (AGM) in late October/early November. Topics will be an evaluation of the past year and a look towards the next one, as well as updates on the voting and elections process. Minutes will be published on Europeana Pro, and a Europeana Pro blog (relayed on LinkedIn and Twitter) will be used to communicate the results more widely.

Annual General Meeting and General Assembly 2018

The Europeana Network Association Annual General Meeting (AGM) and General Assembly (GA) 2018 is foreseen to take place in late October/early November. The Members Council and the Association members will be expected to attend, actively support and promote the event and its outcomes.

Launch of the 2018 voting/elections

The voting and elections period 2018 will be launched by the Elections and Voting Committee. The main milestones are: call for candidates (August/September), announcement of candidates (October), voting period (November) and announcement of voting results (November). All milestones will be accompanied by communication via Europeana Pro blogs, activity on LinkedIn, Twitter and in the Network Update, as well as several dedicated campaigns via email and Mailchimp. The communications grid will be drawn up in collaboration with the Network & Sustainability team and the Corporate Communications team at Europeana Foundation. The Chair of the Elections and Voting Committee will function as champion for all communications.

Results announcement and wrap-up of the 2018 voting/elections

After the announcement of the results, the wrap-up of the voting and elections period 2018 will take place in November/December 2018. The 2018 Elections and Voting Committee will report to the Members Council and be discharged at the first physical meeting in 2019.

4. Campaigns and communications

Campaigns



Beside general Europeana topical campaigns, the Members Council and the Association members will help support the renewed [#AllezCulture campaign](#), which in 2018 will focus on new [Europeana Migration](#) and 'Value of Culture' campaign, related to the [2018 European Year of Cultural Heritage](#).

Communications

The Association uses various tools for communication towards and among its members: the [Europeana Pro Blogs](#) on the [Europeana Pro](#) website, the monthly [Network Update](#), and the [Europeana LinkedIn Group](#). In 2018 the aim will be to expand the reach of the Association and its communications and campaigns by increasing the outward communication from the Members councilors to their own networks. We will do so by encouraging the councilors to extend their potential reach of particular communities, professional networks and pan-European or international organizations. The councilors will be encouraged to relay information to those networks, either through adding to the networks' existing communications (e.g. newsletters, social media channels) or by speaking at conferences and events. These efforts will be supported by the Europeana Foundation and various existing communities within the Association (specifically EuropeanaTech), using materials provided by Europeana.