

Attendees Merete Sanderhoff (MS, Chair), Max Kaiser (MK), Joke van der Leeuw-Roord (JvdLR), Johan Oomen (JO), Uldis Zarins (UZ), Harry Verwayen (HV), Zuzana Malicherova (ZM)

Apologies Jill Cousins (JC), Paul Keller (PK)

Actions:

- **Action 1: Europeana Office - to share the minutes of the previous and this MB meeting with the MC and on Pro.**
- **Action 2 : HV - to look at the #AllezCulture WG brief on Migration and discuss with JC and GvdL how the Migration campaign could be combined with the proposed case study impact assessment in 2018.**
- **Action 3: HV - to write a brief about the case study selection and AGM impact workshop planning, and share it with the Office and the Board.**
- **Action 4: HV - to invite people (from TF/elsewhere) to form the facilitator group, the group to look for and directly approach candidates for the project proposals.**
- **Action 5: ZM - to publish open call to MC and ENA to come up with additional ideas if needed.**
- **Action 6: HV/JC/GvdL/ZM - to discuss the programme of the AGM and inform the Board.**
- **Action 7: MS - to draft an AGM introductory presentation where Board can contribute with ideas.**
- **Action 8 (re-current): HV - to inform the Board about the outcome of the meeting with MdN on the possibility of setting-up a working group on benchmarking.**
- **Action 9 (re-current): HV - to check the rejected proposal for Europeana local communities TF and assess whether its ideas can be reused and applied in different format.**
- **Action 10: ZM - to discuss the start and the first physical meeting of the delayed TF on Europeana Resource Citation and Object Identity Standardization with the Chair (Costis Dallas) and inform JO.**
- **Action 11: ZM - to set-up a doodle on availability of the Board members for the MC meeting in February 2018 (ideally week of 18-24 February, or 5-9/26-28).**

1. Review of the minutes and pending actions from MB meeting 06/07 - MS/All

The Board reviewed the minutes and pending actions from the previous meeting. Actions 3, 4, 9, and 10 are ongoing, the rest is completed.

→ **Action 1:** ZM - to share the minutes of the previous and this MB meeting with the MC and on Pro.

2. [ENA input to 2018 European Year of Cultural Heritage](#) - All

- [Europeana as a partner in EYCH 2018](#) (#AllezCulture WG document)

The initial idea for the contribution of the #AllezCulture WG to the AGM was to put forward the Migration campaign. It can be used as a way to communicate the concept of value of culture, and it can be combined with the impact assessment of the campaign next year. The WG will discuss how to do this in the most feasible way so that the campaign promotes the value of culture in ENA as a test bed. JvdLR suggested to have a preparatory paper for the WG meeting on 6 October, setting a clear work structure. and GvdL is currently working on a brief on the Migration campaign.

→ **Action 2** : HV - to look at the #AllezCulture WG brief on Migration and discuss with JC and GvdL how the Migration campaign could be combined with the proposed case study impact assessment in 2018.

3. [AGM 2017](#) - summary of suggestions on theme and agenda from 4 and 11 October

4 October

JC inquired with Catherine Magnant why Europeana is not mentioned in the programme of the ECF - Catherine will find out and get back to us. Europeana reimburses MC members for 3 nights from 4 December until 7 December, and covers a 2-night stay for the ENA members that allows AGM participants to take part in the 1. day of the ECF. The agenda of the AGM needs to be prepared and sent out as soon as possible so that we keep the momentum. Last year's one was a success so we have to live up to it.

The event can start with the ENA affairs and continue with a theme 'for the Network of the Network': *the participants can share their ideas of what they find inspirational about ENA, what ENA offers and how they think ENA contributes to their activities and activities of others.* We can ask them questions like "What have you done that you think is inspiring for others (campaigns, newly developed tools etc.)?"

The aim is to engage and attract new people. We need to frame it as a rewarding and motivational experience and opportunity for them to speak up and gain from it. They can present challenges they face that we/other members can help tackle or create a movement around it. The programme has to be inviting, and build on our campaigns (Migration, Byzantine art...) and key topics (e.g. improvement of data quality).

The recent impact meeting in Estonia had an aim to come up with a declaration that *culture should be seen as a value, not as a cost; and from a point of view of an individual citizen, not a CHI.* The focus of the AGM meeting could therefore be on the *impact and value of culture and how to increase the recognition of value of culture.* This could be presented in a workshop format, putting impact framework into use, if we prepare sufficient case material for it. This can be challenging since we expect so many participants and would need a lot of local project case studies and speakers.

As JO pointed out, the ECF builds on 3 questions centered around the impact of culture that we can work around: *Can culture help to tackle European and global challenges? Does cultural heritage matter to Europeans? How can culture in cities and regions help to shape more cohesive and inclusive societies?*

→ It would come timely if we use an impact model to reflect on these questions and address impact of culture on citizens in front of 200 participants. It would be helpful for other organisations to convey what their work's impact is, but they need to feel they are actively contributing.

Possible structure:

- Discussion on ideas of how we establish culture as a value, into as a cost
- Members bring examples of how they have done that
- How to build on these successful examples to get to a common language
 - basic introduction of an impact framework, followed by workshops on specific topics
 - OR: ask participants to give us their case studies where they feel their action has created evidence of culture as value. We can have 6-8 of such case studies (ignite talks), followed by a session on impact framework and analyze impact of their contributions.

In this way, ENA members can leave with a guide on how to analyze their own cases, valuable to them, make them more impactful and actively contributing to making a change.

The Board members pointed out that this year's AGM planning is happening late, especially in terms of lack of clear agenda set-up, which may result in a loss of momentum. There seem to have been a misunderstanding in the spring of 2017 during a discussion of the format of the AGM 2017 and organisation of the Europeana plenary conference, which will now take place in 2018. HV made it clear that this year's AGM focuses on ENA as usual, while the conference focusing on Europeana will be organised in May 2018 in form of a plenary. The AGM WG that was in place in previous years was not required this year since the plan was to organise only a half a day programme. This may however come as a lesson for the future, having a yearly AGM WG should become a rule. The programme should have been brought up and finalised earlier.

11 October

HW suggested to invite ENA members to come up with ideas for projects that they find worthwhile (around 20-30, 1 page simple format proposals) and can be used as real case studies for impact assessment in 2018 (under DSI3). They can be invited as soon as possible before the AGM, an appointed editorial/facilitator group can select top 10 and invite them for a presentation at the event. The proposals can focus on both digital and physical CH, or the combination of both. The proposals can be voted on during AGM based on which projects have the highest potential. The voting will be combined with the workshop, ignite talks and work in small groups. The idea is to make people familiar with the impact assessment methodology and subsequently receive their input. This approach allows us to showcase the value of European cultural heritage in 218 by measuring impact of 10 concrete case studies, and therefore combine the focus of the #AllezCulture on Migration and the impact assessment. Once we have the selected case studies, we can ask the #AllezCulture WG and bloggers to promote it.

The editorial/facilitator group can be composed of 10 Impact Assessment TF members (and others), HV, MS and UZ volunteer to take part. The group can approach selected ENA members directly, followed by an open call to the network to fill the rest of the slots. The case studies for impact should be similar to an example given by JO: a follow-up to the B&G's [RE:VIVE project](#). This kind of format guarantees good results if expanded onto European scale. It also falls within the Horizon 2020, and thus can represent another funding opportunity.

HV and Board members suggested to have the formal GA part of the programme in the morning and impact-related sessions in the afternoon. The morning could start with the keynote and follow with a 1-hour GA session. During the introduction (after a brief welcome), MS can reflect on vision of ENA (approach), and speak about priorities and highlights of what we have encountered. The Business Plan 2018 will be an update in light of DS13 and Generic Services, MS/HV can present it in 30 minutes. In the afternoon, 1 hour could be dedicated to ignite talks and 2 hours to the workshop. All the relevant document will be circulated in advance.

→ **Action 3:** HV - to write a brief about the case study selection and AGM impact workshop planning, and share it with the Office and the Board.

→ **Action 4:** HV - to invite people (from TF/elsewhere) to form the facilitator group, the group to look for and directly approach candidates for the project proposals.

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4. Network Association Budget update and ENA Membership - PK/JC/all (postponed)

This discussion points were postponed and will be discussed at the next meeting.

5. Governance WG - [Progress update](#) - JvdLR/ZM

- [Membership campaign](#) & elections 2017

The Office has been coordinating the membership campaign that has so far resulted around 1000 membership renewals. The elections campaign that started on 21 September needs to be better promoted by everyone, so far there are only 5 MC candidates, 3 of which are not completely eligible. Reyes and Emmanuelle, who are required to step down this year decided not run for re-election anymore. JvdLR and ZM have worked on revision of the Statutes, Bylaws and Procedures, which will be finalized for the approval of the MC in December.

6. [Task Forces and Working Groups](#) - ZM/All

→ **Action 8 (re-current):** HV - to inform the Board about the outcome of the meeting with MdN on the possibility of setting-up a working group on benchmarking.

→ **Action 9 (re-current):** HV - to check the rejected proposal for Europeana local communities TF and assess whether its ideas can be reused and applied in different format.

→ **Action 10:** ZM - to discuss the start and the first physical meeting of the delayed [TF on Europeana Resource Citation and Object Identity Standardization](#) with the Chair (Costis Dallas) and inform JO.

7. Recurrent agenda items - All

- *Approval of new membership requests - JvdL*

There were some suspicious membership requests that JvdLR and UZ have been looking into.

8. AOB - All

- *Follow-up on [Global convention for CH digitisation](#) - MS*

The meeting in Saint Petersburg was successful, attended by the former director of the Rijksmuseum as well as the Hermitage director who is interested in open access and digitisation. MS presented approach to convention based on the SMK's experience in opening up access, which was high on the agenda. The representative of Louvre was also very positive about it and interested in the impact framework. The convention will be launched in London on 8 December and endorsed by ICOM and UNESCO, as a shared understanding of principles for reproduction of museum collections. This convention can be coordinated with the convention put forward during the impact meeting in Estonia on value of cultural heritage so that they don't overlap.

- *Date of the 1. MC meeting of 2018*

→ **Action 11:** ZM - to set-up a doodle on availability of the Board members for the MC meeting in February 2018.