



Europeana Network Association - Members Council

Meeting 8 July 2015, Austrian National Library, Vienna

Attendees

Breandán Knowlton (BK), Jef Malliet (JM), Jiří Frank (JF), Johan Oomen (JO – Board Member), Joke van der Leeuw-Roord (JLR – Board Member), Kerstin Arnold (KA), Kerstin Herlt (KH), Max Kaiser (MK - Chair), Merete Sanderhoff (MS – Vice-Chair), Olivier Schulbaum (OS), Paul Keller (PK - Treasurer), René Capovin (RC), Rolf Källman (RK – Board Member), Sorina Stanca (SS), Sašo Zagoranski (SZ), Uldis Zariņš (UZ)

Apologies

Aranzazu Lafuente Urién (ALU), Francesca Di Donato (FD), Gill Hamilton (GH), Jonathan Grey (JG), Jana Hoffmann (JH), Lizzy Jongma (LJ), Louise Edwards (LE), Rosella Caffo (RC), Wim van Dongen (WD)

Europeana office

Aubéry Escande (AE), Harry Verwayen (HV), Jill Cousins (JC), Luis Ramos Pinto (LRP)

AE & MK went over the activities of the day. The overall aim is to look over the Association's undertakings to date and set in motion the activities for the coming six months, therefore paving the path for Europeana's future. The day was broken down into three parts. The first addresses issues relating to the setting up of a formal governance structure. The second looks at Network engagement, who have been its champions to date, how has it contributed to Europeana's activities (Task Forces and Working Groups) and how you can help deliver on the Association's requirements (Topical Campaigns - Europeana 280, Copyright reform, Digital Single Market). The third will look at how the Network can contribute to Europeana's annual working plan, the 2016 Business Plan.

1. Governance and Association

From a governance standpoint some minor alterations needed to be made to the Association By-Laws. These are the working guidelines of the Association, and have been subject to extensive revision over the last six months. There was a meeting the morning before (where 6 Members Council representatives were present) to finalise the details of the By-Laws (mostly addressing formatting issues). In addition two features of the Statutes (the legal binding structure of the Association) needed to be rectified, these related primarily to the decision making process and the Association's status as charity (ANBI) under dutch law. The number of Councillors up for election at the next General Assembly was also addressed.

1.1. By-Laws

JLR summarized the recommended amendments to the By-Laws raised in the morning's By-Laws session. **JLR** then asked if once the recommended amendments had been sent to the participants of the morning session (**KA, JM, SZ, RK, RC**) for their approval, and if the statutes could be approved?

DECISION: All Councillors present unanimously agreed that the By-Laws were approved (once the suggested amendments are incorporated) and ready to go the General Assembly for approval.

1.2. Statutes

JLR went over the [two updates](#) to the statutes on *Article 13.7* to remove a restriction that decision can only be made prior (and not after) a meeting of the General Assembly, and on *28.4* to allow the Association to qualify for ANBI status under Dutch Law.

DECISION: All Councilors present agreed to the changes. The Europeana Office will only make the recommended change to Article 28.4 once the reporting and legal implications of such are clarified. These statutes will then have to be approved at the General Assembly (AGM).

→ **ACTION:** PK to inform JC of the specific reporting & legal requirements for Associations under ANBI and the implications these would have for Europeana.

1.3. Elections and the issue of representation

JLR highlighted that the issue of elections and proportionality still needs to be addressed: at present those elected may not necessarily receive the majority of the votes. **JLR** asked for volunteer Councillors to participate in an Elections Working Group. **KH** asked if now that voting was going to be electronic if the issue of proxy voting no longer applied. **JLR** confirmed that this would be the case.

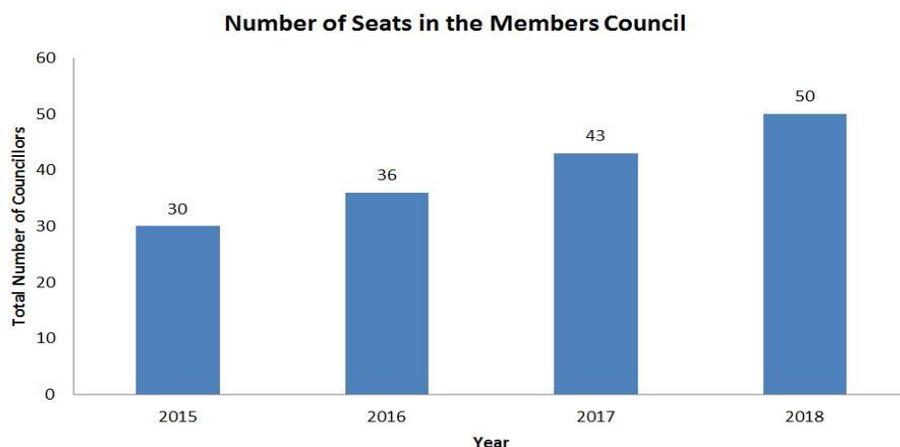
→ **ACTION:** JM, KA, JLR and JO to set up an elections working-group to address the issue of proportionality and voting.

→ **ACTION:** MB to determine at the next Management Board meeting how many councillors will serve the second year's mandate.

1.4. Number of seats up for the next election

PK highlighted that, given that the Association was still in its beginnings, it would be premature from a workload perspective to raise the number of Councillors to 50 at the next election. The Councillors agreed. A debate then ensued as to how many seats should be up for election.

DECISION:The Councilors present decided 20% more seats on top of the existing number of Councilors should be added at every election. At present there are 25 seats $(25/10) \times 2 = 5$. This means that at the next election an additional 5 seats will be up for election.



2. Network Engagement and Members Council Support

A large number of engaged [MC champions](#) have been identified to date; these have played key roles in the setting up of the Association through Working Groups and Task Forces. Through the Communicator's Working Group the role of key Members Council representatives in communicating the future milestones of the Association have been identified. The level of Network in the first session of this part of the engagement to date was reviewed in the following sessions and future projections addressed.

The need to identify key projects that go beyond the Association requirements still exists. These topics are key to Europeana's future and that of the Digital Heritage field; we have called these *Topical Campaigns*. We have identified 3 topics of relevance for the *Topical Campaigns* - having culture as a driver in the Digital Single Market, Copyright reform and Europeana 280. The second session looked at how the Network can be involved in these campaigns.

In 2015, the Network will play a key role in the determining Europeana's working plan for 2016 - 2016 Business Plan. To this end, a survey was sent to the Members Council to identify what they regard as the key topics for 2016. In the third session, **HV** presented the survey results and then asked the MC to break-out into groups to further elaborate on what they perceive to be the key topic for 2016.

2.1. Association engagement

AE spoke about the Association's engagement to date, reviewing the work of the different Working Groups and the Councillor's roles in the upcoming elections. **KA** mentioned that the role of the MC should be more clear. **JLR** further highlighted the need for clarification of terminology as the liberal use of Network, Association and General Assembly leads to some confusion.

→ **ACTION:** Europeana Office to circulate a message highlighting usage of Network Association vs Network.

The outcomes of the Task Force were then individually presented to the Councillors present:

- **[Brokerage and Business Opportunities \(OS\)](#)**
This Task Force concretely investigated how Europeana could specifically look at brokerage options and conditions, using Europeana Fashion as use case and exploring how we could engage Fashion House Archives in sharing their digital assets on Europeana and finding at the same time exploitation models they could successfully apply. It has had one meeting and is making good progress.
- **[Education \(JLR\)](#)**
The Task Force has had two meetings, one in Paris and one in the Hague it will have a final meeting in October. The Task Force has as its ultimate goal to work towards an enabling environment in which the use of digitised heritage in education is beneficial for the various stakeholders related to the Europeana Network
- **[Re-Use \(MS\)](#)**
This Task Force aims to generate agreement on the licensing and technical standards of the re-use framework and their value to contributing partners. It is nearing completion with all the deliverables being achieved. The final aim will be to have a publishing framework that will ensure the delivery of better quality content.
- **[Connecting Networks \(RK\)](#)**
This Task Force looks into identifying local networks and creating a means for these to communicate with Europeana. Establishing a setting for local networks to communicate with each other within the broader network. The aim is to create a bottom-up communications Network with Europeana.
- **[Communicators \(KH\)](#)**
With the end of Europeana Awareness this Task Force is looking into way of capitalizing on the current communicator's network and ensuring that this network stays in place and continues to successfully reach its target audiences. This Task Force has had one meeting to date and plans to have all its outcomes ready prior the the next Europeana Network Association Annual General Meeting (AGM).
- **[Enrichments and Evaluations\(JO\)](#)**
If automatically added enrichments are incorrect or ambiguous, the benefits can be reversed, propagating the errors to several languages and impacting the retrieval performance. Automatic and manual enrichment are now getting more attention in Europeana projects. This Task Force has produced a report to share its outcomes, the report will be disseminated in September.
- **[FLOSS inventory \(JO\)](#)**
The Netherlands Institute for Sound and Vision established the FLOSS Inventory. The FLOSS (Free, Libre, Open Source Software) Inventory is a list of aggregated metadata for software relevant for the digital heritage domain. This Task Force is making progress on the Enrichment an of this inventory.
- **[Public Libraries \(SS\)](#)**
The Public Libraries Task Force is assessing the options for strengthening the role and voice of the sector in Europeana a) by developing the network created in Europeana Awareness and b) by capitalising on the current interest in Makerspaces, Media Labs, FabLabs and other creativity support initiatives in public libraries to enable widespread re-use of Europeana content among other activities. It has had one meeting to date is making good progress.

The Task Forces are on track and set to produce their deliverables, there were no red flags at present. [Read more about these Task Forces here.](#)

→ **ACTION:** Europeana Office to delay communicating the outcomes of the Enrichments & Evaluations report until September so that it can receive maximum projection.

→ **ACTION:** Gregory Markus (Beeld & Geluid) to make the outcomes of the FLOSS inventory paper into a Europeana White Paper.

→ **ACTION:** Nienke van Schaverbeke (Europeana Office) to liaise with OS regarding a comms & sustainability paper published as part of Europeana Creative of relevance of the Public Libraries Task Force.

2.2. Topical campaigns

Groups were then formed to address the Topical Campaigns; ideal outcomes for these and the development of practical steps to achieve these were discussed.

280 development and implementation (AE)

Europeana Art 280 is an exciting project for Europeana in 2015 that will support the launch of the new Europeana Art History channel at the end of the year. We will work with the European Ministries of Culture and the European Commission to collect and display 10 outstanding pieces of art from, and chosen by each Member State, to be included in the new Art History channel. The 280 chosen items will also feature in a curated online exhibition to coincide with the launch of the channel. Ideal outcome: to have all the content delivered on time. That the relevant ministries pay attention to the selection process and make sure the lesser represented museums are approached. Practical steps: a traffic light system has been created to monitor progress.

→ **ACTION:** [Ylva Klaassen](#) (Europeana Office): when required according to needs of the 280 to contact Members Council representatives to engage with their Networks to make sure deliverables come through.

→ **ACTION:** when red dots are evident and a bottle neck is hit, MC to follow up with relevant Association representatives who in turn can influence MSEG representatives in those countries to see if they can prompt ministry representatives to follow through.

Copyright reform engagement (PK)

The Juncker Commission has made copyright reform one of its main priorities. But while the Digital Single Market is an idea supported by the vast majority of member states, the means by which to bring it about are less consensual, especially with regards to copyright law, which was last revised in 2001. It was overall agreed that the current copyright policy does not cater adequately to the cultural sector, so reform needs to be made in the sector. Policy makers need to be made aware of the needs of the cultural heritage sector.

DECISION: to create an Association Working Group to tackle this issue. MC in this group: KA, KH, RK, PK (Chair), UZ.

→ **ACTION:** PK to prepare a Mission Statement for this group and liaise with Helena Lovegrove (Europeana's EU specialist) on the best way to approach policy-makers in the EU.

→ **ACTION:** Europeana Office to provide PK with a list of relevant Network members interested in Copyright reform.

Culture as a driver in the context of the Digital Single Market (MS & JC)

Culture is missing from the 16 initiatives of the Digital Single Market initiative, released on May 6th. If the MC campaigns for its inclusion it could lead directly to the support of Europeana as a platform resourcing cultural heritage institutions for the long term. There is a move by Member States to push for this but for it to work we need something to be written into the document itself. Culture is not explicitly mentioned in the context of the Digital Single Market, the aim is to get culture in the DSM. Members Council representatives who volunteered to join this group: MK, JM, JO, MS, OS, SS, SZ.

DECISION: The MC in this group should form a working-group to make sure culture is explicitly mentioned within the DSM.

→ **ACTION:** MC to use the Dutch presidency as a means to achieve this; run awareness campaigns; run education campaigns towards the Network and make them aware of the specific demands of the DSM and how their activities are of relevance to this; run a series of blog posts on the subject & link this all to a publishing campaign.

→ **ACTION:** MC to form a group to identify the right channels to promote culture into the DSM.

3. Business Plan 2016/Strategy & AGM

3.1. Strategy & Business Plan

[Europeana Strategy 2015-2020](#), DSI & [Business Plan 2015](#)

JC went over strategy to obtain EU support post-2018 (after the end of CEF). It is working with an MSEG Task Force to address the issue of sustainability the recommendations from this Task Force will be provided to the Commission towards the end of October. The aim for the EU to continue to fund Europeana as a digital platform. Should the MSEG recommendations not be accepted there will be Members-States fall-back plan. **MK** highlighted that the activation of the Network could be a valuable tool in getting Member-State support.

Business Plan [survey outcome](#) & break-out introduction to BP2016 - HV ([complete survey](#))

In this session **HV** laid the groundwork for feedback from the Members Council on how to develop Europeana's working plan for the year to come. **HV** presented the outcomes of the [survey](#) results where they were asked about what they perceived to be main priorities for 2016. He then asked the Councillors to identify what are the most and least important things Europeana should be concerned with **HV** also asked that the Councillors take note of what feedback from the Task Forces can be incorporated into the Business Plan, and to agree on priorities & discuss in small groups how to best project main milestones until AGM and beyond. The Councillors then broke out into three groups.

DECISION: MC decided that the Business Plan with the incorporated feedback of the Councillors needs to be ready by the AGM.

Outcomes Table I - MS (presenter):

MS: the timeframe is quite short asked if they could be given a bit more time to present the results, tired and end of day want more time, much more productive to meet in person feel they are just getting to know each other better. **HV:** September should be the next time.

What should be included in Europeana's activities for the coming year:

- Brokerage opportunities based on real and actual re-use cases should be looked into;
- how the three pillars of the DSI (data-partners, end-users creators) come together should be made more explicit;
- improving data-quality by making the the delivery of data much easier;
- the importance of curated content and knowledge (expert) hubs should be promoted, domain aggregators represent amazing knowledge bases on their domains that could help in this respect.

HV highlighted that the knowledge hub and improvement of infrastructure are very much tied in together.

What should be excluded from Europeana's activities for the coming year:

- Documents should be less lengthy cut length of all documents by 20%;
- communicating how to deliver data should be made more clear, not 5 pages of text;
- there shouldn't be further investment in increasing number of digital items in Portal;
- there shouldn't be further investments in channel and portal if it doesn't help improve the quality of data.

HV added that he would like to see the channels act not only as a means of increasing traffic but also as a tool to encourage people provide better quality material.

Outcomes Table II - JC (presenter)

What should be included in Europeana's activities for the coming year:

- Search should be a priority, data quality really should be understood at a data-partners level, search will come out of data-quality Providers need to be incentivised to provide better content;
- aggregation infrastructure should be clearer;
- Channels yes/no (browse used why have channels as there are exclusive)
- Improving content-quality under the Europeana publishing framework there is only one million objects
- the aggregation infrastructure must be made simpler;
- the content of data quality needs to be improved at a data partner-level search will come out of data-quality
- the mobile strategy - more emphasis should be put on it;
- making the network work.

What should be excluded from Europeana's activities for the coming year:

- It is the aggregators that should work to improve the trusted relationship with data-partners, DSI is about its eco-system and therefore it shouldn't be a priority for the office;
- enrichments should be done at a data provider level - not in the Europeana Office;

- this is a consolidation year shouldnt be build necessarily more tools without getting the aggregation structure in place.

HV placed emphasis on the fact that this Business Plan is driven by the DSI partners and the Network **JM & PK** emphasise that there is a difference between the DSI network and Europeana Association Network there are quite a few outsiders (non-Europeana affiliates) in DSI Foundation Network.

DECISION - HV: AGM is too late a date to do a consultation on the content of the Business Plan, this should ideally be ready by September. AGM should be more focused on explaining the outcomes rather than going through a consultation process.

→ **ACTION:** HV to prepare document by with a summary of the Business Plan findings by September to share with the Members Council.

3.2. AGM

The AGM working-group (**AE, FD, Gina van der Linden (Europeana Office), JH, JF, JO, LJ, MK, OS, UZ**) have prepared an [event brief](#). The event will be taking place 3 & 4 November at Pakhuis de Zwijger in Amsterdam, the Netherlands.

The AGM is an opportunity for you to:

- Network with your peers;
- Enjoy inspirational keynote speakers;
- Familiarize yourself with Europeana´ s Business Plan 2016;
- Hear the outcome of this year´s Task Forces;
- Elect Members Council representatives who will become a part of Europeana´ s governance.