Europeana Network Association
Members Council

Members Council Meeting July 6-7, 2017
National Gallery of Denmark, Copenhagen

MINUTES
AGENDA

Attending Councillors

Stephan Bartholmei (SB), Emmanuelle Bermes (EBe), Erik Buelinckx (EBu), Olimpia Curta (OC), Francesca Di Donato (FdD), Wim van Dongen (WvD), Ellen Euler (EE), Barbara Fischer (BF), Karin Glasemann (KG), Sergiu Gordea (SG), Gill Hamilton (GHa), Susan Hazan (SH), Lizzy Jongma (LJ), Max Kaiser (MK), Julia Katona (JK), Paul Keller (PK), Vera Kriezi (VK), Joke van der Leeuw-Roord (JvdLR), Jef Malliet (JM), Johan Oomen (JO), Cristina Roiu (CR), Merete Sanderhoff (MS), Antje Schmidt (AS), Sorina Stanca (SS), Marcin Werla (MW), Uldis Zarins (UZ)

Europeana Office

Jill Cousins (JC), Harry Verwayen (HV), Aubéry Escande (AE), Gina van der Linden (GvdL), Zuzana Malicherova (ZM)

Guest speaker

Catherine Magnant (CM), European Commission, Head the European Year of Cultural Heritage 2018 Task Force

Apologies

Vladimir Alexiev (VA), Georgia Angelaki (GA), Laura Carletti (LC), Reyes Carrasco Garrido (RCG), Sanja Halling (SH), George Homs (GHo), Marco de Niet (MdN), Lars Rogstad (LR), Fred Truyen (FT), Romain Wenz (RW)

Objective: Act as ambassador for Europeana externally

Day :1

1. Welcome, Apologies, Setting the scene

MS opened the meeting at 13:00 CET, welcomed the Councillors and guests in the building of the SMK in Copenhagen, and briefly introduced the topics of the agenda.

2. Minutes and actions from previous meeting

The Council reviewed and approved the minutes and action points from the previous meeting. There were no additional remarks. Action points 2, 8, 9, 20, and 25 are ongoing, the rest is completed.

→ Action 1: Europeana Office - to produce the minutes of this meeting and share it with the MC and on Pro.

3. **Members Council representation/role & Association engagement: Councillors' list of responsibilities**

Presentation by ZM

The document was created as a follow-up to the action point from the MC meeting in The Hague in February 2017. It provides a list of all the tasks and responsibilities that the Councillors are expected to commit to, and includes a time estimation dedicated to each activity. The Office used the Association Bylaws, Statutes and Procedures as the source of information, with an aim to have the text incorporated into the Bylaws.

The presentation was followed by a discussion and a formal approval process. The table, if summarised, adjusted and well-packaged, can be used as a starter kit overview and guidelines for the new Councillors, and already distributed to the MC candidates prior to the 2017 elections. It could be divided between mandatory and optional tasks, and include another column with specific activity-related tools and links. The table was considered very long and actively fulfilling all the activities would possibly take up to one day a week. It was suggested to shorten it and/or order it according to the core few priorities (MC meetings, Task Forces, Working Groups, communication activities) that would account for about one hour a week. Beside the core tasks, the Councillors can prioritise and pick the activities according to their strengths and specific interests. The document can serve as a job description of the Councillors that they can show to their organisation/managers as a reference of how much work and time their roles requires, and discuss how these tasks can benefit their organisations. The Councillors should also think about it as what the MC can do for them and bring to their organisation instead of what they need to do for the MC. Overall, the document was considered useful in addressing practical issues.

→ Action 2: Europeana Office - to create a starter kit for new Councillors that will include the Councillors' list of responsibilities.
→ Action 3: Europeana Office - to create a list of all the relevant materials, indicate where to find them and how they can acquire hard-copy collaterals.
→ Action 4: Europeana Office - to create a short 'core' version of the Councillors' list of responsibilities to be incorporated into the Bylaws.
→ Action 5: Councillors - to inform their organisations about the list of responsibilities and get it included in their job description to make sure they have dedicated time for Europeana.

4. **2018 European Year of Cultural Heritage (EYCH)**

EC Overview on how the Year will be implemented

Presentation by Catherine Magnant (CM), European Commission, Head the 2018 European Year of Cultural Heritage Task Force

The session started with CM's presentation of how the Commission is planning to carry out the 2018 EYCH. The Commission is interested in having a strong partnership with Europeana and the MC, as it can benefit greatly from the work that Europeana and ENA have been doing, including its involvement in designing of the website for the Year. The project will incorporate various types of resources inherited from the past - tangible, intangible and digital. The aim of the EYCH is to encourage the sharing and appreciation of Europe's cultural heritage, raise awareness of common history and values, and reinforce the sense of belonging to Europe. It will promote the cultural heritage as a pivotal component of cultural diversity and intercultural dialogue, its contribution to the economy, and its role in the EU relations with third countries. Various projects and events will take place across Europe in cooperation with Member States, regional and local authorities, civil society, international organisations, and cultural heritage professionals. They are intended for children, young people, wider public, and professionals. At the national level, the EYCH will be managed with the help of national coordinators and supported by EU representations, Creative Europe desks, cultural heritage stakeholders, etc. It will be a joint effort of all the main EU institutions, Council of Europe, UNESCO, and DG EAC in lead. It will be launched at the European Culture Forum on 7-8 December 2017. The key events to follow in 2018 will be European Heritage Days, European Heritage Label, and European Capitals of Culture 2018. A total budget of EUR 8 million for 2017 and 2018 will finance transnational projects through the Creative Europe call and support the implementation of 10 European initiatives, communication strategy, campaigns and policies. The Creative Europe call will be launched in September/October 2017, run for 5-6 months and start latest in June 2018. Additional funding will be available through Erasmus+, Horizon 2020, COSME, Europe for Citizens, EU structural and cohesion funds, etc. There will be [10](https://...) [highly-visible](https://...) [EYCH](https://...) [European](https://...) [initiatives](https://...), which will cluster a number of projects and policy-oriented actions around cultural heritage and will be implemented by the Commission and partners.

Discussion of [Europeana & EYCH](https://...)

JC explained that the aim of Europeana's input into the EYCH is not to address the political issues, but rather to raise awareness about migration and cultural heritage and build it around personal stories when focusing on topics such as World War I. and coding of Da Vinci, and organising a conference on digital cultural heritage in the Netherlands.

When discussing in separate round table groups, the Councillors were asked to come up with specific ideas about how the MC and ENA could actively contribute to, support and amplify the impact of EYCH 2018 and vice-versa. The groups came up with the following suggestions:
- Organise a photo competition.
- Come up with fake historical stories about an event, object or a site and ask people to guess which story is real and which is fake.
- Make people gather and read selected parts of books out loud in a library.
- Ask ENA members to choose an image from Europeana, ask them to tell the story behind it and share this via Europeana and on Social media.
- Try to select images and pictures that young people can relate to.
- Take part in organising and stimulating the collection days.
- Create games on social media based on images - e.g. make people guess from pictures of celebration/festival what holiday it is about, while using hashtag "we are all Europeana".
- ENA to encourage other institutions to collect material about migration and digitise it.

- Make people look for and exchange letters as a chain task.
- Encourage Europeans who have lived abroad to share their personal stories of how they identify themselves with their cultural heritage.
- Use Wikimedia on wiki monuments.
- Game of geo-guesser - make people guess where particular moment is, using Europeana images.
- Promote ENA membership among partners.
- Engage schools, come up with activity to compare how children interpret the heritage, e.g. paintings.
- Build on momentum of some European countries celebrating centenary in 2018 and come up with national level PR campaign.
- Suggest the Commission to do the PR work on more regional and national-level to reach more audience.

→ Action 6: Councillors - to provide input on how the MC and ENA could actively contribute to the organisation of EYCH 2018, share the ideas on Basecamp, and populate the assigned document.

5. **Joint Europeana Aspiration, ENA Approach, Europeana Foundation Governing Board and Staff Approach**

Presentation by UZ

UZ presented an update on redefining of the current Joint Europeana Aspiration together with ENA, Europeana Foundation Gov. Board and Staff Approach statements, which the MC formally approved. The Gov. Board made minor changes to the Joint Aspiration message, the ENA Approach remains unchanged, and the Foundation together with the Office developed a specific Approach. The Councillors commented that the Foundation and Staff Approach were too long and might need to be shortened for promotional purposes. There were a couple of remarks from the MC on wording in the following paragraphs of the Foundation and Staff Approach:

- Remark on 3. Paragraph:

"Together, we create a landscape in which cultural heritage institutions from all domains can work with us and each other to provide high-quality digital content and reduce barriers to its reuse. We lead changes within the cultural heritage sector that positively impact its institutions, the economy and society. We work with our partners and allies to develop frameworks, standards, strategy and policy, and to raise funds."
  ➔ include word "movement" in the first sentence, could be re-written in general.

- Remark on 4. Paragraph:

"In line with the Governing Board's agreed priorities, Europeana Foundation staff provide the technical expertise and the platform for sharing Europe's digital cultural heritage. Our platform covers the whole data journey from preparation to publication. Our belief in innovation, openness and interoperability is central to all that we do, and is embedded in our strong R&D work."
  ➔ word 'platform' in the 2. sentence to be reconsidered in light of how CHIs feel about it, possibly be replaced with "'our work supports" or alike.

- Remark on 5. Paragraph:

"There are extensive possibilities in using digital cultural heritage for both specialists in creative industries, research and education and for the wider public. We reach these markets through partnerships with professional networks and digital libraries worldwide, integration in existing apps and services, and through local, national and international engagement campaigns. Our results feed into future strategy and improve our services for partner institutions."

➔ omit the word "both" in the 1. sentence.
➔ the 2. sentence might be too narrow, there was an idea to complement/replace the 'digital libraries' with public/cultural libraries.

The Foundation and Staff Approach will be presented to and approved by the Gov. Board during its meeting in September.

→ Action 7: UZ - to present the Aspiration and Association Approach at the Governing Board meeting in September 2017.

6. Open mike session 1

Audiovisual Task Force final recommendations

Presentation by SB

SB presented an evaluation of the final recommendations of the Audiovisual Task Force. In general, he underlined the large amount of recommendations, and suggested that some were duplicates, generic or based on anecdotal evidence.

He found recommendations 4 and 5 (AV media server and player infrastructure) relevant for Europeana and as a good fit for the on-going IIIF efforts. They also seem beneficial for the whole ecosystem and should be followed up on within the next Generic Services Call.

SB also pointed that wording was very community-specific (terms and acronyms) and would benefit from the input of reviewer who is not in the community. Some other recommendations such as 7 should be further discussed and followed-up on in a broader context.

→ Action 8: JO - to make sure that the Audiovisual Task Force receives the MC's feedback and reflects on it.

Day 2:

7. Task Forces and Working Groups

Task Force overview and changes in Task Force Terms of Reference

[Presentation by AE](#)

AE first gave an overview of the existing TFs. The three recently ended ones that are in the process of final review are the [Audiovisual](#) [TF](#), [TF](#) [on](#) [Benchmarking](#) [Europeana](#), and [TF](#) [Preparing](#) [Europeana](#) [for](#) [IIIF](#) [involvement](#). The running ones that are approaching their mid-term review are [Advanced](#) [documentation](#) [of](#) [3D](#) [Digital](#) [Assets](#) [TF](#), [Network](#) [Participation](#) [Framework](#) [TF](#), [Impact](#) [Assessment](#) [TF](#), and [Europeana](#) [Resource](#) [Citation](#) [and](#) [Object](#) [Identity](#) [Standardization](#) [TF](#), whose start has been postponed because of a missing Office representative. 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 Office held a meeting with him and three German bloggers - @moritz_hoffmann, @AnneAschenbrenn, Anke von Heyl @kulturtussi - who were very much interested in work of Europeana. The Councillors should follow them on social media. We would like to capitalize on their ability to curate support for thematic collections, since they have a potential to reach of up to 20 000 followers each. The Councillors and ENA members could follow them, and open up guest posts when they write on something of our particular interest, so that we can cooperate in a synchronized manner. Such activities would be managed by the Office communications team.

In the new TOR, the Office tried to address the challenges identified during the MC meeting in February and those that came up in the last few months. In order to avoid bottlenecks and have a clearer selection process and communication towards the Association, it was suggested to have only one open TF call per year and one MC meeting dedicated to approval process - the online selection process does not work. A representative of the Office shall be added to the evaluation group to make sure the technical requirements do not cover past activities or activities funded by the EC elsewhere. There is a possibility for reviewers to get back to the TF Chair for clarification during the evaluation process. There are also clearer requirements for the TF Chairs to encourage TF members to be members of ENA. The Association will provide a financial support for catering purposes for TF physical meetings (150 Euros for 10 persons). According to the Councillors, having only one call for TFs per year would make the process less flexible, although it would cause less administrative burden. HV suggested that the process needs to be more structured and allow the Office to plan ahead because of the procurement service. JvdLR suggested a compromise - to plan ahead but keep the flexibility to have space to react to unexpected events or issues. PK reminded that the timing is also important in terms of money spending. The Network Participation TF is identifying the remaining TF -related issues and will come up with recommendations.
- *Voting result*: the MC approved the revised TOR by 13 votes and 11 approvals with adjustments.

→ Action 9: Europeana Office - to update the Task Force Terms of Reference on Pro website.

Approval process of 2 new Task Force proposals

1) *Local Communities TF*
- Presented by SH on behalf of the group of evaluators (SS, RW, SH, GA)
- 2 of the evaluators approved the proposal, 1 approved it with adjustments and 1 disapproved. Overall, they advised not to go ahead with the TF since the scope is too big with too little funding and time, and there is a gap between the purpose and expected outcomes.
- The proposal was considered interesting, with a focus on people. The evaluators suggested to focus on "prototyping" of 2 or 3 local communities, maximum 3 languages and 2-3 fields

in order to come up with 2-3 small-scale success-stories.
- *Voting result:* the MC did not approve the TF (1 approval, 9 disapprovals, 11 approvals with adjustments). It was decided to bring the proposal to the MB agenda and look for a similar solution as the TF proposal of Peter Soemers.
- The MC found the idea interesting and valuable, but with a lack of clarity in provision of the proposal. The idea can still be used in a different format in coordination with the Office/MB.

CR explained that there are communities in Romania that keep being active all the time, not only during Europeana campaigns such as 14-18, but there is a need to increase the impact on and interest of the local audiences. SB and PK suggested the involvement of local communities with a concrete strategy from a bottom-up approach, and start from the regional perspective toward Europeana. The problem is that some communities are much more active than others, therefore it is important to investigate why this is the case, and assess why some campaigns are more powerful than others. With a help of the MC/ENA, Europeana should be better promoted and made more visible for the local communities in different countries - they could visit those communities, relate to their needs and then provide information about Europeana.

→ **Action 10: Office/MB - to discuss the TF proposal on Local Communities and examine the possibility of repurposing the proposal into a different type of implementable initiative.**

2) *Creation and Governance of EDM mappings, profiles and extensions Task Force*
- Presented by SB on behalf of the group of evaluators (SB, WvD, MW, VA, SH).
- The TF proposal was evaluated positively, and the TF was advised to elaborate more on the relation of EDM governance with ENA, look into typical modeling patterns and governance models, be user-case driven, and make sure the EDM modeling is in synchronicity with Europeana's import capabilities.
- *Voting result:* The TF was approved by a vast majority of 'yes' votes (22).
- MC representatives to take part in the TF: WvD and JM

→ **Action 11: Europeana Office - to contact Creation and Governance of EDM mappings, profiles and extensions Task Force Chairs and announce its launch publicly. The dedicated Task Force space on Pro to be updated accordingly.**

Final report of Benchmarking Europeana Task Force

Presentation by FdD

The TF suggests to consider the benchmarking process of Europeana as a coordinated effort that should be done with a revised methodology and on a regular basis, against lessons learnt while comparing Europeana with other services. The TF came up with 3 possible scenarios for future benchmarking of Europeana: to create a WG under the MC to continue the TF work on a regular basis; to incorporate the benchmarking of Europeana in a wider set of activities dealing with impact and statistics; or to discontinue the benchmarking work.

SG suggested that Europeana should be benchmarked not only as an online platform but from a wider qualitative and quantitative study perspective, including ENA. SB added that such analysis

should be made by professionals with statistics background, possibly chosen from ENA. HV and some of the Councillors prefer the 2. scenario or the combination of 1. and 2. one (WG/TF continuation) while making it subcontracted in a different format. The MC could have a steering role in it, but it would depend on availability of money from DSI 3 and 4. JO added that just like Europeana impact framework can be useful for the whole sector, the same can be said about benchmarking - it can be applied in the whole domain, not only focusing on Europeana. JM argued that there is no need for further benchmarking study since under procurement, the Commission will benchmark Europeana and ENA anyway, and creating common benchmarking standards for different fields would not be useful when we focus on Europeana services. UZ and HV commented that even under procurement, the Commission will do a very specific service-oriented evaluation. PK, SH and AE suggested having a steering committee/standing WG for benchmarking within ENA, parallel to the Commission's evaluation, and having a specialist/data analyst expert for measuring Europeana services compared to other similar EU focused institutions.

→ **Action 12: MdN - to make sure that the Benchmarking Europeana Task Force receives the MC's feedback and reflects on it.**
→ **Action 13: Europeana Office/MB - to consider a possibility of setting up a steering committee/standing Working Group for benchmarking within ENA.**

Final report of Preparing Europeana for IIIF Task Force

Presentation by MK

MK presented an overview of the work of the TF and summarized the TF's goals, survey, outcomes, and final recommendations. The TF also came up with a recommendation to establish a WG to support the further adoption of IIIF by Europeana Content Providers and determine how Europeana should liaise with institutions currently working with or implementing IIIF. They also encourage other Europeana groups and ENA members to integrate IIIF into their work and familiarize themselves with IIIF open source tools. The proposed WG should further investigate the ENA members' contributions to IIIF open source projects. MS confirmed that Europeana and ENA can promote the findings among the CHIs. One drawback of the TF work was the fact that the reach of its survey was partly limited geographically and ENA-wise, and small CHI might be limited in implementing it in terms of time and resources.

→ **Action 14: MK - to make sure that the Preparing Europeana for IIIF Task Force receives the MC's feedback and reflects on it.**

Library Working Group

Presentation by UZ

UZ gave an update on the work progress of the Library WG. The Office created a dedicated Basecamp space for the group and invited MC members who showed interest in February. UZ and the Office now plan to approach around 400 ENA members who indicated their interest in libraries at registration, and invite those interested to participate in the WG. ,The rest of those interested will be invited to be part of a Library community in an effort to replace TEL, raise more attention, and

gather professionals in the library sector. The aim is to see how much interest the WG and community set-up will bring and if it is a success, the same idea could be applied in other domains. MC members Interested in joining the WG : GH, MK, EE, OC, SS

→ Action 15: Europeana Office/UZ - to invite additional MC members and potentially interested ENA members to join the Library Working Group and add them to the dedicated space on Basecamp and Pro.
→ Action 16: Europeana Office/UZ - to inform ENA members that they are part of the Library community following their registration. They will receive from then regular updates and a dedicated community space on Pro.

8. Governance Working Group: work progress

Statutes and Bylaws update, governance status

Presentation by JvdLR

Article 2 of Statutes: Official Europeana Network Association Working Language

Since Europeana Foundation is based in the Netherlands, the official language for the legal documents is Dutch. However, since Europeana and ENA have a wide international audience, the WG suggested to include a statement that English becomes the official ENA working language.
- *Voting result:* All the present MC members approved the WG's suggestion.

→ Action 17: Europeana Office - to add a paragraph to article 2 of Statutes, stating that English is the official ENA working language.

Article 4 of Statues on Europeana Network Association Approach

Article 4 has to be adapted and incorporate the new joint Europeana Aspiration and ENA Approach text. The MC formally approved the current joint Europeana Aspiration together with ENA, Europeana Office & Foundation Approach statements.

→ Action 18: Europeana Office - to modify article 4 of Statutes and incorporate the new ENA Approach (and Joint Europeana Aspiration) into it.

Article 17 of Statutes: Conflict of interest

The potential conflict of interest of Foundation Staff members being ENA members has been raised several times in the past; The WG proposed that they should be allowed to have ENA membership with full voting rights but should not be allowed to stand as candidates for the MC.
- *Voting result:* All the present MC members approved the WG's suggestion.

→ Action 19: Europeana Office - to add a paragraph to article 17 of Statutes on the conflict of interest of Foundation Staff members being ENA and MC/MB members.

Translation discrepancies in Statutes: Articles 15.4 on voting process and 17.2 about candidate eligibility

The WG looked into small discrepancies between the current Dutch and English texts. Dutch Statutes will be professionally translated to avoid possible interpretation differences. Currently, there are two specific passages that can be interpreted differently in the two languages:
1) Literal translation of the Dutch version to English: "Blank and invalid votes are considered as having been cast."
  ● *Voting result:* MC decided that blank, abstaining and invalid votes should be counted as votes*.*

2) Literal translation of the Dutch version to English: "The Councillors are elected by the General Assembly for a period of three years. A Councillor may serve a second term."
The Dutch version does not mention the maximum of two consecutive terms. The English version could be interpreted to allow for more than 2 terms, if not all consecutive, e.g. when there is a one-year gap between the second and third term. The Dutch version does not allow such interpretation and simply says that two terms is the maximum.
  ● *Voting result*: half of the Councillors would agree with having maximum 2 terms in place, the other half would prefer to keep the rule more flexible, with serving maximum 3 terms. The MC in the end decided to keep the rule flexible for now the way it is.

→ Action 20: Europeana Office - to resolve translation discrepancies in article 15.4 on voting process and article 17.2 of Statutes about candidate eligibility accordingly.

Article 15.3 of Bylaws on Eligibility to vote for MC candidates

The article says that the voter is eligible to vote for up to 3 candidates. The WG suggested that restricting the number of votes to only 3 might lead to unreliable results. It was therefore proposed to alter the article to allow to cast as many votes as there are open positions, considering that the number of candidates (and therefore votes) might drop in the coming years. SB expressed dissatisfaction with the fact that last year almost half of the MC was newly elected while this year there will be much less seats available.
  ● *Voting result*: by 18 approval votes against 4, the MC decided to allow voters to vote for as many candidates as they want relative to the number of seats available.

→ Action 21: Europeana Office - to modify article 15.3b of Bylaws to allow voters to cast as many votes as there are open positions in the MC elections.
→ Action 22: SB - to come up with a proposal for a solution in terms of availability of free MC seats from one year to another.

Article 17 of Bylaws on MC - Councillors Terms of Reference + future size of the MC

Article 17 describes the role and responsibilities of the Councillors - this is the place where newly

created Councillors ToR could be incorporated.

→ Action 23: Europeana Office - to modify article 17 of Bylaws and incorporate a shortened version of the Councillors' Terms of Reference into it.

The Councillors discussed the future size of the MC, which was originally supposed to increase to 50 members in 2018.
- *Voting result*: As result of the budget discussion, all the Councillors agreed not to follow article 2.2 of Procedures and article 17.3 of Bylaws regarding the increase of MC. It was decided that the size of the MC in 2018 will remain the same as in 2017 - 36. The size can possibly gradually increase with the time, in view of the ENA financial situation.

→ Acton 24: Europeana Office - to modify article 2.2 of Procedures and article 17.3 of Bylaws to adjust the size of MC in 2018 to 36.

Membership campaign and AGM

Presentation by AE
In 2015, the Office ran a membership campaign which resulted in around 50% of the ENA members participating in the elections. In 2016, there was no campaign and the participation rate dropped to 30%. It was therefore decided to run a campaign again this year in May as an exercise to increase the number of active ENA members. The Office will now follow-up and send reminders to those who have not responded to the campaign email.

AGM 2017 will take place one day ahead of the European Culture Forum (ECF) in Milan, it will be an opportunity to meet and network with many policy makers, and programme will include the work progress of the #AlLezCulture WG. Both AGM and MC meeting will take place in the same location and the invites will be combined with the ECF once the Commission sends out their invite in September. The reimbursement rules remain to be confirmed but most likely 1 night-stay will be reimbursed for the AGM participation. It is recommended to attend the ECF but the overnight stay for it will not be reimbursed.

→ Action 25: Europeana Office - to send out invites to the AGM 2017 in September in combination with the European Culture Forum.
→ Action 26: Europeana Office/GvdL - to confirm and inform ENA and MC members about reimbursement rules for the AGM 2017 as soon as possible.

Elections 2017

Presentation by JM

This year's procedures for voting and elections are similar to those of last year, the only issue that remains to be decided on is the choice of voting email software (SimplyVoting or Mailchimp). Email addresses of the ENA members will be confirmed thanks to the membership campaign and only those registered will be able to participate. As agreed earlier, the number of votes cast will change now and the candidates will need to read Councillors' Terms of Reference before applying for

candidacy.

9. **#AllezCulture campaigns**

JC gave a short update on the work progress of #AllezCulture WG and campaigns. She emphasized that since the WG work has not been optimally coordinated and not all the members were actively involved, she would like to reboot it and ask more Councillors to participate. There will be two briefs coming up for the Migration campaign and EYCH 2018, and their work progress will be shared with the MC during the next meeting in December. These campaigns will be launched at the AGM and implemented in 2018. At the AGM, the Councillors will go through a social media exercise related to the campaigns. In the meantime, the focus remains of the active campaigns - #AllezLiterature and #AllezDemocracy.
- MC members to join the #AllezCulture WG: SHa, KG, FdD, AS, LJ, SB, FT, GA, VK. The rest is still welcome to participate.

→ **Action 27: Europeana Office - to add newly joined MC members to the #AllezCulture WG Basecamp and update the Pro website accordingly.**

#AllezDemocracy launch

Presentation by WvD

The idea of #AllezDemocracy was created in February as a follow-up to the #AllezLiterature campaign for promoting textual digital objects in a concerted effort of the Archives Portal Europe (APE) and Europeana PR team, using suitable documents available in both portals. WvD pointed at various challenges in the preparatory phase in terms of content ingestion, data migration, quality testing, and tight deadlines. Eventually, APE and Europeana were able to acquire 67 documents from 10 European countries, with more content on the way, reaching 76 documents in total. The campaign will start on 1 September and will be run by PR teams of APE and Europeana. The aim is to publish one document every day with a short explanation of why the document was/is important for democracy in Europe. The themes to be used are 'ideas of democracy', 'dictators and resistance', 'liberation and participation', and 'quotes of democracy'. WvD does not foresee more issues in the launch phase, the documents are approved for use by the national archives of providing countries and channelled through Europeana. SG pointed to the difference in perceptions of democracy and migration - while democracy tends to be perceived positively, term migration tends to be politicised and perceived negatively. There was a further discussion about the level of consistency between French and English wording/titles of Europeana campaigns - the WG will consider it in its future work.

→ **Action 28: Wvd - to inform ENA and MC when the #AllezDemocracy campaign is launched.**
→ **Action 29: Councillors - to amplify the Archives Portal Europe and Europeana #AllezDemocracy posts by sharing them via own communication channels and social media, and publishing their own content related to the campaign.**

#AllezLiterature update

Presentation by GvdL

GvdL gave an update on the work progress and development of the #AllezLiterature campaign. The campaign started with a Love Transcribathon launched on Valentine's Day as a #WW1 Poetry Run and was strongly relied on social media. The second phase kicked off on the World Poetry Day initiated by UNESCO, which also generated a lot of good content and social media activity. The campaign builds on strong collaboration with European libraries and archives that were asked to provide new material or nominate their poems already available in Europeana, which were shared on social media. People were then asked to find and share translations, and post their favourite quotes from poems. The public audience was also invited to listen to and share poetry 'playlists' with recordings found on Europeana SoundCloud. The #AllezCulture WG has been supporting these initiatives on its Twitter channels. Liaising with these institutions highlighted some challenges that need to be addressed such as licensing of material, discoverability of collections, and gaps in available content.

→ Action 30: Councillors - to contribute to the #AllezLiterature campaign activities and share its posts via their own communication channels and on social media.

10. <u>Business Plan 2018 - Update</u>

Presentation by HV

The 2018 Business Plan focuses on EYCH 2018, #AllezCulture Migration Campaign and Centenary of the end of WW1 Campaign, which will involve a lot of local community events. The emphasis is on partnerships in education and generic services related to Europeana thematic collections and their improvement. The biggest event in 2018 will be Europeana Plenary conference that will take place in May in the Netherlands with a strong focus on Tech community, and involving a mixture of speakers - MC members will be informed and given opportunity to participate. Europeana will also continue building new data infrastructure (Metis/OD). Europeana strategy is still valid, this update provides a follow-up on what to accelerate and in which direction in light of the new open procurement service, which will create a lot of overhead reporting. The BP is built around the impact as a definition of success and provides meaningful insights on the progress and changes we would like to achieve. It describes the state of change for each market segment and include indicators that give the best information about our performance. The work is organized around five key markets - general public, cultural heritage institutions, research, education, and creative industries - while focusing on platform & functionalities. We aim to engage real people and citizens in innovative ways, make Europeana services easy and rewarding to use, strongly involve the education sector partners, and apply a better infrastructure.

It is therefore important to have ENA involved in activities of the Foundation and its partners. The Foundation management team and the MB will produce drafts to develop a BP for ENA. To that end, HV encouraged the Councillors to think about topics that could strategically contribute to the BP

2018. In October, the draft ENA BP will be discussed with the Digital Cultural Heritage & Europeana and presented for approval to the Gov. Board in November. In December, it will be presented for approval to the MC and subsequently communicated to ENA and the public in January 2018. The idea is to avoid closed circles and make the ENA BP inclusive, presenting ENA as a family that works towards common goals. The MC will be invited to comment on the draft document.

→ **Action 31: Councillors - to raise possible issues and think about topics that could strategically contribute to the ENA Business Plan 2018.**
Action 32: HV/Europeana Office - to inform the MC on work progress of the ENA Business Plan 2018 and invite the Councillors to provide their comments and remarks.

11. <u>Wrap-up</u>

The meeting ended at 15:00 with a free networking time for the MC. MS thanked everyone for their participation and encouraged the Councillors to keep actively participating in activities of the Association, join newly approved TF, be active on social media and promote Europeana externally. Everyone agreed that it was a very pleasant and fruitful meeting.

End