



Europeana Foundation Governing Board Meeting

23 June 2016
16h30 - 18h00 CEST
Teleconference

Next Steps - Dutch Presidency Council Conclusions

Action proposed: For discussion and approval

Issue: Lack of agreement on a common strategy, between Member States, Europeana and the Commission, despite a strategic plan.

Suggested Solution: Recalibration or review of Europeana Strategy 2020, with all stakeholders, to get to a common agreement on the goals for 2020 and therefore provide the indicators for the Council Conclusion proposed evaluation of Europeana.

Own the Position

Council Conclusions have given great impetus and created a new level of awareness of the issues but they have also exposed cracks and differences of opinion on the purpose and strategy of Europeana.

To capitalise on this impetus we need to address the issues raised and as a Board we need to “own the position”, getting all the stakeholders and interested parties agreeing to the forward strategy for Europeana with a common understanding and agreed KPI’s on how to deliver it over the coming 3 years.

When creating the Strategy 2020, we made several rounds and checks with the majority of stakeholders on what they wanted. This resulted in an agreed position on the development of the Europeana Platform under what was to become the Digital Service Infrastructure. A platform that would serve 3 markets: Users, Creatives/Re-users and the Data Partners. In simple terms, the aim in early 2014, under the Commission of the time, was to deliver a basis for new business to build upon. We delivered the strategy predicated on this, with a strong emphasis on the need to create a platform that would serve the sectors owning the data and give it to potential users of that data to make work for their audiences. A change in Commission led to a change in direction or emphasis. By the end of 2014 the desire was that more time and effort on the market should be spent serving the end users. A request that was reflected in the work programme of DSI1.

Both these positions have merit and are not necessarily mutually exclusive; to have good creative industry reuse, you need good retrieval mechanisms; to satisfy education, the quality of images has to be good enough to work in new mobile technologies for instance. Both things



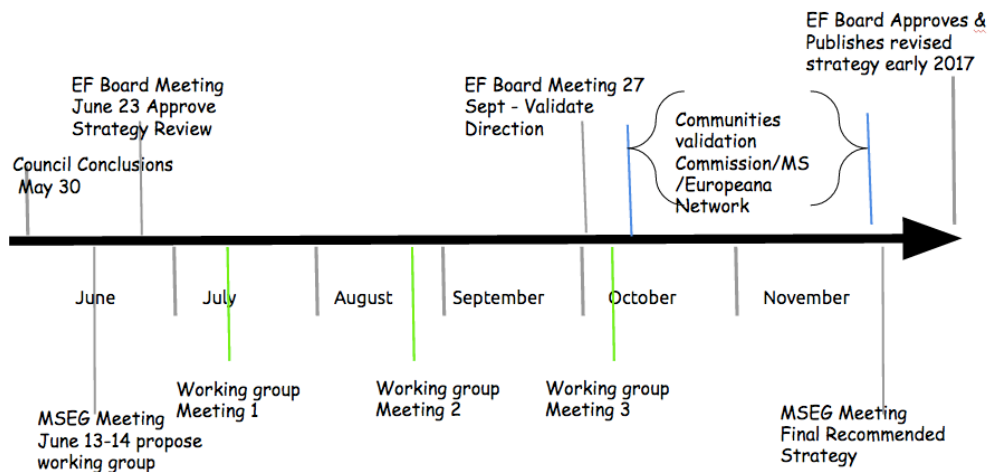


are needed for a good user experience. However we also need “own our position” – what is that we can and should do and how can we balance the needs and wants of stakeholders to arrive at an agreed strategy and most importantly how can we communicate a simple, understandable message of our goal much better that we have managed to do so far. To do this we need to listen to the critiques and work towards consensus for an agreed strategy. We tried and failed to get the platform upon which others could build, accepted as the agreed goal for the Europeana Foundation. We can take the opportunity presented now to reflect upon this strategy and the needs and desires of our stakeholders, simultaneously clarifying and simplifying the message of what Europeana is.

Process:

1. Approval by the Board that Europeana Strategy 2020 be reviewed in the light of the recommendations made in Council Conclusions.
2. Create a working group of 5 from MS, 3-5 from the Commission, 3-5 from the Board/Network.
3. With the working group assess the strategy as laid out in Europeana Strategy 2020 and make recommendations for change or melioration.
4. Validate the suggested changes in the communities represented by members of the working group.
5. Create KPI's for a renewed Europeana Strategy 2020.

Draft Timeline:



Circulation:

Europeana Foundation Governing Board Members & Observers

Classification:

Public