



Europeana Foundation Governing Board Meeting

27 September 2016
10h00 – 17h00 CEST
The Netherlands
Institute for Sound &
Vision, Theatre Two

Précis of Minutes of 23 June 2016 Board Meeting

Action proposed: Board to approve

Attendees:

(JM) Jan Muller, International Federation of Television Archives (IFTA), The Netherlands
- Chair
(JLR) Joke van der Leeuw-Roord, EUROCLIO, The Netherlands - Vice Chair
(MK) Max Kaiser, Austrian National Library (ONB), Austria
(RK) Rolf Kallman, Digisam, Sweden
(PK) Paul Keller, Kennisland, The Netherlands
(TdB) Tjeerd de Boer, Succeeding Dutch Presidency, The Netherlands
(MHS) Monika Hagedorn-Saupe, International Council of Museums Europe, Germany
(JF) Jeannette Frey, Ligue des Bibliothèques Européennes de Recherche (LIBER),
Switzerland
(LH) Lorna Hughes, University of Glasgow, UK
(SL) Stef Lewandowski, Makeshift, UK
(MP) Martijn Pronk, The Rijksmuseum, The Netherlands

Apologies:

(HJ) Hans Jansen, Koninklijke Bibliotheek (KB), The Netherlands - Treasurer
(LE) Laurence Engel, Bibliothèque Nationale de France, France - represented by
Isabelle Nyffenegger
(RR) Richard Ranft, International Association of Sound and Vision Archives, UK
(MS) Merete Sanderhoff, SMK, Denmark
(LA) Lora Aroyo, VU University, The Netherlands
(JO) Johan Oomen, Netherlands Institute for Sound and Vision, The Netherlands

Observers:

(DG) Diego Gracia, Spanish Ministry of Culture, Education and Sport, Spain

Other participants:

(IN) Isabelle Nyffenegger, Bibliothèque Nationale de France

Europeana:

(JC) Jill Cousins
(HV) Harry Verwayen
(AV) Albert Verhaar
(AE) Aubery Escande
(SA) Shadi Ardalan





NB: Some discussion, actions and decisions are omitted from this version as they are deemed confidential to the Board at this point in time.

The meeting was quorate.

JC - Requested to add the Council Conclusions proposed Evaluation of Europeana and the first round of Procurement to the agenda.

Minutes, Decisions & Actions of 30 March Meeting

Decision 1: The Board approved the minutes of 30 March meeting.

Action 1: With regards to clarification on the construction of procurement and ownership, VAT question and the required financial conditions, neither TdB nor JC could obtain detailed and solid information from the EC. JC is looking into procurement legal aspects with [Arthur's Legal](#), [Arthur van der Wees](#). She will write a paper on the options and issues for the 27 Sep Board meeting.

Actions carried over from previous meetings:

- Role description for Board Members - on Jill's list.
- Sharing cash flow updates with the Board on basecamp monthly. Because of the payments schedule, AV suggests to share the cash flow on a quarterly basis and will contact the treasurer when need be.
- Possibility of switching to or connecting with the European Investment Bank. AV explained this is an action for the longer term. EIB is not an easy bank to borrow from. In the long run Europeana is trying to find out what the possibilities might be with EIB.

All other actions are complete

[Paper 1C](#) - Publishable Summary of Minutes 30 March Meeting

Decision 2: The Board approved the précis of Minutes of 30 March meeting.

Europeana and Dutch Presidency Council Conclusions

[Paper 2A](#) - Adopted Dutch Presidency Council Conclusions

[Paper 2B](#) - Next Steps in the light of Dutch Presidency Council Conclusions

JC - From the MSEG point of view, there doesn't appear to be any appetite for the suggestion of a working group on Council Conclusions next steps.

JM - talked to Minister Bussemaker, Giuseppe Abbamonte and Javier Hernandez-Ros about Europeana, its role and next steps in the wake of Council Conclusions. There are four forces: Europeana Foundation, Europeana Network Association, European Commission and Member States, and they are not always on the same page about Europeana's strategy and its value proposition.

In discussion with JC it is thought Europeana should own its position more *i.e.* what audiences need and what can be done, together with the importance of platform at the core of Europeana's vision. To that end it is probably a good idea to revisit the



strategy. JM therefore proposed to initiate a taskforce to look at the strategy and the value proposition of Europeana. After summer the outcome of the work of the taskforce will be presented to EC as follow up to the Council Conclusions. The taskforce members were proposed to be: Lora, Paul, Tjeerd, Merete, Jill, Harry, Jan and Laurence. The taskforce should start work immediately and spend the summer to brainstorm and conclude in October.

JC - The aim of the taskforce is the recalibration of strategy. The propositions or options will be presented to the Board for debate on 27 Sep. We are also meeting Viola and Oettinger in Sep and will have their input. Recalibration of strategy is related to the need to renew the Vision and Mission Statement of the Foundation. Another working group was proposed to craft the Vision and Mission Statement.

Decision 3: The Board agreed to the set up of a Europeana Strategy Team.

Action 1: JM, PK, MS, TdB, LA, LE, SL, JC and HV will form Europeana Strategy Team, work together over the summer and bring the results to the table for debate by the Board at the meeting of 27 Sep.

JC - Council Conclusions call upon the Commission to evaluate Europeana as part a mid-term review of the [MFF](#). Member States were asked what they think should be measured at the MSEG meeting of 13-14 June. Europeana Foundation has also been invited to contribute and will link it up with its impact framework. In addition the Network Association wants to see certain areas evaluated. A group is formed of Jill, Max, Rolf, Marco de Niet and Ellen Euler of the Members Council to define the areas to be evaluated. The results will be on the agenda of 27 Sep Board meeting.

JC - The European Commission needs to acquire assets of Europeana. It is difficult to establish what those assets are, whether domain name, trademarks, metadata and digital object databases, software licenses, computers and etc.

Verbal Update on final Council Conclusions

TdB - PK wrote a Council Conclusions digest [blog](#), a comprehensive summary of what led to the Council Conclusions and what's in it. JM and TdB met and discussed with Minister Bussemaker post Council Conclusions. The Council Conclusions were the result of teamwork at the ministries with the MSEG and collaboration with the colleagues in Brussels. The European Commission worked hard and helped a lot. The mission and merit, the governance and funding are the key topics in the Conclusions. With regards to funding, a three-step approach has been envisaged: for the short term Europeana gets co-funding from the MS for 2016 and 2017; while for the mid term there will be a combination of procurement and grant. In the longer term and after 2020 Europeana will be funded within the multi annual work programmes.

TdB - notified that 22 Member States are willing to contribute to Europeana as part of co-funding for 2016-17.

IN congratulated the Dutch Presidency for achieving such very good results.

JC - publically thanked TdB and his team at [OCW](#) for their efforts leading to these amazing results.

Update on Process for Business Plan 2017

Update on Process of Defining & Setting the BP Goals for 2017

HV - Business Plan 2017 process started as a regular one and it was upgraded to a strategic level, with the advent of Council Conclusions. The old question of “*is Europeana a portal?*” and “*who it is for*” have re-emerged. The MC meeting of 21-22 June showed we need some work in depth. We need to decide strategically what



“portal” means and what other elements in platform are important. Suggestion is to improve on paper 6 with the strategy taskforce and then discuss at 27 Sep Governing Board meeting.

Decision 4: The Board agreed to follow the process with the strategy taskforce and the Governing Board.

JC - noted that this input is also critical to evaluation, as we need to establish we are not evaluated in wrong areas.

Vision & Mission of Europeana

[Paper 4](#) - Revisiting the Vision & Mission Statements of Europeana

JC - Nine years after the initial vision and mission statement of Europeana was written, it's now time we revisited them in line with the changes in strategy and focus, with the aim of simplifying the message we wish to communicate. A taskforce was proposed to discuss and recommend new vision and mission statements to the Board for debate in the meeting of 27 Sep.

SL - questioned if the aim was for the taskforce to come back with a single recommendation on vision and mission.

JC - invited SL to join the taskforce.

HV - Vision and mission are very much related to strategy and suggested we deal with both in one go within the Strategy Taskforce.

RR commented prior to the meeting - the vision / mission as described in paper 4 is not clear enough. On that basis he supports a change. The texts are too long. If a vision statement is supposed to be about some future state it needs to be a simple, single sentence (*e.g. Europeana aims to support economic growth and connect Europe by making culture available to everyone*, or similar) while the mission statement says, in just two or three sentences, what Europeana does.

JC - agreed and said that there was a proper statement from 2007, but its lost in our archives.

JLR - The Foundation's vision and mission statements relate to those of the Association and perhaps good to join and align the efforts.

HV and JF left the call.

Finance & Europeana Financial Sustainability

Funding Update

TdB has done an amazing work and raised over 190,000 euros for 2016 and 2017, slightly short of our target for 2016-2017 gaps.

AV - Two Member States are new contributors: Portugal and Croatia.

TdB - A full overview of contributions for 2016-17 is expected soon. TdB will ask the MS if the information on contributions can be shared now.

Quarter 1 Report against Budget

AV - clarified because of lower overhead costs in 1st quarter 2016, Europeana hasn't used any ministry funding, leading to minus 17,000 euros.

JLR – asked about the status of the service level agreement with the KB. AV clarified that, KB wants to have a more transparent agreement on facilities such as IT. It will probably be slightly higher but close to 60,000 euros a year for 60 persons which is contribution in kind. In the coming years we expect costs will go up.

New Audit for v2, Awareness & European Libraries



AV - The auditors spent time at Europeana offices in April. Questions and answers are still going back and forth. The audit manager became sick which slowed down the process. DG CONNECT also changed some rules (productive hours calculations should be based on years and not on project period) which led to new recalculations.

Copyright Reform Funding

Proposal on how to deal with Lobbying for Copyright Reform and Funding

JC - DG CONNECT continues to reject the costs for Helena Lovegrove's fees who spends time on promoting Europeana in Brussels, organising events and raising awareness around *allezculture* and other campaigns. Her costs are rejected by EC in line with the ethical principles of the Commission that make costs related to lobbying activities ineligible. We have provided a breakdown of all activities together with other explanations and have asked EC to reconsider the reason for rejection. To unlock the stalemate and to make it transparent, JC proposes that for 2016 Europeana Foundation pays Lovegrove up to € 35,000 out of the Foundation's general funds (the 65,000 euros equity). This is non Commission money. For 2017 this would involve Ministry funds and permission would need to be sought from the Ministries.

IN - BnF has already voiced its position (via Europeana Sounds) that France no longer fully agrees with the overall position. BnF suggests to have the topic of copyright on the table at the Board meeting of 27 Sep. The Board should discuss what Europeana is lobbying for. Some Member States might be reluctant to pay for lobbying for copyright reform. At the meeting with Europeana, Eric Mamer (no longer in DG) said clearly it was not, in his view, Europeana's job to lobby for copyright. Now the question is: could we and should we lobby and what we should lobby for in relation to copyright.

JC - A survey was conducted two years ago in consultation with all MS and the then-copyright-working-group of the Europeana Network Association. Here we got a consensus to lobby for copyright for the position we have been taking.

PK - EC is to make a legislative proposal towards a modern copyright framework in September 2016. We may end up that the Commission's position is not known before the meeting of 27 Sep though.

JC - It is time for another discussion with our stakeholders. JC will bring the discussion on lobbying for copyright to the agenda for the 27 Sep Board meeting.

TdB speaking on behalf of the MS - we don't know what the viewpoint of all the Member States is towards lobbying for copyright, nor do we know if it has been successful, and so he cannot approve the payment of Lovegrove's fee from the MS' money.

PK - There is no way of assessing the success of the undertaken lobbying for copyright. It is unrealistic to fund these kinds of activities knowing beforehand. It is only possible to assess the impact afterwards. At this point we can produce a list of the meetings and events taken place. Other than that there is no concrete tangible information to assess.

JC - The work also included provision of case studies and statistics to the Commission.

MHS - suggested to pay for Lovegrove's fee out of the available money this time and discuss at the 27 Sep meeting whether Europeana should continue with lobbying for copyright.

JLR - seconded MHS' suggestion.

TdB - is not sure he is entitled to say yes now without soliciting the views of fellow MS representatives.

IN - BnF does not approve such expenses.



JF - approved funding the copyright lobbying activities before leaving the meeting. There was no other dissension.

Decision 5: EF will pay for the copyright related activities of Helena Lovegrove this year and a discussion on Europeana lobbying for copyright reform will be on the agenda of September 27th.

Europeana Network Association

[Paper 7](#) - Europeana Network Association Update

MK gave an update on the results of the fifth Members Council meeting held in Vienna on 21-22 June. The meeting was very successful. The MC focused on the Vision and Mission of Network Association and will present the new version at the AGM in November in Riga. They also discussed the Council Conclusions and its outcomes and next steps. They went through the Business Plan 2017 process update and provided input into it.

Following topics and papers were for information and Q&A and were not discussed in the meeting:

[Paper 8](#) - Press and Media coverage of Art History Channel & Art 280 Event

[Paper 9A](#) - Content Report

[Paper 9B](#) - Web Traffic & Social Media Report

[Paper 9C](#) - Status of KPIs against Business Plan 2016

[Paper 9D](#) - Overview of Europeana Foundation Projects

[Paper 10](#) - Overview of Forthcoming Events

Upcoming meetings

- All day meeting 27 September in Hilversum
- Teleconference meeting 16 November at 16h30 CET

End of Meeting

JM wished everyone a happy summer and closed the meeting.

Circulation: Europeana Foundation Governing Board Members & Observers

Classification: Public