



Europeana Foundation Governing Board Meeting

6 April 2017
16h30 – 18h00 CEST
[Teleconference Call-in Instructions](#)

Précis of Minutes of 27 February 2017 Meeting

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
(HJ) Hans Jansen, Koninklijke Bibliotheek (KB), The Netherlands - Treasurer
(LE) Laurence Engel, Bibliothèque Nationale de France, France
(MK) Max Kaiser, Austrian National Library (ONB), Austria
(UZ) Uldis Zarins, National Library of Latvia, Latvia
(EF) Etienne Ferrito, National Archives of Malta, Maltese Presidency
(MR) Mirjam Raabis, Ministry of Culture of Estonia, Estonian Presidency (succeeding)
(JK) Jana Křažková, Ministry of Culture of the Slovak Republic, Slovak Presidency (preceding)
(JF) Jeannette Frey, Ligue des Bibliothèques Européennes de Recherche (LIBER), Switzerland
(RR) Richard Ranft, International Association of Sound and Vision Archives, UK
(MHS) Monika Hagedorn-Saupe, International Council of Museums Europe, Germany
(MP) Martijn Pronk, The Rijksmuseum, The Netherlands
(LA) Lora Aroyo, VU University, The Netherlands
(JO) Johan Oomen, Netherlands Institute for Sound and Vision, The Netherlands - until 12h40
(LH) Lorna Hughes, University of Glasgow, UK - via skype until 12h40

Apologies:

(MS) Merete Sanderhoff, SMK, Denmark
(PK) Paul Keller, Kennisland, The Netherlands
(SL) Stef Lewandowski, Makeshift, UK

Observers:

(SA) Susana Alegre, Ministry of Education, Culture and Sport of Spain, 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 discussions are omitted from this version as they are deemed confidential to the Board at this point in time.

The meeting started at 10h06 and was attended by a quorum of Board Members. After salutation, tour de table and welcoming the new Board Members Etienne Ferrito (EF) and Mirjam Raabis (MR) and Observer Susana Alegre (SA), the Chair opened the meeting and the Board adopted the agenda.

I. Minutes, Decisions & Actions of 16 November 2016 Meeting

Decision 1: The Board approved the minutes of 16 November 2016 meeting.

Decision 2: The Board approved the decisions and actions of 16 November 2016 meeting.

Decision 3: The Board approved the précis of the minutes of 16 November 2016 meeting.

II. Governance

With the adoption of the new governance on 30th June 2015, all cycles of Board members started on 1 July 2015, which makes all current board members eligible for reappointment for another consecutive term.

II.i. Management Board of Europeana Network Association

Decision 4: The Board officially appointed the Management Board of Europeana Network Association through a unanimous resolution recorded herein from the date of this meeting 27 February 2017 for two years, or until the Board meeting closest to their two-year term on the ENA Management Board.

II.ii. Founding Members

Founding Members LE and HJ stand down respectively from 1 April and 1 July 2017 as their two-year terms come to end. The Founding Members have decided to table a motion to appoint [Institut national de l'audiovisuel](#) represented by Agnès Magnien head of the collections of INA and the Spanish Ministry of Education, Culture and Sport represented by María Concepción Vilariño Perriáñez, Sub-directorate General for Libraries.

Decision 5: Through a unanimous resolution recorded herein the Board appointed Ms Agnès Magnien - [Institut national de l'audiovisuel](#) from 1 April 2017 and Ms María Concepción Vilariño Perriáñez - Spanish Ministry of Education, Culture and Sport from 1 July 2017 to represent the Founding Members of Europeana for a period of two years. LA representing BnF and HJ representing KB shall have observer seats on the Board for two years respectively from 1 April and 1 July 2017.

II.iii. Representatives of Content Holder Associations

JC - JM was appointed as Chair of the Governing Board on 30 March 2016 for two years. Terms for RR, MHS and JF come to an end on 30 June 2017 and their seats become available for new election/re-election.



Decision 6: By virtue of his chairmanship, the Board unanimously resolved JM remains on the Board for another two years from 1 July 2017 to 30 June 2019 in his capacity as Chair. The Board also agreed on the process and timeline of nomination, election and appointment of the three members as follow:

- JM, as Chair, shall be re-appointed to represent television archives on the Board from 1 July 2017 to 30 June 2019.
- On completion of their two years, RR, MHS and JF stand down on 30 June 2017. They may re-stand for election for a second consecutive term.
- The Board shall inform all the originally represented Associations of Content Holders in Europeana governance. These include: [Association des Cinematheques Europeennes](#), [CENL](#), [European Museum Forum](#), [European Museum Academy](#), [EURBICA](#), [CERL](#), [MICHAEL Culture Association](#) and [NEMO](#).
- Nominations and candidacies of associations and representing persons shall be made via and collected on basecamp by 20 March 2017.
- The Board Members shall pay special attention to content spread and geographic distribution of the nominations.
- Should there be more than three candidacies and/or nominations on 21 March 2017, the Board shall decide in writing via basecamp between 21 March and 5 April 2017 to appoint three associations, taking into account the constituency of the Board, the refined strategy 2020 and the geographic and content distribution of the candidates and/or nominees.
- The Board shall officially adopt the decision and appoint the three representatives of content holder associations at the teleconference meeting of 6 April 2017.

II. iv Entrepreneurship Expert

Due to other professional commitments, SL has not been able to be actively engaged as the entrepreneurship expert member of the Board and therefore has proposed to resign. Given the Strategy Update, the Board should consider to open up the position to a different field of expertise e.g. the creative industries, research and education or semantics with pertaining networks to tap into and benefit from.

Decision 7: The Board unanimously accepted SL's resignation with immediate effect.

- Nominations of experts, their field of expertise and the rationale behind the nomination shall be made via and collected on basecamp by 20 March 2017.
- The Board Members shall take into account the refined Strategy 2020 and the geographic provenance.
- The Board shall vote in writing via basecamp between 21 March and 5 April 2017 to appoint the expert member. The second most voted candidate shall be the reserve candidate for the seat.
- The Board shall officially adopt the results of the voting at the teleconference meeting of 6 April 2017 and shall give a mandate to JC to approach the candidate with the highest number of votes.

II.v. Vice Chair and Treasurer

JLR and HJ were appointed Vice Chair and Treasurer of the Board from 1 April 2015. The seats therefore become available for nomination and/or candidacy. For the sake of convenience of reach, Chair and Vice Chair had better be based in The Netherlands. JLR stood for the seat of the treasure.

Decision 8: The Board approved to appoint JLR as treasurer from 1 July 2017 for a period of two years. Due to the limited number of Board Members known to continue to remain on the Board at this point in time, the Board decided to defer the



nomination/candidacy and appointment of the new Vice Chair to the meeting of 6 April 2017 when there is a bigger pool.

III. Report on Business plan 2016

The full 2016 annual report will be published in April. Looking back at 2016, Europeana Network really consolidated and the Council Conclusions on Europeana and recognition of the Network were great achievements. The collaboration between Europeana Network Association and the Europeana office was more effective. Europeana collections and thematic collections score high but the professional sites haven't been equally successful. We changed the steer away from getting new material in towards a focus on quality material. Europeana Pro will be redesigned in 2017. In terms of traffic, end user products have not met their target KPIs mainly due to the de-indexing by Google, who sees Europeana as a metadata farm. The strategy of placing content on third party sites has paid off with 126 million views. We are getting deeper engagement from music, art and history and increasing our reach on third party platforms by putting material on wikimedia, pinterest and alike. Ultimately we want to know what impact Europeana has, not how many people visited Europeana. We are under-performing on professional sites such as [Europeana Research](#). Europeana is commissioning a new benchmarking study in the Europeana Network in 2017. BnF had a higher satisfaction level at 95%. Such high percentages are achievable by national platforms. It is difficult for platforms like Europeana to reach such level.

Action 1: BnF to share the satisfaction level report with HV.

IV. Europeana Foundation Strategy & Business Plan

[Updated Strategy](#) - The Strategy Update was published on February 23rd, together with a short video [a call to culture](#) broadcast. [Claire Bury, Deputy Director General of DG Connect](#) directly responsible for Europeana is pleased with the results of the Strategy Update.

Decision 9: The Board approved the [Strategy Update 2017](#), for the minutes.

The release of BP 2017 was delayed pending finalisation of the Strategic Update but it is hoped [to be published after Board's approval on 1 March 2017](#).

Decisions 10: The Board approved Business Plan 2017 taking in two comments about renaming data quality community and removal of KPI on expansion of Members Council to 47 members.

V. Vision & Mission

The main direction of the Europeana Network's aspiration and approach was presented at the AGM. The final version was approved at the MC meeting 21 February and the Aspiration is now open to debate for endorsement by the Governing Board as a common vision:

"We build on Europe's rich cultural heritage and make it easier for people to use, whether for work, for learning or just for fun. Our work contributes to an open and creative society, now and in the future. We transform the world with culture."



There is a long vision statement written in Europeana statutes of Europeana Foundation. While writing the Strategic Update, the need to rethink and rewrite the vision emerged to ensure the vision and the strategy are aligned. The Governing Board had a debate.

Decision 11: The Board adopted the terms “aspiration” and “approach” in lieu of vision and mission and endorsed the proposed joint aspiration with minor adjustments to the pattern, which will be put back to the Members Council for their agreement. The slightly adjusted aspiration reads:

“We transform the world with culture. We build on Europe’s rich cultural heritage and make it easier for people to use for work, for learning or for fun. Our work contributes to an open, knowledgeable and creative society.”

Europeana Network Association’s Approach, which will serve as a job description of the Network members was approved by the MC on 21 February and was presented to the Governing Board for information and to make sure the Network and the Foundation obviously complement each other in a shared aspiration and two aligned interconnected approaches. The Network Association’s Approach reads:

“We are the community that shapes Europeana. We believe in creative collaboration and teamwork. We are committed to making, sharing, promoting and repurposing Europe’s digital cultural heritage. To achieve this we:

- *use our individual expertise to encourage innovation and foster cross-border and cross-domain collaboration between people from cultural heritage, creative, technology, education and research areas;*
- *develop, validate and implement the standards and frameworks that improve access and discovery;*
- *participate in Europeana governance and strategy; promote Europeana’s activities within professional networks.*

Decision 12 and Action 2: The Europeana Foundation Approach Working Group was formed by RR, MHS and JVL who shall attempt to propose a draft approach for the Foundation at the next Board meeting on 6 April, based on the existing mission statement and complementing ENA’s approach.

VI. Finance & Financial Sustainability of Europeana

The figures in 2016 preliminary report are draft figures. 92% of the allocated 2016 budget was spent. The costs are mostly related to DSI projects. Main underspend costs fall under housing and subcontracts. Europeana Cloud and Europeana Food & Drink were completed in 2016.

In 2016 twenty-two Member States committed to contribute a total of 680,450 euros for 2016 and 2017. On receipt of the total 2016-2017 commitments, Europeana will be able to fully cover overheads and projects co-funding in 2016 and 2017. We hope to still receive some funds from three countries for 2016. And we will soon start a process for 2017 contributions.

The draft 2017 budget is based on DSI2, and compared to 2016 budget shows 8.3% decrease mainly due to removal of budget for TEL. Main income comes from EUDSIs 2 and 3. Other income from Creative Europe (80% co-funding), Horizon 2020 (100% funded) and generic services (50% co-funding) has been foreseen too. To participate in projects that are not entirely funded by EC, we need some co-funding. In relation to



travel costs, we sometimes travel with more than one person, because we need various expertise.

Action 3: AV to correct the typo: "Unlike 2016 CENL will not support The European Library in 2016 2017."

Action 4: AV to share more detailed information on basecamp after the board meeting. In response to the Board's concern over unspent allocated training budget, Europeana believes in ethics and value of training the staff and provides inhouse training in brilliant ways.

Decision 13: The Board approved the Budget 2017.

Overall the cashflow is healthier thanks to Member States' contributions. The presented cashflow forecast is based on no advance payment to clarify the consequences of a delay in advance payment beyond August 2017. DSI payments from EC depend on signed certificates from partner Member States for their participating institutions. The risk is mainly for the consortium but also for specific countries. Besides the huge delay in release of the funds, the received money should be returned. EC requires all partners to sign the certificate before it releases the money to the partners. EC has been asked to change this requirement as it causes huge overhead costs.

VII. Procurement & Evaluation of Europeana

The procurement tender publication document needs to be issued within two weeks *i.e.* six months before they award the contract that is in September 2017, for Europeana to avoid cashflow difficulties.

The evaluation roadmap hasn't been published yet.

VIII. DSI2 Project

The final feedback of the DSI2 review is not available yet. Overall MP agrees with everything. He likes that to see the summary is more uplifting as it is the only part of the report that is read by the decision makers. The well achieved results should be summarised in the executive summary. The data quality is too technical, other aspects like case studies and a table of contents need to be added.

Decision 14: The Board approved DSI2 Progress Report.

IX. Proposed Project Submissions & H2020 Results Analysis

DSI3 procurement under CEF - Europeana is now identifying partners and subcontractors to form the DSI3 consortium. The biggest issue is how to manage partners and subcontractors so that the financial requirements of the procurement can be met. Europeana as a Foundation, with not many alternative funding sources, is always seen to be financially weak.

DSI generic services - Europeana is participant in one and coordinator in another proposal. The objective is to develop a thematic collection on a cultural movement around each project. The project proposals for rise of literacy and migration in art and science were submitted in December. Rise of literacy was very well received by



libraries. Migration in art and sciences will support the campaign we are running later this year. We are fairly certain to get one of them.

Horizon 2020 - Europeana was invited to be partner in: 1) EINFRA12, a project within research infrastructures to develop Cloud shared services; and 2) CULT-COOP, in line with strategy, includes enabling research, adding data to research infrastructures and improving search and multilingualism, which we support with letter. We supported with letters other projects to use the data of Europeana.

Decision 15: The Board approved proposed project submissions.

Europeana Foundation requested the analysis and the report to be made into the performance of organisations in Horizon 2020. Kate Fernie's first recommendation is to establish a taskforce to develop an innovation agenda for the digital cultural heritage. The taskforce should investigate how this report can be used as a base for better return on effort for projects with specific targets.

Decision 16: Innovation Agenda Taskforce was formed including HJ, LA, MK, MHS, JO and Victor-Jan Vos. JO and Victor-Jan Vos will write a brief, helped by JC, and propose it to the Board on 6 April.

X. Copyright Reform

The Update on Europeana Copyright Policy Advocacy Efforts was aimed to help the Board take note of the work being undertaken. The strongest lobbying group is the libraries. The position paper has been taken on word by word by [Catherine Stihler](#) the European Parliament rapporteur. EC is sympathetic to the views of the libraries which are almost identical to Europeana's. Other sectors haven't been very active. We are struggling to get examples from audio-visual and museums. JC apologised for the oversight of not mentioning the difference of position held by the BnF in the position paper as previously agreed and in accordance with the mandate. And it was noted that Different views and concerns from Belgium, The Netherlands and France were also voiced.

Action 5: PK to clearly state in the position paper that certain institutions such as BnF do not agree with it.

XI. Europeana Network Association

Europeana Network Association formed the new Members Council late 2016 and the new Management Board was elected in January. The Network Association redefined its vision and mission and responded to EC's Europeana Evaluation Roadmap, revised proposals and terms of reference for Task Forces alongside preparation for the Members Council meeting on 21-22 February. The Association currently has 1691 members.

XII. Forthcoming Presidencies & Events

With migration being a top priority of the Maltese Presidency, Europeana will hold a strategy meeting on Migration, Culture and Education. The purpose of the event is to build on the May 2015 "Europeana for Education Policy Recommendations". The two-day meeting will be held on 23-24 May 2017 at the Conference centre of Ħaġiar Qim. Policy-makers and delegates from former MSEG and experts in the field of education,



European Ministries of Culture and Education, DG Education and Culture will be invited to the meeting. The Maltese Ministry of Culture, National Archives of Malta, Euroclio, European Schoolnet and e-Twinning are collaborating with Europeana.

The Estonian Presidency has four foci among which digital Europe and free flow of data, inclusive and sustainable Europe. Ministries are forming ideas around these themes. For the Ministry of Culture, the most important topics include: 1) renewing the directive on audio-visual media services, the draft legislation for which is an important part of the strategy for the EU's digital single market, 2) access to culture and cultural heritage via digital means, 3) the role of coaches in society. A conference on cultural heritage will be held on 12-13 July in Tartu, celebrating cultural faces and also copyright issues, cultural goods, and the like.-We hope to have one representative from Europeana to speak at the Conference. The main idea for the council conclusions and the Europeana event will be discussed. JC suggested to plan around the theme of impact for the presidency event.

Any Other Business

Registration of Board Members with the Dutch Chamber of Commerce

Non registration does not affect the legitimacy of the Board or their voting power as long as the bestuurders are appointed by the resolution of the Board. But under Dutch law lack of registration is an economic offence. Thus, the non-registered Board Members were requested to provide the required documents as soon as possible.

Next meeting will be held on 6 April 2017 via teleconference call.

In closing the meeting JC invited the Board to help in promotion of Europeana Strategy and Business Plan 2017 forward and towards own networks. Ideas for running the text campaign and what we can do to lift up the text culture in such a very visual era, are welcome. She also invited the Board to share their discussion points for the next Board meeting to be included in the agenda.

Circulation:

Europeana Foundation Governing Board Members & Observers

Classification:

Public