



Europeana Foundation Governing Board Meeting

16 November 2016
16h30 – 18h00 CET
Teleconference Call

Europeana Strategy Refinement, MS and CHIs' Working Groups and Timeline

Action proposed: Board to decide what to include in latest version of the Strategy for further discussion at the MSEG meeting

Foreword

At the meeting of 27 September in Hilversum, the Board agreed in principle to the direction of the [recommendations of the Strategy Team](#) with the request for further refinement. Following the meeting, two Working Groups were formed to consult with Cultural Heritage Institutions (CHIs) and the Member States (MS) and get their input for the improvement of and a shared consensus on Europeana Strategy.

Group 1 is working with the CHIs to bring their input into Strategy redefinition, is composed of Merete Sanderhoff, Rolf Kallman, Laurence Engel, Hans Jansen, Lora Aroyo and Joke van der Leeuw-Roord.

Group 2 formed by Marit Vochteloo, Monika Hagedorn and Jana Knazkova is working with the Member States.

The two Groups are working during October and early November to get the initial input from their respective consultations to report back at the 16th November Board meeting and will undertake further work, if necessary, towards a completion date of mid January 2017. The occasion of the Europeana Network Association AGM of 7th November also gives feedback and comment opportunities on the current version.

Work being undertaken:

MS

- A brief was created and agreed for each working group detailing how to elicit input from the two groups.
- An improved version of the strategy (see Paper 2A) based on the 27 September discussions was issued to the Member States Expert Group (see text of letter to MSEG in appendix 2) and the CHIs Working Group.
- Comments on this version of strategy are being given by email or via one-to-one calls made by the MS Working Group to a selected group of Member States.





- Comments are being solicited against a checklist of questions (see appendix 1 created by the MS Working Group). The questions relate to how the strategy can fulfil the Council Conclusions.
- The feedback to date can be found [here](#) (appendix 3).

CHIs

- A brief was created and agreed with the Group.
- A brainstorm discussion was held on October 27 where the main issues to deal with in relation to CHIs were addressed.
- Notes from this meeting can be found [here](#).

Both Working Groups will analyse their results in verbal updates to the Board on 16 November for the Board to decide what should be added to or altered in the Strategy prior to its circulation to the MSEG for further input.

Timeline:

- Presentation of refined Strategy to the Network Association, soliciting feedback *8-9 Nov*
- Discussion based on work of Working Groups at the Governing Board meeting *16 Nov*
- Presentation of revised Strategy paper to MSEG & discussion at meeting of *22/23 Nov*
- Refined Strategy draft *mid January 2017*
- Approval of refined European Strategy by the Governing Board *27 February 2017*

Circulation:

Europeana Foundation Governing Board Members & Observers

Classification:

Public



Appendix 1

Checklist of questions for discussion with the focus group

Introduction

Europeana is a multi-sided platform creating value for end-users, Member States, cultural heritage institutions, research and creative re-use. In its current form, it allows multilingual access to and distribution of the digital cultural heritage held by separate cultural heritage institutions. The refined strategy tries to address the articles of the [Council Conclusions on Role of Europeana](#) relating to improvement and change and we would like to discuss each of them with you.

Question 1: _Starting with a general question on the paper we sent: [Council Conclusions & Europeana Strategy](#). Could you give your overall impression on the directions it is taking?

The Council Conclusions acknowledge that technical and user challenges lie ahead:

Art 12: technological aspects of Europeana platform should be enhanced, allowing cultural heritage institutions to connect, and share and update their content and metadata in a flexible, easy and sustainable way;

Question 2: Do you think the proposal to create [Operation Direct](#), where each CHI can upload their data to Europeana very easily, goes in the right direction? What else should be considered here?

Art 13: more user-friendly, in particular by improving the quality and findability of content and further developing semantic and multilingual search functionalities in line with best available practices;

Question 3A: The ability to improve the findability of search is dependent on more work and implementation of semantic and multilingual functionalities. Do you agree that this is a primary function of the platform? How valuable is this to MS that undertaking such work at the Europeana platform level will reduce the workload of CHIs and increase the cross border use of the material?

Note: We enrich with many online dictionaries for multilingual access, we map place and people names using the ontologies that are available so your search will retrieve the different spellings of *Tchaikovsky* or link *Mona Lisa* and *La Joconde* regardless of the search term you put in. Data quality lies with providing institutions but this is the reason we have worked with them to create the Europeana “Publishing Framework”. We all need to know and agree what we mean by user-friendly and also to commonly understand what is possible with the dataset.



Question 3B: Is it reasonable to place improvement of data quality on data providing institutions? Can we give MS targets on quality improvement replacing the old digitisation ones? What else should we do here?

Art 14: to better reach and engage end-users, by involving cultural heritage institutions e.g. 1914-1918, 1989, Art280,

Note: Europeana 1914-1918, Europeana 1989, Art 280, Music / Art History and shortly Fashion channels are among successful measures Europeana has taken to engage and entice users. Europeana can work with the Member States on other themes and new thematic collections.

Question 4: Do you agree that Europeana can better reach and engage end-users through the development of more audience specific collections such as Europeana Music and Europeana Art (Europeana Fashion and Newspapers are in the pipeline) using the CEF Generic Services Call for Thematic Collections? Will you be able to encourage your CHIs to participate by providing the 50% matching funding required?

Question 5: How important do you think cross border curation of material is and would you encourage your CHIs to participate in thematic collections showing Europe's strength?

Question 6: Do you think that Europeana can best reach out to end-users via new pan-European campaigns (similar to Europeana 1914-1918 / Europeana 1989 / Europeana Art 280) conceived together with you? Do you find the idea of doing something related to culture and migration a powerful theme for 2017 and 2018?

Question 7: Do you agree that Europeana is most likely to achieve scale of use end-users by continuing to work on B2B partnerships with large networks in Research and Education? Do you see any issues with this?

The Conclusions also called upon Europeana to address:

Art 16: there is a continued need for sharing and updating knowledge and identifying common solutions within the network of cultural heritage professionals, including the Europeana Network Association;

Question 7: What needs to be improved, in your opinion, in [Europeana Pro](#) and in Europeana Network Association? What would you prioritise?

Art 15: the governance of Europeana needs to become more inclusive, involving Member States' governments, the wider network of aggregators and cultural heritage institutions in the setting of strategic priorities and the development of cultural, user-oriented projects



Article 23: have more systematic contacts with Member States, improve and provide permanent access to country- and institution specific user statistics and improve the accountability on project results and spending;

Art 15 and 23 to be addressed in the letter to MSEG.

Appendix 2

Text of Letter to the MSEG

Dear MSEG Colleagues,

In the wake of, and in response to, the 31 May 2016 [Council Conclusions on Role of Europeana](#), the Governing Board of Europeana Foundation resolved to refine and align [Europeana Strategy 2020](#) to the Council Conclusions and appointed a Board strategy team to identify how to best deal with the challenges posed in the Conclusions, making an effort to look at these issues from the perspective of our five stakeholders (the European Commission, the Member States, the Cultural Institutions, The Europeana Network Association and the User). The team conceived a [set of recommendations for refinement of Europeana Strategy](#) enclosed herewith. In brief these are:

- I. Continue principle of a multi-sided platform but with:
 - a huge emphasis on improving the quality of data from Cultural Heritage Institutions
 - making delivery of material to the platform insanely easy*
- II. Undertake a new pan-European campaign (similar to Europeana 1914-1918 / Europeana Art 280) conceived with MS and CHIs to engage end users in our shared culture*
- III. Modernise how we reach end-users, through B2B partnerships with large networks in Research and Education and the development of more targeted audience collections such as Europeana Music and Europeana Art using the CEF Generic Services Call for Thematic Collections*

As part of this process we would like to consult with you that our proposed refinement to strategy goes in the direction you wish. .

The strategy group will contact a random selection of Member States for in-depth discussion on the refined strategy between end October and early November as we are very keen to have your feedback and thoughts. If you would like to be contacted and interviewed, or if you have any questions or comments, please contact [Shadi](#)



[Ardalan](#) who will set up a phone meeting. Questions and comments are also welcome and can be sent to Shadi Ardalan by email by 2 November.

We will collect and analyze your thoughts and comments and report back to Europeana Foundation Board for review at its meeting of 16 November. A similar exercise is also under way with the Cultural Heritage Institutions to solicit their input. A revised version of the recommendations for Europeana Strategy refinement will be presented to the MSEG at its 22-23 November meeting for comment.

To fulfill the wishes of the Conclusions for a more inclusive governance, Europeana Foundation Board also adopted some changes to its governance to increase Member States' participation and insight. The Board will increase its number by two and invite representatives from both preceding and succeeding Council presidencies to become voting members of Europeana Foundation Board alongside the sitting presidency. Each member of the trio will serve a term of 1.5 years.

To improve your access to information, Europeana Foundation appointed Shadi Ardalan to the role of Member States Liaison Officer as point of contact for Member States queries on or about Europeana. In addition a dedicated space for any information relevant to Member States will be created on Europeana Pro.

I invite you to share your comments and look forward to having your feedback as a basis for improvement of and a shared consensus on Europeana Strategy.

Best,
Jill

Appendix 3

[Consolidated Feedback](#)

The Strategy MS Group is invited to insert the results of one-to-one interviews into a consolidated feedback table (google sheets) for easy reference and analysis.