

EUROPEANA NETWORK ASSOCIATION

ACTIVITY PLAN 2020

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1. ENA ASPIRATIONS

We are the [Europeana Network Association](#) (ENA), the largest free membership organisation in the cultural heritage sector in Europe. We are an influential community and growing movement of thousands of people in Europe and beyond who aim to promote digital cultural heritage as a powerful agent in an ever-changing world. We aim to engage our network members in a positive-minded community and make them feel proud of being a part of the ENA. Our objective for 2020 is the empowerment of all our members to face the challenges that come with the digital transformation of their institutions. We want to support them to create maximum value with their digital collections and services, either individually or collectively via the Europeana platform. We aim to create more opportunities for our members to get involved in the activities of the [ENA communities](#), where

we foresee a lot of growth and development in 2020.

We wish to make Europeana as a platform more widely used and the ENA as a community more widely known by building a network that raises awareness of the work done by Europeana, and by multiplying the knowledge and services that are the results of this work. In this way, the ENA contributes to the long-term sustainability of Europeana. Since its inception in 2015, the ENA has shown great potential in its European-level cross-domain composition, thought-leadership and innovation capacity, particularly in creating communities that help solve issues that many cultural heritage institutions are facing.

In 2020, we will build on these strengths to make our members feel more involved, strengthen our communities, and embed more projects in the ENA. We wish to make the ENA more inclusive for young professionals and people of all kinds of backgrounds, and make Europeana more accessible for disabled people and marginalised groups. By expanding the focus of the ENA's work with these groups we can make the cultural objects in Europeana collections more widely accessible for both professional use and for pleasure. We can thereby increase the social impact culture has on the lives of people in Europe and beyond.

We also wish to actively look into new ways of adding value to the ENA membership to meet the needs of current and future members. Under the stewardship of the ENA, we will support environmentally friendly policies and positive actions that can help reduce the effects of climate change, and we will make sure that

our activities are as sustainable and climate neutral as possible.

On top of its social impact, we would like to assess the impact that the ENA and its activities can have on the digital transformation of Cultural Heritage Institutions (CHI's). The ENA supports Europeana's wider initiatives to transform the digital cultural heritage sector and we would like to explore how the ENA can support and deepen the impact of these initiatives.

Finally, we wish to facilitate a closer collaboration with the [Aggregator Forum](#), and together with the Europeana Foundation, we will work towards the overall strengthening of the Europeana initiative.

2. MAIN AREAS OF ACTIVITY

Our activities foreseen for 2020 will cover the following range of areas:

Members Council

The [Members Council](#) is a body of 36 elected ENA representatives. In 2020, the Council will aim to advise and actively help Europeana implement its new Strategy and support the digital transformation of the cultural heritage sector. The Councillors will physically meet twice a year to discuss the priorities and progress of the ENA against the Europeana Strategy, as well as the state of governance and budget. The Council will evaluate and steer the activities of the communities, Task Forces and Working Groups, and actively work to ensure the progress of these communities. Councillors will also nominate and take part in the annual

[Governance Working Group](#) and [Europeana event programme advisory committee](#).

Management Board

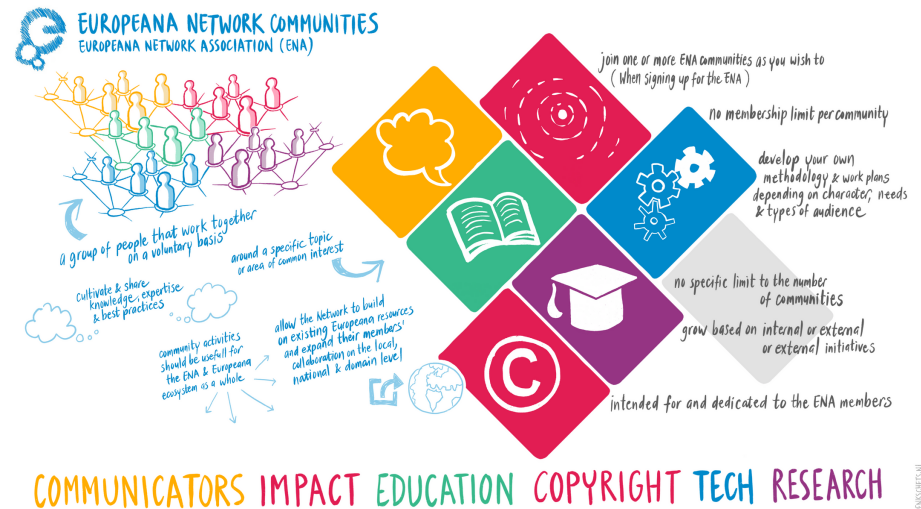
The Management Board will continue to lead the development of the ENA's strategic vision, while also representing it on the [Europeana Foundation Governing Board](#). The Board will keep overseeing ENA governance, policies, budget and membership. Their main focus will be on providing guidance and a governance framework to ENA Communities, their Task Forces and Working Groups, and on evaluating their work progress against the strategic direction of the ENA. The Board will communicate regularly, organize virtual monthly calls and meet physically up to three times in conjunction with the Members Council or

Foundation Board meetings.

ENA Communities

There are currently six **ENA communities**. The communities are the ENA's most important instrument in addressing the digital challenges faced by CHIs. They are focused around the following topics: technological innovation; copyright issues; digital heritage as a source for (academic) research; digital heritage as an educational resource; the impact of digital cultural heritage on society; and digital communication strategies and practices. The communities will continue to function as trans-national networks of professionals and experts who come together to cultivate and share knowledge and practices around these topics. In 2020 the Members Council will discuss the need for further communities to be set up.

The members of a community can sign up to receive community newsletters, join various



Elco van Staveren, Denkschets, CC BY-SA

communication channels and social media groups, and attend community-related events and meetings. The major focus of the communities will be on implementing their 2019-2020 work plans. By running **Task Forces**, the communities can also do research on their own, prepare policy development and experiment with innovations. The progress of the Task Forces will be monitored by the Steering Group of the community to which the Task Force belongs. Throughout the year, we expect to have three to four Task Forces running.

ENA Membership

The current Association membership number stands at 2,625 **members**. In 2020, we plan to run a membership campaign where we will ask our members to re-confirm their membership, with the goal of reinforcing the importance of active membership and updating members' information. The campaign is expected to start

between spring and summer and to conclude by November 2020. Based on our experience in the **2017 campaign**, we expect the current membership to be reduced by up to 30% as a result of the campaign. On the other hand, based on the trend we have seen in 2019, we expect to gain on average 20-25 new members every month, and the overall membership number to increase by around 600 members by the end of the year. New members will be approved by the ENA Management Board on a monthly basis.

Europeana annual conference and General Assembly meeting

Our members will have the opportunity to come together at the ENA General Assembly, which will be part of the Europeana annual conference / Annual General Meeting (AGM), and will most likely take place in November 2020. The annual Europeana conference is expected to be an interdisciplinary event that will focus on the ENA

communities. During the ENA General Assembly, our members will have an opportunity to express their opinions on governance matters, approve key documents, and launch the 2020 Members Council elections and voting.

ENA Communications

The new [Europeana Pro website](#) that is expected to go live in spring 2020 will continue to be the main source of information about the ENA and its activities. We will highlight the work of ENA communities in [Europeana Pro news](#) and continue with a dedicated blog series called '[Professionals in Focus](#)' to profile current Members Councillors.

We will continue to send out a monthly [Network Update](#) to subscribed ENA members. It will be endorsed each month by the Members Council with different Councillors taking their turn as Editor-in-Chief. The Europeana [LinkedIn Group](#) (4298 members) will continue to provide a

discussion forum for ENA members.

We will also promote our communication efforts and dedicated campaigns on Twitter using new ENA hashtags. [#AllezCulture](#) shows support for digital culture and the cultural heritage sector and can be used to promote digital culture in action or as a rallying call. The hashtag [#EuropeanaCommunities](#) brings the ENA, its specialist communities and other Europeana-related networks together. We encourage you to use, follow and share these hashtags in your discussions and networking.

3. Overview of activities and events per quarter

Q1: January to March 2020

Communities: Task Forces and work plans approval

The ENA communities will have until March 2020 to create a budget and finalise and publish their work plans for the entire year. The work plan for 2020 is an extension to the work plan already in use for 2019.

The open call for Task Forces will take place in November/December 2019, and proposed Task Forces will go through review and approval process by February 2020.

Members Council first physical meeting

The first physical meeting of the Members Council will take place in March 2020. The

agenda will include projecting the activities for the coming year and nominating a 2020 Governance Working Group, as well as the Advisory committee for the Europeana annual event 2020.

ENA impact assessment survey

We aim to assess the impact that the ENA and its activities can have on the digital transformation of CHIs, and explore what motivations our members have to actively participate in the ENA. We will therefore send out a survey to existing ENA members in March 2020. The survey will form part of a broader investigation into how the ENA supports Europeana's wider work to transform the digital cultural heritage sector, and help us understand the needs and ambitions of our members.

Q2: April to June 2020

Task Force and Community Steering Group meetings

Community Steering Groups or running Task Forces may plan their own meetings and events in this period.

Start of the 2020 ENA Membership campaign

We will ask our members to reaffirm their membership in order to raise awareness about ENA elections, reinforce the importance of active membership and encourage members to update their information. The membership campaign will start in April/May 2020 with a message and related blog communicated to Network members through the Network Update and LinkedIn. Throughout the campaign, the Secretariat will follow-up with monthly reminders to those who do not respond to the campaign email.

Q3: July to September 2020

Members Council virtual meeting

In July 2020, the Members Council will hold its second meeting, this time a virtual one. The agenda will focus on the work of the communities and formalities related to ENA governance, and on active preparation for the Europeana annual event and General Assembly meeting.

Task Force and Community Steering Group meetings

Community Steering Groups or running Task Forces will have an opportunity to organise separate community meetings also in this period.

Start of the 2020 elections and voting preparations

In August 2020, the Governance Working Group will nominate the Elections and Voting Committee, which will start preparing the 2020 voting and elections process. A communications plan and timeline will be drawn up earlier in collaboration with the Secretariat. Various announcements around the voting and elections campaign process, championed by the Chair of the Committee, will be featured on Europeana Pro news and relayed on LinkedIn and Twitter.

Start of the 2020 General Assembly preparations

In September 2020, the Management Board and the Elections and Voting Committee, in collaboration with the ENA Secretariat, will begin the preparatory process for the 2020 meeting of the General Assembly. This includes setting the agenda, preparing documentation, convening the General Assembly and managing all communications surrounding the meeting.

Q4: October to December 2020

End of the 2020 Membership campaign

The membership campaign is expected to end in October/November 2020. The members that have confirmed their membership by then will be able to vote in 2020 Members Council elections. Unconfirmed members will no longer be eligible to participate in elections or vote on formal ENA documents at the 2020 General Assembly meeting.

Community work plan evaluation

Community work plans will go through a process of evaluation by the Management Board and the Members Council, and the community chairs will be asked to present their main deliverables and milestones achieved at the annual Europeana conference and/or the General Assembly.

Delivery of Task Force recommendations

The running Task Forces will be required to submit their final recommendations to the Members Council at the latest by the end of November/December 2020. These will be reviewed by the Members Council, and the Task Force chairs will be expected to promote their outcomes through the Europeana Pro blog, LinkedIn, Twitter and in the Network Update.

Annual Europeana Conference and General Assembly 2020, Members Council third physical meeting, and community Steering Group meetings

In November 2019, the ENA Secretariat will organise a three day meeting, combining the Members Council third physical meeting, the Europeana Conference 2020 and the General Assembly. The community Steering Groups and Task Forces will have the opportunity to organize their own side meetings on this

occasion. At the General Assembly, ENA members will formally approve the annual ENA documents and launch the 2020 elections and voting process. The Members Council and ENA members will be expected to attend, actively support and promote all these meetings and their outcomes. The event will be promoted via Europeana Pro as well as through dedicated email campaigns, and relayed in the Network Update, LinkedIn and Twitter.

Launch of the 2020 elections and voting

The voting and elections period - expected to last for a week - will be launched by the Management Board at the General Assembly meeting, and will be overseen by the Elections and Voting Committee. The main milestones will be the call for candidates (August/September), announcement of candidates (October), and announcement of voting results (December). All milestones will be accompanied by communication via Europeana Pro blogs,



Europeana Network Association AGM 2018, Europeana, Netherlands, CC BY-SA

LinkedIn, Twitter and in the Network Update, as well as several dedicated campaigns via email and Mailchimp.

Results announcement and wrap-up of the 2020 elections and voting

After the announcement of the results, the wrap-up of the voting and elections period will take place in early December 2020. The 2020 Elections and Voting Committee will report to the Members Council and be discharged at their first physical meeting in 2021.

4. ANNEX

Communities Work Plans 2020


This document includes the timeline, milestones and the main elements for all ENA Communities to consider in their 2020 work plans in order to achieve a minimum level of consistency in terms of planning and reporting across all of them.

November 2019	Members Council meeting: Evaluation of 2019 Community activities- drafting work plans for 2020
December 2019	Open call for Task Forces/ funded activities by each Community
	Periodic reporting ¹
February 2020	Community Task Force proposals evaluation and approval by the Management Board
March 2020	Finalisation, submission to the Management Board for approval and publishing of work plans on Europeana Pro Community pages
	Periodic reporting
April - November 2020	Task Force meetings, activities and events
June 2020	Budget spending assessment for each community by the Management Board and potential reallocation of unspent resources
	Periodic reporting
July 2020	Virtual) Members Council meeting
September 2020	Periodic reporting
November-December 2020	Members Council meeting: preparation for 2021 work plans Annual event/General Assembly meeting: Task Force results presentation

The draft community work plan should include:

- Steering Group composition (including any potential changes)
- Community aspiration for 2020
- 3-4 priority areas
- Foreseen Task Forces
- A number of activities for the Steering Group/Community such as with regards to:
 - outreach and communications
 - educational
 - webinars
 - physical meetings
 - print or online materials
 - translations
 - events happening next to other conferences/events happening by other initiatives
- Budget break-down, including reserve list of activities in case there is extra budget by July 2020



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