Europeana Foundation Governing Board Meeting

25 February 2016
16h30 - 18h00 CET
Teleconference

Value of Europeana to Member States & European Commission, Paper Prepared for Commissioner Oettinger Consequent to the Meeting of 4 December 2015

Action proposed: For information and discussion

Circulation:
Europeana Governing Board Members & Observers

Classification:
Public

#AllezCulture

# Value of Europeana to Member States and European Commission

1. What is the added value of Europeana to our client groups?[1]

Value to the European Commission

European identity: Collaborating to break down borders with collections such as Europeana Music and Europeana Art History, and joint digitization programmes like Europeana 1914-1918 and Europeana Regia.

Interoperability: Facilitating the creation of a Digital Single Market by standardizing data models, rights labelling and data output (e.g. CC0 for metadata) and business models.

Creative industry: Making digital heritage available for professional re-use - developing publishing frameworks, enabling technical metadata to be retrieved and developing (technical) interfaces like Europeana Labs and APIs.
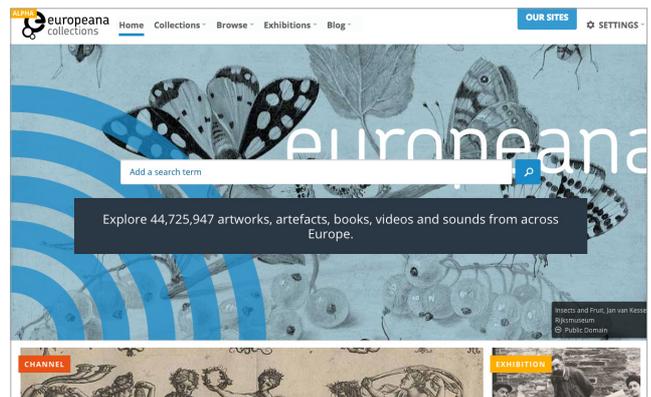
Value for member states and their cultural institutions

International visibility: Permitting organizations to create once and publish everywhere.
- Great visibility online with access to new audiences from inclusion in targeted thematic collections or other platforms such as the DPLA
- Exposure in pan-European education and research systems (e.g. European Schoolnet, iTunesU, Clarin, Dariah, Europeana Research)
- Participation in apps for tourism or creativity (e.g. Field Trip, VanGoYourself)

Being part of a community: The Europeana Network Association covers every EU country and all types of heritage organization
- Solving pan-European technical and organizational issues that contribute to developing a single digital cultural market
- Nurturing knowledge exchange via innovative projects
- Giving cultural heritage institutions a voice on topics such as Smart City development or copyright reform

Innovation: Europeana acts as a catalyst for innovation for cultural heritage organizations
- Shifting to cloud computing and storage - shared services that can reduce costs
- Enriching collections and providing new uses of digital material and access to crowdfunding and crowd advocacy

Infrastructure services: Standardized data model making data interoperable

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[1] Based on value proposition work with client groups during 2015

- Frameworks for web publishing, licensing, data quality, collection days
- Infrastructure, services and tools to share technical/organizational developments
- Multilingual access improvements

Value for other stakeholders

For the end-user: free access to trustworthy digital cultural heritage for educational, research and creative use

For creative industries: access to high-quality, rights-cleared digital cultural heritage material

For expert hubs (formerly data aggregators): innovation and shared costs for services

2. Why the work of Europeana cannot be done at national level

Member states are not going to:

- **Create a platform for all of Europe's cultural heritage** - national versions e.g. Deutsch Digitalebibliothek, do not show the strength and diversity of the EU.
- **Take care of access in more than their national language**, furthering the Anglicisation of the web and a disadvantaging of the smaller languages of Europe.
- **Develop and maintain standardization of data models** although many will adhere to set standards and enjoy international interoperability and visibility.
- **Work on an international rights framework** that clearly labels digital material in a machine readable format, facilitating the upholding of the rights of the creator.
- **Innovate the sector to deliver for the digital single market** making use of emerging technologies and removing silos and friction between borders.
- **Demonstrate our European culture** through the support of pan-European themes such as Europeana Regia or Reading Europe, or 89voices.eu.

Europeana delivers content, interoperability and standardization using cloud technologies and open, shared ICT infrastructures, in line with the Digital Single Market strategy which calls for:

- Better access for consumers and businesses to online goods and services across Europe. This requires the **rapid removal of key differences between the online and offline worlds to break down barriers to cross-border online activity.**
- Creating the right conditions for digital networks and services to flourish. This requires **high-speed, secure and trustworthy infrastructures and services**, supported by regulatory conditions for innovation, investment and competition.
- Maximizing the growth potential of our European digital economy. This requires **investment in ICT infrastructures and technologies** and innovation to boost industrial competitiveness as well as better public services, inclusiveness and skills.[2]

3. Mid-term budget plan

EC support ensures the maintenance of the platform, the continual enforcing of standards, the innovation to create a more level playing field for large and small countries. Cost: *€10m per annum*.

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[2] COMMUNICATION FROM THE COMMISSION A Digital Single Market Strategy for Europe, 6 May 2015, p.6.

Member state support ensures continued digitization, the provision of metadata, and the long-term preservation of digital items. To ensure Europeana continues as envisaged, we estimate that the 28 member states need to spend €30m per year on these activities. Their national initiatives require a further €5.5m to send the data on to Europeana.[3]

A stable contribution from member states is needed each year to cover matching funds and overhead costs that cannot be paid by the Commission. We estimate this to be €650K 2016-2017, composed of €275K in overhead and co-funding and an additional €375K per annum to prevent financial vulnerability and to fulfill legal employment. For 2018-2020 we need €325K per year in overhead and co-funding.[4]

Europeana background

Mission: To unite Europe through culture by making our heritage available to all for work, learning or pleasure.

The platform we maintain and build has a *Core* where we collect the data, content and technology; an *Access* level where we standardize and enrich the core, define the rules or engagement and provide the interfaces for access. And a *Service* level, where we develop tailored user experiences for professionals (e.g. educators, researchers, smart cities), end-users and creatives.

Our current services are: Europeana Collections (the website) with its forthcoming thematic collections Europeana Music and Europeana Art History; Europeana 1914-1918; Europeana Fashion; Europeana Research; and Europeana Labs helping developers and digital innovators to re-use the material.

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[3] Digitisation numbers are a conservative estimate, based on
http://pro.europeana.eu/files/Europeana_Professional/Projects/Project_list/ENUMERATE/deliverables/ENUMERATE-D3-05.pdf
From confirmed source, France spends 15m on digitisation in 2016, The Netherlands over €6.5m

[4] These are necessarily estimates as much depends on what is allowed under EC funding

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Co-financed by the European Union
Connecting Europe Facility
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Appendix 1

Europeana FUNDING structure 2016-2020

Europeana COSTS	2016	2017	2018	2019	2020
Europeana Office budget	**5.150.500**	**5.250.000**	**5.250.000**	**5.150.000**	**5.050.000**
EF - Personnel costs	3.865.500	3.900.000	3.900.000	3.800.000	3.700.000
EF - Operational costs	300.000	300.000	300.000	300.000	300.000
EF - Product, development & other services	575.000	600.000	600.000	600.000	600.000
EF - Travel	150.000	150.000	150.000	150.000	150.000
EF - Promotion & product campaigns	260.000	300.000	300.000	300.000	300.000
Ecosystem budget	**993.200**	**1.100.000**	**1.200.000**	**1.300.000**	**1.400.000**
Network	357.500	400.000	400.000	400.000	400.000
Infrastructure	635.700	700.000	800.000	900.000	1.000.000
Partner budget	**3.346.100**	**3.650.000**	**3.550.000**	**3.550.000**	**3.550.000**
Aggregation partners	1.729.500	1.700.000	1.300.000	900.000	900.000
Distribution partners	504.600	1.400.000	1.700.000	2.100.000	2.100.000
Technical partners	450.300	550.000	550.000	550.000	550.000
R&D partners	145.900	150.000	150.000	150.000	150.000
Other partners	515.800	500.000	500.000	500.000	500.000
	9.489.800	**10.000.000**	**10.000.000**	**10.000.000**	**10.000.000**

Europeana INCOME	2016	2017	2018	2019	2020
EC - funding	9.214.800	9.725.000	9.675.000	9.675.000	9.675.000
Member States funding	650.000	650.000	325.000	325.000	325.000