Europeana Governing Board

21 September 2018 Meeting

Briefing Book

Foreword

This briefing book gives you an overview of projects, activities, investigations and a status report against Business Plan 2018 plans. It does, in some places, link to more in-depth papers. The idea being that if the particular area is in your expertise or interest you spend a bit more time critiquing it and are able to discuss more thoroughly at the meeting itself. There will still be papers for subjects where the express approval is needed from the Board, or where at the time of the Board meeting the paper/subject should still remain confidential to the Board.

Dissemination of Briefing Book: Public

Proposed Action: For discussion, looking back and critiquing progress against Business Plan 2018 and looking ahead reflecting upon future actions. Board members are expected and requested to read the briefing book before the meeting and ask questions or raise issues in discussion.

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1. Projects

1.1 Europeana generic services projects

Europeana Foundation is currently participating in 5 Generic Services Projects. Migration in the Arts and Sciences and Rise of Literacy (call of 2016) which are well on their way and finish in February 2019. They are performing according to schedule and planning.

From 1 September 2018, Europeana Foundation is participating in 3 other Generic Services Projects under the call of 2017 (CrowdHeritage, EnrichEuropeana, EuropeanaMedia). The projects are in kick-off phase now. They will result in features and products that will be partially integrated into the Europeana Core Service Platform, as well as stand-alone items, such as events. Insofar Europeana Foundation is involved, the development is planned in our regular business and product planning. The Board will be updated on their progress in the regular fashion.

In addition, there are 6 Generic Services projects[1] that Europeana Foundation does not participate in as a full partner. However, we are required to work with these projects if that is applicable for their results, as a requirement of the DSI-4 procured service. Europeana Foundation will analyse what their requirements are and what kind of support is expected. However, this cannot mean any development work, as the projects are supposed to work with the infrastructure as it is and will be developed through DSI-4.

Europeana Foundation will organise a meeting with participants of all Generic Services projects that are currently running in its offices in The Hague on 29/30 October. Representatives of DG Connect and INEA (the agency managing the projects) are also invited to attend.

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[1] see https://pro.europeana.eu/post/european-commission-awards-3-8-million-to-8-new-europeana-projects for a full list

1.2 Europeana DSI-3

31 August marked the last day of Europeana DSI-3. On 3 and 4 September the final meeting of the project between Europeana Foundation and the European Commission took place in The Hague to discuss the project outcomes, critique and recommendations. The final report is available to the Governing Board in Paper 4A. European Commission's evaluation of the DSI-3 will be shared with the Board when available.

Reference paper:

DSI-3 final report - *Paper 4A*

2. Looking back: progress against Business Plan 2018

2.1 Content

In 2018 we work towards an increase in the data quality as defined by the Europeana Publishing Framework (EPF). We aim to increase the percentage of Tier 2+ material to at least 40% of the total and the percentage of Tier 3+ material to at to least 20% of the total by the end of 2018. We now surpassed that goal of over 40% in tier 2+ material by 8% and our goal of 20% in tier 3+ material by 3.1%.

In terms of numbers, the biggest contribution of tier 4 material came in from Naturalis Biodiversity Center via OpenUp! (AIT-Graz), adding more than five million records with tier 4 compliant content. A big contribution to the increase in tier 2+ material (and decrease of non EPF compliant material) comes from the update of a lot of newspaper content in preparation for the launch of Europeana Newspaper. A lot of the newspaper content now comes with IIIF resources making it more directly accessible in Europeana Collections. Also the update of the collections from BnF moved many items from tier 1 to tier 2. Updating the collections from FotoMarburg via Museu moved several hundred thousand records from non EPF compliant to tier 2. Depublishing collections with broken links also helped to decrease non EPF compliant collections.

With all of that we also made very good progress towards the target of 50% less records with non EPF compliant content. About 25% of the material not compliant to the EPF has this year either been improved or depublished, bringing the EPF non compliant material down to a level of 17% of the total.

In preparing for future improvements of our data, the Business Plan 2018 has foreseen to integrate metadata quality elements in the EPF, based on specific user scenarios designed by the Data Quality Committee. A first iteration of this metadata component has been published recently and is available on Europeana Pro.

2.2 Web traffic and social media

Traffic to Europeana end user products remains a challenge and the Google indexing still plays a big role despite the remedial actions taken thorough 2018. Similarly, click-throughs remain behind the target, likely in connection with low quality content being depublished. At the same time, performance on other metrics is better than expected with the engagement on social media and downloads having already achieved

the KPI for 2018 and impressions on social media and impressions on 3rd party platforms are well on track.

2.3 KPIs

See the status of KPIs in Paper 4D.

Reference papers on Content, Traffic, KPIs:

Content report - *Paper 4B*
Web traffic and social media report - *Paper 4C*
Status of KPIs - *Paper 4D*

3. Update on Europeana Network Association

Overall update

Since the last update, the Network Association's activities have revolved around the setting up of the new Network Association communities, work of the Network Association Task Forces and Working Groups, and planning and execution of the second Members Council meeting of the year.

Membership

The current Association membership stands at **2005** (number updated 29/08/2018).

Network Engagement

In March 2018, the Management Board and the Members Council decided to revive the ENA around special groups of interest. After analysing the existing Europeana and ENA community landscape, six Europeana Network communities/special interest groups were officially launched and operationalised at the Members Council meeting in July 2018: Europeana Tech, Europeana Impact, Europeana Copyright, Europeana Research, Europeana Education, and Europeana Communicators group. Each of these communities will present its work progress at the next Members Council meeting in December 2018. The Europeana Office is in the process of preparing terms of reference for the functioning of the communities.

6 Working Groups are currently running and are involved in ongoing activities: Library, #AllezCulture, Data Quality, Copyright, 2018 Governance WG, and 2018 AGM WG.

4 Task Forces are currently running: Europeana Resource Citation and Object Identity Standardization, Creation and Governance of EDM mappings, profiles and extensions, Europeana Migration and Impact Assessment no.2. The approval process of the Task force proposals and overall terms of reference have been undergoing revision in light of having the new communities in place.

Since the last update, a physical meeting of the Management Board was held on 5 July in The Hague, Netherlands. The next virtual one will take place on 5 September.

Members Council meeting - July 2018, The Hague

The [second Members Council meeting of the year](#) took place on 5 and 6 July in The Hague, Netherlands. The meeting focused on developing the new Europeana Network communities and clarifying their structure and work plans for the coming months. All the Councillors were assigned to actively take part in and contribute to the implementation of at least one of the communities. Other topics on the agenda included the position of Europeana in the new EU Multiannual Financial Framework, the ENA budget, Working Groups and Task Forces, and [2018 AGM](#) preparations.

Given the incumbent elections of 28 new Councillors in December 2018, and of a new Board in January 2019, the Council discussed how to best prepare the Association for this shift in governance ensuring the continuity of institutional memory and knowledge. Councillors decided to keep the rules flexible and leave it up to the strategic thinking of the Council and the Board members to ensure that the continuous rotation is preserved in the future, and thereby avoid all the Board members stepping down at the same time.

4. Copyright policy advocacy efforts

Action Proposed: Board to take note of the work being undertaken.

This document provides an update on the ongoing copyright advocacy activities undertaken by Europeana Foundation with support from [Kennisland](#) and [Helena Lovegrove](#), our Europeana DSI-3/4 partner, based in Brussels liaising with EU institutions and bodies. The update covers the period from the Europeana Board call which took place on the 11th of April 2018 until 31 July 2018.

European Parliament

On 20 June, the Legal Affairs committee of the European Parliament voted on the Parliament's report on the Copyright in the Digital Single Market Directive. The vote followed more than 1.5 years of intensive discussions. Under the normal procedure the European parliament would have been able to enter into [trialogue negotiations](#) with the Member States and the Commissions under the Austrian Presidency.

However on the 5th of July a majority of the members of the European parliament rejected the negotiation mandate requested by the JURI committee. As a result the JURI report will be tabled in the September plenary session of the European Parliament for another vote. This can result in further amendments of the text adopted by the JURI committee. The rejection of the negotiation mandate was largely driven by opposition to two controversial articles of the proposal that deal with issues that are not directly relevant for cultural heritage institutions. Therefore we expect that the provisions relating to cultural heritage institutions discussed below will remain largely unchanged from the outcome of the JURI vote. We will provide a verbal update on the outcomes of the september vote and expected next steps at the September Governing Board meeting.

JURI vote: steps taken towards improving access to cultural heritage

We are pleased that the members of the [Legal Affairs Committee](#) have listened to the calls from Europeana, library organisations and cultural heritage institutions across Europe to add a fall back exception to Article 7 of the Commission's proposal. This would make the solution for access to Out-of-Commerce Works (OOCW) more robust and should contribute to [increased online availability of 20th Century works](#) held in the collections of Europe's CHIs.

With regards to the preservation exception in Article 5 of the proposed directive, Parliament has followed the direction of the Member States (see below) and has not made any substantial

changes (CHIs had asked for a clarification that the article also apply to digitisation).

The Parliament did however add a paragraph requiring Member States to ensure that faithful reproductions of works in the Public Domain should remain such (that is, in the Public Domain). This is a very welcome addition. The establishment of this principle in EU law would be an important step towards realising the principles established by our own Public Domain Charter.

The Council

A month before the JURI vote (on 25 May) the Member States had adopted its negotiation mandate. In doing so, the EU Member States have agreed on a set of changes to the Commission's proposal that they will try to have adopted in the upcoming negotiations with the Commission and the European Parliament.

The following is an overview of the changes that Member States want to make that are most relevant from the perspective of cultural heritage institutions. In general, the Member States' approach has been more conservative than the JURI report, in the sense that they do not propose any radical departures from the Commission's original proposal.

- The Member States have left the text and data mining (TDM) exception in Article 3 of the proposal largely untouched. The addition of 'cultural heritage institutions' to the beneficiaries who may engage in TDM for the purpose of scientific research is a small concession, but it remains problematic that the expiation does not apply to all beneficiaries and for all purposes.
- At the insistence of some Member States, the Council text contains a new Article 3a. This allows Member States to introduce an exception that would allow anyone to engage in text and data mining of lawfully accessible works unless the rights holders have explicitly stated that they do not allow this. This is a step in the right direction (in countries that will choose to implement such an exception), but it comes at the cost of further fragmentation of user rights in the EU.
- The Member States have made only minor changes to the exception for online educational activities in Article 4. This means that they support the Commission's narrow approach that limits the beneficiaries of this exception to those who are enrolled in formal educational settings and allows publishers to override the exception via licensing.
- The same is true with regards to Article 5 - the exception for 'preservation of cultural heritage'. While cultural heritage institutions had asked for it to be clear that such preservation includes digitisation, the Member States only expanded the purpose slightly excluding the term 'sole' from the Article which now reads: 'for the purpose of preservation'. This is a missed opportunity that could create legal uncertainty given that almost all preservation currently involves digitisation.

- The Council text does propose some more substantial changes to the provisions on the 'use of Out-of-Commerce Works by cultural heritage institutions' in Articles 7-9. The changes proposed by the Member States simplify some of the overly complex procedures the Commission has envisaged (most notably the rules regarding in which Member States a licence needs to be sought for making Out-of-Commerce Works, OOCW, available). This will make such provisions more usable for cultural heritage institutions. Yet even with these changes, the fact remains that the Extended Collective licensing approach foreseen by the Commission will not work for all types of works and in all Member States. Without a fallback exception, the provisions aimed at enabling access to OOCW will provide a partial solution to the problems faced by Europe's cultural heritage institutions.
- The Member States have also agreed to add a new Article 9a to the text that would allow them to implement domestic extended collective management schemes that go beyond enabling access to OOCW (such licences could cover entire collections regardless of whether they are in commerce or not). Such a provision would be good news for institutions in Member States that choose to implement this Article. However, from the perspective of harmonising the conditions under which cultural heritage institutions across Europe (or a pan-European platform like Europeana) operate, this is rather problematic.

5. Innovation agenda taskforce[2]

With its wide-ranging expertise and a far-reaching network, Europeana community is in a great position to highlight research and innovations priorities for the cultural heritage sector. Europeana Innovation Task Force was set up by the Europeana Foundation Board in 2017 with the goal to activate this potential and formulate the Innovation Agenda which would advocate for research and innovation needs and their inclusion in European cultural policies and funding programmes. After extensive research over the past months, we have narrowed down the list to thirteen most prominent topics. As a follow up, we have consulted the EuropeanaTech community, starting with a presentation at the EuropeanaTech community in May.

The topics underline the opportunities for cultural institutes to keep up with the fast-paced technological developments and changing user needs as well as respond to societal and economic challenges. Within the next few months, we hope to finalise the Innovation Agenda and determine how it could achieve maximum impact. We are currently reviewing its alignment with Europeana Impact Framework and various European funding programmes, and shortly we will send out a survey to the Europeana network for the final evaluation. The resulting agenda will be an important instrument for Europeana to promote and foster the development of a sustainable and technologically advanced cultural heritage sector.

Reference paper:

Innovation Task Force on Agenda for Research and Innovation - Progress Report
 Paper 4E

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[2] *This task force was earlier approved by the Board, but because of the busy schedules in summer/autumn 2017 did not go ahead as scheduled. The taskforce was then revived and resumed work in a new iteration, with a shorter timeframe and smaller scope.*

6. Positioning Europeana under the Austrian Presidency and the European Year of Cultural Heritage

As Austria takes over the presidency of the Council of the European Union, at the top of the work programme agenda are the EU Work Plan for Culture as of 2019 as well as the Creative Europe 2021-2027 programme which supports European cultural sectors, the cultural diversity of Europe and the competitiveness of its cultural and creative sector. Another focal point of the Austrian Presidency is the impact of digitisation on Europe's cultural, media and creative economies - the central question being how to guarantee our European identity in the digital world. This is also the key question of the Challenging Content conference, which takes place on 8-9 October in Vienna. Harry Verwayen will speak at the Conference.

As part of our contribution to the final conference of the European Year of Cultural Heritage in Vienna on 6/7 December, Europeana will lead an engaging co-creation workshop with the participants (cultural heritage policy makers and professionals) and a plenary intervention to explain "digital transformation" and to feature Europeana impact for the sector and a better understanding of the societal value that (digital) cultural heritage brings about. The aims are to:
   A) highlight the importance of digital transformation to the future of Europe (legacy claim) and how Europeana is addressing this.
   B) Present the impact work with 10 inspiring case studies (e.g. transcribathon, migration, smartsquare, wiki, smk open, …).
   C) have participants experience digital transformation in action and learn about the importance of appropriately licensed material.

The 'Vision for European Cultural Heritage 2025' Conference which took place in May in Varna, under the Bulgarian presidency of the EU generated momentum, stimulated reflection on the impact of digital cultural heritage and a vision of how to use and manage that impact during the next strategic framework of the EU. The outcomes of the event will contribute to several strategy initiatives, most notably the '#Digital4Culture' strategy developed by Commissioner Mariya Gabriel. The draft vision will be further developed under the Austrian Presidency and presented at the closing event of the European Year of Cultural Heritage in December 2018.

The meeting briefing book is a public document.

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