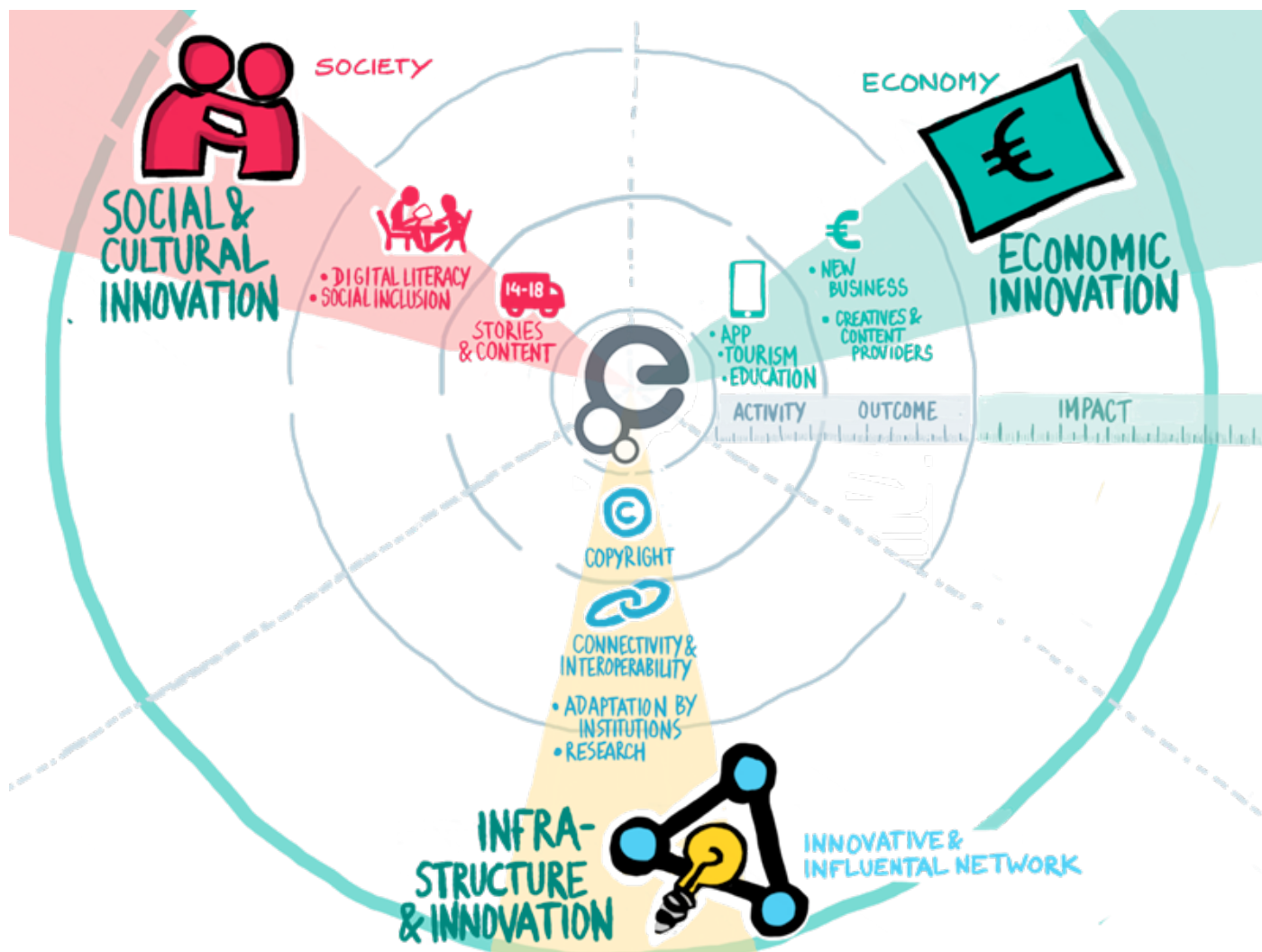# Europeana: Transforming our world with Culture

Why Europeana?

Europeana supports economic, social and cultural innovation

Why?

- Because we make cultural heritage accessible for all online.
- Because we promote interoperability: we have standardised the data of over 3500 organisations, covering all EU countries and all EU languages.
- Because we provide creative industries, SMEs and business startups with rich, digital material, complete with copyright information.
- And because we ensure that every citizen, whether young or old, privileged or deprived, can be a digital citizen.

Europeana has led the world in opening up data and access to cultural heritage providing digital culture that fuels Europe's single digital economy and promotes cultural and social innovation.

We make this possible by sharing 40 million digitised items including paintings, books, film and audio available online, with clear rights statements. So whether you are a small business, a teacher, a developer, a researcher or a European citizen, that vast cultural resource is open to inspire you to explore, learn, create and innovate.

Europeana: the case for funding

1. Europeana supports economic growth;

Europe's Creative and Cultural Industries (CCIs) remain one of the fastest growing sectors of our economy[1], providing opportunities for innovation and employment, particularly among younger people. These industries need fuel and they are increasingly shaped by changes in technology and our growing digital environment. Europeana provides that fuel with open, interoperable digital content - promoting innovation and enabling growth. SMEs and startups, software developers and app designers from the creative and technology sectors are working with Europeana's open information and code to create and develop interactive tools, products and services in education, tourism, design, and games. Products and services that put cultural heritage in the hands of teachers, school children, and tourists amongst others.

Impact Indicators:

– Education: Euroclio, the European Association of History Teachers, has built a powerful learning platform on Europeana's 1914-18 content; **InventingEurope.eu** uses the Europeana API.
– Europeana Labs provides SMEs and startups in the CCIs with online and real-world networks, rights-cleared content, technical expertise, tools, services and business knowledge.
   CultureCollage - **Culture cam** - **TimePatch** - **Public Domain City**
– Apps for Tourism sector such as:
   - *The Europeana Beacon app combines Europeana collections with iBeacons' cutting edge technology, alerting tourists to cultural landmarks on their travels.*
   - *Curated Europeana content will soon be integrated in Google Field Trip and available to thousands of tourists around the world.*
– All 40m Europeana records are available under a Creative Commons Zero public domain dedication making them available for re-use commercially and non-commercially.
– **EuropeanaFashion.eu** connects industry and the museums and archives sectors.
– Creative Industries: **Vangoyourself.eu** provides entertainment in twinning yourself and others with a well-known painting and sharing it on social media.

"When the BBC decided to commemorate the outbreak of WW1, we wanted to provide fresh perspectives and tell new stories about the war that shaped our world. Key to that was to introduce stories from people across Europe, the stories of soldiers and citizens on both sides of the conflict. Europeana provided an invaluable set of resources that enabled the BBC to tell those stories" - Tim Plyming Executive Producer BBC World War Centenary season

2. Europeana connects Europe

Europeana believes that a connected Europe is a stronger Europe. We are building and strengthening a European infrastructure that will create and develop the connections needed to help meet the challenges Europe faces today.
Improving Europe's research infrastructure is a key challenge for the digital single market. Policymakers across Europe have identified Europeana as a primary research tool for Arts, Humanities and Social Sciences scholars[2]. Europeana is building a virtual platform to further support that, allowing the EU to capitalise on already committed investments for the promotion of research and digital culture.

Interoperability is key to cross border connectivity and Europeana brings cultural organisations together through standardised models, including a licensing framework. We are answering rising demand for digitised cultural content with internationally accepted standards of interoperability and maximum possible openness. Our Europeana data model (EDM) and content re-use framework mean even more high quality data and content from Europe's cultural heritage institutions will be made available and easily identified for re-use through Europeana.

Impact indicators:

- The Europeana Research platform (launching this month) provides a shared virtual environment that will drastically reduce costs for the university and research library sectors.
- Europeana Cloud – reflecting developing technology, this new infrastructure will allow improved ways of sharing, accessing and using digital data and objects across borders, between memory institutions and with each other.
- **Europeana-newspapers.eu** supports historical research and the work of digital humanities scholars.
- Rival continents North America (the Digital Public Library of America) and Asia (Korea Copyright Commission) have adopted Europeana's data model.

3. Europeana promotes social and cultural innovation

Europeana also connects European citizens. A level playing field of open, democratised access to culture helps all Europe's communities understand the past and appreciate cross-cultural differences and communalities.
Europeana's digital literacy and family programme brings people together across borders and generations by helping them to share their personal and family stories on **Europeana1914-1918.eu** and the fall of the Iron Curtain on **Europeana1989.eu**. Personal stories, in their original languages, combined with established historical narratives connect people's own pasts with the wider European history. Our website is responsive, adapting its display for computers, mobiles and tablets.
Our social media channels take our collections to the places people visit online, engaging groups that might not access the portal directly .e.g. via Wikipedia, global online news efeed Mashable.com and historical photo feed Retronaut.com.

"Europeana is a great bridge builder. In a wonderful way it is founding connections between cultural institutions across Europe. It is making an important contribution to European cooperation and understanding across borders and the battlelines of history." - German Federal Commissioner for Culture and Media, Monika Grütters:

Impact indicators:

- Over 13,000 people have come to our collection events, sharing and contributing 246,000 objects and stories relating to WW1 and 1989 so far.
- All major online and emerging digital channels, e.g. Wikipedia, Facebook, Pinterest, are connected to Europeana content.
- In 2014: Europeana content generated over 22 million impressions on Wikipedia and reached over 6.5 million people via social media channels.
- Mobile and tablet share of visits to Europeana is growing: up 300% in 2014.
- Europeana content is reaching a global audience through our work with Retronaut.com and its partnership with online news platform Mashable.com .e.g. just one article[3] was shared 22,000 times on social media

Why should investment in Europeana be safeguarded?
Without sufficient EU funding:

- Commercial opportunities generated through Europeana will effectively cease, and negatively impact the economic progression of cultural and educational industries.
- Europeana currently leads the world in open data – this position as a cultural and technological global leader will be lost.
- Progress towards digital standardisation, interoperability and harmonisation of IPR (Intellectual Property Rights) not just in Europe but across the world would be lost.
- Europeana is a not for profit organisation and a public service with a pure EU added value. Without sufficient EU funding it is unlikely to survive.

2 Europeana for Research: unlocking the value of digitised culture http://pro.europeana.eu/files/Europeana_Professional/Publications/Europeana%20for%20Research.pdf
3 http://mashable.com/2014/11/13/paris-fashion-longchamp-races/