ALBANIA AND EUROPEANA
An overview
1 July 2019
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## ALBANIA AND EUROPEANA

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The Europeana Initiative drives digital transformation and is responsible for Europeana Collections - Europe's platform for digital cultural heritage. It is financed by the European Union’s Connecting Europe Facility and European Union Member States.

Albania and its cultural heritage institutions are indispensable partners, supporting the Europeana Initiative and Europeana Foundation financially, and contributing to the diversity of content available through Europeana Collections. With content from every EU country (and beyond), an interface available in every EU language, and an award-winning series of APIs that give access to its content, Europeana Collections is the only place that offers up Europe’s treasure trove of cultural heritage to the world. By encouraging open licensing, the Europeana Initiative makes more culture available to more people, so it can be used in education, research and the creative industries.
Presidency of the Council of the European Union

During the Romanian Presidency, on 17-18 April 2019 Europeana held a meeting with high-level policymakers to discuss the challenges and opportunities of preparing a common European approach for member states to locally support the digital transformation of cultural heritage. The meeting aimed to highlight the impact of exposing cultural heritage online, and to provide a platform to discuss the importance of national strategies and infrastructures.

During the meeting, delegates shared their perspectives with each other through a series of workshops, presentations, and expert panel discussions.

The principal challenges for all countries are identified as the scaling up of facilities to be more effective, efficient, and enable collections to be linked together to facilitate use.

Together, delegates developed a broad set of recommendations for developing a common strategic approach:

- National Strategies give impetus to the digital transformation of the European Cultural Heritage sector, and should;
  - Articulate the impact of its implementation
  - Be supported by a policy environment that facilitates the necessary changes
  - Be transparent and measurable
- Integrating the adoption of international standards enables digital transformation and should be supported by;
  - Local translation of standards and supporting resources,
  - Pan-sector events to facilitate knowledge sharing

Facilitating co-creation engages stakeholders to deliver sustainable and effective mechanisms towards achieving digital transformation and should be supported by;

- Ensuring local cultures, traditions and perspectives are shared,
- Nurturing personal and collective responsibility for success,
- Providing opportunities for the professional advancement of skills and knowledge.

To facilitate the implementation of the recommendations, delegates identified a series of actions for Ministries, the Europeana Initiative and Cultural Heritage Institutions to undertake. These actions will be published on Europeana Pro.
Funding and projects

Since 2008 when Europeana initiative started, Albania has not contributed to Europeana.

To date, Albania has not participated in EU funded Europeana projects.

Europeana projects directly support content, knowledge and technology sharing between libraries, museums, archives, software agencies, university research departments and the Europeana Initiative.

Professional participation - Europeana Network Association

The Europeana Network Association is a strong and democratic community of experts working in the field of digital heritage, united by a shared mission to expand and improve access to Europe’s digital cultural heritage.

Currently, 35 people from Albania are a Europeana Network Association member, and as such are involved in a range of activities, sharing best practices, learning and collaborating within the cultural heritage sector.

Albania’s culture showcased in Europeana Collections

Europeana Collections features over 58 million objects of which 314 are provided by Albanian institutions.

Cultural heritage institutions

2 cultural heritage institutions in Albania contribute collections to Europeana. The partners are listed in the following table.

Aggregation

All objects aggregated by Albania can be found here¹.
Openly licensed data

Openly licensed material can be promoted widely, reaching millions more people, and can be used in innovative products, apps and services that bring culture to the classroom, the newsroom, the science lab and the kickstarters.

3.8% of the 314 objects in Europeana provided by Albania are openly licensed\(^2\). All of these objects are shown with the internationally accredited Public Domain mark\(^3\).

Albania in Europeana Collections

<table>
<thead>
<tr>
<th>DATA PARTNERS</th>
<th>OBJECTS ON EUROPEANA COLLECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arkivi Qendror Shteteror I Filmit / State Filmography Archives</td>
<td>300</td>
</tr>
<tr>
<td>Biblioteka Kombëtare e Shqipërisë / National Library of Albania</td>
<td>14</td>
</tr>
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<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
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<tr>
<td>Visits to Europeana Collections</td>
<td>1,527</td>
<td>2,161</td>
<td>2,086</td>
</tr>
<tr>
<td>from Albania</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total views of objects from Albania worldwide</td>
<td>3,276</td>
<td>1,842(^4)</td>
<td>4,024</td>
</tr>
<tr>
<td>Most-viewed object from Albania</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>worldwide</td>
<td></td>
<td></td>
<td>New Albania(^5)</td>
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84% of visits from Albania browsed Europeana Collections in English, 10% in Italian and 6% used other languages.

Organic search provides an important traffic source for Europeana Collections, particularly to item pages. The amount of organic search traffic we receive depends largely on the amount of pages indexed by Google. Through 2018, we experienced a drop in the number of indexed pages which contributed to a decrease in overall traffic.

Specific countries may also have been affected by the depublication of datasets that don’t meet the minimum requirements.

We made efforts to mitigate the issue by working on the sitemap, introducing more context to the data and making improvements in the curated content. We’ll continue this work in 2019 and implement a new editorial strategy which will bring more traffic and visibility to high-quality content.

The engagement and impressions on social media, and the downloads and impressions on third-party platforms perform beyond expectations which proves the power of curation and the potential of high-quality material.

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End notes

1 https://www.europeana.eu/portal/en/search?f%5BCOUNTRY%5D%5B%5D=albania&per_page=96&q=&view=grid

2 Open data and content can be freely used, modified, and shared by anyone for any purpose - http://opendefinition.org/

3 This work has been identified as being free of known restrictions under copyright law, including all related and neighboring rights. You can copy, modify, distribute and perform the work, even for commercial purposes, all without asking permission. - https://creativecommons.org/publicdomain/mark/1.0/

4 Due to a technical error in our systems we are unfortunately unable to provide data for the period of October 2018 to December 2018. The issue has been resolved, and we will report accurate data from January 2019 onwards.
