ESTONIA AND EUROPEANA
An overview
1 July 2019
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**ESTONIA 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.

Estonia 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.
Highlights

- On 4-5 October 2017 the Europeana meeting “Developing impact goals for Cultural heritage 3.0” took place under the Estonian Presidency at the Estonian Health Care Museum in Tallinn.

Funding and projects


To date, €72,946 from the budget provided by the EU to fund Europeana Initiative projects has contributed to activities in Estonia.

Europeana Initiative projects with partial EU funding in country since 2008 are listed below. 1 partner from Estonia is currently contributing to an ongoing project, which directly support content, knowledge and technology sharing between libraries, museums, archives, software agencies, university research departments and the Europeana Initiative.

<table>
<thead>
<tr>
<th>PARTNER</th>
<th>PROJECT</th>
<th>FUNDING (Euro)</th>
<th>ONGOING/COMPLETED PROJECT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eesti Rahva Muuseum (Estonian National Museum)</td>
<td>Europeana Local</td>
<td>44,602</td>
<td>completed</td>
</tr>
<tr>
<td>Eesti Rahvusraamatukogu</td>
<td>Europeana Awareness</td>
<td>7,238</td>
<td>completed</td>
</tr>
<tr>
<td>Consortium of Estonian Libraries Network</td>
<td>Common Culture</td>
<td>21,106</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>
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, 8 people from Estonia 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.

Estonia’s culture showcased in Europeana Collections

Europeana Collections features over 58 million objects of which 543,322 are provided by Estonian institutions.

Aggregation

All objects aggregated by Estonia can be found here¹. The main point of contact for Estonia is MuIS - Museums Public Portal.

Cultural heritage institutions

27 cultural heritage institutions in Estonia contribute collections to Europeana. The largest partners are listed in the following table. A full breakdown of institutions and objects can be found here².
<table>
<thead>
<tr>
<th>DATA PARTNERS</th>
<th>OBJECTS ON EUROPEANA COLLECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rahvusarhiiv / National Archives of Estonia</td>
<td>169,110</td>
</tr>
<tr>
<td>Eesti Rahvusraamatukogu / National Library of Estonia</td>
<td>99,956</td>
</tr>
<tr>
<td>Eesti Rahvusringhääling / Estonian Public Broadcasting</td>
<td>99,264</td>
</tr>
<tr>
<td>Geoloogia instituut Tallinna Tehnikaülikool (TTÜ) / Institute of Geology at Tallinn University of Technology</td>
<td>26,775</td>
</tr>
<tr>
<td>Tartu ülikooli loodusmuuseum / University of Tartu, Natural History Museum</td>
<td>25,782</td>
</tr>
<tr>
<td>Eesti Muuseumide Veebivärav / Muis -Museums Public Portal</td>
<td>22,324</td>
</tr>
<tr>
<td>Tartu Ülikool / University of Tartu</td>
<td>17,532</td>
</tr>
<tr>
<td>Tartu Ülikooli Loodusmuuseum geoloogiamuuseum / Museum of Geology, University of Tartu</td>
<td>16,289</td>
</tr>
<tr>
<td>Muinsuskaitseamet / Estonian National Heritage Board</td>
<td>11,935</td>
</tr>
<tr>
<td>Eesti Maanteemuseum / Estonian Road Museum</td>
<td>11,129</td>
</tr>
<tr>
<td>Eesti Põllumajandusmuuseum / Estonian Agricultural Museum</td>
<td>9,685</td>
</tr>
<tr>
<td>Eesti Kunstimuseum / Art Museum of Estonia</td>
<td>6,330</td>
</tr>
<tr>
<td>Tallinna Linnamuuseum / Tallinn City Museum</td>
<td>6,212</td>
</tr>
<tr>
<td>Eesti Spordinmuuseum / Estonian Sports Museum</td>
<td>6,074</td>
</tr>
<tr>
<td>Dr.Fr.R.Kreutzwaldi Memoriaalmuuseum / Kreutzwald Memorial Museum</td>
<td>4,352</td>
</tr>
<tr>
<td>Eesti Teatri- ja Muusikamuuseum / Estonian Theatre and Music Museum</td>
<td>3,696</td>
</tr>
<tr>
<td>Eesti Piimandusmuuseum / Estonian Dairy Museum</td>
<td>2,752</td>
</tr>
<tr>
<td>Filmiarhiiv / Estonian Filmarchives</td>
<td>2,348</td>
</tr>
<tr>
<td>Eesti Vabaõhumuuseum EVM / Estonian Open Air Museum</td>
<td>906</td>
</tr>
<tr>
<td>Järvakandi Klaasimuuseum / Järvakandi Glass Museum</td>
<td>373</td>
</tr>
</tbody>
</table>

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. 57.4% of the 543,322 objects in Europeana provided by Estonia are openly licensed. 17.5% of these objects are shown with the internationally accredited Public Domain mark, 28.5% is licensed under CC BY-SA and 11.5% is licensed under CC0.
Estonia in Europeana Collections

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visits to Europeana Collections from Estonia</td>
<td>11,560</td>
<td>13,732</td>
<td>7,866</td>
</tr>
<tr>
<td>Total views of objects from Estonia worldwide</td>
<td>19,448</td>
<td>17,913</td>
<td>8,085</td>
</tr>
</tbody>
</table>

Most-viewed object from Estonia worldwide

- **Hell**
- **Õisu Toiduainete tööstuse tehnikumi lõpetajad 1960**
- **Päevaleht - 1936-07-30**

50% of visits from Estonia browsed Europeana Collections in Estonian, while 43% used English, 6% Russian and 1% used other languages.

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

Objects on thematic Collections:
- Migration: 8
- 1914-1918: 2,348
- Art: 13
- Natural History: 67,171

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.

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.
End notes

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

2 https://www.europeana.eu/portal/en/search?f%5BCOUNTRY%5D%5B%5D=estonia&per_page=96&q=&view=list

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

4 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/1.0/

5 You are free to: Share — copy and redistribute the material in any medium or format. Adapt — remix, transform, and build upon the material for any purpose, even commercially. - https://creativecommons.org/licenses/by-sa/4.0/

6 The person who associated a work with this deed has dedicated the work to the public domain by waiving all of his or her rights to the work worldwide under copyright law, including all related and neighboring rights, to the extent allowed by law. You can copy, modify, distribute and perform the work, even for commercial purposes, all without asking permission. - https://creativecommons.org/publicdomain/zero/1.0/

7 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


9 https://www.europeana.eu/portal/et/record/08573/3AA17DD6892C1190AE8974783EEE402746DCD758.html

10 https://www.europeana.eu/portal/it/record/9200356/BibliographicResource_3000117746554.html?q=francisco+franco