



eupeana
foundation

SERBIA AND EUROPEANA

An overview

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Отварање изложбе слика Стојана
Миланова "Лична митологија"
Biblioteka grada Beograda

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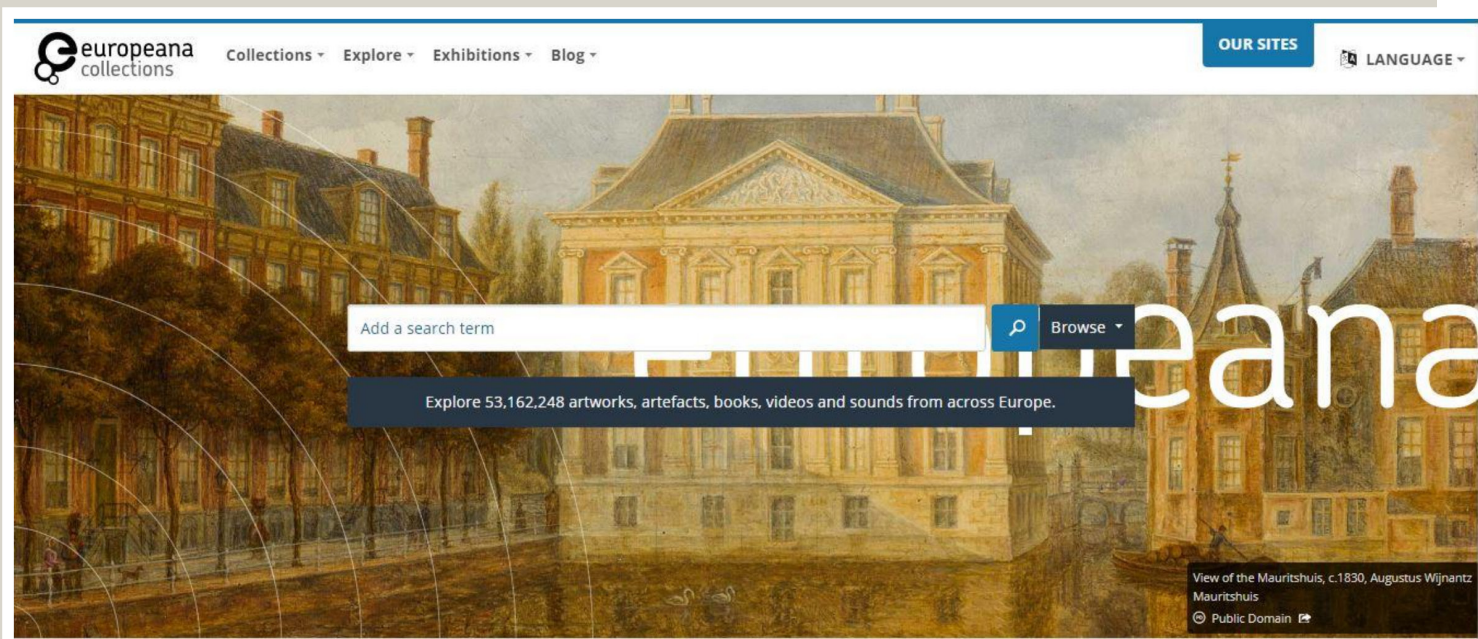
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Intro

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.

Serbia 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.



Europeana Collections, Europeana, 2018, Public Domain

Presidency of the Council of the European Union

The closing conference of the European Year of Cultural Heritage 2018 was organised jointly by the Austrian Presidency of the Council of the European Union and the European Commission on 6 and 7 December. The Europeana Foundation contributed through an engaging co-creation transcribathon at the Austrian National Library where participants transcribed handwritten material from the First World War. The Europeana Foundation

also presented *DX 10: case studies of impact in the age of digital transformation* including Europeana Transcribe, Europeana Migration, SmartSquare, GLAM-WIKI, SMK Open within the meet-up session 'The Impact of Cultural Heritage: a case study'.

Highlights

- Massive Open Online Course (MOOC) participants in Serbia have set up 11 Learning Scenarios that will help teachers to use Cultural Heritage content in education.
- In order to promote the European Year of Cultural Heritage, the EU Info Centre and EU Delegation to Serbia, in cooperation with Europeana, designed a 2018 calendar that features a small portion of the rich cultural heritage of Serbia and Europe, using Europeana Collections as the main source.

The Europeana Migration campaign, as part of the European Year of Cultural Heritage 2018, took place throughout 2018 with a collection day event in Serbia. Europeana Foundation organised the

event with partner cultural heritage institutions, National Library of Serbia where public were invited to share their memories, stories and objects relating to migration.

Collection day events throughout Europe have been complemented with exhibitions, panel discussions, lectures and more, and have been attended by more than 3000 people. Overall, 17 stories from Serbia about migration have been shared with the campaign, with 17 published on Europeana Collections so far. The stories from Serbia comprise 42 objects, and are about 37 people and cover connections to various countries worldwide.

Funding and projects

Since 2008 when Europeana initiative started, Serbia had not contributed to Europeana.

To date, **€65,698** from the budget provided by the EU to fund Europeana Initiative projects has contributed to activities in Serbia.

Europeana Initiative projects with partial EU funding in country since 2008 are listed below. 1 partner from Serbia 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.

PARTNER	PROJECT	FUNDING (Euro)	ONGOING/ COMPLETED PROJECT
Biblioteka grada Beograde	Europeana Awareness	10,080	Completed
Narodna biblioteka Srbije	Europeana Migration, Rise of Literacy, Common Culture	55,618	Literacy & Common ongoing

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, 27 people from Serbia 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.

The Europeana Network Association elects a Members Council which plays a crucial role across all the Europeana Initiative's activities. The Members Council is made up of 36 people, including Tamara Butigan from National Library of Serbia.

Serbia's culture showcased in Europeana Collections

Europeana Collections features over 58 million objects of which **68,189** are provided by Serbian institutions.

Aggregation

All objects aggregated by Serbia can be found [here](#)¹.

Cultural heritage institutions

10 cultural heritage institutions in Serbia contribute collections to Europeana. The largest partners are listed in the following table.

DATA PARTNERS	OBJECTS ON EUROPEANA COLLECTION
Народна библиотека Србије / National Library of Serbia	37,969
Универзитет у Београду / University of Belgrade	22,320
Музеј примењене уметности / Museum of Applied Art, Belgrade	5,616
Универзитетска библиотека Светозар Марковић / University library "Svetozar Markovic", Belgrade	1,339
БГБ, Одељење периодике / BGB, Department of periodicals	483
Библиотека града Београда / Belgrade City Library	309
Jugoslovenska Kinoteka / Yugoslav Film Archive Museum	67
БГБ, Одељење старе и ретке књиге и књиге о Београду / dLibra Digital Library	47
RTV Vojvodina / Radio Television of Vojvodina	38
Картографска збирка Аћимовић / Cartographic collection Acimovic	1

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.

34% of the **68,189** objects in Europeana provided by Serbia are [openly licensed](#)². 32.7% of these objects are shown with the internationally accredited [Public Domain mark](#)³, 0.3% is licensed under [CC BY](#)³ and 0.9% is licensed under [CC0](#)⁵.

Serbia in Europeana Collections

	2016	2017	2018
Visits to Europeana Collections from Serbia	12,785	13,949	11,419
Total views of objects from Serbia worldwide	17,213	17,185	12,505 ⁶
Most-viewed object from Serbia worldwide	Hrvatska sokolska sletovka ⁷	Failure of intravenous lipid emulsion ⁸	The structure of the Emotions Profile Index ⁹

23% of visits from Serbia browsed Europeana Collections in Serbian, 66% in English, 3,5% used Hungarian while 7,5% used other languages.

Objects on thematic Collections:

Migration: 45

1914-1918: 4,896

Art: 1,418

Natural History: 919

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.

End notes

¹ [http://www.europeana.eu/portal/en/search?q=%3A*&f\[COUNTRY\]\[\]=Serbia](http://www.europeana.eu/portal/en/search?q=%3A*&f[COUNTRY][]=Serbia)

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 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/3.0/>

⁵ 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/>

⁶ 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

⁷ <http://www.europeana.eu/portal/en/record/92084/FFE59B151207F5C-6316CA306715B12F6714270E5.html>

⁸ http://www.europeana.eu/portal/en/record/92040/BibliographicResource_3000135740548.html

⁹ https://www.europeana.eu/portal/en/record/92040/BibliographicResource_1000095951036.html



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