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

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.
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, 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.

<table>
<thead>
<tr>
<th>PARTNER</th>
<th>PROJECT</th>
<th>FUNDING (Euro)</th>
<th>ONGOING/ COMPLETED PROJECT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biblioteka grada Beograde</td>
<td>Europeana Awareness</td>
<td>10,080</td>
<td>Completed</td>
</tr>
<tr>
<td>Narodna biblioteka Srbije</td>
<td>Europeana Migration, Rise of Literacy, Common Culture</td>
<td>55,618</td>
<td>Common 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, 35 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 69,175 are provided by Serbian institutions.

Aggregation

All objects aggregated by Serbia can be found here¹.

Cultural heritage institutions

10 cultural heritage institutions in Serbia contribute collections to Europeana. The largest partners are listed in the following table.
<table>
<thead>
<tr>
<th>DATA PARTNERS</th>
<th>OBJECTS ON EUROPEANA COLLECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Народна библиотека Србије / National Library of Serbia</td>
<td>38,955</td>
</tr>
<tr>
<td>Универзитет у Београду / University of Belgrade</td>
<td>22,320</td>
</tr>
<tr>
<td>Музеј примењене уметности / Museum of Applied Art, Belgrade</td>
<td>5,616</td>
</tr>
<tr>
<td>Универзитетска библиотека Светозар Марковић / University library “Svetozar Markovic”, Belgrade</td>
<td>1,339</td>
</tr>
<tr>
<td>БГБ, Одељење периодике / BGB, Department of periodicals</td>
<td>483</td>
</tr>
<tr>
<td>Библиотека града Београда / Belgrade City Library</td>
<td>309</td>
</tr>
<tr>
<td>Jugoslovenska Kinoteka / Yugoslav Film Archive Museum</td>
<td>67</td>
</tr>
<tr>
<td>БГБ, Одељење старе и ретке књиге и књиге о Београду / dLibra Digital Library</td>
<td>47</td>
</tr>
<tr>
<td>RTV Vojvodina / Radio Television of Vojvodina</td>
<td>38</td>
</tr>
<tr>
<td>Картографска збирка Аћимовић / Cartographic collection Acimovic</td>
<td>1</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 kick starters.

34.9% of the 69,175 objects in Europeana provided by Serbia are openly licensed\(^2\). 33.6% of these objects are shown with the internationally accredited Public Domain mark\(^3\), 0.3% is licensed under CC BY\(^3\) and 1% is licensed under CC0\(^5\).

Serbia 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 Serbia</td>
<td>13,949</td>
<td>11,419</td>
<td>9,728</td>
</tr>
<tr>
<td>Total views of objects from Serbia worldwide</td>
<td>17,185</td>
<td>12,505(^6)</td>
<td>6,776</td>
</tr>
</tbody>
</table>

Most-viewed object from Serbia worldwide
- Failure of intravenous lipid emulsion\(^7\)
- The structure of the Emotions Profile Index\(^8\)
- Talḥīṭu l-bayān fl ilāţī l-ma‘ān\(^9\)

23% of visits from Serbia browsed Europeana Collections in Serbian, 66% in English, 3.5% used Hungarian while 7.5% 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: 178
- 1914-1918: 4,899
- Art: 1,418
- Natural History: 919

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.

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.

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


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


