



# DRIVING ENGAGEMENT PARTICIPATORY APPROACHES TO DIGITAL CULTURAL HERITAGE

2 - 3 DECEMBER 2021 | WEB CONFERENCE



# General Information

## Zoom

This event is being held online via Zoom.

You can use zoom through your browser, though for the best experience the [application](#) is advised.

**2 December 2021 meeting ID: Will be shared via Eventbrite**

On entering the Zoom call you will be temporarily placed in a waiting room. This is an extra security measure.

Zoom will be available all through the meeting, both days, to offer the opportunity to talk to each other during the breaks.

## Disclaimer

The views and opinions expressed at the conference are those of the presenters, not of the Ministry of Culture of Slovenian or the Slovenian Presidency of the Council of the EU, unless indicated otherwise.

## Test your connection

We are available 5 minutes before the meeting starts to check your connection, device, headphones or microphone. Need assistance during the meeting? Contact the host through a private chat.

## Etiquette

Europeana encourages inclusive conversation and collaboration during all aspects of the conference. When in communication with others, we will strive to hold thoughtful and considerate conversations. This means, we ask all conference participants to:

- Listen (and read) with the same energy and focus with which they want to be heard.
- Embrace a learning mindset, be aware of their own biases, and have the courage to be curious about what they do not know or understand.
- Respect all points of view, hold space for multiple perspectives and lived experiences to influence what we do and why we do it
- Own any errors made, apologise, and make amends
- Maintain that any person has the right to speak up and identify when a boundary has been crossed.

# Day 1

Thursday, 2 December 2021  
13:30 - 17:30 CET

## OPENING

13:30 - 13:40 Welcome and introduction by **Harry Verwayen & Hannah Baker Hitzhusen**, Europeana Foundation

13:40 - 13:55 **Dr. Ignacija Fridl Jarc**, State Secretary at the Ministry of Culture

13:55 - 14:10 **Rehana Schwinniger-Ladak**, Head of Unit Interactive Technologies, Digital for Culture and Education, DG CONNECT

## ENGAGING COMMUNITIES WITH CULTURAL HERITAGE

*Introduced by Douglas McCarthy, Europeana Foundation*

14:10 - 14:25 **George Oates**, Flickr Commons

14:25 - 14:40 What we do and why. Turning digital access into visitor engagement at Nationalmuseum Sweden by **Karin Glasemann**, Nationalmuseum Sweden

14:40 - 14:55 *Break*

## CROWDSOURCING, CITIZEN SCIENCE, ENRICHMENT

*Introduced by Dasha Moskalenko, Europeana Foundation*

14:55 - 15:10 Engaging citizens for improving the quality of cultural heritage metadata by **Jolan Wuyts**, Europeana Foundation and **Eirini Kaldeli**, NTUA

15:10 - 15:25 **Giovanna Fontenelle**, Wikimedia Foundation

15:25 - 15:40 Transcription and enrichment of historical documents - using the Transcribathon.eu tool & platform by **Frank Drauschke**, Facts and Files & **Ad Pollé**, Europeana Foundation

15:40 - 15:55 *Break*

## DRIVING PARTICIPATION WITH DIGITAL STORYTELLING

*Introduced by Douglas McCarthy, Europeana Foundation*

15:55 - 16:10 Digital storytelling with open collections by **Medhavi Gandhi**, The Heritage Lab & **Aleksandra Strzelichowska**, Europeana Foundation

16:10 - 16:25 **Virginia Poundstone**, Mhz Curationist

16:25 - 16:40 Q&A with audience and speakers moderated by **Douglas McCarthy**, Europeana Foundation

16:40 - 16:50 Closing remarks led by **Dasha Moskalenko**, Europeana Foundation

17:10 - 17:30 *Virtual drink & networking*

**17:30 End of day 1**

# Day 2

Friday, 3 December 2021  
09:30 - 12:45 CET

## OPENING

- 09:30 - 09:35 Welcome and introduction by **Hannah Baker Hitzhusen**, Europeana Foundation
- 09:35 - 09:50 National Museum of Slovenia – its experiences of digitalisation of Slovenian cultural heritage by **Dr Pavel Car**, The National Museum of Slovenia
- 09:50 - 10:05 Towards nationally integrated Europeana user interface - Sloveniana by **Dr Ines Vodopivec**, National and University Library of Slovenia

## MAKING IT HAPPEN: FOSTERING PARTICIPATION AND ENGAGEMENT

*Introduced by Hannah Baker Hitzhusen, Europeana Foundation*

- 10:10 - 10:25 **Anne Torreggiani**, The Audience Agency
- 10:25 - 10:40 AvoinGLAM – Promoting Open Access to cultural heritage through collaboration by **Susanna Ânäs**, AvoinGLAM
- 10:40 - 10:55 New European Bauhaus: engagement and relevance for cultural heritage institutions by **Eric Peters**, European Commission
- 10:55 - 11:10 Q&A with speakers and audience moderated by **Hannah Baker Hitzhusen**, Europeana Foundation

11:10 - 11:30

*Break*

## PARTICIPATION IN EDUCATION

*Introduced by Douglas McCarthy, Europeana Foundation*

- 11:30 - 11:45 Cultivating participation through an educational ecosystem by **Isabel Crespo**, Europeana Foundation
- 11:45 - 12:00 Engaging students with audiovisual heritage through Subtitle-a-thons by **Maria Drabczyk**, Centrum Cyfrowe Poland
- 12:00 - 12:15 Q&A with speakers and audience moderated by **Douglas McCarthy**, Europeana Foundation
- 12:15 - 12:30 *Break*
- 12:30 - 12:40 Closing remarks by **Hannah Baker Hitzhusen & Douglas McCarthy**, Europeana Foundation
- 12:40 - 12:45 The French Presidency Europeana conference ‘save-the-date’ by **Marie-Véronique Leroi**, The French Ministry of Culture
- 12:45 Thanks and closing by **Harry Verwayen**, Europeana Foundation
- 12:45** **End of the meeting**



# Speakers

(alphabetical order)



## Susanna Änäs

GLAM coordinator  
AvoinGLAM

*I have been working with open cultural heritage over the last decade. My curiosity for networked histories initially drove me to join the the international community of Wikimedians and OpenGLAM activists. I coordinate AvoinGLAM, the Finnish OpenGLAM community, which brings together work from Wikimedia, Open Knowledge, and Creative Commons. I'm running Hack4OpenGLAM for the second time.*



## Hannah Baker Hitzhusen

User Engagement Director  
Europeana Foundation

*Hannah serves as the User Engagement Director for Europeana and is thrilled to be back in the cultural sector after an early upbringing in museums. Passionately curious about people, organizations, and process, her background as a qualitative marketing researcher—steeped in consumer and user insights—keeps her asking questions in the pursuit of progress. When not satiating her curiosity at work, you'll usually find Hannah walking or biking and taking it all in, looking at art, or practising alchemy, mostly bread and dessert.*



# Speakers

(alphabetical order)



## Pavel Car

Director General  
National Museum of Slovenia

*Pavel Car finished study of computer science at Ljubljana University in 1984. In 2001 he finished the MBA study in the UK and finally achieved a PhD in history at the University of Ljubljana. He was appointed director of National Museum of Slovenia on December 1st, 2020, for a period of 5 years.*

*Pavel Car is also an author on books and numerous articles concerning military history and especially decorations. For many years he has collaborated with many European museums, providing expertise on various themes concerning orders and decorations.*



## Isabel Crespo

Education Specialist and Community Manager of the ENA Education Community  
Europeana Foundation

*Isabel Crespo develops partnerships with relevant players in education, including MoEs, industry and nonprofit organizations to promote the reuse of digital culture in formal and informal settings. She possesses a BD in Political Sciences, a MA in Cultural Management and an MSc in Corporate Communications. She's been working as a consultant for the Administration and in the Museum of Contemporary Art in Barcelona, where she was involved in educational projects.*



# Speakers

(alphabetical order)



## Maria Drabczyk

Head of policy and advocacy  
Centrum Cyfrowe

*Sociologist, researcher, manager of cultural projects in the field of heritage and new technologies. Head of policy and advocacy at Centrum Cyfrowe. She is a board member of the EUscreen Foundation, current member of the ENA Members Council and part of its Impact Community Steering Group, and Chair of the FIAT/IFTA Value, Use and Copyright Commission.*



## Frank Drauschke

Senior Management  
Facts & Files

*Frank Drauschke studied history in Berlin and New Delhi. He is partner and co-founder of Facts & Files, a private historical research institute based in Berlin, specialised in historical research, applied history and especially the presentation of historical topics to a broad audience and in all forms of media. For over eighteen years, Facts & Files has been conducting a wide range of regional and international historical research projects. Facts & Files is active at the intersection between cultural heritage and digital innovation and therefore became a partner of the Europeana Foundation in 2011. Since then Facts & Files is engaged in running the public history crowdsourcing campaigns Europeana 1914-1918, Europeana 1989 and Europeana Transcribe. Olaf Baldini and he developed the Transcribathon citizen science format and the respective online tools.*



# Speakers

(alphabetical order)



## Giovanna Fontenelle

Program Officer, GLAM and Culture  
Wikimedia Foundation

*Giovanna Fontenelle is a Journalist, Historian, Wikimedian, and Master's student in Social History at the University of São Paulo. She works as a Program Officer, GLAM and Culture, at the Wikimedia Foundation. She's also a member of ICOM Brasil, Wiki Movimento Brasil, Creative Commons Brasil, and the Creative Commons Global Network. On CCBR, she coordinates the areas of Open GLAM and Wikimedia. Her current work activities are about GLAM-Wiki, Open GLAM, linked open data, in addition to carrying out projects on diversity and knowledge equity.*



## Ignacija Fridl Jarc

State Secretary  
The Ministry of Culture of the Republic of Slovenia

*Dr Ignacija Fridl Jarc, graduated in comparative literature and obtained a PhD in philosophy. She established herself as a literary and theatre critic, journalist, essayist, literary historian and researcher of ancient philosophy. Her work as a critic brought her the Stritar Award in 2000. Her research work focuses on Slovenian literature and ancient Greek philosophy. Fridl Jarc published a monograph titled Jezik v filozofiji starih Grkov (Language in the Ancient Greek Philosophy, 2001). The topic of her doctoral thesis was Plato's teaching on truth from the perspective of beauty and art (2006). She was one of the translators of Fragmenti predsokratikov (The Fragments of the Pre-Socratics, 2012), a comprehensive edition of the texts of the earliest ancient Greek philosophers.*



# Speakers

(alphabetical order)



## Medhavi Gandhi

Founder  
The Heritage Lab

*Medhavi is the founder of The Heritage Lab and has been working at the intersection of public engagement with cultural heritage, social development and education since 2009. She has worked with a wide range of Indian organizations as well as those in Australia, US and Europe. She is a strong advocate of open-access to digital cultural heritage; has been part of steering global campaigns in India including MuseumWeek and serves as the ambassador for Art+Feminism in South Asia. She also works with museums to promote digital engagement, conducts digital skills trainings and consults on digital transformation practices. Together with Larissa Borck, she edits 'Dig It!' - a newsletter featuring digital trends and practices at GLAMs.*



## Karin Glasemann

Digital Coordinator  
Nationalmuseum Sweden

*At Nationalmuseum, Sweden's museum of art and design, I am responsible for streamlining the internal digitisation processes and for making sure that the digitised collections can be found, accessed, used and re-used by the public. I hold a PhD in history and have initiated the Nationalmuseum's Public Domain policy and several collaborations with Wikimedia Sweden, which boosted the Nationalmuseum's digital presence. As part of our work to combine the physical and the digital visitor experience, we launched a new visitor guide app which I am also in charge of.*



# Speakers

(alphabetical order)



## Eirini Kaldeli

Senior Researcher  
National Technical University of Athens

*Eirini Kaldeli is a senior researcher at the Artificial Intelligence and Learning Systems Laboratory of the National Technical University of Athens. Her most recent work focuses on the development of frameworks and tools that make use of cutting-edge digital technologies for data management, creative reuse, crowdsourcing, and engagement in the field of cultural heritage. She holds a PhD from the University of Groningen on the use of Automated Planning methods in the field of Web Services and an MSc in Artificial Intelligence from the University of Edinburgh. She is the coordinator of the CultureLabs Horizon 2020 RIA project (2018-2021) and of the CEF projects Europeana Translate and Crafted.*



## Marie-Véronique Leroi

Ministry of Culture and Communication France

*Marie-Véronique Leroi is in charge of the Linked Open Data strategy in the French Ministère de la Culture. She is a project manager in the Department of Digital Innovation of the Ministry of Culture. She has a background on linguistics and natural language processing (NLP), she joined the Ministry of Culture in 2007, where she notably coordinated the French participation in the Athena, Linked Heritage and AthenaPlus European projects which were contributing to Europeana. She is now responsible for updating and implementing the national strategy on semantic web for cultural data. She is also monitoring and coordinating the French participation in Europeana. She is the representative of France in DCHE expert group of the European Commission.*



# Speakers

(alphabetical order)



## Douglas McCarthy

Collections Engagement Manager  
Europeana Foundation

*Douglas McCarthy has a Masters degree in Art History from the University of St Andrews. Over the past two decades, he has worked internationally in public museums, private art collections and image archives in a variety of roles, including photographic studio manager, researcher, curator and collections manager. Driven by keen curiosity and a love of visual culture, Douglas is a passionate advocate for making cultural heritage openly accessible to promote the exchange of ideas and to contribute to a thriving knowledge economy.*



## Dasha Moskalenko

Manager Service Experience  
Europeana Foundation

*With a background in communication and event management, Dasha coordinates the development and maintenance of our community-facing communication tools and platforms.*



# Speakers

(alphabetical order)



## George Oates

Incoming Executive Director  
Flickr Foundation

*George Oates is a designer working at the intersection of software, cultural heritage, and philosophy. She is the founder of the Flickr Foundation, a 501c3 charity dedicated to the challenge of preventing Flickr from being deleted.*

*George has worked online since 1996 and enjoyed a great variety of interesting roles like being part of the small team that created Flickr, project lead of Open Library at Internet Archive, and director of design at Stamen Design. George specialises in designing systems used by millions of people holding billions of things but also likes designing very specific interfaces for tiny audiences.*



## Eric Peters

Deputy Head of Unit, DG CNECT B2: Implementation of the Regulatory Framework  
European Commission

*Eric joined Mariya Gabriel's cabinet on August 2017 until November 2019 and was responsible for the digital single market and the digitising the industry strategy, for online platforms, telecom and culture. Until then, he was deputy Head of Unit in DG CONNECT in charge of the coordination of the Digital Single Market and of Digital policy development.*

*He regularly publishes articles in Newspapers e.g.- Le Monde, les Echos – and magazines e.g.- Europe's World -.*

*Eric is married and has four children.*



# Speakers

(alphabetical order)



## Ad Pollé

Senior UGC Projects Coordinator  
Europeana Foundation

*Ad Pollé dedicated his professional as well as his personal life to cultural heritage. Having a background in audio-visual archiving and international project management, he joined Europeana as a member of the D&E team to help provide access to Europe's digital heritage, focusing on user generated content (UGC). He likes to make bike trips all over Europe, trying to combine this with his culinary curiosity and creativity.*



## Virginia Poundstone

Director of Product and Content  
Mhz Curationist

*Virginia Poundstone works on the product and content strategy for the open access art and cultural heritage project Mhz Curationist as the Director of Product and Content. Prior to joining the Mhz Foundation she was an art educator at Parsons School of Design, Maryland Institute College of Art (MICA), and Columbia University where she taught studio, media, and critical theory courses. She is an artist, a Pollock-Krasner grantee, and a member of the cooperatively artist-run gallery, Essex Flowers, in New York City.*



# Speakers

(alphabetical order)



## Rehana Schwinniger-Ladak

Head of the unit 'Interactive Technologies, Digital for Culture and Education'  
European Commission

*Rehana Schwinniger-Ladak is the Head of the Unit "Interactive technologies, Digital for Culture and Education " since January 2018. The Unit 's mission is three folds:*

- *To support the digital transformation of cultural and education institutions by promoting the digitisation, preservation and reuse of cultural heritage assets and the further development of Europeana as Europe's platform for digital cultural heritage and as the core of the common European Data space for cultural heritage*
- *To support the modernisation of education and training systems in an age of rapid technological changes and*
- *To foster a wider use of extended reality technologies in industrial and societal domains.*



## Aleksandra Strzelichowska

Senior Online Marketing Specialist  
Europeana Foundation

*Aleksandra is a Senior Online Marketing Specialist at Europeana, Europe's platform for cultural heritage. Passionate about digital and creative ways to engage people with culture, she makes sure that the content shared by cultural heritage institutions on Europeana reaches relevant audiences, through various channels and social media platforms.*

*Aleksandra is an organizer of GIF IT UP, an annual gif-making competition for the most creative reuse of digitized cultural heritage material and the creator of Europeana Colouring Books on different themes. She is an enthusiast of OpenGLAM and a firm believer that art and culture are for everyone.*



# Speakers

(alphabetical order)



## Anne Torreggiani

CEO  
Audience Agency

*Anne is a specialist in audience strategy, trends and patterns of public engagement and works across all artforms and museums and has special interests in non-traditional audiences and organisational change. She is a regular commentator and speaker on these issues – including a column in Arts Professional - in the UK and internationally. She is the Co-Director of the new Centre for Cultural Value, funded by the AHRC and based at the University of Leeds.*



## Harry Verwayen

Executive Director  
Europeana Foundation

*Harry is responsible for making sure that we meet our objectives as an organisation, and do that well. What he likes to do more than anything else though is to design and implement new business models that will change our way of thinking about heritage as an enabler of societal and economic growth. Quite taken lately by the developments of the sharing economy. A visual thinker, he needs a white board as much as a strong coffee. Mediocre football player, reasonable cook, aspiring photographer.*



# Speakers

(alphabetical order)



## Ines Vodopivec

Deputy Director  
National and University Library of Slovenia

*Ines is Deputy Director of National and University Library of Slovenia. Her main research and scientific interests are: renaissance print, renaissance masters of graphic designs, printed illustrations and book decoration, book culture in the 16th century, and digitization of cultural heritage. She has already published some original scientific articles, book chapters and two scientific monographs on the themes, the last one entitled Vivitur ingenio: renaissance masters in printed 16th c. editions in Slovenia. For her research work she received the University of Ljubljana Prešeren Award in 2005 and Crystal Plaque at Florence Conference The Magic of the Renaissance in 2018.*



## Jolan Wuyts

Collections Editor  
Europeana Foundation

*Jolan currently works in the Europeana Collections team to improve collections visibility, innovate editorial and thematic collection production, and support campaigns and external projects. Jolan co-chairs the Diversity and Inclusion cross-team. He is a project manager for multiple Generic Service and H2020 projects. Jolan holds Master's degrees in Digital Humanities from KU Leuven and History from Ghent University. He is interested in digital library science, information databases, and knowledge communication and dissemination in a historical perspective. He also enjoys Calvin & Hobbes, Magic: the Gathering, and Critical Role.*



# Find Us

Contact points

## Website

[pro.europeana.eu](http://pro.europeana.eu)

## Organiser

**Shadi Ardalan**

shadi.ardalan@europeana.eu

## Follow us

 [europeana.eu](https://www.facebook.com/europeana.eu)

 [@Europeanaeu](https://twitter.com/Europeanaeu)

 [Europeana](https://www.pinterest.com/Europeana)

## pro.europeana.eu

Europe's culture - collected for you.  
Explore millions of items from a range of Europe's leading galleries, libraries, archives, museums and audio-visual collections.

events@europeana.eu | +31 (0) 70 314 0991  
blog.europeana.eu

 [Europeana](https://www.facebook.com/Europeana)  [@EuropeanaEU](https://twitter.com/EuropeanaEU)  
 [Europeana Group](https://www.linkedin.com/company/Europeana-Group)  [Europeana](https://www.pinterest.com/Europeana)

