



# Europeana Governing Board

## 5 March 2018 Meeting in The Hague

### Briefing Book

#### Foreword

This briefing book gives you an overview of projects, activities, investigations and a status report against Business Plan 2017 and 2018 plans. It does, in some places, link to more in-depth papers. The idea being that if the particular area is in your expertise or interest you spend a bit more time critiquing it and are able to discuss more thoroughly at the meeting itself. There will still be papers for subjects where the express approval is needed from the Board, or where at the time of the Board meeting the paper/subject should still remain confidential to the Board.

#### Dissemination of Briefing Book: Public

*Proposed Action: For discussion, looking back and critiquing progress against Business Plan 2017 and looking ahead reflecting upon future actions and Business Plan 2018. Board members are expected and requested to read the briefing book before the meeting and ask questions or raise issues in discussion.*

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# 1. Projects

## 1.1 DSI4

On 19 January European Commission, DGCONNECT published the call to open procedure tender No. 2017/1136 for Deployment and Maintenance of Europeana DSI Core Services - running until 26 March. The procurement documents are available for unrestricted and full direct access, [here](#).

Europeana Foundation will, together with 25-30 partners apply for this funding to operate Europeana DSI from 1 September 2018 to 1 September 2020 (with an option to extend twice for additional years).

The tender requires service provider to: maintain and develop Europeana Collections and thematic collections, Europeana Pro, a metadata repository and tools to ingest and publish metadata, and deliver data partner services, end-user services and re-user services. The Europeana Network, ENUMERATE, an advisory board and work on impact are also included.

The call is open to anyone and we expect other consortia/companies to submit as well. However, we feel that Europeana Foundation is well placed, due to our experience, the breadth of the consortium and the expertise built on the required tasks.

Europeana has formed a team (VJV, JC, HV) to write the tender that will receive advice from a subgroup of the Board (EN, BD, PK). A first call with the group happened on 30 January, and a second call is scheduled for 20 February.

The budget for DSI-4 is 7 million euro per year, which is 12.5% less than the budget for DSI-3. Europeana is currently finding ways to cope with this unexpected budget cut. It will mean a budget cut for EF and all partners of 12.5% as compared to DSI-3. However, since we expect subcontracting, event and network costs to stay the same or rise in the period 2018-2020, other measures need to be taken to cope.

Europeana's assets and liabilities (the DEAs, technology but also staff contracts) are protected under the European directive of transfer of undertaking, as implemented in the Dutch Civil Code. This is mentioned as a prerequisite in the tender specifications. Generally speaking, it means that any new Europeana DSI operator needs to take over all employee and supply contracts and needs to guarantee them under the same conditions. Possible bidders may

request a listing of our assets and liabilities from the EC . They need to sign a confidentiality statement to access the information and need to include costs for a transfer of undertaking in their tender. Europeana has taken legal advice on how to provide the information to the EC. This is incorporated in Paper 3A.

## 1.2 Generic Services Projects

### Generic Services 2016 (Thematic Collections)

Europeana is participating in 2 Generic Services projects: Migration in the Arts and Sciences and Rise of Literacy. Both intend to develop a thematic collection on their topics. Work is progressing as planned. Migration in the Arts and Sciences will deliver material towards the Europeana Migration Thematic Collections; Rise of Literacy will deliver material for two new thematic collections: Europeana Newspapers and Europeana Manuscripts.

### Generic Services 2017 (End-user and Re-user services and tools)

Europeana has participated in three project proposals under Generic Services 2017, each for a period of 18 months. This call is to develop end-user services as part of the Europeana Infrastructure and re-user tools and services. The outcome of these proposals are expected in February or March of this year. 12 proposals submitted. The three projects EF was involved in are:

#### *1. Europeana Media (partners: NISV, Cinecitta, TIB, Noterik, ATiT, EF)*

This project aims to develop a unified, standardised media player for audiovisual heritage that includes features such as subtitling, tagging, etc. It aims to develop and test these features for the educational and research market. EF is in this project for 112,457 euro (1 fte).

#### *2. Enrich Europeana (partners: F&F, AIT, EF, Net7, PSNC, ONB, Cluj Public Library)*

This project aims to further develop transcribathon.eu and organise events for the transcribathons in Austria, Romania, and other countries. It will open up the service for migration material and perform the selection of this material. EF is in the project for 123,904 euro (1 fte).

#### *3. CrowdHeritage (partners: NTUA, EF, MCA, eFashion, French ministry of Culture)*

This project aims to develop a platform for improving and annotating objects using Europeana's Annotation API. EF is in the project for 63,237 euro (0,5 fte).

## Generic Services 2018 (Data quality improvement)

The Commission published the call for [Generic Services on data quality improvement](#) on 22 January 2018, with a closing date of 15 May 2018. the work programme requests the following: 'It is [...] proposed to provide support to cultural institutions and other public and private partners to increase the amount of data accessible through Europeana that is of high quality and suitable for reuse as well as to increase awareness and usage of Europeana. Supported actions will set concrete targets for the improvement of already available material and for making available new high-quality material, to Europeana platform, in accordance with the Europeana publishing framework, that can be used to enhance existing collections or create new ones. Activities may include digitisation, enhancing the structure and richness of metadata to increase its searchability and findability, and/or the development of concrete applications for the reuse of Europeana cultural heritage material in research, education, creative industries or other sectors. The actions will also provide expert support and encouragement to cultural institutions to improve the quality of the content and metadata that they make available. This may be achieved by strengthening capacity building among institutions and professionals, growing awareness and usage of Europeana across Europe and serving as access points to Europe's cultural heritage available in Europeana.'<sup>1</sup>

Europeana wishes propose a project under this call from the existing and start up National Aggregators, to work directly with them to improve the data and the mechanisms deployed to bring it into Europeana and to provide some funding to CHIs for digitisation a couple of pan-European themes such as WW2 Film/Documentary or Famous Peoples Voices or Reading Europe. Europeana is also encouraging the domain and thematic aggregators to submit to support their activities towards their CHIs and improve the data quality of material submitted to Europeana.

### 1.3 Europeana DSI-3

The first periodic report was produced in October, within 2 months of the start of the project. It was kindly reviewed by Max Kaiser for the Europeana Foundation Board, who act as the Steering Board for the project. Max made the following comments on this report:

- The report is very well written and gives an impressive picture of the achievements so far.
- A copy of the tender is needed to be able to assess the achievements against the agreed contract. Suggestion that it would be good if the report would reference what needs to

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<sup>1</sup> [https://ec.europa.eu/inea/sites/inea/files/cef\\_telecom\\_2018\\_wp-adopted.pdf](https://ec.europa.eu/inea/sites/inea/files/cef_telecom_2018_wp-adopted.pdf)

be delivered according to the contract in the various sections, as it is almost impossible to assess whether the project delivers according to plan.

- Equally the actual contributions of the various projects partners (again according to the plan and actual delivery) need to be included. Currently there are just a few cursory mentions of Poznan, NISV and KL.
- There are missing explanations for KPIs that have not yet been met (2.2.d, 2.3.a.4, 2.3c., 3.3) or have not been measured at all.
- The discussion of the decision regarding aggregation strategy and architecture covered at length at the last Board meeting in Amsterdam is not reflected in the report and could have been given a more in-depth explanation.
- On page 22 you say the EF “coordinated” ENA and on page 25 you say that EF “organised” 2 ENA Management Board meetings. However, EF is not coordinating ENA and not organising ENA’s MB meetings.

EF gratefully received the comments and made adjustments for the second periodic report. This is available as [Paper 6A](#) (and on [Pro](#)). It has been accepted and approved by the Commission.

**Second periodic report - [Paper 6A](#)**

## 2. CEF 2018 and Europeana

Europeana Foundation made a couple of suggestions for changes to the CEF Workplan 2018, the principle suggestion being to focus on the supply chain. There have been two generic services calls on reuse of material and a concentration on digitisation of material that has been requested by re-users and on data quality which remains a big issue for being able to reuse the data. The proposed split of the available money between supply and distribution was felt likely to reduce its potential impact. Such a focus could for instance support the Dutch LOD at cultural heritage institutions and get more countries involved. We approached a few countries to support this position and got some positive response, but no changes were made in the CEF 2018 Work Programme, nor do we expect any to be made in the tender published on 22 February 2018.

### **3. Evaluation of Europeana for Council Conclusions**

The evaluation is due in May and likely to be discussed at the DCHE prior to publication in June. The numbers responding to the survey published by the Commision were very good in the end, thanks to all the efforts to communicate the need to complete the survey made by the Board, the Europeana Network Association, the Aggregators and ourselves. Both Elisabeth Niggemann, as Chair of the Foundation Board and Merete Sanderhoff as Chair of the Europeana Network Association have been interviewed. As have several other close associates of Europeana such as Wim van Dongen of Archives Portal Europe.

## 4. Business Plan 2017 (looking back) and 2018

### 4.1 Traffic & engagement

While engagement levels on thematic collections continue to provide the desired results (low bounce rates, long session durations, high levels of returning visitors) the overall traffic on Europeana Collections is below expectations (see [paper 6C](#)). This can largely be attributed to the low level of indexing by Google, hovering between 6.5 million and 7.5 million pages from January until August. From September on, possibly connected to the introduction of entity pages, this increased to a peak of 11 million in November, which was directly reflected in the traffic statistics. Increasing the number of indexed pages is our number one priority. Investigations are led by our R&D team with a plan of approach expected by mid-March of this year. Visibility on third party platforms and social media has again been surpassing our expectations, largely due to some smart targeted campaigns by our Marketing & Communications team.

### 4.2 Content

The primary target for content (see [paper 6B](#)) is the increase of the amount of usable (tier 2) and reusable (tier 3 and 4) content in Europeana. The 2017 target for tier 3+ content was 16% of the total at the end of the year and we were able to surpass that number (18%). Taking a longer term perspective, we aim to have 50% of the content tier 3+ by the end of 2020 (this is a requirement of the DSI-4 tender) with a softer internal target of having 80% of the content tier 2+ by that time. This is a fairly tall order requiring a concerted effort between Europeana Foundation, the Aggregating DSI partners (domain and thematic) and the National Aggregators. As a supporting action we need to increase the commitment of the member states, through the DCHE.

In addition to the content targets the focus is on increasing the quality of the metadata. The data quality committee is preparing a proposal (expected Q2 2018) for a framework that will allow us to track progress in a more systematic way.

### 4.3 KPIs

KPI results are shown in Paper 6D [Overview of KPIs](#) according to [Business Plan 2017](#). Besides the trends already mentioned on content, traffic and engagement we aimed to track with more precision how our users experience the services we offer. We have therefore experimented

with the [Net Promoter Score](#) (NPS), which gives an indication customer loyalty by measuring the likelihood of a user promoting the service to its peers. Using a simple method whereby unhappy customers (the critics) are subtracted from the happy ones (called promoters) a score is calculated. For the thematic collections this was relatively easy to do with a hotjar on the respective websites. A “positive” score or NPS above 0 is considered “good”, +50 is “Excellent,” and above 70 is considered “world class.” With scores ranging from a low of 18 (Music) to 35 (Europeana 1914-1918) our thematic collections are performing well with the captive audience they currently receive.

For the more professionally oriented markets (Education, Research, Creatives) we found it harder to set a benchmark NPS. This is because our approach to market is both direct and indirect (via third parties) and that the service itself is more diffuse (Europeana Collections is a service for these markets, but we for example also provide grants and challenges via Europeana Pro). With the migration of Research and Labs to Pro mid-2017 we were unable to set conclusive benchmark NPS for these markets. For 2018 we decided to use NPS for clear end-user focussed services and Likert scale service ratings for B 2 B services.

Reference papers on Content, Traffic, KPIs:

**Content report** - [Paper 6B](#)

**Web traffic & social media report** - [Paper 6C](#)

**Status of KPIs** - [Paper 6D](#)

## 5. Europeana markets

### 5.1 Europeana Collections

In addition to providing direct access to its corpus via europeana.eu, Europeana publishes a range of thematic collections focused on discrete topics and areas of user interest. The current thematic collections are: 1914-1918, Art, Fashion, Maps and Geography, Migration, Music, Natural History, Photography and Sport. As a result of its DSI-3 Generic Services commitments, Europeana will publish additional thematic collections on Manuscripts and Newspapers. The DSI-3 Generic Services BYZART project is expected to contribute over 75,000 digital objects on Byzantine art and culture to Europeana Art.

Evidence shows that both Europeana users and partners find thematic collections more engaging than Europeana Collections itself. Europeana therefore intends to gradually expand its range of thematic collections in the period 2018-20. To ensure the long-term sustainability of the thematic collections, Europeana has adopted a relatively automated model that does not solely rely on short-term funding for the external curation of the thematic collections. This model will accommodate the greater demand for user curation and engagement with Europeana that has been specified in the DSI-4 Tender.

### 5.2 Cultural heritage institutions

In DSI-3 Europeana and its expert partners will focus on improving currently available data. Enhancing data quality and scope (geographic, thematic) increases the value of Europeana Collections to its five target markets.

Europeana's Collections Team is strengthening its collaboration with Data Partner Services through increased information sharing and a joint data optimisation programme. This programme focuses on large data sources/sets – outside of DSI-3 campaigns, partner consortia and Generic Services projects – whose quality improvement can significantly contribute to Europeana's Data Quality KPIs. The programme evaluates legacy data and considers potential new sources of high-quality data. It is driven by the Collections and Data Partner Services teams and builds on their successful collaboration in DSI-2 for the Art Nouveau season (spring 2017) and other projects.

As part of Europeana's drive to make it as easy and efficient as possible for its partners to work with Europeana, so that they act as advocates on Europeana's behalf and deliver higher quality data, an account management pilot is in development. This is designed to strengthen Europeana's relationships with its partners by establishing clear points of contact and providing relevant information and support. For the six-month pilot, a dozen Europeana partners (of varying types) have been selected: each will have a dedicated account manager from the Europeana staff who manages all communications with the partner. Each partner also has a dedicated data officer offering technical support. An account management brief is being prepared and the pilot will begin in spring 2018, with a midpoint review after three months.

## 5.3 Europeana Migration Campaign

### **Europeana Migration and the European Year of Cultural Heritage**

In partnership with migration museums, libraries and archives across Europe, and as part of the European Year of Cultural Heritage, Europeana is inviting young and old to be part of its project to build an online collection dedicated to migration.

Looking at migration to and from Europe historically, the aim is to show that the geographical moving of people makes culture richer. Our cultural heritage shows us that the Europe we inhabit today is the result of a flow of people and ideas, and that migration is woven through and enriches our everyday lives in many ways.

#### **An online collection**

Similarly to Europeana 1914-1918 and 1989 Europeana Migration combines the material we hold in our cultural heritage institutions with the personal family objects and stories that are collected through a series of collection days.

Historically, it will reflect the migration movements that have occurred in Europe over many centuries. This important digital resource has significant potential for education, and later stages of the project will target educators and publishers to develop learning activities and maximise the use of the collection in education settings.

#### **Events across Europe**

Throughout 2018, Europeana will run a series of collection days and events involving museums, libraries, archives and audiovisual collections across Europe that specialise in or are interested in the theme of migration.

People will be encouraged to join in both online - by contributing to and exploring a new migration collection on the Europeana Collections website - and in the real world - by participating at museum events where they can add their personal migration material such as pictures, diaries, videos and letters, to the collection.

The kick-off event will be held at the House of European History in Brussels, Belgium over three days from 15-17 March. It will target school children, pensioners and migrant community groups in Brussels, as well as the wider public. Further events will be held across Europe including Ireland in April, August and November, Hungary in May, Luxembourg and the Netherlands in June, as well as Wales, Latvia and Croatia in the second half of the year.

## 5.4 Europeana reuse markets

### *Education*

Education has been a real success for Europeana in 2017 and is shaping up very well for 2018 with a lot of interest by educators and educational publishers. We continued to expand our outreach to educational audiences by organising workshops with teachers and developing new distribution partnerships. Three physical workshops took place in the last three months: one with Europeana Teacher Developer group (run by EUN) and two with selected French teachers (organised by Reseau Canope and French Ministry of Education). The teachers were introduced to the Europeana collections and focused on developing learning activities with Europeana content. In addition, Europeana held a webinar on our offer for education on 8 February which registered ca. 300 teachers from 22 countries and was very positively received with a net promoter score of 60 on 'would you recommend Europeana to a colleague?'

Europeana and Europeana Collections were featured as educational resource on the educational portal of the Ministry of Education, Portugal.

The screenshot shows the homepage of the 'portal das escolas' (Portuguese Ministry of Education) with a navigation bar including 'Início', 'Escolas', 'Recursos', 'Notícias', 'Matrícula Eletrónica', and 'Recursos Educativos'. A search bar at the top right includes fields for 'Utilizador', 'Palavra-chave', and 'Pesquisar'. Below the search bar is a 'Catálogo BloguesEDU' section. The main content area displays a search result for 'Recursos » Recursos Educativos » Ver Recurso Educativo'. The result is for a resource titled 'Pesquisa Europeana Portugal' with 66 exhibits, 4 stars, and a 'Votar' button. It includes a thumbnail image of a landscape painting, metadata like 'Identificador REPOSITORIOMEP:5231', 'Idioma Português', 'Estado Publicado', 'Data de publicação 14-11-2017 | Actualizado em 14-11-2017', 'Recurso privado Não', 'Localização principal do recurso http://bit.ly/europeanapt', and 'Versão 1.0'. The page also features a sidebar with a 'Pesquisa rápida' form and a 'Etiquetas' section listing terms like 'países da união europeia | 10ano | 11ano | atenção ciejd | compreensão oral europeia | filosofia internet Khan | leitura | livro | matemática | qcrr | rbe | secundário | união | união europeia | vídeo | vocabulário'.

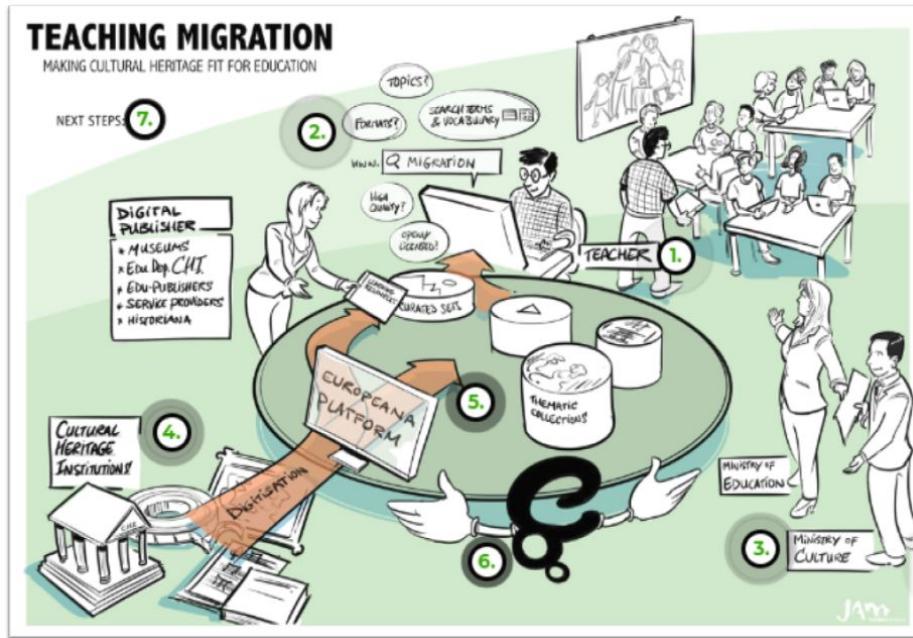
*Europeana Collections listed as educational resource on the national portal of the Ministry of Education in Portugal.*

Furthermore, Europeana attendance at [BETT 2018](#), the global educational event in London end of January, resulted in several leads, such as Avantis VR solutions, Hodder Education, Britannica Digital Learning, SmartBoard, etc.

Furthermore, a new and significantly improved version of the educational game Art FACES was released in January 2018. Since then the app registered over **31,000 downloads**, mostly from the USA and Canada, followed by Europe, Asia Pacific and Latin America. The game was one of the Europeana Challenge 2016 winners and was developed by the Italian startup Art Stories.

Finally, the reuse team has been working closely with the Data Partner Services (DPS) on gathering metadata requirements from educators to inform the Europeana Publishing Framework 2.0. We have been collecting feedback from teachers via online surveys and during the workshops organised by EUN, French Ministry of Education and eTwinning. Such feedback is reverted to the DPS team so that they can take it up with our Data Partners. Both teams are now finalising a questionnaire template which will be sent regularly to educators to find out what their needs with regard to usage of digital cultural heritage for learning and teaching are. In addition, the reuse team will contribute to the series of Europeana national workshops for data providers by promoting relevant reuse case studies and the action model for making

cultural content fit for education (exemplified by the “Teaching migration recommendations” developed in Malta).



*Actions on ‘teaching migration’ from Maltese Presidency Europeana meeting, visual by JAM,  
CC-BY-Europeana*

The first of these workshops took place on 15 February in Finland.

### *Research*

In December 2017 we announced the three winners of the Europeana Research Grant Programme. The 2017 application round was closed with more than 60 proposals from 21 different countries and 45 different research institutions. The winning projects represent a web platform with visual representations of the Roma of the Romanian territories as they appear in the Europeana collection in the nineteenth and twentieth centuries’ depictions; an EDM-compliant digital database of manuscripts and intercultural dialogue in post-conquest England; and an interactive, open access website to present the intercultural historical narrative of Northern Ireland from 1600 to present day. The Europeana Research Advisory Board also made good progress on their Business Plan for activities in 2018. The appointment of a full time Coordinator to this reuse market will hopefully boost the amount of activity and reuse possibilities in the coming months

### *Creative industries*

Europeana teamed up with several creative industries initiatives. Within the second edition of TU Europeana in Poland, a [history game jam event](#) with Europeana content took place in early December 2017.



*"Fronty Wojenne" project by Michał Wroński and Aleksander Bydłowski*

In January 2018 we announced our partnership with the [MashUp festival](#) which calls for creation of the best mashup short films with archival content from Europeana, French National Centre of Cinematography, the Moving Image (CNC) and LaCinéTek. Winners will be announced in mid April.

On 15 January 2018 we also launched the [Europeana #edTech challenge](#), with €30,000 prize fund for the best products, services or businesses that bring together digital cultural heritage and educational technology. We invited applications from individuals or teams of creatives from around the world before 28 February. Eligible proposals included but were not limited to digital applications, games, web services, learning software, etc. We accepted proposals at various stages of maturity, including those for existing applications and educational platforms that the creator would like to develop further with Europeana content. Europeana #edTech challenge winners will be selected by a jury panel of experts from education, cultural heritage and creative industries and will be announced in the last week of March 2018.

Europeana also finalised its maker pilot activities and published the [#MakewithEuropeana Makers Market Pilot report](#) with findings, insights and recommendations on the future approach of Europeana to the maker market in February 2018. In brief, we will not pursue the maker market for the time being looking to re-consider/re-evaluate this decision in two years. Meanwhile, we will monitor the maker market developments, focus on improving our 3D content offer and explore the link between makers and two other key markets for Europeana - education and cultural heritage institutions.

## 5.5 Europeana and future of aggregation

The current aggregation landscape is the result of various EU-funded projects each bringing the digital material from Europe's cultural heritage institutions to Europeana, and of some countries developing their own national platforms. As needs and routes to Europeana have been diverse, the aggregation infrastructure has become a hybrid. However, the huge benefit of such an organic start is that Europe leads the world with a platform for its cultural heritage that is interoperable and accessible across borders.

Over the course of DSI-1 and DSI-2, work was done to find ways to increase efficiency and reduce costs while continuing to deliver data of ever-improving quality to Europeana. Both national and domain/thematic aggregators have worked together to find common solutions to a changing landscape, to update their ways of working and to accommodate a reduction in the EU budget. Always with the philosophy in mind that culture, and access to it, is a driver for European unity.

Starting with the principles of access to cultural heritage and the specific roles of domain/thematic aggregators in relation to national aggregators, the work included some experimentation in technological delivery mechanisms and a review of the organisation of aggregation in Europe.

The resulting *Strategy for Europeana Aggregation 2025* is based on the following statement:

Delivery of quality cultural heritage to the Europeana platform to create cross-border visibility for Europe's contributing cultural heritage institutions needs a thriving network of aggregators: national platforms, domain and thematic collections. The existence of such a network gives scale, interoperability and distributed ownership of the issues surrounding the aggregation of, and exposure and access to Europe's cultural heritage. It also contributes to the creation of a level playing field for cultural heritage institutions across Europe.

And the conclusion is: **both domain and national aggregation is necessary, and should be funded, encouraged and improved.**

### **Funded...**

1. There should be support and funding for:
  - a. Europeana Core Service Platform
  - b. National aggregation
  - c. Domain and thematic aggregation
  - d. Expert knowledge
2. Investigations are required into the raising of matching funding from cultural heritage institutions to support common centres of expertise.
3. More advocacy is needed to fight any moves on budget reduction for the Europeana DSI, promoting instead support for the importance of digital cultural heritage and its role in society, education, research and the creative industries.

### **Encouraged...**

1. The EU should be made more aware of the contribution of the aggregators to the Europeana platform and should be encouraged to increase their support to achieve the stated dream of cross-border and cross-domain interoperability and broad access to our cultural heritage by giving support where there would otherwise be market failure.
2. The European Year of Cultural Heritage 2018 should be used to raise awareness of the need for accessible digital cultural heritage to support its aims of: encouraging people to explore Europe's rich and diverse cultural heritage; celebrate, understand and protect its unique value; reflect on the place that cultural heritage occupies in all our lives.
3. EU member states should support their national platforms and offer incentives to work with Europeana to deliver their cultural heritage material for wider use and sharing within the European Union.
4. Encouragement of the growth in the number of incipient national platforms or aggregators, and support given to the positive moves by several countries to consolidate national platforms.

### **Improved...**

1. Europeana Aggregators will work within the Europeana DSI to streamline existing workflows, develop symbiotic collaborative relationships, transfer knowledge and

expertise and scale up to be able to work with every cultural heritage institution in Europe.

2. There should be active collaboration between national, domain and thematic aggregation based on the principle of making it easy for cultural heritage institutions to prepare their data for any web use, including its delivery to Europeana.
3. Only one platform, Metis, should be supported by the DSI funding from 2019 onwards. Aggregators are free to use their own systems but their costs cannot be covered by the DSI.
4. Europeana should hold all data, in accordance with its *Content Strategy* and in compliance with the copyright of the material, from the national, domain and thematic aggregators for onward use in its five markets.
5. Expert support is needed to help cultural heritage institutions prepare their data to work in the 21st century.
6. Improved communications, standardised training, aggregator accreditation and account management should be implemented alongside a strengthened Aggregator Forum to support cultural heritage institutions and aggregators to deliver high-quality open data with ease.

These general conclusions require some specific actions that are detailed in the full whitepaper: The Future for Aggregation in Europe, which was developed by a taskforce over the last 12 months and will be published on Basecamp and proposed for final approval as the vision for aggregation in Europe at the Spring Aggregator Forum in Berlin.

## 6. Metis

As of January 2018, the Metis team consists of 4 back-end developers (full-time) from the [Poznan Supercomputing & Networking Center](#) and 3 back-end developers (full-time) and 1 front-end developer (80%) from the Europeana Foundation. The team is working as one team and follows the Scrum Agile methodology<sup>2</sup> based on a two-week planning/release schedule<sup>3</sup>.

The work now focuses on delivering Metis as a Minimum Viable Product<sup>4</sup> (MVP) for the end of May 2018. The MVP implements of the Europeana requirements and therefore targets primarily Europeana Data Officer user.

The work on Metis is currently happening at four levels:

- **Metis front-end:** The Metis front-end design follows a modular approach, and is therefore implemented module per module. This approach makes any changes or updates of the Metis interface much easier.

The screenshot shows the Metis dashboard interface. At the top, there is a header with the Europeana metis logo, a search bar, and various navigation icons. Below the header, a welcome message reads "Welcome , let's ingest a world of Culture!". On the left, there are two buttons: "+ New Dataset" and "+ New Organization Go to ZOHO". The main area displays a table of datasets with the following columns: Workflow, Total processed, Total dataset, Start date, and End date. The data in the table is as follows:

	Workflow	Total processed	Total dataset	Start date	End date
DDB - 2048418	Publish	35860	12	05/07/2017 05:56	05/07/2017 09:01
KTP - 15512	Process	1492	178922	04/07/2017 05:56	04/07/2017 09:01
KTP - 15512	Transform	66199	99911	03/07/2017 05:56	03/07/2017 09:01
EFG - 08604	Harvest	119082	112890	02/07/2017 05:56	02/07/2017 09:01
DDB - 2048418	Publish	35860	12	05/07/2017 05:56	05/07/2017 09:01

Fig. Overview dashboard: a data officer can see the different datasets at a glance

<sup>2</sup> <https://www.scrumalliance.org/why-scrum>

<sup>3</sup> <https://docs.google.com/document/d/1ZbpOkAloyx5odsjONdYuyO6lRhBB9CKnp6e9cyk7MJY/edit#>

<sup>4</sup> <https://www.agilealliance.org/glossary/mvp/>

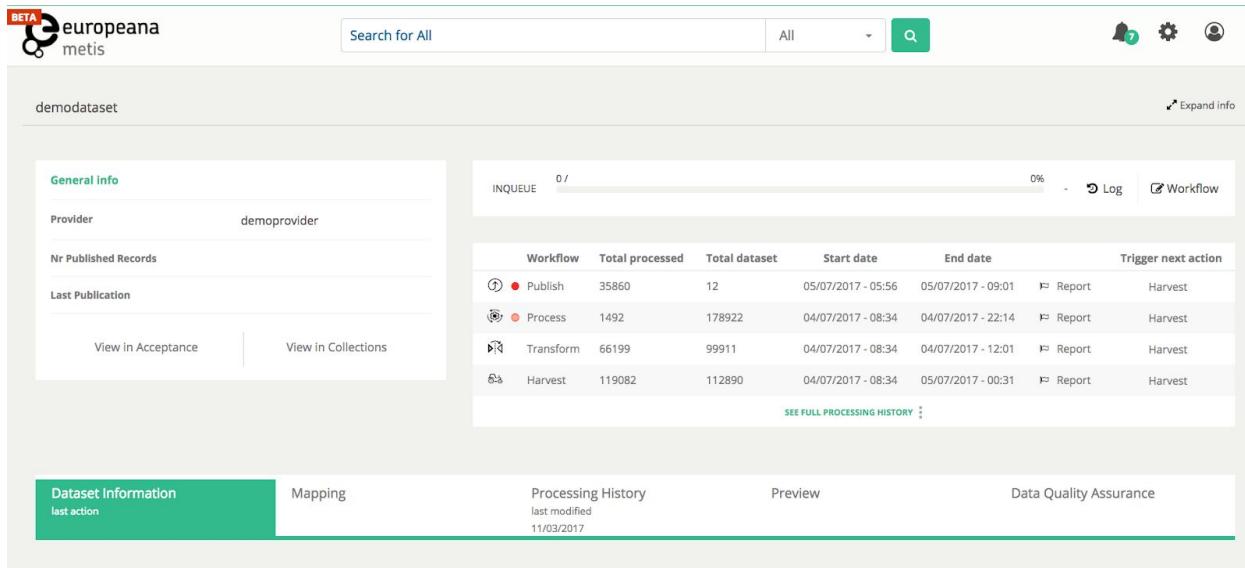


Fig. Dataset Dashboard: a data officer manages workflows and processes from this page

- **Metis orchestration REST API:** The orchestrator acts as the point of entry for data processing. It is a set of REST<sup>5</sup> calls for accessing to all the services supported by Europeana in a controlled and transparent way. It is responsible for the scheduling and management of any processing or sets of processing that need to happen on sets of records, or datasets, while not performing these operations itself. It primarily acts as the proxy to Europeana Cloud services, however it does so in a way that makes it instrumental in the operations. As of January 2018 the orchestrator is ready. Few calls will need to be added once all the Metis services are in place.
- **Europeana Cloud** is the technical infrastructure integrated to Metis supporting the storing and retrieving of the data, as well as the processing tasks required for each data workflow. This infrastructure is primarily developed by [PSNC](#) in Poland. The [Europeana Cloud model](#) supports the storing and retrieving of the data within Europeana Cloud.

**Metis services:** The data processing workflows required for the ingestion of data are supported by specific microservices.

- **Europeana-specific Metis services:** These services are providing functionality for Europeana operations only, that are required explicitly for the Europeana portal and API.

<sup>5</sup> Representational State Transfer: The necessary state to handle the request is contained within the request itself, whether as part of the URI, query-string parameters, body, or headers. Essentially, statelessness is key.

*As of January 2018, it is possible to harvest datasets via OAI-PMH<sup>6</sup>, and extract statistics in Metis. However some issues were found when trying to harvest current data providers endpoints. The team is now running additional tests to make sure it can harvest most of the Europeana data providers endpoints. Some limitations may be due to the implementation of the OAI-PMH standard on the data provider side and not on the Metis side.*

*To be able to complete a full workflow we still need to work on the data transformation and publication workflow. Additional work will also be required to support operations such as cancellation of operations, deactivation of datasets.*

- **Metis shared services:** These are services that are of broader interest to partners of Europeana. Exposing these services and providing them to end parties can help: ensuring homogeneity of data, ensuring compatibility of records with the Europeana system, involving more partners in the extension of such services. These services are deployed as partially integrated services in Europeana Cloud; while the processing of the services for Metis will still invoke Europeana Cloud, these services will be accessible to everyone via their own dedicated REST APIs. In turn the Europeana Cloud services will be invoking exactly the same services for their functional level.

*As of January 2018, it is possible to validate data using the validation service. The work on enrichment is also close to finish. The Preview service is now being updated to benefit from the modifications done on the validation service.*

Each of these services provide reports on the progression of a task, logs as well as a final report. It is also possible for Metis users to preview a sample of raw data after each service is applied.

In addition, the team is working on defining a migration plan to transition from the current Unified Ingestion Manager (UIM) system to Metis. The migration from a system to another also involves the migration of the Europeana databases into Europeana Cloud.

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<sup>6</sup> The Open Archives Initiative Protocol for Metadata Harvesting (OAI-PMH) is a low-barrier mechanism for repository interoperability: <https://www.openarchives.org/pmh/>

## 7. Europeana copyright policy advocacy

This provides an update on the ongoing copyright advocacy activities undertaken by Europeana Foundation with support from [Kennisland](#) and [Helena Lovegrove](#), our Europeana DSI-2/3 partner, based in Brussels liaising with EU institutions and bodies. The update covers the period from the last Europeana Board call which took place on the 23rd of November 2017 until 15 February 2018.

### **Outreach to policy makers & legislative process**

The discussion of the proposed directive on Copyright in the Digital Single Market is still ongoing in both the Council and the European Parliament. Europeana continues its efforts to engage in these discussions in order to ensure that the updated EU copyright rules will provide maximum room for cultural heritage institutions to digitise and make available works in their collections.

### **Council**

Between the last update and the end of the year 2017 we primarily focussed our efforts on providing input to the discussion in the Council. These efforts have only been partially successful. In mid December the Estonian Council presidency presented a consolidated compromise text. The presidency indicated that it considered the discussion on article 5 (preservation exception) and articles 7-9 (access to out of commerce works) to be closed.

With regards to article 5 the compromise text does not contain any substantial improvements to the Commission's proposal (the exception is still limited to reproductions for "the sole purpose of preservation" leaving it unclear if the exception covers digitisation).

With regards to articles 7-9 the compromise text contains a number of improvements to the Commission's text that simplify the extended collective licensing mechanism proposed by the Commission. On the other hand there has not been sufficient support from member states for the addition of a fall back exception and as a result such a mechanism is absent from the Council text. The lack of support is, in our view, partly due to a 'copyright fatigue' after all difficult discussions on other more controversial issues (mainly art. 11, 13 and 3 to a certain extent) and partly due to the reluctance to introduce any new exception by some member states.

Not all member states consider the discussion on articles 7-9 closed, hence there is a small chance that discussions on these articles will continue under the Bulgarian presidency, but we consider this unlikely. We currently expect the discussions in the Council to be concluded

before the summer break.

### **European Parliament**

Since the New Year our focus has shifted towards the discussion in the European Parliament. Throughout January the rapporteur MEP Voss started to share his proposals for compromise amendments with the members of the JURI committee. As expected the proposed compromises were largely in line with the Commission's proposal. We have since worked with a number of key MEPs from various political groups towards improving the compromise amendments.

At the time of writing we have seen little success in improving the compromise language on article 5 (preservation exception). The current text continues to limit the exception to preservation purposes without explicitly including digitisation in its scope.

Together with our partners from the library organisations we continue to advocate for the explicit inclusion of "digitisation" in the scope of article 5. We are also advocating for the addition of a public domain clause to article 5 that would require member states to prevent the appropriation of public domain works through digitisation which is in line with [Europeana's Public Domain Charter](#).

With regards to article 7-9 (access to out of commerce works) we have seen a more positive development. The text that is currently being discussed includes a fall back exception to article 7 that would apply in situations where the licensing based mechanism proposed by the commission does not provide a solution for making available out of commerce works. Details of the fall back exception and other elements of the article are still under discussion, but we are relatively confident that the fallback exception will remain in the final version of the compromise amendments. This makes it hopeful that it will also end up in the position of the European Parliament.

The vote in the JURI committee is currently scheduled for the end of March, but we expect it to take place no sooner than end of April. We are fairly certain that the vote will take place before the summer break. In combination with the expectations towards the Council this would open the way for trilogue negotiations in the second half of the year under the Austrian presidency.

### **Other stakeholders**

We have also continued our discussions with the European Commission (Copyright unit) and with rightsholders representatives with the aim of keeping them informed about our efforts to improve the proposed directive.

## 8. Europeana and RightsStatements.org

As the consortium gears up to deliver the components of its business plan, Caitlin Horrall of Canada's Digital Library & Archives was appointed Vice-Chair. The composition of the steering committee is being reviewed, and preparations are being made to replace Jill Cousins as Chair, by June 2018.

### **Development of 2018 business plan**

Developed by the members of Steering Committee of the consortium, the 2018 business plan for the rightsstatements.org consortium establishes four goals to drive and focus activity in the year ahead. In 2018, we will build on our 2017 achievements by focusing our efforts to achieve four goals:

- We will **grow a thriving consortium** by increasing membership to gain financial sustainability and reach across the globe. The consortium will then ensure to take-up and use of our rights statements, proving the worth of such globally interoperable standards.
- We will develop products and services that focus on **the needs of new members** by developing a model implementation cycle to make rights statements easily implementable and therefore operational.
- We will develop products and services that **meet the needs and expectations of all members** through the work of our Technical and Statements working groups, where we will gather user needs and improvements.
- We will **nurture a well-informed and active community** by improving the channels of communication to create awareness of the value of rights statements and increase their use within the cultural heritage institutions worldwide.

### **Translations**

In the coming month we expect the German translation to be opened up for public consultation, followed by Estonian and Finnish. In the pipeline are Spanish, Portuguese, Swedish and Polish.

## 9. Review of data exchange agreement

Each new partner for Europeana, whether direct or via an Aggregator has to sign a Data Exchange Agreement (DEA) for permission to use their metadata under a CC0 license and to set the rules of use for their content. This has created a trusted relationship between the data partner and Europeana with regards to proper use of the data that belongs to the cultural heritage institution.

Under DSI-3 the Data Exchange Agreements are being reviewed with the Aggregators and the majority of the Data Providers/Cultural Heritage Institutions. The review is necessary to be able to include an assignment clause so that DEAs allow for the use of data independent of who is the operator. The review also takes the opportunity to update the agreement to include the storing and use of previews and content as well as descriptive data, in accordance with their rights statement. A first draft of an updated DEA has been prepared in consultation with Kennisland and lawyers. A group representing national and thematic aggregators has been formed to provide initial input into the proposal. The group have received the proposal for changes to the DEA and are in the process of reviewing it.

The feedback received will be taken on board, discussed with the group as required and used to refine the proposal.

Once a new DEA is agreed all new partners will be asked to sign the new agreement and with the help of the Aggregators, the existing data partners, will be asked to sign a new DEA. This latter process will take place online, using digital signatures and will continue under DSI-4. The online form will be connected to the Metis workflow for the ingestion of data under DSI-4.

# 10. Innovation agenda taskforce<sup>7</sup>

**February-April 2018**

Research by Europeana Foundation has indicated that there is a need for an innovation agenda point that calls for changes and improvements of the digital cultural heritage sector. Projects provide new funding and the ability to continue to connect Europeana to innovative initiatives in the cultural heritage and related fields. A non-exhaustive, preliminary list of topics includes:

- open Disruption Solutions for innovating the infrastructure;
- smart high-quality content that meets the needs of cultural institutions to support education, tourism, creative industries, research, public interest and Europeana;
- applications to support the take up of digital content and the role of cultural institutions;
- enriching user experiences;
- multilingualism.

## **Outcomes of the Task Force**

The expected outcomes of this task force are

- an agreed agenda that describes the research and innovation needs of the cultural heritage agenda for Europeana;
- a framework for advocacy for inclusion of innovation in the cultural heritage sector in the EU's funding programmes: Horizon 2020, FP-9, CEF, Creative Europe, Joint Programming Initiative and others. Its primary focus are the calls that relate to ICT and the cultural heritage area.

Both should relate to previous work of Europeana (R&D-strategy, Business Plans, Strategy 2020, etc.).

## **Planning of the Task force:**

1. Create an innovation agenda to point out the research and innovation needs for the digital cultural heritage sector, as well as coordinating its European dimension.

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<sup>7</sup> This task force was earlier approved by the Board, but because of the busy schedules in summer/autumn 2017 did not go ahead as scheduled. This is a proposal for a new iteration, with a shorter timeframe and smaller scope.

- EF will create a preliminary list (VJV, PK, MP and AI) of topics that may constitute an innovation agenda for Europeana (Feb 2018).
  - The list will be discussed and validated in a TF teleconference (March 2018).
  - The agenda will be presented to the EF Governing Board in spring.
2. Create a clear policy on the decision making of Europeana Foundation's participation in projects - joining as a stakeholder (associate partner), subcontractor or partner.
- EF will create a short policy that describes the decision making mechanism of why EF will participate in new projects (March 2018).
  - EF will provide an overview of upcoming calls that relate to digital cultural heritage (March 2018).
3. Set-up a framework for advocacy for inclusion of innovation in the cultural heritage sector.
- The TF will propose a framework (terms of reference) for updating and reviewing the innovation agenda by proposing a working group of the GB (to start late spring 2018).

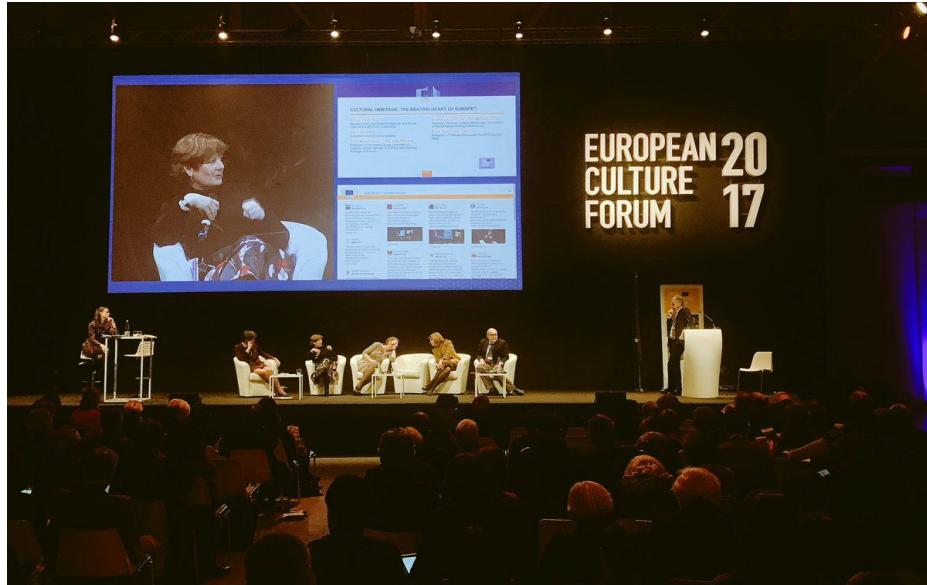
## **Outcomes**

- Defined research and innovation topics and needs for Europeana and the Network;
- Agreed framework for advocacy in EU funding programme's work programmes (H2020, FP9, CEF, etc.);
- The terms of reference for a Working Group that makes sure that the agenda has place in EU-funded programmes.

## **Members of the taskforce**

Victor-Jan Vos  
 Milena Popova  
 Pavel Kats  
 Antoine Isaac  
 Johan Oomen (chair)  
 Lorna Hughes  
 Max Kaiser  
 Monika Hagedorn-Saupe  
 Lora Aroyo  
 (others may be invited)

## 11. European Year of Cultural Heritage



*European Culture Forum, Milan, 7 December 2017 - CC-BY-Europeana*

The 2018 European Year of Cultural Heritage kicked off at the European Culture Forum in Milan on 7-8 December where the key initiatives and projects were showcased. The European Culture Forum is a biennial flagship event organised by the European Commission to raise the profile of European cultural cooperation, to bring together cultural sectors' key players and to debate on EU culture policy and initiatives. Europeana took central stage at the Culture Forum with Jill's participation in the plenary 'Cultural heritage - the beating heart of Europe', an extraordinary [testimonial by Clara Röpke](#) speaking about her experience at the Europeana 1914-1918 Transcribathon Campus Berlin 2017 and Europeana GIFs<sup>8</sup> on screen during the intervals. Aleksandra Strzelichowska, Europeana's senior marketing specialist, spoke about the Giphy competition which had been a tremendous success with much of Europe's Cultural Heritage content been used around the world. And we had a short slot in the parallel session on Migration.

The European Commission will work on the implementation of the European Year of Cultural Heritage together with a Stakeholders including Europeana. There will also be a mid-year

<sup>8</sup> <https://vimeo.com/243142191>  
<https://vimeo.com/243138827>  
<https://vimeo.com/243133478>

summit, the European Cultural Heritage Summit 18-24 June 2018 in Berlin, to further engage and mobilise a wide range of stakeholders

#EuropeForCulture

As a contribution to the legacy of the European Year of Cultural Heritage, Europeana will run in this half year the [Europeana Migration Thematic Campaign](#), the [EuropeanaTech conference](#) and a Presidency event in Varna, Bulgaria.



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We are also tieing various social media campaigns to the year such as the [Europeana Colouring Book](#)<sup>9</sup> with 1445 book downloads. Europeana's support of and involvement in EYCH will emphasise on the impact and opportunities of the digital shift, drawing attention to what the EU can do for conservation, digitisation, infrastructure, research and skills development. Technology gives unprecedented access to cultural heritage, and using innovation and science is important for better presentation of heritage.

<sup>9</sup> Announcement tweet 102 RT, 177 likes: <https://twitter.com/Europeanaeu/status/960488180448415744>  
Creative Europe tweet 69 RT, 83 likes: [https://twitter.com/europe\\_creative/status/960517597967069184](https://twitter.com/europe_creative/status/960517597967069184)



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## 12. Europeana Network Association

### Overall update

Since the last update, the Europeana Network Association's activities have revolved around the Europeana Network Association's AGM, General Assembly, and the last 2017 Members Council meeting in December, 2017 Members Council elections, planning and execution of 3 Management Board calls and the first 2018 Members Council meeting, and work of the Network Task Forces and Working Groups.

### Membership

Association membership stands at [2117](#) (number updated 13/02/2018). The number includes around [450](#) unconfirmed members from the [2017 Membership campaign](#) that were approached again in January and February 2018 with a request to confirm their interest to remain in Europeana Network Association.

### Members Council – Milan 2017

The Members Council came together on 5 December in Milan for their third meeting of 2017. The meeting started with a debrief of the work of Task Forces and Working Groups throughout the year, and marked the approval of two new Task Force proposals: [Europeana Migration](#) and [Impact Assessment no.2](#). The Councillors were presented with the draft Association Business Plan and budget for 2018, and introduced to the 2018 Europeana #AllezCulture [Migration campaign](#). They also discussed the outlook for 2018 on the structure of the Association, and ways of engaging the Network and supporting the Association activities related to [2018 European Year of Cultural Heritage](#) (EYCH). In support of the Migration campaign and 2018 EYCH, the Council took part in the creation of a tweet bank on the template 'My favourite food/music/art is \_\_\_ @EuropeanaEU'.

*Related blog – December 2017: [AGM 2017 in Milan: Network Association's highlights of 2017 and priorities for 2018](#)*

### AGM and General Assembly – Milan 2017

The [AGM](#) took place on 6 December in Milan with 196 attendees. The programme focused on the ‘impact of culture on society’ and how it can be measured. The first session was dedicated to presentation and discussion of the [Europeana Impact Framework](#) and [Impact playbook](#) methodology. For a chance to win their own impact assessment, [10 selected contestants](#) pitched their ideas for value-creating projects. The Network members awarded Frank Drauschke for his [Transcribathon](#) initiative of the material collected in Europeana 1914-1918. During the last session on Europeana’s involvement in 2018 EYCH, the Network members were asked to share their predictions on what digital will bring to the Year, and launched the [#AllezCulture Thunderclap](#) ‘Europeana supports the 2018 EYCH, #SoDoWe’, releasing 340 tweets that reached over 400,000 people.

The General Assembly itself focused on highlights of the Association activities in 2017, and outlined the priorities for 2018. The attending members were presented with the new [Joint Europeana Aspiration and Network Association Approach](#), which they approved, as well as the [activity plan 2018, annual](#) and [financial report 2017, provisional budget 2018](#), and [modified Association Statutes](#). The Assembly also kicked-off the [2017 Members Council elections](#) that lasted until 14 December.

*Related blog – December 2017: [AGM 2017 in Milan: Network Association's highlights of 2017 and priorities for 2018](#)*

## Network Engagement

The recently ended Task Forces (in the process of final reviews) are [Advanced documentation of 3D Digital Assets](#), [Network Participation Framework](#), and [Impact Assessment TF](#). Task Force [Europeana Resource Citation and Object Identity Standardization](#) is about to approach its mid-term review. Task Force [Creation and Governance of EDM mappings, profiles and extensions](#) was approved in July 2017, but will only start its work in March 2018. Two new Task Forces were approved and started working in December 2017: [Europeana Migration](#) and [Impact Assessment no.2](#).

[5 Working Groups](#) are currently running. The [Library WG](#) has been working towards creating a Europeana community for the library sector. The [#AllezCulture, Data Quality](#) and the [Copyright WGs](#) are involved in ongoing activities. The [2017 Governance WG](#) has finalised the revision of the ENA [Statutes](#) and [Bylaws](#) as well as the 2017 elections campaign. The new 2018 Governance WG and AGM WG will be appointed by the Members Council in March 2018.

Since the last update, 3 Management Board calls were held. The preparations of the first 2018 Members Council meeting have started. The meeting is planned for 6 March in The Hague, Netherlands. The agenda of the meeting has been drafted and is currently undergoing review.

## **Members Council elections campaign 2017**

The 2017 Members Council Elections started with an [Elections campaign](#) on 21 September. The deadline for candidacy submissions for the 8 open seats in the Council was 13 November and the 26 candidates were announced on 20 November. The voting period started on 6 December during the [AGM](#) and ran until 14 December. The results of the elections were officially announced on 19 December 2017: the newly elected Councillors are [Sara Di Giorgio](#), [Peter Soemers](#), [Kate Fernie](#), and [Marco Streefkerk](#). The re-elected ones are [Ellen Euler](#), [Laura Carletti](#), [Marco De Nijt](#), and [Stephan Bartholmeij](#). The Councilors who completed their term are [Vladimir Alexiev](#), [Emmanuelle Bermes](#), [Reyes Carrasco Garrido](#), and [Marcin Werla](#).

634 Network members participated in the elections, which counted for 44.0% percent participation rate, which is higher than 2016 rate. The #EuropeanaElects hashtag was used 28 times, reaching a total audience of 28,703 people. Together with choosing their new representatives, the Network members voted in favour of all the key Association documents such as the [activity plan 2018](#), [annual](#) and [financial report 2017](#), and [provisional budget 2018](#), new [Joint Europeana Aspiration and Network Association Approach](#) and modification of the [Association Statutes](#). The Voting Committee reviewed the voting process and concluded that all the required conditions were met, and the results were valid.

*Related blogs:*

*May 2017: [Europeana Network Association invites the 2017 Members Council candidates to come forward](#)*

*November 2017: [2017 Members Council elections: introducing the 26 candidates](#)*

*December 2017: [Europeana Network Association welcomes its 8 new Members Council representatives](#)*

# 13. Forthcoming Events

## **Events complete overview 2018**

### **Europeana Network Association MC meeting**

Organiser: Europeana

Europeana Coordinator: Gina van der Linden/Zuzana Malicherova

Event Dates: 6 March

Event Location: The Hague, The Netherlands

Estimated amount of participants: 30

### **Europeana Migration Collection Day (launch)**

Organiser: Europeana / House of European History

Europeana Coordinator: Gina van der Linden/Ad Pollé

Event Dates: 15 - 17 March

Event Location: House of European History, Brussels, Belgium

### **Aggregator Forum - Spring**

Organiser: Europeana / German Digital Library

Europeana Coordinator: Gina van der Linden/Henning Scholz

Event Dates: 22 & 23 March

Event Location: Berlin, Germany

### **Europeana Strategy meeting under the Bulgarian Presidency**

Organiser: Europeana / Bulgarian Ministry of Culture

Europeana Coordinator: Gina van der Linden

Event Dates: 28 & 29 May

Event Location: Varna, Bulgaria

### **EuropeanaTech Conference**

Organiser: Europeana

Europeana Coordinator: Gina van der Linden

Event Dates: 15 & 16 May 2018

Event Location: Rotterdam, The Netherlands

### **Europeana Strategy meeting under the Austrian Presidency**

Organiser: Europeana / Austrian Ministry of Culture

Europeana Coordinator: Gina van der Linden

Event Dates: TBD

Event Location: Vienna, Austria

### **Aggregator Forum - Fall**

Organiser: Europeana

Europeana Coordinator: Gina van der Linden

Event Dates: TBD

Event Location: TBD

### **AGM 2018**

Organiser: Europeana

Europeana Coordinator: Gina van der Linden

Event Date: 3 December (TBC)

Event Location: Vienna, Austria (TBC)

### **Europeana Network Association MC meeting**

Organiser: Europeana

Europeana Coordinator: Gina van der Linden/Zuzana Malicherova

Event Dates: 4 December (TBC)

Event Location: Vienna, Austria (TBC)

Estimated amount of participants: 30

### **Europeana Migration Collection days & Transcribathons**

Organiser: Europeana

Europeana Coordinator: Ad Pollé

Event Date: Several dates in 2018

Event Location: Still to be determined locations in Europe

See other upcoming events on [Pro](#).

## 14. Europeana under the Bulgarian Presidency

As part of our contribution to the European Year of Cultural Heritage, Europeana will hold ‘*A 2025 vision for European cultural heritage*’ Conference on 28-29 May in Varna in collaboration with the presidency of Bulgaria, the Bulgarian Ministry of Culture and hopefully DG EAC, the DCHE and the National Coordinators. The event is co-organised by Europeana and [Pencho Slaveykov Public Library](#) who supports the initiative.

Pursuant to one of the key priorities of the Bulgarian presidency for culture, ‘*The presidency will propose Council conclusions on the need to foster cultural heritage in the policies of the EU. Emphasis will also be placed on the creation of quality and contemporary European content*’, the aim of the event is to continue work on our [vision for cultural heritage](#) for inclusion in the next European Culture Agenda and financing under the next multiannual financial framework (MFF). This should be a powerful message from Bulgaria positioning itself in the European cultural scene, it creates a legacy for the EYCH and places Europeana, as it approaches its 10th anniversary, at the forefront of cultural heritage for the next decade.

Commissioner Mariya Gabriel will open the Conference with a keynote speech. We hope to invite Bulgarian Minister of Culture Boil Banov, Pier Luigi Sacco as Navracsics Advisor on EYCH and the author of [Culture 3.0](#), a speaker who can inspire the audience with the possibilities for Cultural Heritage among others. A speaker from the Bulgarian libraries or archives will voice the Bulgarian vision for digital cultural heritage in Europe.

The event intends to create momentum, inspire, stimulate thoughts and reflection and establish recommendations for the Member States ministries of culture and the European Commission to envisage new horizons for the European cultural legacy.

## 15. Follow up on Maltese Presidency ‘Teaching about migration’ meeting

Europeana strategy meeting scheduled during the Maltese Presidency in May 2017 chose the topic of migration as a case study to 1) better understand “fit for purpose cultural heritage”, 2) explore what materials are needed to tackle this subject in class and 3) demonstrate how Europeana, ministries of Culture and Education, and cultural heritage institutions can help educators teach with more resources of higher quality, and with the nuance that can be provided by history, society, and culture. Together with the DCHE members and European Ministries of Culture and Education, we identified [six actions](#) that build on the 2015 Europeana for Education Recommendations as well as the implementation requirements for stakeholders (policymakers, CHIs and Europeana). These actions relate to funding, resource gaps and the need for best practice guidelines, co-created search vocabularies, increased digitisation, more content made available for educational reuse, and the creation of learning resources and cohesive collaboration among all stakeholders. They aim to create better access for educators to all types of migration-relevant digital educational material held in our cultural heritage institutions.

The actions present a model that can be used not only for the topic of ‘migration’ but for almost any subject area.

Europeana is facilitating networking and collaboration between the players by introducing processes and developing communities through Europeana Education. Europeana reuse team will contribute to the series of Europeana national workshops for data providers by promoting relevant reuse case studies and the action model for making cultural content fit for education. Europeana is also encouraging and sharing best practice, and is trying to track and record the implementation of these actions through the measures the ministries, cultural heritage institutions and educators take in each Member State across Europe.

Member States representatives on the Board can help prompt the full participation of relevant stakeholders to commit and implement these actions in the Member States ministries of culture and education and respective institutions, and get feedback from their colleagues in other Member States on how they have taken up these actions.

This can be particularly reinvigorated under the Europeana migration campaign and taking advantage of the opportunity of European Year of Cultural Heritage.

**The meeting briefing book is a public document.**

**END**