

Value Of Europeana

The e-Culture platform that demonstrates the digital single market

Europeana represents Europe's shared cultural heritage online.

- It connects 3,700+ of Europe's memory institutions and their digital content, across borders, promoting open access and use;
- It transforms our worlds of education, research and the creative industries, by supporting European digital access to trustworthy, clearly marked with rights statements, cultural heritage;
- It boosts the potential for e-commerce, working on non-geoblocked, open data and the modernizing of EU copyright rules for the digital age.
- It encourages everyone to contribute via it's family collection days and transcribathons on WW1 material. A new Europe-wide project will ask Europeans to contribute their personal histories to Europeana Migration, showcasing the richness of our multicultural society.
- As a Digital Service Infrastructure, Europeana delivers constantly improved connectivity and interoperability through frameworks and standards. It is the model for India, US, Brazil, Korea, Canada as well as within the EU by its member countries.

It needs €8 million per annum to operate effectively and meet the demands of 28 EU member states.

Europeana Strategy



Making it both easy and rewarding for cultural heritage institutions to deliver their data to the Europeana Digital Service Infrastructure results in wide and varied use of the material across the world, engaging citizens in their cultural heritage and contributing to economic growth in education, research and the creative industries.

Connecting Europe

As Europeana's data is fully interoperable in a fully fledged Digital Service Infrastructure, organisations from all 28 MS can generate websites and pan-European exhibitions from WW1 to Art Nouveau. This data also works in national education systems and research infrastructures. Our work on copyright reform supports the basis of a digital single market, concentrating on: ensuring the right to digitize, finding a comprehensive solution to out-of-commerce works access, and protection of the public domain, harmonized for all member states.

Income

The Europeana DSI and its supporting ecosystem rely heavily on the continuance of stable EU funding. Ministries of Culture across Europe continue to show their support with contributions of € circa 250,000 p.a. to cover matching funds for projects, such as Generic Services, and overhead or costs not covered by the Commission. Work with the creative industries has shown the power of cultural heritage to inspire but as most of these businesses are SMEs, they can not return monies directly to Europeana. They do however contribute to the overall economic and social growth of the EU. It should be noted that Generic Services projects do not support the core service platform. They are for specific MS and CHI projects helping to tie them to the core service.

What Europeana needs from CEF:

An operating budget of **€8 million** per year is the minimum needed to support 28 member states, maintain and modernize the Europeana platform, and develop Europeana Network Association.

Cost Centre	Allocated CEF Budget in €
Platform – development, APIs, maintenance, storage	2,937,900
Data ingestion, incl. aggregation across Europe	1,618,600
Policy, Frameworks & Standardisation (IPR, Publishing, Impact)	665,600
Markets; (each collection site and its marketing / comms / editorial activities)	1,605,100
End-user	709,800
Research	201,000
Education	539,500
Creative Industry	154,800
Promotion of Europeana	526,800
Network Association	646,000
Total	8,000,000

1. The budget for the core service platform:

Europeana is growing in content (over 50 million objects), technological development and user engagement. It is a global leader for similar platforms around the world seeking our expertise.

Despite the higher costs of running a growing platform to address the clear ambitions set out by the EU Member States in the Council Conclusions of 31 May 2016, the budget allocated for the DSI Europeana is decreasing every year. In real terms, between the budget of 2015 and 2016 we have seen a drop of nearly 15%. Work Programme 2017, indicates a further drop of 14%, which considerably reduces the ability of the core service platform to deliver the services requested by MS. Reduction of the budget to €7 million p.a. will have several direct consequences including:

- some pan-european thematic aggregators (film, museums, archaeology etc) not surviving, with a consequent decline in data quality and our ability to work with cultural heritage institutions in countries with no national aggregator.
- the slowing down of the connection of national education systems to Europeana. We are currently aiming to work with 5 national curricula per year.
- Social media engagement will be reduced, with a direct effect on the use of Europeana by the public.

As can be seen the major costs are for the Platform: infrastructure, data storage of 50 million items, back up, processing, translation, search and retrieval and indexing; the development of the user-friendly websites for public access, as well as R&D to improve the data model. These costs do not get less as we add more material and more uses to the site.

WE THEREFORE ASK YOU TO:

- adjust the indicated budget for the next work programme (2018) for the cost of running the core service from € 7 million to at least € 8 million, which is the minimum cost.
- allow a change in the text for the 2017 work programme from €14 million for a minimum of 2 years to €14 million for up to 2 years.

2. Support in the next Multi-annual Framework:

The 2018 European Year of Cultural Heritage shows the importance being given to cultural heritage as a pillar of the European Union, emphasizing its connection to education and the creative industries. This requires a digital infrastructure to be in place for Europe, and we have one, further advanced than any other continent. For the work of 2018 EYCH to have maximum impact in the following years, the DSI should be supported. The investment in Europeana will be lost if further structural funding is not found beyond 2021. No member state will take on solving the interoperability or cross-border issues that face the cultural heritage sector. EU support of the Europeana platform prevents market failure.

WE ASK THAT:

- Europeana retains its well-established DSI status.
- CEF Telecom Committee recognizes the importance of digital cultural heritage to the European Union, specifically in supporting research, education and the creative industries, by including it in the next multi-annual framework.