

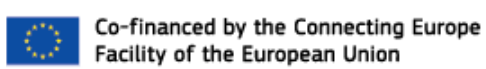


Europeana2019, National Library of Portugal, Lisbon, Sebastiaan ter Burg, CC BY

# EUROPEANA 2019

## Impact Assessment Report (July 2021)

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# Executive Summary

## Introduction

Europeana 2019 in Lisbon, was the first rebranded, reconfigured annual public conference of Europeana Foundation, giving a new dynamic to what had previously been known as the Annual General Meeting (AGM). It is notable for its repositioning of Europeana as a (leading) convener of the wider digital cultural heritage sector as opposed to a convener of its already established network. Though the two overlap, the idea was to reach a broader audience through this approach.

Europeana Foundation uses the Europeana [Impact Playbook](#) methodology to better understand the impact of Europeana's services on core stakeholders<sup>1</sup> (and predominantly, cultural heritage institutions (CHIs).

## Methodology

This impact assessment of the event has focussed on two stakeholders - the participants at Europeana 2019 and the local city. A mixed methods approach was taken, combining a post-event questionnaire with short interviews during the conference, in order to get multiple perspectives on the areas of investigation. An environmental impact assessment was also conducted to try to evaluate firstly, the negative carbon footprint of the event, and secondly, the actions Europeana took in advance (including limiting the use of single-use plastics, having a predominantly vegetarian menu and investing in carbon off-setting) to mitigate the environmental impact of the event.

85 responses were received to the post-event questionnaire, a good response rate of 36%. The questionnaire sample seems broadly representative when compared to the registration data (for example, in terms of Europeana Network Association membership rates and geographic location). Short interviews also gathered views from 12 attendees who had a variety of experience within the Europeana Initiative, ranging from non-ENA members to Members' Council representatives. It is felt that a balanced sample of those familiar and not familiar with the Europeana ecosystem were reached. The data were analysed after the event and the findings are presented in this report.

## About Europeana 2019 attendees

Europeana 2019 welcomed 238 attendees from 38 countries. The survey data suggest that 33% of attendees who were at the annual conference for the first time had also not been to any other Europeana events - and therefore constitute real new-comers to

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<sup>1</sup> We understand stakeholders as the beneficiaries of our activities



Europeana. 86.4% of the attendees were ENA members. Most attendees are from a heritage background and classify themselves as a member of a Europeana community.

## Findings

Below, six findings demonstrate where Europeana 2019 had an effect on participants and/or on wider society, the environment and the economy. The findings are mostly positive, balanced with a view of the negative environmental impact caused by the physical convening of professionals from across Europe and the world.

These findings correspond with the change pathway exercise developed for this Impact Assessment, and represent change over the short- and long-term. New networks, for example, might lead to new collaborations in the long-term. However, a key limitation to this impact assessment is that, at the time of reporting, we were unable to monitor long-term change for Europeana 2019 attendees. Tracking a cohort of attendees at events may be an approach that can be adopted in future to track long-term change, where capacity allows.

### 1. Growing attendees' networks

Network growth emerged as the area of strongest impact for Europeana 2019 attendees. This emerges both in the questionnaire and interviews, and is corroborated by 89% of attendees of past events who said that this was the strongest outcome for them previously.

As a result of attending Europeana 2019, participants made a median average of seven new contacts, and anticipate that they may work in future with around three of these people. This constitutes a baseline from which we can measure the network development resulting from future events. A network analysis shows us the density of international connections that Europeana 2019 created, as well as the connections it made between professionals from the same country who didn't previously know each other.

There was further additional networking value created by Europeana 2019. Where so many projects and initiatives are digital, Europeana's physical events offer the opportunity to meet peers and project partners face-to-face (where this otherwise may not happen), reported by over 50% of those who attended previous AGMs.

### 2. Gaining and sharing knowledge and skills

Europeana 2019 featured an extensive programme of parallel activities on different themes, relating to the communities encompassed within the Europeana Network Association (ENA). 51% of respondents reported gaining skills or knowledge that they can apply in practice. Participants also gained less tangible benefits from the conference, such as new perspectives, empowerment and inspiration. Looking back at the outcomes experienced by attendees of past AGMs/annual conferences, 74% of



respondents suggested that they shared information they had gained with others after the event(s).

### 3. Inspiring attendees to take action or to change something in their professional practice or organisation

Between a fifth and quarter of Europeana attendees are likely to change their activity or take action in some of the ways we expected. For example, 25% of respondents want to change how their organisation uses digital cultural heritage. Open text responses show that respondents are most likely to take action in relation to education and digital cultural heritage (e.g. use heritage in an educational setting), followed by collaborating with others at the conference, stimulating new projects or to be more involved in projects.

***'It gives me more courage to do things, because 'I'm not alone'***  
**Questionnaire respondent**

Europeana's approach to mitigating the negative environmental impact of the conference inspired three participants to take some degree of future action relating to climate change. This was an unexpected outcome.

### 4. Contributing to the feeling of a community around digital cultural heritage

Europeana 2019 enabled 74% of respondents to feel more connected to the work of one or more of the Europeana communities, and 69% of respondents feel like part of a community around digital cultural heritage. ENA community members are 14% more likely to report feeling like part of a community around digital cultural heritage than the general questionnaire sample.

From the small number of respondents who are not yet ENA members, the majority felt encouraged to join the Network as a result of Europeana 2019. Attracting and making the annual conference accessible and valuable for non-ENA members is therefore likely to contribute positively to ENA growth and the formalisation of connections between international professionals.

### 5. Environmental impact

Europeana 2019 is estimated to have had a negative environmental impact through air travel emissions equal to 100.7 metric tonnes of CO<sub>2</sub> emissions. This is equal, for example, to the same energy required to charge over 12,750,000 smartphones. Within the scope of this impact assessment it was not possible to measure the carbon footprint of other emission sources (e.g. catering, the venue, alternative forms of travel).



Attendees at Europeana 2019 reacted broadly positively to actions to offset the negative impact of Europeana 2019 - 34% of respondents said that it was extremely important to work on this issue, and on average, it was rated 7/10 in terms of importance.

Care was taken to [minimise the impact of the conference](#) on the environment. The analysis shows that the offsetting that Europeana invested in was appropriate to offset air travel emissions. However, air travel is only one aspect of negative environmental impact. Future in-person Europeana events should consider raising the level of investment in off-setting to encapsulate additional, as yet unaccounted-for emissions.

The data show that Europeana inspired a small number of attendees to take action regarding climate change. With this in mind, Europeana should consider how to share its lessons learned with others in the cultural sector, noting this is still a very new area of concern for many.

## 6. Economic impact

The positive economic impact for Lisbon was calculated by assessing additional 'tourism' nights accommodation and additional daily spend, as well as the hotel and daily spend directly associated with the conference. The data show that 39% of guests stayed for additional tourism days. During these days, they also spent more money than usual during the conference.

With a confidence level of 95%, we calculate that between €82,000 and €98,000 was invested into the Lisbon economy as a result of Europeana 2019 conference catering, hotel spend and additional tourism hotel and daily spend.

## Conclusions

The impact assessment of Europeana 2019 considered for the first time the economic and environmental outcomes of the annual conference. Europeana has a role as a *convenor* of the Europeana Network Association and its communities in digital cultural heritage. Europeana 2019 convened a large group of heritage professionals together in Lisbon to explore themes relating to connecting communities in cultural heritage. From this impact assessment we learn a lot about what happens when you convene the professional heritage community around a discussion of communities in digital cultural heritage.

You create economic impact for the local host city. You create opportunities for those new to Europeana events (estimated at 33% of attendees of Europeana 2019) to get more involved. Perhaps the most important outcome of convening people is the creation of new networks and connections between heritage professionals, through which further outcomes can emerge (e.g. future collaboration and locking-down funding).



Community outcomes are strong in other ways, too. As well as feeling more connected to Europeana's work with its specialist communities and as part of a community around digital cultural heritage, the benefit of convening a community can be seen to ripple beyond the immediate participants to the wider cultural heritage community. Attendees of past AGMs told us that they shared knowledge with others, and we anticipate that this will be the case for Europeana 2019. We won't know if this will also be the case with this cohort but Europeana 2019 created the conditions for this to happen.

We also see a negative side in terms of the environmental impact. Europeana's investment in carbon offsetting was appropriate<sup>2</sup> to offset the estimated carbon emissions caused by the air travel needed for over 90% of attendees to get to the conference. However, this didn't take into consideration other environmental costs, such as hotel stays, in-city transportation, or other forms of transportation needed to get to the conference.

With Covid-19 later putting a stop to all in-person events, digital events had to be explored as mechanisms to bring together the community. This Europeana 2019 impact assessment acts as a baseline in terms of both learning, networking and environmental outcomes. It will be important to track to what extent these outcomes can be delivered in all-digital or other hybrid formats in order to balance the environmental cost with the impact for heritage professionals and wider society that Europeana is tasked to deliver.

## Validation and next steps

This report was shared with the Members Council of the Europeana Network Association for validation. It is to be published alongside the [impact assessment of the Europeana 2020 conference](#).

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<sup>2</sup> Noting the ongoing criticisms of carbon off-setting initiatives, e.g. this article from Greenpeace <https://www.greenpeace.org.uk/news/the-biggest-problem-with-carbon-offsetting-is-that-it-does-nt-really-work/>



## Overview of this report

This report is structured as follows. Sections (apart from the methodology) include interpretation and summaries, and some include 'explainers' for additional context. For ease of reading, to reduce the length of the report and to avoid duplication, charts frequently referred to are placed in Appendix 1.

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## Acknowledgements

Many people were involved in the review of this report, including Gina van der Linden (without whom the conference couldn't have taken place) and Patrick Ehlert (who supported the environmental impact assessment). Thanks also to the members of the Europeana Network Association Members' Council who took the time to review and validate this report. Most importantly, thanks to the attendees of Europeana 2019 who took the time to respond to the questionnaire and to discuss their thoughts during the mini-interviews.



Image ([STB20929](#)) of the conference attendees by Sebastiaan ter Berg on Flickr. CC BY.



## Methodology

This impact assessment (IA) follows Phase 1 of the Impact Assessment playbook. The approach also informs Phases 2 - 4 which are currently in development. Phase 1 relates to impact design, setting out how we think that an activity has impact. To do so, we worked collaboratively internally to create a Change Pathway, building from this to develop indicators, possible questions and a data collection plan.

For this IA, we also identified the following stakeholders:

- Conference participants (representatives of heritage organisations) (a focus of this impact assessment)
- The host city (a focus of this impact assessment)
- Local host organisation
- European Commission
- Local GLAM sector
- Europeana

We then had to prioritise this list. The first two stakeholders were prioritised for this impact assessment. The remaining four stakeholders were not directly considered in the research design, although many of the findings are relevant to them.

In the change pathway developed for this Impact Assessment, five outcomes were prioritised:

1. Increasing knowledge about current trends and good practice in DCH
2. Extending one's network
3. Learning something new
4. Increasing the sharing of knowledge in the sector
5. Feeling part of a community of practice around cultural heritage

This meant that these outcomes would be explored in the post-event survey (alongside leaving space for unexpected outcomes to emerge). Noting that the post-event survey approach only provides a short-term perspective, those who attended past AGMs/annual conferences were asked about the outcomes that may have emerged from these. This was done to help validate the outcomes emerging from Europeana 2019 and to start to track longer-term change.

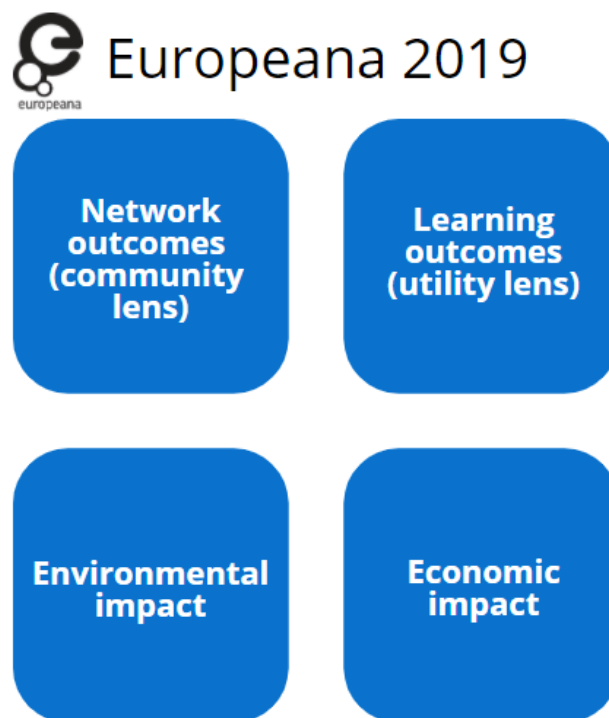
## Key aspects of the impact assessment

These can be seen in four parts.

1. Learning outcomes, including:
  - a. New knowledge gained
  - b. Knowledge shared with others
  - c. Desire/drive to change practice in their organisation relating to digital
2. Network outcomes, including:



- a. New networks made
- b. Likelihood of collaboration
- c. Connections with existing network
3. Economic impact for Lisbon
  - a. Local spend and time spent in Lisbon by conference attendees (additional to the conference)
  - b. Estimated tourism hotel spend and average daily spend by participants
4. Environmental impact assessment
  - a. Method of travel (by local and international participants) - public transport or otherwise
  - b. Number of flights



**Figure 1.** An illustration of the four key components of the impact assessment of Europeana 2019.

## Data collection

We used a mixed methods approach, combining a post-event questionnaire with short interviews during the conference, in order to get multiple perspectives on the areas of investigation.

### Post-conference survey

We shared an anonymous questionnaire with participants within a week of the conference, and this remained open for several weeks. We sent reminders after one week. There was a good response rate: 85 responses out of 238 attendees (not including Europeana staff). This is a response rate of 36%, which we feel provides a good sample of perspectives.



65 responses were from paid attendees, 20 from a category of 'other attendee' which includes those who didn't pay for their ticket, e.g. Members' Council representatives and invited attendees. No views of Europeana staff were included in these data.

Question themes included:

- Satisfaction ratings and feedback on the event: this is, however, not reported unless directly relevant to the impact assessment analysis
- Outcome areas
  - Professional outcomes for CHIs
    - Network
    - Learning
    - Other value
  - Contribution to local economy
    - Additional nights and tourist spend
  - Environmental impact
    - Method of travel
    - If air travel, from where did they travel and how many stops were required

### **Short semi-structured interviews with Europeana 2019 attendees during the event**

The researcher conducted interviews with 12 attendees, a mix of ENA members/non-members and first-time/repeat attenders of Europeana annual conference, using convenience sampling. Interview question areas included:

- Is this your first time at the Europeana annual conference? (*if no, how many times had they been before*)
- Is there a community of practice around DCH, in your opinion? What role does Europeana play in this?
- What value does/did the Europeana annual conference have for you?
- Why did you come/expectations? (*are you part of a Europeana project*)
- Have you learned something useful at the conference?
- Will you do something differently as a result of the conference?

The anticipated value of this approach was to:

- Research the materiality and type of impact attendees report (qualitatively)
- Start to investigate any differences of opinion between new and frequent attendees
- Investigate the idea of a community of practice around DCH and Europeana's role in this
- Add additional perspectives to questionnaire responses



## Data validity and representativeness

### Who were our survey respondents?

When comparing the registration data and survey responses in Table 1, we see that the top 10 most represented countries in the conference are also well represented in the survey responses. This suggests that the survey findings can be considered to be broadly representative of conference attendees.<sup>3</sup>

#### Geographical location

Comparison of the event registration data with the survey response data

Country	Registered participants (10 most represented countries)	Corresponding number of survey responses
The Netherlands	49	11
The UK	23	9
Germany	22	6
Portugal	17	4
Belgium	15	4
Italy	14	4
Denmark	10	3
Spain	10	5
Greece	9	9
Albania	8	9

Source: Europeana 2019 survey • Created with Datawrapper

**Table 1.** A comparison of the geographic location of registered participants and survey respondents

On the other hand, almost a quarter of the survey responses (20 out of 85) received were from 'other' attendees, namely Members' Council representatives, invited guests, etc. This is disproportionate to general attendance and could result in some positive bias in the responses.

It is also an assumption that there could be more positive bias from those who had been at Europeana events previously, suggesting a familiarity with the Europeana initiative. To investigate this in a light-touch way, it was decided to spot-check this in the questions 'Can you summarise what you learned or benefitted from by attending Europeana 2019?' and 'Has what you learned or benefitted from at Europeana 2019 inspired you to do something new, or to do something differently?'. Where negative

<sup>3</sup> The analysis shows that there is one more survey response from an Albanian attendee than there were Albanian participants registered for the conference. Looking more closely at the data, all responses were complete and none came from the same IP address (these data are collected automatically by SurveyMonkey). We therefore took no action to remove any of the responses from Albanian participants.



responses emerged, these correlated to those who selected 'No, I've been to other annual conferences/AGMs and/or events', suggesting there is a pre-existing familiarity. However, two of the negative responses to the question 'Can you summarise what you learned or benefitted from by attending Europeanana 2019?' came from representatives of the Members' Council. This suggests that, if there is bias in the dataset, the reasons are not as simple as familiarity to the Europeanana initiative corresponding to positive responses about the event.

All responses were collected anonymously to encourage honest, open and critical responses, particularly from those who are familiar with the Europeanana initiative. The intention was that this might have a positive effect on reducing any bias.

## Who were our interviewees?

The sample of interviewees was not agreed in advance; due to the limitations of the venue and scheduling it was difficult to know what perspectives could be gained at which stage of the conference. The researcher, having worked in Europeanana, is familiar with some ENA members, predominantly those actively involved in the Members' Council or wider Europeanana initiative. However, because it was a busy conference, the researcher took the opportunity to speak to people who were on their own or who happened to be sitting close by (so-called 'convenience sampling'), aiming for a sample of around 50% unknown to them and 50% known.

This 'organic' approach appeared to result in a small but varied sample of the audience. Twelve perspectives were captured, of which:

- Seven were new to Europeanana AGM/conference.
- Half were ENA members, suggesting that through the interviews we gained more views from those not very familiar with the Europeanana initiative than in the questionnaire.
- There was a mix of GLAM professionals, researchers and project coordinators/leaders, with fewer educators proportionally than for the questionnaire.

Overall, this can be interpreted to show that we reached a sample that balanced those familiar with and those not familiar with the Europeanana ecosystem.

## Summary

Interviews were conducted on an ad hoc basis at the event. There was a degree of subjectivity involved, as the researcher is familiar with some of the interviewees in the wider Europeanana ecosystem. However, a pragmatic approach allowed views to be gathered from seven participants who were new to the Europeanana AGM and six participants were not ENA members, a sample that balanced those familiar and not familiar with the Europeanana ecosystem.



Our questionnaire sample seems broadly representative when compared to the registration data (for example in terms of ENA membership rates and geographic location). The response rate to the questionnaire was 36%, which is a good sample of the conference, although there are disproportionately more responses from those who didn't pay for their tickets (e.g. Members Council representatives, invited speakers). When testing if familiarity to the Europeana initiative created a positive bias among respondents, it was found that the picture is more complex and that a positive bias cannot be assumed.

The findings are presented with a confidence-level of 95%. Taking into account the sample response (36%), this equated to a margin of error of 9%.<sup>4</sup> This figure has been used to calculate the economic impact presented later in the report.

In the analysis, we try not to overclaim the impact of the conference and acknowledge that for some conference participants, its impact may be overlapping with other services such as membership of the Europeana Network Association.

Collecting longitudinal perspectives on the change generated by Europeana 2019 (e.g. through participant interviews months after the conference) was not possible in the context of this Impact Assessment. However, this could be prioritised in future, and could ultimately be more beneficial than interviews with attendees at the event itself. These more substantial interviews - as part of tracking a cohort of attendees at events - may be an approach that to adopt in future to track long-term change and inform institution-specific case studies.

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<sup>4</sup> <https://www.surveymonkey.com/mp/margin-of-error-calculator/>



## Who were the attendees?

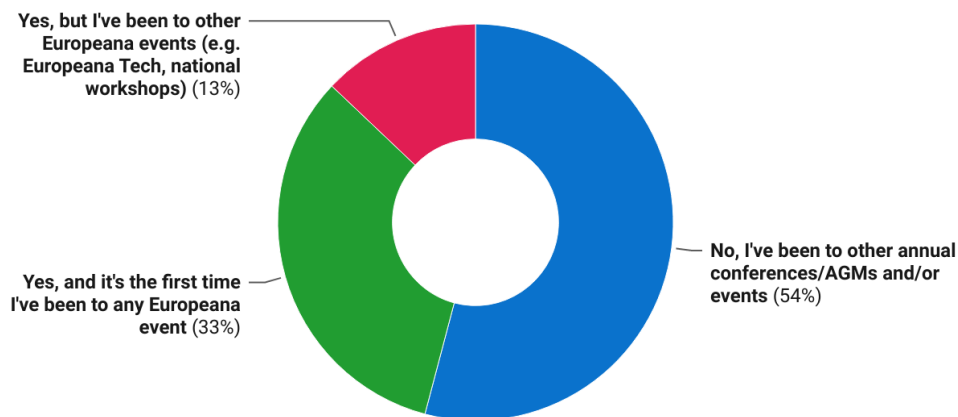
### Geographic location

Europeanana 2019 welcomed 238 attendees from 38 countries<sup>5</sup>, which marks an increase when compared to 2017 and 2018, when 35 countries were represented each year.

### Familiarity with Europeanana

Prior to Europeanana 2019, Europeanana Foundation staff manually calculated that over 50% of registered participants hadn't attended Europeanana's 2018 AGM.

### Is this your first time at the Europeanana annual conference (previously the AGM)?



Source: Europeanana 2019 survey • Created with Datawrapper

**Figure 2.** A pie-chart showing Europeanana 2019 attendees' experiences of other Europeanana events.

The survey data concur - 54% of respondents had been to other AGMs or annual events. A small proportion of attendees (13%) had been to other Europeanana events. **28 respondents (33%) were at the annual conference for the first time and had also not been to any other Europeanana events** - therefore constituting real 'new-comers' to Europeanana.

#### Explainer

2019 was the first time that the annual conference and annual general meeting was labelled as a conference, and not an AGM. The AGMs were always open to external participants, but the name shift was more than semantic - it reflected a more outward-looking approach and the desire to widen participation in Europeanana events.

Europeanana 2019 additionally featured one day pre-meetings, for which participants registered separately. This data is not included in this analysis.

<sup>5</sup> Excluding Europeanana staff, taken from registration data





In the survey and the interview, we also asked participants to tell us if they were existing Europeana Network Association members and if they had been to the annual Europeana event before. These do not necessarily overlap; some people may be members for a long time before they come to an event, some members do not come to the events and some attendees are not Network members. However, the majority of respondents are Network members (of the responses given, 76 (89%) reported being a member of ENA compared to nine who are not). When the registration data was manually analysed, this shows a similar rate (86.4% of attendees are ENA members) suggesting that the survey is a broadly representative sample of conference participants.

## Professional background

We asked survey respondents to choose their background from a checklist of options and an 'other' open text field. Multiple options could be selected. The results show that most respondents are from a GLAM background and classify themselves as a member of a Europeana community.

### Professional background of survey respondents

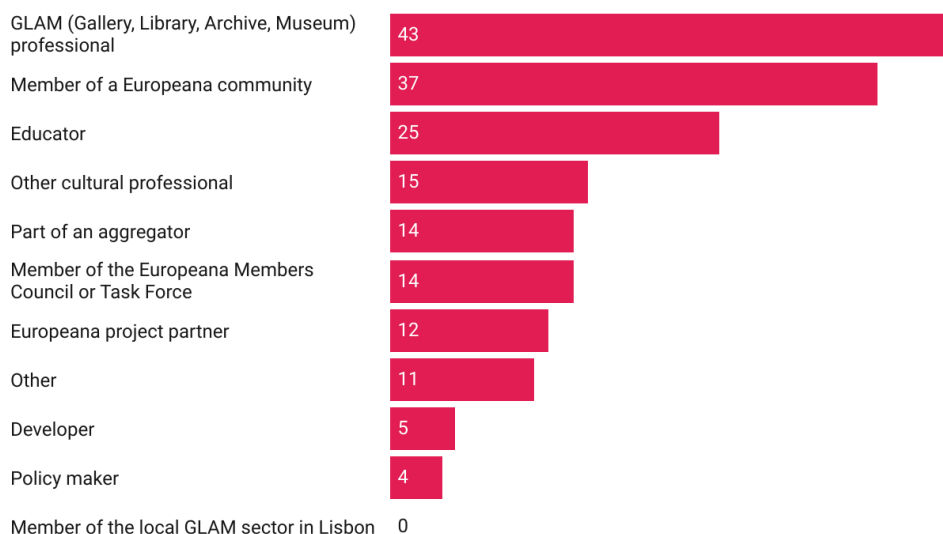


Chart: Respondents could select multiple options • Source: Europeana 2019 survey • Created with Datawrapper

**Figure 3.** Bar chart showing the professional background of Europeana 2019 survey respondents.

### Explainer

There are six Europeana Network Association (ENA) communities: EuropeanaTech, Education, Research, Communicators, Copyright and Impact

The education audience was well-represented in the survey: 'education' does not only apply to classroom education, as appears to, for example, in the Europeana Education community that works predominantly with school-teachers. Many heritage



professionals are also educators but at University level, for example. Heritage education professionals might also choose this option.

## Findings

### 1. Expanding participants' networks

An assumption based on experiences of past conferences/AGMs is that one of the strongest outcomes for attendees is the opportunity to grow their network. This impact assessment was an opportunity to test this.

In Figure 1 in Appendix 1, we see that 22 survey respondents referenced expanding their network when asked in an open text question what they had learned or benefitted from as a result of Europeana 2019. This was the most frequently referenced response.

The median average<sup>6</sup> new contacts made by an attendee of Europeana 2019 was seven, and it is estimated that they would potentially collaborate with three of these contacts. This is an encouraging response. These data will help us set a baseline to monitor the networking outcomes at future events.



**Figure 4.** Illustration showing the median average new contacts made (blue) by participants and the estimated number of those whom they might collaborate with in future (green).

In Figure 1 in Appendix 1, developing a network emerges as the strongest outcome Europeana 2019 had for its participants. The open text data that underpins this chart is equally illuminating, and describes in detail the networking value for participants (some quotations are shortened):

- *It was great to meet other professionals from Europe and share projects, knowledge, experiences*
- *....It was also a very good forum for networking and I made several new connections and strengthened existing ones...*

<sup>6</sup> The median is more representative in this case, as the data featured a wide range of responses. See Table 1 in Appendix 1.



- *...Besides networking, which is a crucial part of the Europeana annual event, I appreciated a lot the possibility to interact with the representatives of the EC...*
- *The ability to speak to a lot of different people helped a lot....*
- *The main value is networking.*
- *I gained some skills and contacts*
- *I have learned so many useful things about using Europeana in my daily work and I have met many new professional colleagues from different fields of Education and Cultural Heritage*

Some important perspectives also emerged from the short interview data:

- Europeana provides perspectives on new topics in digital cultural heritage, as well as on activity across Europe (and potentially wider), adding additional value to national and local perspectives:
  - *the value for me is actually to have professional contacts that help me on my way in the workforce and further, to actually have people that help me find the gaps in my knowledge. So the things that I don't know but I haven't known about further before. Having people that connect me internationally because especially if you study it you're mostly focused on your national associations and your national networks and Europeana has been an eye opener across the borders (ENA member, has attended multiple annual events)*
  - *I am very much enjoying this conference here because it's not that much that you find in places where people from the heritage sector also meets people which are more familiar with digital topics and aspects (GLAM communications professional, not an ENA member, first time at the annual conference/AGM)*
- A widened network can help to provide solutions in one's work.
  - *[the value for those who come to the conference for the first time is that] they get to know people who can help them in many different ways. Solving real life and real project problems. So yes, this is really very approachable network (Members' Council representative)*
- An open text response in the post-workshop survey also corroborates this perspective:
  - *I learned that there is an incredible network of dedicated professionals out there who are working on and/or interested in similar areas than me. Going forward, it is great to know that medium-scale organisations like mine can get on board with digital cultural heritage without the need to reinvent the wheel.*
- One of the values of a network is learning about other people's work and developments in the sector. It reinforces the value of such networking events to avoid situations where people 'reinvent the wheel'.
  - *....it's nice to see here where everyone else working on, if there's overlap, like we were just talking about some of the things we were working on and there's quite a bit of overlap I didn't know about and otherwise I wouldn't have know about (not an ENA member, has been to Europeana annual events before)*





## Looking back to previous conferences

To further validate our assumptions that annual events widen participants' networks, we asked those who had attended *previous* annual Europeana conferences what the main outcomes of the event(s) had been. Figure 3, Appendix 1 illustrates that extending their network was the top outcome of past attendance, acknowledged by 89% of those who had attended past AGMs.<sup>8</sup> This adds confidence to our statement that the impact of Europeana 2019 for attendees included network growth.

Figure 3, Appendix 1, also shows that previous AGMs or annual events offered those involved in the wider Europeana initiative (including generic services projects and other EU-funded activity) the opportunity to meet face-to-face, which we also categorise as a networking value. Over 50% of respondents said that past AGMs and conferences provided an opportunity to meet partners or colleagues for the first time in person. This is backed up by one interviewee, who stated that at past AGMs *'there was a lot of people I met for the first time, before that it was always kind of virtual'*.<sup>9</sup>

## 'A wider network leads to new projects' - our assumption

In the Europeana 2019 change pathway, the assumption is set out that creating connections between sector professionals will lead to new collaborations, new projects and new innovation and development in the sector. At this stage in time, we are unable to see the long-term results of Europeana 2019. However, in order to investigate our assumption that wider contacts lead to new project activity, we asked attendees of past AGMs/conferences what the main outcomes had been. The results are fairly positive: the data show that 30% of respondents met new contacts who became project partners and 22% of respondents initiated a new project (see Figure 3, Appendix 1).

Some open text responses suggest that a small proportion of respondents are likely to collaborate with others, at the conference, to stimulate new projects or to be more involved in projects (10 responses, see Figure 5, Appendix 1). When asked what the most important part of the conference was, two responses suggested that it was the opportunity to initiate new project activity (see Figure 2, Appendix 1). This is a network value, but it also relates to sectoral development.

From a more observational point of view, one interview respondent remarked that Europeana 2019 avoided the competitive nature of some conferences, instead creating a collaborative atmosphere. This is worthy of further research, as this relates to Europeana's position as a development organisation in the cultural heritage sector.

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<sup>8</sup> There were 46 responses to this question. 41 out of 46 represents 89%.

<sup>9</sup> Interviewee now sits on the Members' Council



## Network analysis of new connections at Europeana 2019

Using the data provided by respondents about where their new contacts were from, we applied social networking methodology<sup>10</sup> to understand the global impact of the network that Europeana creates around digital cultural heritage. More detail about the approach is set out in Appendix 2.

Figure 6 below shows that there are certain countries that are central in the network (closer in the middle of the diagram) created by Europeana 2019.<sup>11</sup> The countries that were least represented (in the conference and/or the questionnaire sample) and made the fewest network connections are found at the outer edges of the diagram with the fewest links to other countries (e.g. Cyprus, Croatia, Luxembourg).

The diagram also highlights another unexpected networking value: that Europeana 2019 helped grow networks within cultural heritage sectors in many countries. The circles by certain country names represent when connections are made within that country (e.g. below we can see Greece, the UK, Portugal, Hungary, Ireland, Italy, Brazil). An open text response also backs up this data:

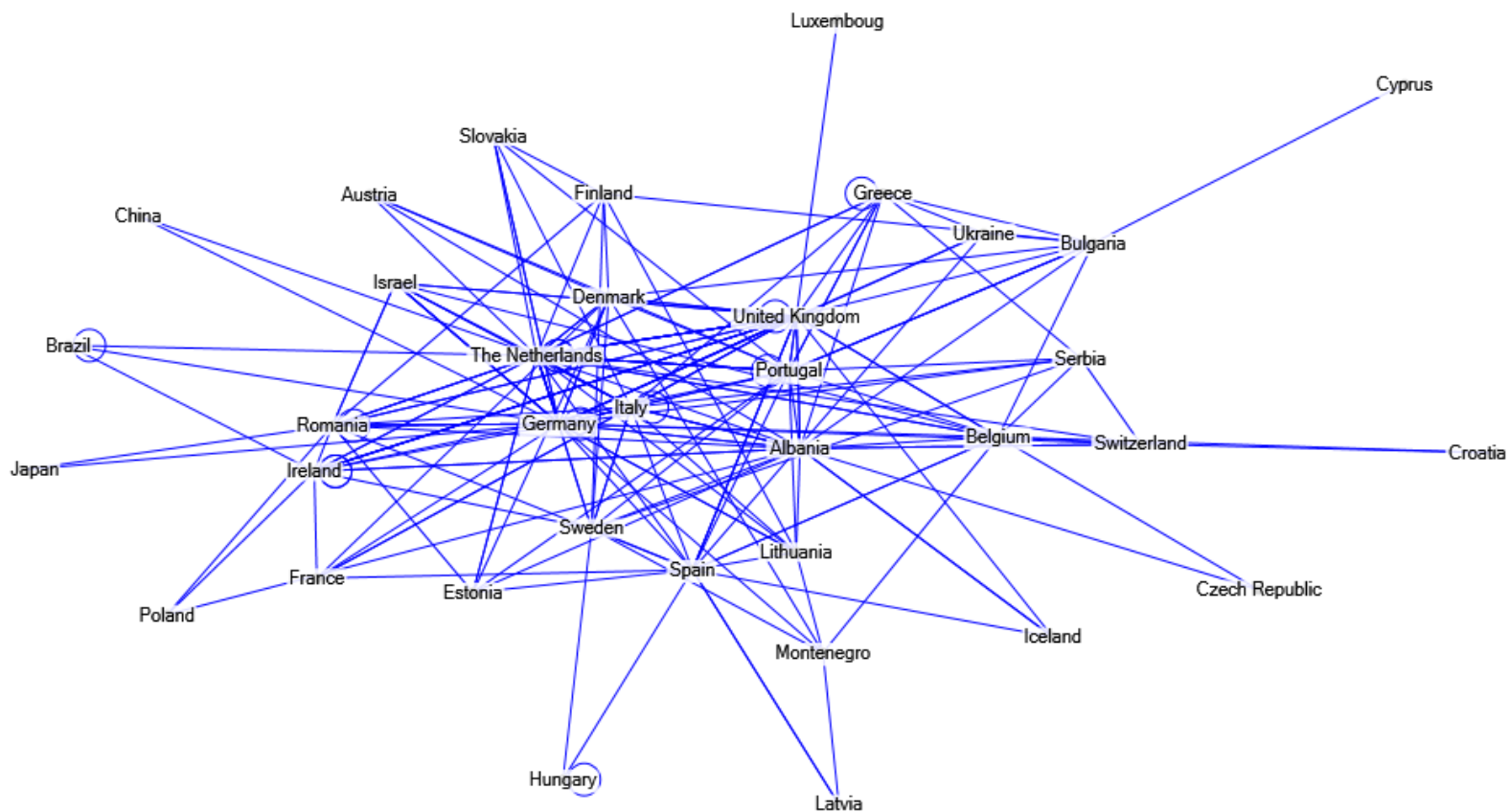
- *I met other GLAM professionals from Ireland who I didn't know previously.*<sup>12</sup>

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<sup>10</sup> The aim of social network analysis is to understand a community by mapping the relationships that connect them as a network, and then trying to draw out key individuals, groups within the network ('components'), and/or associations between the individuals.' Source: UK government [How to Guide](#)

<sup>11</sup> The data represent connections made by people (represented by countries) attending Europeana 2019.

<sup>12</sup> From the open text responses to the question *Can you summarise what you learned or benefitted from by attending Europeana 2019?*



**Figure 6.** network analysis showing how countries are represented in the network created by Europeana 2019, produced using Node XL.<sup>13</sup>

## Summary and interpretation

Europeana 2019 created opportunities to grow participants' networks. Network growth emerged as the area of strongest impact for Europeana 2019 attendees, both in the questionnaire and interviews, and is corroborated by 89% of attendees of past events who said that this was the strongest outcome for them previously.

Europeana created connections amongst professionals at an international level. Each participant is estimated to have made seven new contacts, and may collaborate with three of these. A wider network is likely to lead to further project collaboration - 30% of attendees of past events met new contacts who became project partners. Furthermore, Europeana 2019 also created a networking impact at a local level, by creating new connections amongst professionals from the same country, potentially creating opportunities for closer national collaboration.

There was further additional networking value created by Europeana 2019. Where so many projects and initiatives are digital, Europeana's physical events offer the opportunity to meet peers and project partners face-to-face where this otherwise may

<sup>13</sup> The data (open text responses) suggest that attendees made contacts with representatives from China, but there were no registered Chinese attendees.



not happen, as reported by over 50% of those who attended previous AGMs. This is a moment to consider how outcomes might change if future events were digital-only. Would the networking impact be as strong, and how could this be facilitated?

A network analysis shows that some countries dominate in the network created by Europeana 2019 (in terms of representation and thus making new connections). Europeana could aim to widen geographic representation at its conferences so that networking value is more widely felt.

When commencing the overall programme of 10 impact assessments we had planned to complete an impact assessment on both Europeana 2019 and the ENA together. However, we realise that for many, the impact of these two things might be difficult to separate. For that reason, we didn't ask any questions about the value of ENA specifically in this questionnaire, and we also decided to leave space between collecting data for Europeana 2019 (Nov/December 2019) and ENA (planned to be March/April 2020). We feel that our approach has led to a clearer focus on the impact of Europeana 2019.





## 2. Participants gain (and share) skills and knowledge

Participants gained new knowledge and skills, as well as perspective and inspiration

As a result of attending Europeana 2019:



51% of respondents reported gaining skills or knowledge that they can apply in practice

**Figure 7.** Taken from figure 4, Appendix 1

Figure 1 in Appendix 1 shows that the second most frequent outcome for Europeana 2019 participants is around learning something new or expanding one's knowledge. In the open text question responses, the conference topics are mentioned frequently. The top three responses relating to conference content reference are:

- Europeana Education or heritage in education (11 responses)
- Copyright and/or FAIR practices (10 responses)
- IIF or EuropeanaTech topics (9 responses)

Europeana 2019 featured an extensive programme of parallel activities on different themes, relating to the networks encompassed within the Europeana Network Association (research, impact, copyright, EuropeanaTech, communication).

The elements of learning identified by participants are varied but mostly reflect the conference content. The most frequently referenced areas of learning relating to the conference topics are shown in Table 2 below.

Response type (coded from open text)	Number of responses
Learned more about Europeana Education or educational reuse of digital heritage	11
Learned more relating to copyright or FAIR principles	10
Learned valuable information about new projects	10
Learned more about IIF, 3D or EuropeanaTech topics	9
New perspectives, ideas, inspiration, empowerment	8
Learned more about the Impact Framework	4
Learned about or valued the climate/sustainable approach	2
Gained research-related knowledge or perspective	2



**Table 2.** The most frequently-referenced areas of learning in the open-text responses given.

Figure 1 in Appendix 1 also shows that only a few people said that they learned nothing or didn't benefit in any way. Responses to a question where participants had the option to pick as many or as few suggested outcomes from a checklist (results shown in Figure 4 in Appendix 1), shows that over a third of respondents gained skills relevant for their work and that over 50% gained skills or knowledge that they can apply in practice.<sup>14</sup>

Responses to the question 'Can you summarise what you learned or benefitted from by attending Europeana 2019?' (data shown in Figure 1 in Appendix 1) also show that participants gained what has been categorised as 'new perspectives, ideas, inspiration, empowerment', with open text responses highlight this as follows:

- *I've learned a bit more how Europeana works and now I feel empowered to work on projects with digital cultural heritage in my country*
- *new knowledges and information, new colleagues, new perspectives*
- *Realized that our work that we are doing locally is important and interesting globally*
- *Renewed friendships and inspired by colleagues*

## Participants share knowledge

Looking back to past annual conferences/AGMs:



**74% of participants shared information they learned with others**

**Figure 8.** Illustration showing that participants of past AGMs or annual conferences shared information they learned with others. Taken from Figure 3, Appendix 1.

It was desired to know if participants of events are likely to share any knowledge they gain. This is because of an assumption that sharing knowledge means firstly that it has value and secondly, that dissemination and sharing of knowledge strengthens and further develops the sector. When we asked participants of past Europeana annual events what the outcomes had been for them, 74% suggested that they shared information with others (this was the second most chosen option in the checklist in Figure 3, Appendix 1).

However, sharing knowledge did not emerge strongly when open text responses (e.g. to the question relating to the outcomes of Europeana 2019) were analysed. This is likely to be because of the short timeframe (one to three weeks) after the conference in which participants were surveyed.

<sup>14</sup> It is likely that participants do not see much of a distinction between these categories. Future surveys should thus use only one measurement to understand the extent to which respondents gained skills they can use in their work.



The data gained from the short interviews illustrated the ways in which participants of Europeana 2019 might go on to share knowledge with others:

- *I have to motivate [my] institution, so I have to motivate myself first. And I want to see with my [own] eyes what Europeana do for cultural institutions...to teach museums and institution the work that you are doing with Europeana (ENA member, hadn't been to AGM before)*
- *I just talked to my colleague that we're going to write a blog post in [country], targeted at our [country] data partners that they should also join the network association actually because we can take a lot of information away and we can try to spread it, but it would be great to have actually more [of our] museums and especially all the smaller museums here at the conference to kind of diversifying what we think Europeana as an experience is to them. (ENA member, had been to AGM before)*

The first quotation suggests that sharing knowledge is a necessary (and therefore conscious) part of inspiring or initiating change. The second suggests that knowledge from Europeana 2019 can be shared consciously to encourage the widening of ENA membership in their country. This has additional perspective because it shows that the respondent believes that ENA membership is valuable, enough to encourage others to join, and the content of Europeana 2019 was worth sharing with others.

## Gain insight on trends and developments in digital cultural heritage

Europeana 2019 was the first year when the European Commission (EC) held a roundtable with participants. This event was a popular option amongst attendees and was quickly oversubscribed. This may be a factor behind the data that show that Europeana 2019 gave participants a view on broader changes and developments in digital cultural heritage.

In Figure 1 in Appendix 1, participants of Europeana 2019 are shown to have learned about changes, challenges, current trends, policy or developments in digital heritage (17 responses). Some of the open text responses give an insight into what this outcome looks like for participants:

- *Besides networking, which is a crucial part of the Europeana annual event, I appreciated a lot the possibility to interact with the representatives of the EC. The workshops on EOSC and FAIR principles were more than useful. [...]*
- *Knowing more about the work of communities I am not part of; current trends and developments in the policy of cultural heritage data; useful softwares and applications to disseminate our knowledge*
- *Better understanding of main stakeholders and state of the art in the sector*
- *I've learned more about how things are developing within cultural heritage institutions across Europe*
- *concluding that many focus areas are the same as prioritised nationally*
- *Exchanging with people Being aware of the opportunities for stakeholders in the implementation process of the new copyright rules*



They highlight a number of higher- or policy-level areas, such as ‘trends’, ‘development’, ‘state of the art in the sector’, national priorities, policy implementation, and interactions with members of the EC delegation at the conference. At least one participant had gained a similar perspective from a past annual event(s)<sup>15</sup>:

- *updated on the political visions and status regarding the focus areas*

Europeana conferences, then, provide knowledge and skills that can be applied in practice as well as higher-level perspectives on sector developments. These two areas are mutually reinforcing, but the expectations of attendees who desire one or other of these angles should be balanced. Although the data show that 61% of attendees had achieved or partly achieved their goals (see forthcoming section), one open text response raises the challenge of meeting the expectations of those who want to gain practical actionable knowledge, alongside those who want more strategic insight and perspective:

- *I wanted to learn technical aspects that helped me on my daily work, and it wasn't accomplished. It was a bit too theoretical and philosophical*

## Summary and interpretation

Europeana 2019 featured an extensive programme of parallel activities on different themes, relating to the communities encompassed within the Europeana Network Association. Although respondents are most likely to have benefitted from the network they could create at Europeana 2019, many respondents also refer to the value of the conference content. 51% of respondents reported gaining skills or knowledge that they can apply in practice. While this shows that a good proportion of attendees gained useful skills or knowledge, this could be improved, and these data can act as a baseline for future events. Participants also gained less tangible benefits from the conference, such as new perspectives, empowerment and inspiration.

74% of attendees of past AGMs or conferences suggested that they had shared knowledge they learned with others, but in the short-term, it is more difficult to understand if knowledge-sharing has been or will be an outcome of Europeana 2019. In the interview data, there are some examples of Europeana 2019 attendees planning to consciously share the knowledge gained.

A theme also emerges from the data that Europeana 2019 created impact for participants, namely that they were able to learn more about trends and policy in the sector. Respondents highlight a number of higher- or policy-level areas, such as ‘trends’, ‘development’, ‘state of the art in the sector’, national priorities, policy implementation, and interactions with members of the EC delegation at the conference. Although the data show that 61% of attendees had achieved or partly achieved their goals for the conference, the challenge of meeting the expectations of those who want to gain

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<sup>15</sup> When we asked participants about outcomes from past AGMs/conferences, one respondent selected the ‘other’ option and provided the text shown.



practical actionable knowledge with those who want more strategic insight and perspective should be borne in mind.

### 3. Participants are taking action

As a result of attending Europeana 2019:



25% of respondents want to change how their organisation uses digital cultural heritage



21% of respondents want to change their organisation's approach to open digital heritage data

**Figure 9.** Taken from Figure 4, Appendix 1

The data show us that a significant proportion of people consider that they will take action by applying something they learned at the conference in their work or that they will do something new or differently (13 responses). Doing something new or differently was identified as an indicator of the outcome *Increased knowledge about current trends and good practice in DCH* in the preliminary change pathway for Europeana 2019. Data from Figure 4, Appendix 1, show that they will do so predominantly with regards to their involvement in Europeana communities and in their organisation's approach to digital cultural heritage.

Open text responses to the question *Has what you learned or benefitted from at Europeana 2019 inspired you to do something new, or to do something differently?* (see also Figure 5, Appendix 1) illuminate further areas in which participants have been inspired to make a change. 15 responses gave a positive response that suggested they would take action, but without giving information on what they would do. Where participants replied positively and gave an idea of what this action might involve, several themes emerge, set out as follows with examples of the open text responses.

- **Inspiration to use Europeana in education** (12 responses)
  - *It was very fruitful and I learned some new things that I would apply in my school*
  - *New information about how I can use digital sources in my classroom*
  - *We have already started to talk about organizing a workshop on Historiana for teachers*
- **Collaborate with others at the conference, to stimulate new projects or to be more involved in projects** (10 responses)
  - *Develop new projects*
  - *Just to get more involved in European activities*



- *To do something with other attendees*
- *To look into other projects more deeply, encouraged by proposals presented at the conference*
- **Take action regarding opening up collections/FAIR principles (6)**
  - *Yes, our approach to showing copyright and being clearer about reuse of collections assets*
  - *To learn more about usage of FAIR data principles in my country and to promote them in GLAM community*
  - *Yes. To think about what material could be made available as out of commerce works*
  - *I will definitely start a conversation about the FAIR principles with my colleagues and I will consider the copyright concerns and different approaches I learned from some cases presented at Europeana.*
- **Change digital practices in their organisation (3)**
  - *From the above session I have set up meetings with digitisation staff to review our practices in this area.*
  - *I want to apply the IIIF in my institution*
- **Encourage a response to environmental challenges (3)**
  - *The next national conference where I could have influence will be climate sustainable.*
  - *Yes, esp. in the area of climate change in relation to my work*
- **Encourage more engagement with Europeana at a national level (2)**
  - *to provoke more activity in my country for work to Europeana*
  - *To carry out a challenge: come next year to the annual conference accompanied by one or more of my library friends, ex-colleagues or currently at the [organisation] ([location]). Deepen the status and the role of the user of the "GLAM" which are aggregated to Europeana, such as the [aggregator name] for example...*
- **Respond directly to EU policy makers (1)**

The majority of attendees achieved what they had set out to accomplish

When we asked participants about their expectations and if their expectations had been met, the data suggest that 57% of attendees accomplished what they had set out to achieve at Europeana 2019, and 4% at least partly accomplished their goals.<sup>16</sup> 17% of

<sup>16</sup> The actual result may be higher; over 20% of responses set out goals but didn't clearly specify if these had been accomplished. Recommendation: in future, we will separate out these two questions.



attendees reported that they didn't achieve or fully achieve what they set out to accomplish.

**Was there anything specific that you hoped to achieve at Europeana 2019? Was this accomplished?**

Analysis	Count	Average %
Positive response/expectation accomplished	30	57
Negative response/expectations only partly met	7	13
Too early to say	1	2
Expectations given, though unclear if accomplished	11	21
Unclear/no expectations	2	4
Expectations partly accomplished	2	4

**Table 3.** Table showing responses to a question about whether specific aims were accomplished at Europeana 2019.

Positive responses (57%) were diverse:

- *Wanted to meet people working with cultural heritage and hear about new projects. This was very successful*
- *To improve the quality of our metadata and we can now accomplish this*
- *to get better knowledge of the organisation, to connect to the research community, to network - this was accomplished*
- *Making connections --> accomplished!*
- *Inspiration for my Master Thesis. Yes, Europeana 2019 has been a great source of inspiration. In fact my expectations were not very high as it was my first time attending Europeana's annual conference. Maybe creating some contacts and connections for collaboration with professionals like myself.*
- *I wanted to know more about Copyright and how to be partners in projects It was accomplished*
- *I wanted to have more information about europeana and I got it from the conference*
- *I wanted to get more insight in Europeana Education and I did.*

Negative responses (13%) also provide food for thought:

- *Some discussions about our application to become a Regional Aggregator. It was not accomplished.*
- *One of my main areas of interest was the progress of the Impact Playbook, so I was disappointed to discover that it has not significantly moved on since attending the launch in Tallin in 2017.*
- *I was expecting to meet more people there but I was a bit shy.*
- *I was expected to learn more. The existence of the parallel workshops prevented me from the knowledge of everything I wanted to gain*
- *I wanted to learn technical aspects that helped me on my daily work, and it wasn't accomplished. It was a bit too theoretical and philosophical*



- *During the workshops I would have liked a stronger exchange with other participants about their work. The potential of the participants did not become visible enough.*

## Summary and interpretation

The data suggest between a fifth and quarter of Europeana 2019 attendees are likely to change something or take action in some of the ways that we expected them to.

Other data also shed light on how practices might change or what new activity might emerge as a result of Europeana 2019. The strongest trend emerging from responses to the question *Has what you learned or benefitted from at Europeana 2019 inspired you to do something new, or to do something differently?* relates to taking action relating to education in digital cultural heritage. The second most common trend relates to taking action relating to the network, collaborations with others or new projects, strengthening Europeana 2019's network impact.

### ***'It gives me more courage to do things, because 'I'm not alone'*** **Survey respondent**

For a small number of respondents, the action they take might be very high-level. Europeana's approach to mitigating the negative environmental impact of the conference inspired three participants. The latter is an unexpected outcome of Europeana 2019.

It is an indication of questionnaire bias that respondents are more likely to select the option that says they will take some form of action on a checklist, but are less likely to describe this in open text responses. This reiterates the value of being able to triangulate data so as to reveal existing biases, and therefore, not to overclaim and to treat quantitative statistics appropriately in context.

The data show that over half of the respondents achieved their goals at the conference. It may be that the actual number is higher, and we have noted recommendations to improve this question in future surveys.





## 4. Creating a feeling of community around digital cultural heritage

As a result of attending Europeana 2019:



74% of respondents feel more connected to the work of one or more of the Europeana communities



69% of respondents feel like part of a community around digital cultural heritage

**Figure 10.** Taken from Figure 4, Appendix 1

From Figure 1 in Appendix 1, we see that Europeana 2019 created a feeling of community around digital cultural heritage, including:

- Creating opportunities for valuable conversation and exchange (11 responses)
- Learning more about how Europeana works and its developments (11 responses)
- Learning or engaging more with Europeana communities (4 responses)
- Explicitly referencing feeling part of a community (1 response)

In the questionnaire we asked respondents to self-identify themselves according to whether they were Members' Council representatives, ENA members, members of a Europeana community, etc. 83% of ENA community members feel like part of a community around digital cultural heritage, in comparison to 69% for the total respondent sample. This suggests that being part of an ENA community increases the sense of being part of a community around digital cultural heritage.

### What is the impact of convening the community around digital cultural heritage?

The short interviews with attendees during the conference unearthed perspectives about the impact of Europeana's convening activities on creating a feeling of community around digital cultural heritage.

The responses below illustrate the value of Europeana's convening role, that is to say, of bringing together a community that can share expertise, experience and current initiatives:

- The idea that Europeana brought together a network that gives a different perspective than other (potentially national or local) networks
  - *[I first came] Because I wanted to connect with network and people from Europe....to exchange about topics, and I think it's a lot easier to discuss things with people from other countries because then you really can get some other*



*perspectives instead of being very stuck within your own frame and framework (Members Council member)*

- That bringing the community together helps to broaden awareness of others working on a topic
  - *I think it's actually really relevant to be here to kind of get a sense of the community that are interested in same things, some of the things I'm researching (researcher, not a member of ENA, first time attendee)*
- That the community offers those with lots of and those without experience of Europeana an opportunity to share value both ways
  - *I'm talking with some people to try to establish some partnerships. Again, there's a lot of things in common that we think will be good for me and good for the people that I'm talking with. I'm enjoying the experience a lot (developer, not a member of the ENA, first time attendee)*
- That by convening people together, Europeana is able to set the community's agenda on topics like copyright and other policy issues
  - *The bit that has always surprised me about Europeana...it's the way Europeana acts as this catalyst outside of the content itself, so whether it's bringing people together, or setting policy direction on copyright, or whether it's just getting people talking about the various issues that have come up now, come up in the past (Members Council member)*
- The idea that within the community there are others interested in the same thing - and that Europeana 2019 is a way to connect to this subsection of the wider community. This also references something mentioned earlier, that by bringing people together, it reduces silo-working and instances of 'reinventing the wheel'
  - *I think it's actually really relevant to be here to kind of get a sense of the community that are interested in same things, some of the things I'm researching (not an ENA member, hasn't been to a conference before)*
- A difficult-to-describe but important effect of the Europeana ecosystem, that it brings together professionals in a collaborative and not competitive network, contributing to sectoral development, all linked in some way to digital cultural heritage.<sup>17</sup>
  - *It's a very nice vibe here, I have to say. When you go to a lot of conferences, a lot of other organizations are much more interested in, well the individuals are much more interested in career progression, in kind of showing off how great they are. Which is wonderful, obviously. But if you're looking for people you actually want to work with, perhaps not the number one thing you're looking out for. And I sort of get the sense that there's a lot of people here who are really enthusiastic and passionate for what they do, and who want to talk to the wider world about why they're doing it, how they're doing it, and how we can work together, you really get a sense of, people are interested in collaboration. And that's great. I love that...There's quite a few business cards I've already collected (ENA member, first time at the annual conference/AGM)*

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<sup>17</sup> One of the open text responses that accompanies Figure 1, Appendix 1, states:  
*I learned that there is an incredible network of dedicated professionals out there who are working on and/or interested in similar areas than me...*



## Attracting new Network Association members

We asked the small number of survey respondents who were not ENA members whether Europeana 2019 motivated them to become members. The data show us that a large majority responded yes (7 out of 9 respondents). Attracting and making the annual conference accessible and valuable for non-ENA members seems likely to positively contribute to ENA growth.

### **Your last response suggests that you are not a member of the Europeana Network Association. Did this conference motivate you to become a member?**

Of the 9 survey respondents who answered that they were not ENA members, the majority were motivated to join. One negative response stated 'not applicable'.



Source: Europeana 2019 survey • Created with Datawrapper

**Figure 11.** A bar chart showing the motivation of non-ENA members to join the Network after attending Europeana 2019.

At the same time, it should be reiterated that the majority of participants at Europeana 2019 were already Network members. Efforts could be made to expand participation to those who were not yet part of the Network or Communities.

## Summary and interpretation

When we think of community, we think of the Europeana Network Association, but also of the potential role of Europeana's events to bring together multidisciplinary professionals who might not yet be directly part of Europeana's activities, or who may not know about Europeana in depth. We must also think of the discrete communities (the theme of this conference) that are now formally part of the ENA.

When the conference registration data was manually analysed, we see that 86.4% of attendees are ENA members. Of those attendees who were not members and who answered the survey, the majority felt that Europeana 2019 had encouraged them to join ENA, thus Europeana 2019 helped to grow a formalised community in and around digital cultural heritage.

Europeana 2019 convened professionals from Europe and across the world to share good practice, expertise, experience and projects they are working in a way that could reduce the number of professionals working in silos. As a convening organisation, Europeana can help to widen knowledge of issues and set the community's agenda on topics like copyright and other policy issues. Europeana's international perspective is important for widening people's professional perspectives beyond their borders.



There is work to be done if Europeana wants to establish itself as the leading network as the community around digital cultural heritage is disparate and multidisciplinary, and the feeling of a cohesive community may suffer as a result. It is hard to judge, but we suggest that Europeana naturally sits somewhere between being the centre of or an important player in the community that exists around digital cultural heritage (see the case study in Appendix 3 for more information).

Looking in further detail at the data, ENA community members are 14% more likely to report feeling like part of a community around digital cultural heritage than the general questionnaire sample. The professional community around digital cultural heritage is multidisciplinary (this is also acknowledged in the data). Europeana's approach of creating interest-led communities within a broader umbrella of digital cultural heritage then may be an effective way of creating a sense of community.



# Environmental impact of air travel to Europeana 2019

## Introduction

2019 marked a watershed in the global understanding of the impact of climate change on our planet. Understandably, it also factored into our thinking at Europeana. Europeana colleagues were proactive in taking steps to mitigate our negative environmental impact before the conference, such as making it a paperless conference (using digital conferencing technology), introducing live streaming, reducing single use plastic usage and reducing meat intake in catering options.<sup>18</sup>



**Figure 12.** Illustration highlighting the finding about the importance of Europeana acting to mitigate the conference's carbon footprint.

When conference attendees were asked if they thought it was important that Europeana was working to mitigate the negative environmental impact of the conference, respondents rated it **7 out of 10** on average on a scale of importance. For 34% Europeana 2019 attendees, mitigating the negative environmental impact of the conference is extremely important. Only one person said it was not important at all.

## Methodology

Without the resources to do a full environmental impact assessment of Europeana 2019, we concentrated on understanding the impact of air travel by attendees at Europeana 2019. Future iterations could calculate the environmental impact of e.g. other travel methods, hotel room occupation, the host building carbon footprint, the catering, etc.

In the post-event survey, we asked people to tell us: where their journey started; how they travelled to the conference: and if they flew, was it direct or did it involve one or more transfers (and where). The tool used to calculate the carbon footprint of each flight was the [International Civil Aviation Organization \(ICAO\) Carbon Emissions Calculator](#). There are numerous carbon emissions calculators available, but many are

<sup>18</sup> Read more in this Europeana Pro article:  
<https://pro.europeana.eu/post/europeana-2019-building-a-sustainable-event>



directly linked to carbon offsetting companies. It was felt that the ICAO calculator would be a robust tool to use.

All air travel was calculated manually using the calculator<sup>19</sup> and the total results for all flights were combined in excel. An average was calculated and then a total for the conference population was estimated. 19 Europeana staff flew from Amsterdam to Lisbon. This was added to the total calculation. The total population was not discounted for the 6% estimated to be local attendees, as it was felt that the travel preferences given would account for the local perspective.

## Analysis

Air is by far the most popular method of transport to the conference (93%) (see table 4 below). Survey responses show that 31% of flights were indirect, i.e. they involved one or more transfers.

How did you travel to the conference?	Responses (n=76)	%	Estimated conference total (total 238 participants)
Air	71	93%	223 (31% indirect flights)
Bus or coach	1	1%	3
Car	3	4%	9
Train	1	1%	3

**Table 4.** Table showing travel choices made by survey respondents.

The average CO<sub>2</sub> emitted by a Europeana 2019 attendee travelling by air was estimated to be 426.71 CO<sub>2</sub>/(KG)c. This equated to 30296,70 CO<sub>2</sub>(KG)c for all survey respondents. We created an average (426,71 CO<sub>2</sub>/journey (KG)c) and multiplied this by 223 (93%) of participants who were estimated to have travelled by plane. When adding this to the travel footprint for Europeana staff, Europeana 2019 is estimated to have had an air travel footprint of 100.7 metric tonnes.

Who	Total CO <sub>2</sub> (KG)c for all survey respondents	Average per respondent	Average number of Europeana 2019 population estimated to travel by air	Estimated total CO <sub>2</sub>
Survey respondents	30297 CO <sub>2</sub> (KG)c	427 CO <sub>2</sub> /journey (KG)	221	94448 CO <sub>2</sub> (KG)
Europeana staff	-	329 CO <sub>2</sub> /journey (KG)	19 (all travelled by air)	6251 CO <sub>2</sub> (KG)

<sup>19</sup> Some airports did not come up on the ICAO tool, so the most local airport was used. Some respondents listed a city or region with more than one airport. In this case, the tool usually showed which flights connected with the airport.



			<b>Total CO2 emissions</b>	<b>100,700 CO2 (KG)</b> <b>100.7 metric tonnes</b>
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**Table 5.** Table showing the calculations used to estimate the air travel carbon footprint of Europeana 2019, as well as the estimated total carbon footprint.

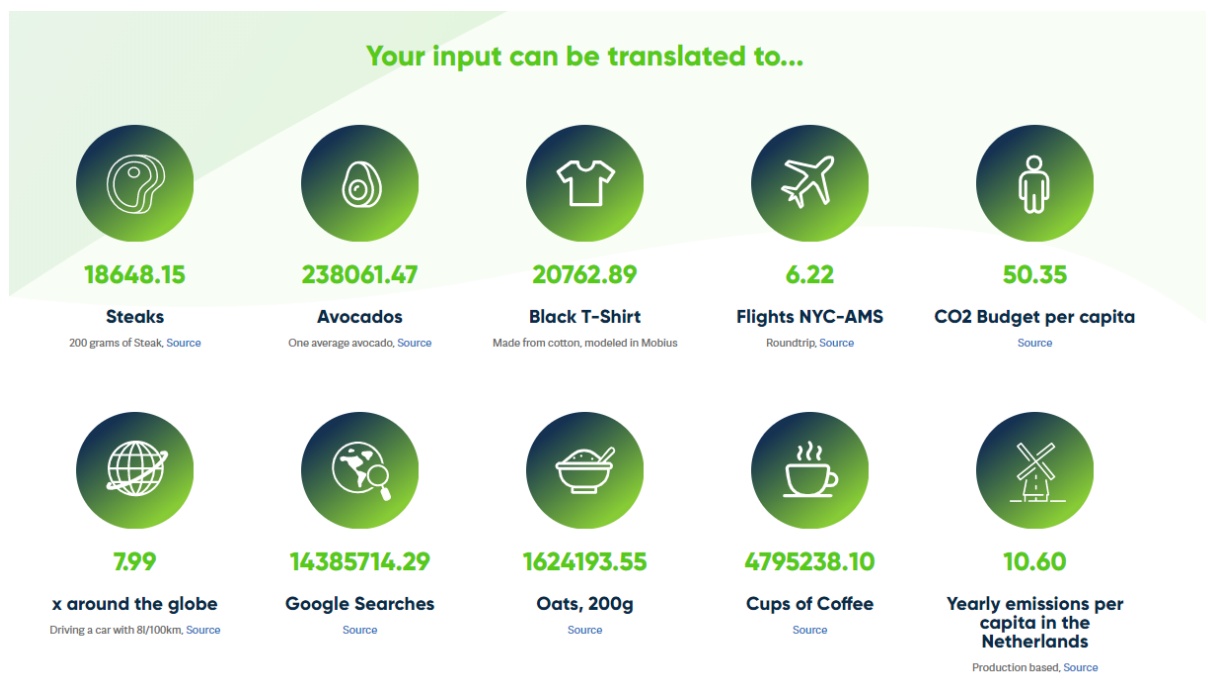
## Interpretation

Europeana 2019 had a negative environmental impact in that it created an estimated **100.7 metric tonnes** of CO2 emissions through air travel.

### Explainer

According to the US Environmental Protection Agency (EPA) [Greenhouse Gas Equivalencies Calculator](#), 100 metric tonnes of CO2 emission equates to:

- Over 12,750,000 million smartphones
- Almost 250,000 miles driven by an ordinary passenger car
- The energy consumed by 11.5 homes for one year



**Figure 13.** An image of the carbon translation of the Europeana 2019 air travel carbon footprint taken from the [EcoChain Carbon Translator](#).

In advance of the conference, Europeana took steps to offset the carbon emissions that would be created by the conference. Europeana invested in carbon off-setting: 216 trees were planted in the Netherlands by [Trees for All](#). When using the tool on the



website to analyse the contribution that would have to be made to offset the air travel of Europeana 2019 attendees, it shows that the offsetting was appropriate to offset air travel emissions.<sup>20</sup>

In our analysis, however, air travel is the only negative environmental impact assessed. There are other areas of negative environmental impact that could have been included (e.g. the emissions created by the host venue, hotel stays, etc). Therefore, future in-person Europeana events should consider raising the level of off-setting they invest in.



**Figure 14.** Illustration showing the carbon footprint of Europeana 2019 and the carbon footprint equivalent for charging smart-phones.

There are few culture- or heritage-specific case studies that suggest how cultural events can start to mitigate their environmental impact. Europeana's blog post details some measures that could form the beginning of a case study, creating additional value for the wider cultural sector and inspiring other positive changes. Examples of this emerge in the qualitative responses, where respondents suggested that they would make positive changes where they could, inspired by Europeana's efforts.

Europeana 2019's strongest outcome for participants was network growth, of which face-to-face meeting is an important part of this. In the current context of Covid-19, and with the climate in mind, Europeana colleagues are now planning to hold Europeana 2020 completely online. Other hybrid options that attempt to maintain the perceived benefits of face-to-face contact should be explored in future, bearing in mind the impact network growth can have as well as the need to be proactive in addressing climate change.

## Summary

Europeana 2019 respondents were not consulted before Europeana organisers took the initiative to act proactively to limit environmental damage where possible. Attendees, in general, supported these efforts enthusiastically, and for 34% of attendees, mitigating the negative environmental impact of the conference was extremely important.

<sup>20</sup> To plant 216 trees costs 1,350eur. To compensate for 100.7 metric tonnes of CO<sub>2</sub>, Europeana should invest 1,258.75eur. See <https://treesforall.nl/en/co2-compensate/>





Air travel was the most popular method of transport to the conference (93%), with 31% of air journeys involving at least one transfer. Air travel is estimated to have had a negative environmental impact of creating 100 metric tonnes of CO<sub>2</sub>. This is the same as charging almost 12,750,000 smartphones or the energy use of almost 12 homes for one year.

Europeana took proactive measures (e.g. reducing single use plastic usage and reducing meat intake in catering options) to create a more environmentally-friendly conference. Europeana's offsetting measures matched the impact of attendees' air travel. To match additional CO<sub>2</sub> emissions created as a result of in-person events (e.g. hotel stays and building emissions) more should be invested into off-setting.

This research contributes to other efforts by Europeana to investigate its carbon footprint, and will be shared with the Europeana Network Association climate change group.



## Economic impact assessment

### Introduction

Understanding the economic impact of the conference for the host city was felt to be a valuable component of the impact assessment. This could help convince future locations to host a Europeana conference or potentially lever additional sponsorship by host cities in future.

See [appendix 4](#) for an in depth methodology and additional notes to the analysis.

### Analysis



With a confidence level of 95%, we calculate that **between €82,000 and €98,000** was invested into the Lisbon economy as a result of Europeana 2019 conference catering, hotel spend and conference hotel and daily spend.

**Figure 15.** Illustration showing the estimated economic value created for the local Lisbon economy as a result of travelling for Europeana 2019.

The data show that:

- Each participant stayed an average of 3 days to attend the conference
- 39% of conference participants stayed at least one extra night, averaging at under two nights per person
- Attendees spent on average €32.88 for each day of the conference
- Attendees spent on average €75.86 for each additional tourism day

## Direct economic impact of Europeana 2019

	Total spend value	Total hotel value
Conference population discounting for local participants, including Europeana staff	€ 7,980.63	€ 65,683.27
Conference population discounting for local participants, including Europeana staff	€ 7,181.16	€ 14,597.35
<b>Sub-total</b>		<b>€ 80,280.62</b>
Europeana catering spend		€ 10,016.30
<b>Total</b>		<b>€ 90,296.92</b>
Higher end sampling error (9%)		€ 98,423.64
Lower end sampling error (9%)		€ 82,170.19

**Table 6.** The estimated direct economic impact of Europeana 2019 on the Lisbon economy.

### Added value of hosting Europeana 2019 in Lisbon

In the interview data, two responses (of 12) indicated the host location as part of the motivation for them to attend. The first, relating to the opportunity to visit an unknown city and the second relating to a Portugal-based participant being able to attend a Europeana conference for the first time.

- *I've never been to Lisbon so I thought that was another... you know.*
- *I got to know Europeana one year, one year and a half ago...when I received the news that Europeana would be an event in Lisbon I was very happy and willing to come.<sup>21</sup>*

### Summary and interpretation

With a confidence level of 95%, we calculate that **between €82,000 and €98,000** was invested into the Lisbon economy as a result of Europeana 2019 conference catering, hotel spend and conference hotel and daily spend. The data show that 39% of guests stayed for additional tourism days. During these days, they also spend more money than normally during the conference. The latter is not unexpected, because catering was provided for participants during the conference days.

<sup>21</sup> Source: transcriptions of interview data



The analysis has intentionally tried to avoid overclaiming the direct economic impact of Europeana 2019. It may instead be underestimating it, considering:

- The lowest estimation of the average hotel room cost was used.
- Attendees may have brought guests to Lisbon as a result of the conference.
- The Portuguese population attending the conference was discounted, even though some of these guests may have come from outside of Lisbon and may have stayed in a hotel.

Future analyses could try to calculate indirect and induced economic impact in addition to direct economic impact, that is to say, the additional economic value created along supply chains as a result of Europeana 2019. It was not possible to calculate the more qualitative side of the value created for Lisbon; positive impressions created for first time visitors, likelihood to visit again in the future, for example. This would be a valuable addition but was not a priority of the impact assessment. Furthermore, reputational gain for the host heritage organisation would be an area that could be investigated further in future.



## Conclusions and recommendations

### Conclusions

This impact assessment considers outcomes for participants of Europeana 2019. It also asks about the outcomes of repeat attendees, namely those that had also been to past Europeana AGMs or annual conferences. It considers the outcomes experienced by attendees but also the negative environmental impact of air travel on the planet. In addition, it estimates the direct economic impact on the host city of Lisbon.

This was an intensive impact assessment with many components. The response rate (36%) was good, and this is due in part to a good programme of communications around the survey and what the data would be used for. The survey was introduced at the conference in a speech to all attendees, and similar clear communication was used when the survey was shared shortly after the event. Because the survey itself is quite long, without this communication about its purpose and value there might have been a smaller response rate.

The survey sample is judged to be quite representative of the broader conference population. The potential for positive bias on account of proportionally more Members Council attendees responding was investigated, but the link between positive bias and proximity to Europeana is not clear. Members Council attendees were able to share opinions honestly, facilitated by the anonymity of the survey.

### Outcomes for participants

The strongest outcome of Europeana 2019 relates to growing participants' networks. This is also the case for attendees of past events, confirmed by 89% of attendees. For the first time, the median average network growth was calculated - seven new contacts, of which further collaboration may emerge with around three new contacts. A network analysis shows the density of the geographic network created by the event, as well as the unforeseen outcome of professionals making contacts from their own country at this international event. Europeana's physical events offer the opportunity to meet peers and project partners face-to-face (where this otherwise may not happen), reported by over 50% of those who attended previous AGMs.

Network growth is shown to have value in terms of new collaborations, and therefore for the sustainability and growth of the sector. The data show that 30% of past event attendees met new contacts who became project partners and 22% of respondents initiated a new project.

51% of attendees reported gaining new skills or knowledge that they can apply in practice. While this survey could only capture short-term perspectives, 74% of attendees of past events reported sharing knowledge they had gained at the events with others, demonstrating the ripple effect of knowledge dissemination from such events.



Participants of Europeana 2019 learned about changes, challenges, current trends, policy or developments in digital heritage, and there is some evidence that this is a theme for past conferences as well. Europeana conferences, then, provide knowledge and skills that can be applied in practice as well as higher-level perspectives on sector developments.

Between a fifth and quarter of Europeana attendees are likely to change their activity or take action in some of the ways we expected. For example, 25% of respondents want to change how their organisation uses digital cultural heritage. Open text responses show that respondents are most likely to take action in relation to education and digital cultural heritage (e.g. use heritage in an educational setting), followed by collaborating with others at the conference, stimulating new projects or to be more involved in projects. For a small number of respondents, the action they take might be very high-level. Europeana's approach to mitigating the negative environmental impact of the conference inspired three participants. The latter is an unexpected outcome of Europeana 2019.

Europeana 2019 created a feeling of community around digital cultural heritage. This was investigated as far as possible without leading participants to report that Europeana is the community around digital cultural heritage. ENA community members are 14% more likely to report feeling like part of a community around digital cultural heritage than the general questionnaire sample. This suggests that being part of the Europeana Network increases the sense of being part of a community around digital cultural heritage. Of those attendees who were not members and who answered the survey, the majority felt that Europeana 2019 had encouraged them to join ENA, thus Europeana 2019 helped to grow a formalised community in and around digital cultural heritage.

## Environmental impact

When conference attendees were asked if they thought it was important that Europeana was working to mitigate the negative environmental impact of the conference, respondents rated it 7 out of 10 on average. For 34% Europeana 2019 attendees, mitigating the negative environmental impact of the conference is extremely important. Only one person said it was not important at all.

Air is by far the most popular method of transport to the conference, taken by 93% of respondents. Around a third of these were indirect, involving two or more plane journeys. Europeana 2019 is estimated to have had an air travel footprint of 100.7 metric tonnes, equal to, for example, the energy needed to charge 12.75 million smartphones.

Europeana's prior investment in carbon offsetting adequately covered this carbon footprint, but the analysis for future events could and should be expanded to include



other forms of transport and emissions emerging from the venue, hotel stays, catering, etc.

## Economic impact

Between €82,000 and €98,000 was estimated to have been invested into the Lisbon economy as a result of Europeana 2019 conference catering, hotel spend and conference hotel and daily spend. Further analysis could try to calculate indirect and induced economic impact in addition to direct economic impact, that is to say, the additional economic value created along supply chains as a result of Europeana 2019.

## Recommendations for future research

- Investigate the network around digital cultural heritage and Europeana's role in this through more extended social network analysis.
- Consider a wider review of different carbon emissions caused by events, if capacity allows. This will allow for a fuller evaluation of event carbon commissions.
- Investigate reputational gain for the conference host organisation.

## Appendix 1 - Charts

### Can you summarise what you learned or benefitted from by attending Europeana 2019?

#### Extended network

Widened one's network

22

Reconnected with one's network or meeting partners face to face

5

#### Increased knowledge about current trends and good practice in DCH/learned something new

Updated on or learned about changes, challenges, practices, policy and/or developments in digital heritage

17

Learned more about Europeana Education or educational reuse of digital heritage

11

Learnt more relating to copyright or FAIR principles

10

Learned valuable information about new projects

10

Learnt more about IIF, 3D or EuropeanaTech topics

9

New perspectives, ideas, inspiration, empowerment

8

Learned more about the Impact Framework

4

Learned about or valued the sustainable approach

2

Gained research-related knowledge or perspective

2

#### Feel part of a community of practice around cultural heritage

Had opportunity for valuable conversation and exchange

11

Learned more about how Europeana (initiative) works and its developments

11

Learned about or engaged more with ENA or ENA Communities

4

Felt part of a community around digital cultural heritage

1

#### N/A

Nothing/unclear

4

Too early to say

1

#### Make changes to their practice or do something new or differently in the short term

Apply what they have learned in own work or will take action of some kind

13

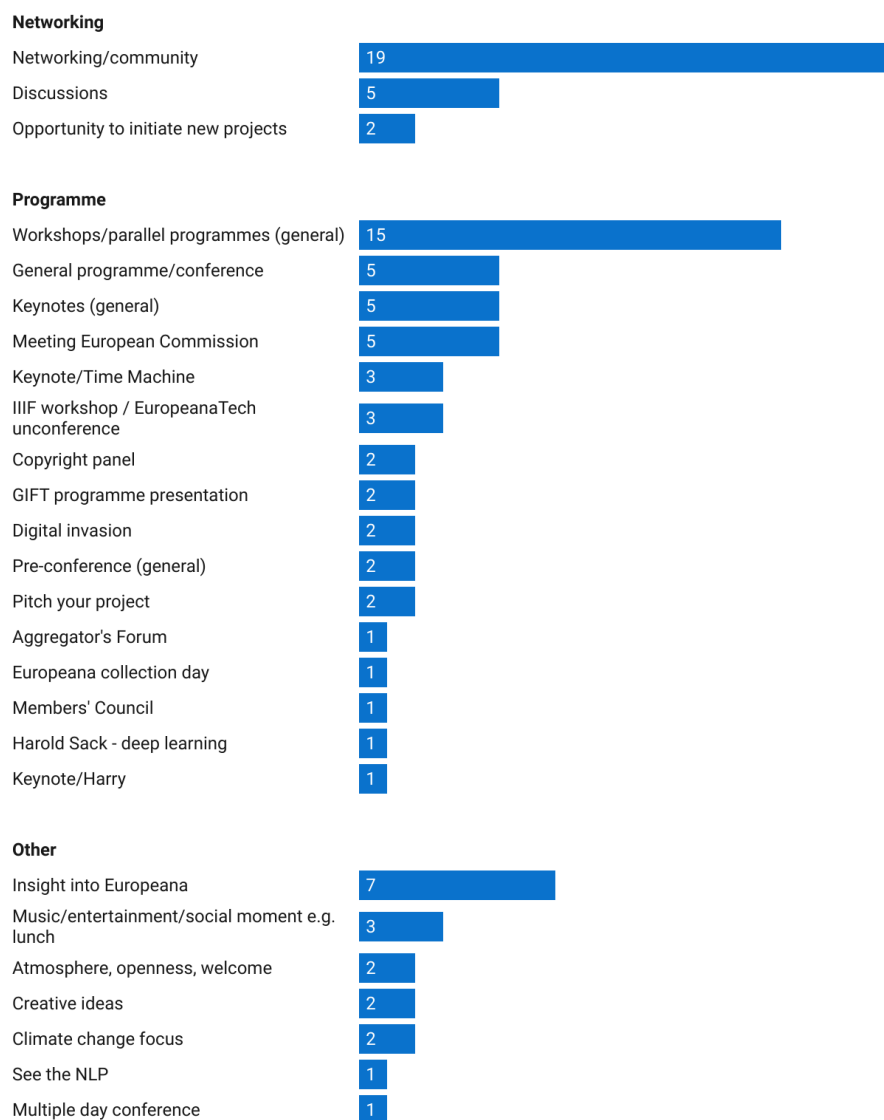
*The data has been coded from an open text question field, and the codes were then categorised according to the short-term outcomes on the change pathway*

Chart: Europeana 2019 survey • Created with Datawrapper

**Figure 1.** Coded responses to the open text question of what participants learned or benefitted from at Europeana 2019.



## What was the most important part of the conference for you?

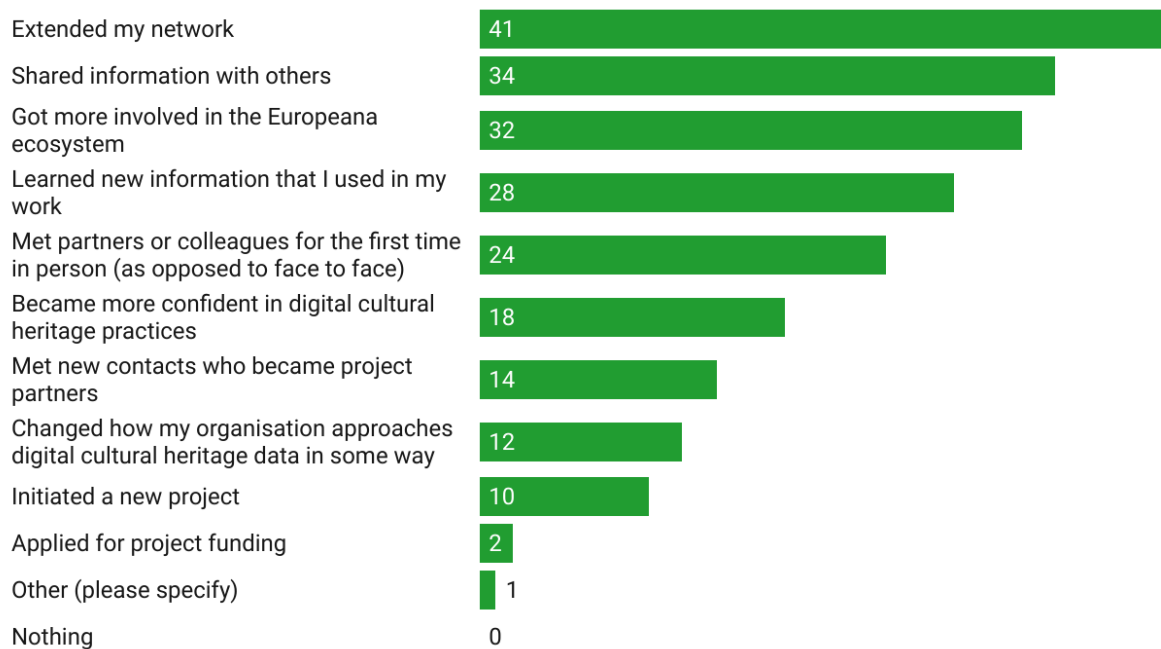


*The data has been coded from an open text question field and then categorised into 'networking', 'programme' and 'other'*

Source: Europeana 2019 survey • Created with Datawrapper

**Figure 2.** Bar chart describing the most important parts of the conference for survey respondents.

## Outcomes from past annual conferences/AGMs

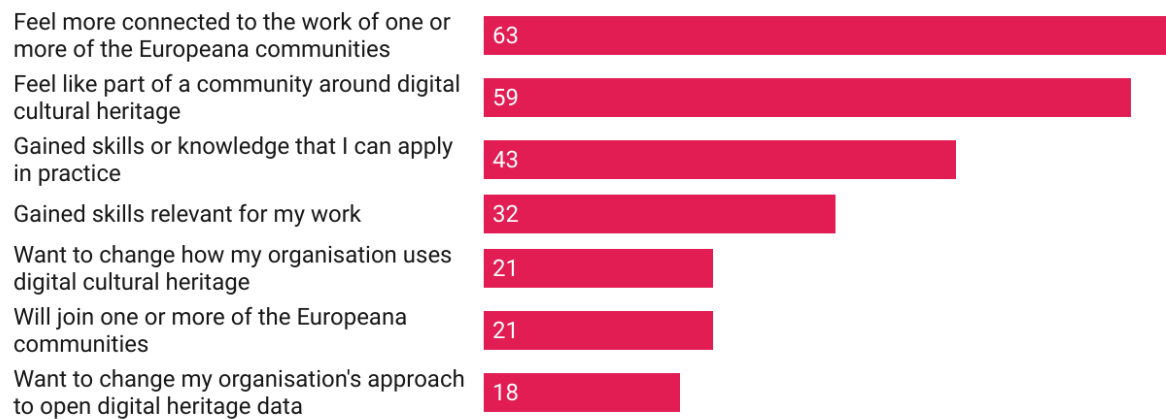


*This question was asked to those who had previously attended Europeana annual conferences/AGMs*

Source: Europeana 2019 survey • Created with Datawrapper

**Figure 3.** Bar chart describing outcomes of past conferences or AGMs.

## As a result of attending Europeana 2019, I...



*Respondents could select multiple options*

Source: Europeana 2019 survey • Created with Datawrapper

**Figure 4.** Bar chart showing the number of responses to each of the pre-populated outcome areas.

## Has what you learned or benefitted from at Europeanana 2019 inspired you to do something new, or to do something differently?

### Yes, do something

Yes, but unclear or no further information

15

Inspiration to use Europeanana in education

12

To collaborate with others at the conference, to stimulate new projects or to be more involved in projects

10

Take action regarding opening up collections/FAIR principles

6

Inspiration to contribute to research (Europeanana Research community or discrete research)

5

Change digital practices in their organisation

3

Encourage a response to environmental challenges

3

Engage more in cultural heritage

2

Get involved or more involved in the work of Europeanana Communities

2

Promote engagement with Europeanana at a national level

2

Widened perspective into digital transformation

1

Gives courage to do things because of feeling part of a community

1

Promote engagement with Europeanana's and the institution's digital collections

1

Respond directly to the EU policy makers

1

Share project learned about at Europeanana 2019

1

### No, other, unclear

Too early to say

5

No or N/A

4

Unclear

2

No - it consolidated existing ideas

1

*The data has been coded from an open text question field and categorised into responses where respondents will do something and where they don't know yet*

Source: Europeanana 2019 survey • Created with Datawrapper

**Figure 5.** Chart showing whether action might be taken or not by attendees. Each response represents a coded analysis of open text data.

	How many new contacts did you make?	How many of these might you potentially collaborate with in future?	Comment
<b>Median</b>	7	3	The median is more representative in this case, as the data had a wide range of responses
<b>Mean (average)</b>	9	4	

**Table 1.** The median and mean average of new contacts and new contacts who the respondent might collaborate with.



## Appendix 2 - General notes on the social network analysis

- The data collection method we use to understand networks created is an art, not a science - we will continue to improve this in future by testing our own approaches and learning from others.
- To collect a smaller but richer dataset, we could ask questions about contacts made (how many, strength of collaboration) in interviews - they could also have a longitudinal perspective if planned and approached correctly. This would also allow us to show visually the depth (or quality) of contacts made globally.
- Learning about someone's network development shortly after an event is an especially difficult task and can be argued to lack rigour without a longitudinal perspective. However, asking about network development at this conference helps to build a baseline and helps us to investigate the occurrence of outcomes like getting involved in new projects as a result of attending Europeana's conferences.
- Open text boxes allowed numerical and textual responses. This meant that decisions had to be made about how the data would be cleaned for analysis. We chose the following way to deal with numbers:
  - Where some people suggested approximations, we went with the approximate number given
  - Where a range was given we went with the lowest of the range
  - Where numbers were serious outliers or what felt like improbable results, these were removed
- Coding is a subjective effort. The researcher repeated each coding exercise at least twice, testing the coding used in each case.



## Appendix 3 - Short case study: the community around digital cultural heritage and the role of Europeana

We wanted to investigate what Europeana's role as a network and convenor is in the heritage sector without leading the participants to say that Europeana (or its Network Association) *is* the community. We wanted to avoid the sense of a competitor analysis when investigating what role Europeana plays in creating and maintaining a sense of a community around digital cultural heritage. Therefore the questionnaire did not ask directly, for example, if there are other networks that create a feeling of community around digital cultural heritage.

In the short interviews we were able to interrogate this in more depth. Some of the data show us that multiple communities and community initiatives exist around digital cultural heritage. Some responses, however, show the importance of Europeana's European perspective as well as the idea that Europeana is at the crux of the broader community around digital cultural heritage:

- *.... I don't think there is really a lot [of communities]. There are some conferences, there are some museum mix and museums on the web, so there are some communities around that, but I think here in Europe, it's good to have this [Europeana] (researcher, not ENA member, hadn't been before)*
- *Coming the first time and seeing the people, meeting each other, saying 'Hello! Good to see you!' My first impression is that there is a strong, I would say strong, community around Europeana or the cultural heritage. And yes, I think it's important. I would like to be a part of it (developer, not ENA member, hadn't been before)*
- *I would say if there is a community then you find it here [at Europeana] (GLAM professional, ENA member, hadn't been before)*
- *[yes, definitely]. There's several different informal networks [gives examples], but there's nothing quite of the scale or the physical nature of Europeana on that front (Members' Council representative)*
- *it's a tough question...there is a very vibrant one [community], it's very interdisciplinary (Members' Council representative)*

However, this may be stronger in some aspects more than others. There is work to be done if Europeana wants to be seen as the leading network:

- *I think it's emerging. That's how I see it as an outsider so far. There's definitely kind of a tech community (project coordinator, ENA member, hadn't been before)*
- *what I think is that there are different kinds of communities right now and different kinds of communities with different kind of perspectives on digital cultural heritage from from academic point of views, from a practical point of views, from technological point of views. And there are those little dots that connect these networks, but it's not as strong as it could be. So I think if we really connect these*



*networks that we COULD become a community (GLAM professional, ENA member, had been before)*

We can surmise, therefore, that the networked environment around digital cultural heritage is diverse, multidisciplinary, and that we need to work further to understand and map the many smaller networks and communities within it. Only then can we understand the existing and potential impact of Europeana within this, and map who Europeana represents. A more extended social network analysis might be appropriate in this regard.





## Appendix 4 - Notes on the economic impact assessment

### Methodology

#### Access to the data

Thanks to requiring participants to register in advance of the conference, there were secure attendee numbers with which to begin our economic impact assessment. Guidance on conducting economic impact assessments suggest that 'event organisers can get a good idea as to the potential scale of economic impact simply by considering basic impacts such as the number of spectators, the length of their stay, and where they originate from'.<sup>22</sup> We could then collect all of this data in the post-conference survey.

We also have a picture of Europeana's spend to add to the overall analysis - namely relating to a catering spend of €10,016.30.<sup>23</sup> As the guidance suggests, organisational spend is usually a much smaller contribution to overall economic impact.<sup>24</sup>

#### Direct economic impact

Direct economic impact is the 'measure of the total amount of additional expenditure within a defined geographical area, which can be directly attributed to staging an event'.

<sup>25</sup> Visitor spend at an event (which can be thought of as the direct spend by conference participants in the local economy in Lisbon, for example, evening dinner or drinks) is generally accepted to be a good illustration of direct economic impact and these were feasible data for us to collect.

We follow the approach set out by eventIMPACTS Toolkit<sup>26</sup>, which meant that we:

1. Defined the host economy (Lisbon city)

<sup>22</sup>

<https://www.eventimpacts.com/impact-types/economic/content/direct-economic-impact/basic-measures>

<sup>23</sup> Europeana booked hotels for some of the attendees and members of the Europeana Board and Members' Council. A decision was made not to include this amount (€14,616.00) in the estimation of the spend on hotel bookings as the calculation using survey data would prove more reliable in estimating a cost per person per night.

<sup>24</sup>

<https://www.eventimpacts.com/impact-types/economic/content/direct-economic-impact/basic-measures>

<sup>25</sup>

<https://www.eventimpacts.com/impact-types/economic/content/direct-economic-impact/basic-measures?guid={41ABC4C5-FC12-4915-B717-D49B51F38212}&#dataCaptureFrm>

<sup>26</sup>

<https://www.eventimpacts.com/impact-types/economic/content/direct-economic-impact/basic-measures?guid={41ABC4C5-FC12-4915-B717-D49B51F38212}&#dataCaptureFrm>



2. Defined the attending population (this information was collected through the registration information)
3. Sampled the spending patterns of the attendees (collected through the post-event survey)
4. Scaled the sample spending patterns to the total event population discounting for the 6% of conference attendees who were local (i.e. from Portugal) and adding Europeana staff (total 244)

Online sites suggest variously that the average hotel cost in Lisbon is somewhere between €86<sup>27</sup>, €128<sup>28</sup> and €136<sup>29</sup> per night. The lowest estimate of €86 was used noting that the conference took place out of season in November.

€10,016.30 was spent by Europeana Foundation on catering in Lisbon. We did not include ticket income, as this does not directly affect the city of Lisbon and the ticket income may be used to off-set other investment in the city. There was no other local spend by or income generated by Europeana in Lisbon.

Estimated local audiences were discounted from the count of paying or invited attendees.<sup>30</sup> In the analysis, we included nineteen Europeana staff. We took the average figures and multiplied them by this figure to arrive at an estimation for total direct economic spend.

## Notes to the approach

Following accepted practice, we set out the following conditions about this impact assessment.

- This report only calculates direct economic impact as indirect economic impact (further impact felt as a result in the economy as a result of direct economic input) was beyond the brief of this report
- This research was conducted by a contracted external consultant researcher based within Europeana Foundation and guided by an external impact consultancy, Sinzer
- The event budget came directly from reporting by the event organisers. The costs were simple and relate directly to invoices for catering
- We were only able to break down participant spend into two categories: hotel spend and daily spend (to include food, drink, local transport, etc)
- Sample, response rates and discounting for the local population
  - This analysis discounts local participants. We were unable and unwilling to access personal data to ascertain if Portuguese attendees were from

<sup>27</sup> <https://www.budgetyourtrip.com/portugal/lisbon>

<sup>28</sup> <https://www.statista.com/statistics/545281/daily-hotel-rates-lisbon/>

<sup>29</sup>

<https://econews.pt/2018/07/19/hotel-prices-are-higher-in-lisbon-tourists-pay-an-average-of-e136-per-night/>

<sup>30</sup> We didn't feel it was appropriate to access personal data to understand in further depth if attendees were from Lisbon or other areas in Portugal. Therefore, we have discounted by the total proportion of conference attendees who are from Portugal, 6%.



Lisbon or from other areas in Portugal, and therefore discount for the proportion of attendees from Portugal as a whole, which is 6% according to the registration data

- The total population of the paying or invited conference was 238, which discounted for 6% local population, is 224. 19 additional Europeana staff were added to this analysis, making a total population of 244 for the analysis. We know that some Europeana staff stayed longer during the conference preparations, so the total results are a slight underestimate
- The sample rate of 36% of conference attendees is considered to be a good response rate and broadly representative of attendees (e.g. geographically, whether or not they are ENA members)
- We did not measure if conference participants brought guests with them to stay in Lisbon either during, before or after the event
- We took the following approach to the data provided by survey respondents:
  - Go with lower estimates where a range is provided
  - Removed when staying with friends or in AirBnB (the latter because no figures were given)
  - Removed when spend included hotel spend



## About the Europeana Impact Playbook

The European Impact Playbook is being developed for and with cultural heritage institutions around the world to help them design, measure and narrate the impact of their activities. It helps guide professionals through the process of identifying the impact that their cultural heritage institutions have, or aim to have, as the sector works towards creating a shared narrative about the value of digital cultural heritage.

Two phases of the Impact Playbook have been published alongside tools and a growing library of case studies. Phase one introduces professionals to the language of impact assessment and helps them make strategic choices to guide the design of their impact. Phase two builds on the design brief in the first phase and focuses on data collection techniques. Phases three and four are in development and will focus on how to narrate impact findings and evaluate the process taken.


Find out and join the Europeana Impact Community by going to [impkt.tools](https://impkt.tools)!



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