

EUROPEANA IMPACT COMMUNITY WORK PLAN

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1. COMMUNITY ASPIRATIONS AND IMPACT AREAS

Community aspiration and long-term aims

The Impact Community aims to stimulate reflective, considerate and purposeful discussions around the topic of impact assessment; and to empower the cultural heritage sector in its digital transformation with the skills and resources it needs to apply an impact approach in order to expand its reach and understand the value of its work.

For 2026 the main focus of our activities will continue to be on the promotion of the online Impact Playbook resource , to build further on the development of training and collection of use cases whilst also showcasing and discussing other approaches to Impact Assessment. We will also highlight important strategic areas relating to impact and digital heritage, especially AI, and support communities and projects engaged in Impact assessment.

Our aspiration contributes to the objectives and vision of the [Europeana Initiative Vision 2030](#) in its focus on capacity building and resources for professionals and driving impact through thematic pan-European campaigns: scalable methods. We also support the Strategy's plan to strengthen relationships and engage with Member States.

Our Community aspiration is connected to two of the long-term aims set out in the Impact Model:

- LT.1 Just economic and social growth through cultural data used for personal, professional and/or economic purposes
- LT.2 People are more productive and innovative after engaging with knowledge development and transfer activities

Delivering your community aspiration - connecting to one or more of the impact pathways

We will deliver our community aspirations through the impact pathway for (P.2) Knowledge, skills and innovation and for (P.3) Network development and collaboration, by the following actions:

- Raising awareness and confidence in applying the playbook
- Supporting the embedding of impact design approach to planning across ENA and associated projects
- Supporting the development of new metrics to capture the value of current ENA activity
- Supporting collection of data to provide a sector wide impact baseline

In the coming year, we will work on creating a Change Pathway for our community.

2. GOVERNANCE

SG composition

- Jason Evans (Chair)
- Ad Pollé (Community Manager)
- Maria Drabczyk
- Olga Vlouchaki
- Kerstin Muff
- Emma O'Hare
- Sophie Tsotridis
- Anna Johansson
- Juha Henriksson
- Matilda Justinić
- Antonio Davide Madonna
- Chiara Marchini
- Nienke van Schaverbeke

Chair and responsibilities

The Impact Community Steering Group (SG) will operate under a rotating chair (six month period). The first chair for 2026 (January - June period) will be (tbc).

The SG intends to allocate specific tasks and responsibilities to steering group members. SG members are empowered to lead on specific areas of work (where they have capacity and interest) and to represent the Impact Community at different events, always with the support of Europeana Foundation colleagues. SG members are encouraged to harness their networks and to use this to inform what the Impact Community should do and how we can increase engagement and the value for members.

The loss of the foundation Impact-expert has changed the dynamic of the SG. Whilst there is no shortage of ideas or passion for Impact, members are struggling with the time commitment needed to move the work forward. We are actively recruiting and discussing the need to establish more defined roles within the SG in order to spread the workload. We've also had some very experienced members of

the SG stepping away in the last 12 months or so is definitely a period of adjustment. However we see plenty of interest in Impact and plenty of areas we can support and provide a platform for moving forward. Now, more than ever, with AI fundamentally changing the way we think about and access culture, the way we capture and understand the impact and value of our work is crucial.

Plans for 2026 are already in full swing: We are currently planning an in person workshop at the C.R.E.A Cultura Festival in Italy focused on Impact methodology for developing responsible use of AI frameworks. We are planning a series of Cafe's on Impact and AI. The first session in the spring will focus on how Gen AI can be used to support the use of the Playbook. We see scope to work closely with other communities on some of these sessions.

We are keen to support the collection and interpretation of metrics for the Sector, as a base line for measuring change and impact. We met with

Fiona Moawat in our last meeting to discuss how the Impact community could help advocate for this within Europeana.

We are also keen to look at alternatives and emerging impact methodologies in the sector. One of our SG members has now drafted a blog exploring this. We will now review as a group and publish. This will act as a focal point for an event with guest contributors to present and discuss different methodologies.

Intention to meet

The SG meets online monthly, in-person when appropriate and possible.

Recruitment

We have welcomed 4 new Steering Group members this year but we are still actively recruiting in order to strengthen and diversify.

3. MONITORING ENGAGEMENT AND SUCCESS

- Number of Community- or steering group-organised activities, e.g. presentations, events or training
 - Reporting annually
 - No KPI due to voluntary nature of ENA Community activities

Eventually mandatory, where relevant activities are developed or organised

- Number of participants/beneficiaries of discrete Community-led activities
 - Reporting annually
 - No KPI

Eventually mandatory, where relevant activities are developed or organised

- Satisfaction rating relating to ENA Community-led activities
 - 75% benchmark as standard
 - Reporting annually

Eventually mandatory, where relevant activities are developed or organised

Align with standard guidance on evaluating products and services

- Views of main landing page and key Community resources (to be agreed per Community and promoted / disseminated accordingly)
 - No KPI

Voluntary and only used if appropriate
Measured already for Impact Playbook, for example, noting that dissemination and engagement is not only influenced by community activities

4. BUDGET

Budget request

€4,000

Budget breakdown

- €1,500

Travel support for community members to represent the community at relevant events

- €1,000

Funding for Educational Resource development. Following feedback from our Impact session at the Europeana Conference and having attended the Europeana Academy session, the SG discussed developing a learning resource to help introduce the Impact Playbook to a wider audience, and to give users confidence in applying it in their settings. We imagine being able to adapt a lot of existing resources to help develop this resource on the Europeana Academy. We have started drafting a Training Development Plan here with more details. The SG will work with Foundation staff on the best approach to developing the resource pending the completion of the Training Development template.

Foundation staff time is foreseen, in helping to format and publish content in the Europeana Academy as the bulk of this cost

We are exploring interest and capacity in setting up a task force to drive this work forward but acknowledge the dependency on Foundation staff to help us refine the format and to get the content onto the Academy. Our next step is to finish our Training Development Plan and discuss it with Sebastiaan ter Burg.

- €1,000

We wish to use the remainder of our 2026 budget to help revive and renew the Enumerate initiative. We will work with the Foundation and other communities to develop a cost effective way of making the hosting and presentation of data sustainable. We understand that this sum will likely only cover part of that cost and will need to find additional funding from elsewhere to support the work

- €420

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