

EUROPEANA IMPACT COMMUNITY WORK PLAN

TABLE OF CONTENT

1. Steering Group composition	3
2. Community aspiration for 2023	4
3. Priority areas	5
4. Activities	6
5. Task Forces	8
6. Communications/outreach	9
7. Budget	10

1. STEERING GROUP COMPOSITION

- Maria Drabczyk (chair) - January - June 2023
- Dafydd Tudur (Co-chair)
- Jenny Kidd
- Olivier Schulbaum
- Nienke van Schaverbeke
- Antonio Davide Madonna
- Nicole McNeilly (Community Advisor)
- Ad Pollé (Community Manager)

The Steering Group (SG) intends to implement a rotation model for the chair every six months. The schedule will be determined in the SG meeting in January.

Recruitment will also take place in 2023 to expand the Steering Group.

2. COMMUNITY ASPIRATION FOR 2023

We want to continue our efforts 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 understand the value of its work.

3. PRIORITY AREAS

1. Empowerment, skills development, community events and capacity building in impact

We want to empower the sector to use and further develop the Europeana Impact Framework's tools and resources.

2. A holistic impact approach that facilitates participatory, inclusive and audience-centred initiatives in digital cultural heritage

Taking a holistic approach, we want impact design, assessment and narration to reinforce the creative value and social relevance of cultural heritage in key areas, including the common European data space for cultural heritage, environmental impact, diversity and inclusion, digital literacy, democratic values and data justice. We want to influence better and more inspiring cultural heritage activities that engage and have value for the broader public.

3. Add value to the Europeana Network Association and wider cultural heritage sector

Impact should be relevant for all Europeana Network Association communities, and by working in partnership and promoting our offer we aim to bring value to the wider Network and sector.

4. ACTIVITIES

Impact Month (working title)

What

A month-long 'festival' (celebration/discussion) of all things impact, for, by and with the impact community, the ENA and beyond. There are three overarching activities:

- Launch of the completed online Impact Playbook and full, four-phased Playbook
- New brand identity
- Editorial and social media engagement

The following elements will be part of the festival:

- Cross-community events
- Fringe events with partners or related projects
- Other Europeana events
- Workshop/training event
- Community networking meet-ups

When

March 2023 (to be confirmed)

Who

- Impact Community members
- Users and would-be users of the Impact Playbook
- Other ENA communities (cross-community collaboration)
- Wider ENA and heritage professionals interested in impact, who want to put something into practice
- Those unsure of what impact means
- Other heritage networks and membership organisations
- Other impact-related projects we are involved in, or connected to
- Europeana Foundation staff

Digital impact community networking events

What

Accessible, chat-like online networking meetings (50 minutes max) for the impact community and other people that have an interest in the concept of impact. The aim is to have inspiring and helpful conversations around the impact of culture, resulting in tangible outputs where possible.

When

Throughout the year, on a quarterly basis.

Who

Cultural heritage professionals from different backgrounds and fields of expertise, who are engaged with the concept of impact in their work and are able to discuss amongst each other how impact can or is influencing conversations with their stakeholders:

- colleagues,
- funders,
- sponsors,
- governmental bodies,
- commercial partners, etc..

5. TASK FORCES

A concrete plan for a proposal on the theme of Member States data collection practices is currently being discussed.

6. COMMUNICATIONS/ OUTREACH

- Quarterly newsletter to members
- ListServ to engage members and encourage discussion/interactivity
- Pro page
- LinkedIn community
- Supporting Europeana's news and campaigns on social media

7. BUDGET

Budget required EUR 4 000: Division to be determined.

- Impact Month
- Physical meeting to align with Impact Month In Q1 2022 (to be confirmed)
- Task Force
- Remaining budget for contingency



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