

"Europeana - next steps"

Response from the Scottish Library and Information Council and the Chartered Institute of Library and Information Professionals in Scotland

Questions for the public consultation

The present document complements the Commission Communication on 'Europeana - next steps' with a series of questions for consultation. Interested parties are invited to submit their comments on all or some of the questions by 15 November 2009 to:

European Commission,
Directorate General for Information Society and Media
Unit 'access to information', EUFO 2281
Rue Alcide de Gasperi
L-2920 Luxembourg
or by e-mail to: ec-digital-libraries@ec.europa.eu



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The Scottish Library & Information Council and CILIP in Scotland represent the Scottish Library community both for organisations (SLIC) and individual professionals (CILIPS). Membership of both organisations includes public library and information services, which are publicly funded from local authorities, schools, universities, colleges etc.

We welcome the opportunity to respond to the consultation on the future of Europeana and digitisation in Europe. Libraries have operated in the digital environment for many years now; whilst there is considerable use of digital content by their users, progress is slow in providing relevant and purposeful digital content to their users. In the UK matters digital are a matter for the devolved governments and European matters reserved, this adds a further complexity in developing strategies, policies and plans in the UK, far less than achieving the same across Europe. Europeana – properly structured, could act as a catalyst for the development of programmes in member states.

Questions for consultation

General

Question 1

Which orientations would you suggest for the future development of Europeana as a common access point to Europe's cultural heritage in the digital environment?

Europeana will not be the unique access point for users to access content, The average user will use search engines in the first instance for their search. The average information seeker's behaviour is driven by access 24/7 and looking on the first 2 pages of results on their search terms. Europeana should consider some of the findings in <http://www.bl.uk/news/pdf/googlegen.pdf>. Users' expressed needs should be an integral part of future development

Europeana has the potential to be an aggregator and bring together distributed collections at a European level with a commonality of subject linked to subject specialism. Scotland slowly has been developing an infrastructure for about 10 years with its own registry of digitised and non digital collections through;

ScotlandsInformation.com <http://www.scotlandsinformation.com/>

Scottish Collections Network (SCONE) <http://scone.strath.ac.uk/Service/Index.cfm>

The Scottish Distributed Digital Library is available at <http://scone.strath.ac.uk/sddl/index.cfm>

SDDL has 121 purely digital collections which are openly available (no passwords required). SCONE also records 22 additional subscription-based digital collections.

There are some areas in which Europeana could be a useful addition to the landscape, e.g. research and Development function, supporting the use of open source software, sharing of metadata and



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product placement opportunities for organisations. These functions combined could stimulate the creation of digital content.

Question 2

Which features should be given priority in the further development of the site?

The current version of Europeana in essence is an old model. The new version should consider how to make the content more appealing and attractive and stimulate engagement with cultural institutions and support communities by users. The presentation of data through the use of semantics, linked data, geo-based data (interactive maps) and shared contextual information would add value to local and member state programmes through:

- Working locally to support programmes which can interface with the networks and models supported and aggregated by Europeana.
- Development of Models for supporting small organisations
- Develop a framework content policy from those of member states and contributors to create relevant and coherent collections and reference sites of digital content
- Assess user need, using Google analytics and focus groups

Question 3

Has Europeana struck the right balance between making Europe's digitised cultural heritage? searchable through a common entry point and at the same time giving visibility to the institutions that contribute the material, or should the material accessible through Europeana be presented in a more unified way?

The average user does not care who owns an item. In addition the Financial Times Digital Business Supplement 21/9/2007 highlighted that young people demonstrate the following attributes

- They are video gamers with different expectations about how to learn, work and pursue careers.
- They are technology literate, but that does not make them media literate(or information literate).
- They are content creators and that shapes their notions about privacy and property.
- They are product and people rankers and that informs their notions of propriety.
- They are multi-taskers often living in a state of “continuous partial attention”, where the boundary between work and leisure is quite permeable.

Both cultural heritage institutions and Europeana need to recognise this and consider how they can add value to what users find using Google. What is important is that we can quantify the use made of digital content provided by institutions and Europeana should consider how to demonstrate its value as an aggregator.

Question 4



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How should Europeana further develop its own autonomous identity?

Europeana is not autonomous, it is a collaboration and a product placement vehicle which signposts quality, reliability and context. Local cultural identity is important to citizens across Europe Europeana has to recognise and support the distributed digital landscape and ensure that replication is avoided whilst providing routes to share linked data. Europeana must have flexible ways of nurturing digital initiatives through collaboration and member state forums such as Digital Access Scotland.

The strategic organisations (Scottish Library and Information Council, Museums Galleries Scotland, Scottish Council on Archives) had been working with library, museum and archive practitioners with an interest in digital collections through the Confederation of Scottish Mini Co-operatives (COSMIC). Through this group a call for more strategic engagement with the National Collections and Government was made. Digital Access Scotland is the response to that call.

Vision

To enable all citizens to digitally access the wealth of information and resources held in Scotland's libraries museums and archives and to maximize the potential use and reach of these resources.

Why?

All parties have a strategic role in developing and delivering digital content to the widest possible audience and are responsive to their expectations and changes in technology. They provide leadership to the sectors which promotes active learning, exploration and enjoyment of digital resources held in our museums, libraries and archives and all report directly to government. The partners are committed to developing a framework which overtime increases the creation of digital content and access to these resources. The Minister for Europe, External Affairs and Culture has endorsed the establishment of the group.

How?

- Digital Access Scotland will provide a focus for Scotland to engage in a coherent manner with UK, European and Global initiatives and develop a framework for engagement.
- The Parties will work together to secure additional funding for development and generation of digital content and access programmes to the widest audiences.
- The Parties commit to share long term plans, to collaborate, including the sharing of expertise and facilitate the development of programmes for organisations in Scotland.
- The Parties will operate as strategic partners, pursuing appropriate opportunities as available to promote and advocate for the Partnership and its stated aims and objectives.

Question 5

Should there be minimum requirements for the content brought into Europeana by the contributing organisations (e.g. minimum viewing or use options)? If so, who should be responsible for defining and imposing these minimum requirements?

Minimum requirements and technical standards are always difficult to enforce. If Europeana wishes to pursue and authority and quality badge as an aggregator, then standards need to be in place. In the UK



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the New Opportunities Digitisation Programme in 2001 established a set of standards
<http://www.ukoln.ac.uk/nof/support/manual/>

SLIC has also developed a set of guidelines to support digital content creation, which is about to be updated under the auspices of Digital Access Forum.
<http://www.slainte.org.uk/files/pdf/slic/orginfoimplement.pdf>

The Minerva project from which Europeana was developed used standards and this should be continued. Europeana also be able to articulate clearly the impact and results from different levels of metadata. This will enable organisations to make informed decisions about their metadata creation and provide route maps for progression. Minimum standard should be Dublin core/extended xml.

Europeana should be inclusive and not make selections as to what items appear in relation to subject or context.

Content for Europeana

Question 6

Which categories of content are so important for the users that Member States and their cultural institutions should be encouraged to make them available through Europeana? What measures can be taken to ensure the availability of these works through Europeana?

User intelligence will be important in the future to identify priorities for digitisation for all as will the identification of unique local content which can be shared through Europeana as a hub and aggregator

Question 7

What is the best way to encourage cultural institutions and rightholders to take into account cross-border access - including through Europeana - in their agreements on digitisation and dissemination of in-copyright material? Which legal or practical barriers to this cross-border access need to be addressed?

This may be difficult to achieve especially if institutions are considering private public partnerships as a route to fund programmes. The law is different in each country. However principles outlined in the Open Access publishing in Higher Education debate could be used in that if it is publically funded digitisation then it should be freely available across Europe and remain in the public domain in the future.



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Question 8

How can the difference in the level playing field for digitising and making accessible older works between the US and Europe (in particular the 1923 cut-off date in the US, that places all material from before 1923 in the public domain) be addressed in a pragmatic way (e.g. better databases of orphan and out-of-print works, a cut-off point that imposes lower requirements for diligent search in relation to orphan works)?

The treatment of Orphan Works is the biggest challenge for institutions. The current framework is complex and time consuming and needs to be addressed. There needs to be an easy and quick way to establish provenance and rights, the ARROW project may provide a way forward.

Question 9

What policies should be adopted to avoid that the process of digitisation itself creates new types of sui generis copyright that, in turn, could create barriers to the dissemination of digitised public domain material?

Copyright and IPR on newly created content should be considered before being made publically available. Europeana should consider ensuring that metadata includes information on copyright status.

Question 10

What measures can be taken to ensure that cultural institutions make their digitised public domain material accessible and usable in the widest possible way on the Internet? Should there be minimum requirements for the way in which digitised public domain content is made available through Europeana?

Principles outlined in the Open Access publishing in Higher Education debate could be used in that if it is publically funded digitisation then it should be freely available across Europe and remain in the public domain in the future. Good metadata and quality digital assets which meet users' needs will attract more interest from users, increase traffic and engagement with institutions. Europeana should develop case studies and highlight best practice.

Financing and governance

Question 11

Which financing model would reflect a fair distribution between Community funding, Member States' funding and private funding, and taking into account that the aim of Europeana is to give the widest possible access to Europe's cultural heritage at pan-European level? Could Europeana be financed solely by national cultural institutions or by private funding?

Funding arrangements need to be flexible to optimise engagement. Funding of Europeana alone will not encourage engagement in the digital arena. It would appear that member states assume because



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Europe has a funding stream that no national policy and funding is required. For digitisation on a European and member state level there needs to be a clear signal from EU on what is expected of member states and how that will be monitored in terms of digital engagement. It is our view that a delicate balance of European, member state, organisational and private funding will be required. The JISC Strategic Content Alliance Business modelling paper published in June 2009, gives a useful overview <http://sca.jiscinvolve.org/business-modelling-publications/> on possible business models.

Question 12

Is sustained European Union funding for the basic operations of Europeana necessary and justified for the period after 2013? What type of European funding instrument could best be used?

Even though Europeana is an aggregator it still requires funding to ensure that products and software can be developed which enable member states to participate at as low a cost as is possible. However funding should also be linked to impact, use and evaluation. This should demonstrate how the information and cultural heritage economies have long term benefits and are an investment for the global economy and civil society in the future.

See also Question 11

Question 13

Which governance structure for Europeana would best fit the preferred financing model (as indicated under question 11)? Should there be a role in the governance structure for organisations other than content providers?

The governance structure should be transparent and reflect the key stakeholders across member states. National collecting institutions have a key role to play, however users and organisations who deliver services should have a voice on how Europeana is developed. Care should be taken to ensure that, however this is achieved, the costs of governance are value for money and the governance structure does not define or skew service delivery. We recognise this may be difficult given the scope and scale of those involved. Key stakeholders like EBLIDA (European Bureau of Library and Documentation Associations), LIBER (Association of European Research Libraries) and NAPLE (National Authorities of Public Libraries in Europe) would be a mechanism to do this. Member states should also be required to develop inclusive mechanisms for engagement.

Question 14

How can private involvement in Europeana best take shape (e.g. through sponsoring, through technological partnerships, through links from Europeana to the sites of publishers and other right holders where the user can buy in-copyright content, or through another type of partnership)?

Core function of Europeana and member states' digitisation should be to provide free access at the point of use to publically funded digital resources. Consideration should be given on how to add value



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to the basic digital programme through the use of private funding to enhance the service and place the product where users go. The concept of a research and development or laboratory function may be an area which would attract interest for sponsorship beyond carefully selected web advertising.

Question 15

How can private sponsorship of Europeana best be stimulated? Are commercial communications on the Europeana site acceptable, and, if so, what type of commercial communications (e.g. logos of sponsors, promotion of specific products)?

Europeana must ensure that the use of advertising should be discriminate and fit the ethos and values of the project. Using Google ads is a possibility given the levels of use of the project so far, this may generate small amounts of income. It may also be possible to sell the Europeana brand to commercial providers in a “more like this....but you have to pay way”

Question 16

Should there be a contribution (financial or other) in exchange for the links from Europeana to sites with content for which the user has to pay? Can a model such as that of Gallica 2, providing links from the site of the Bibliothèque Nationale de France to the content on the sites of French publishers, be transposed to Europeana?

See 15 above



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