Cycle Confortas [homme debout à côté d'un vélo avec volant au milieu d'une rue]
Agence Rol. Agence photographique
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Europeana

DCHE
11 May 2017 Jill Cousins, Harry Verwayen, Shadi Ardalan

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Cycle Confortas [homme debout à côté d'un vélo avec volant au milieu d'une rue]
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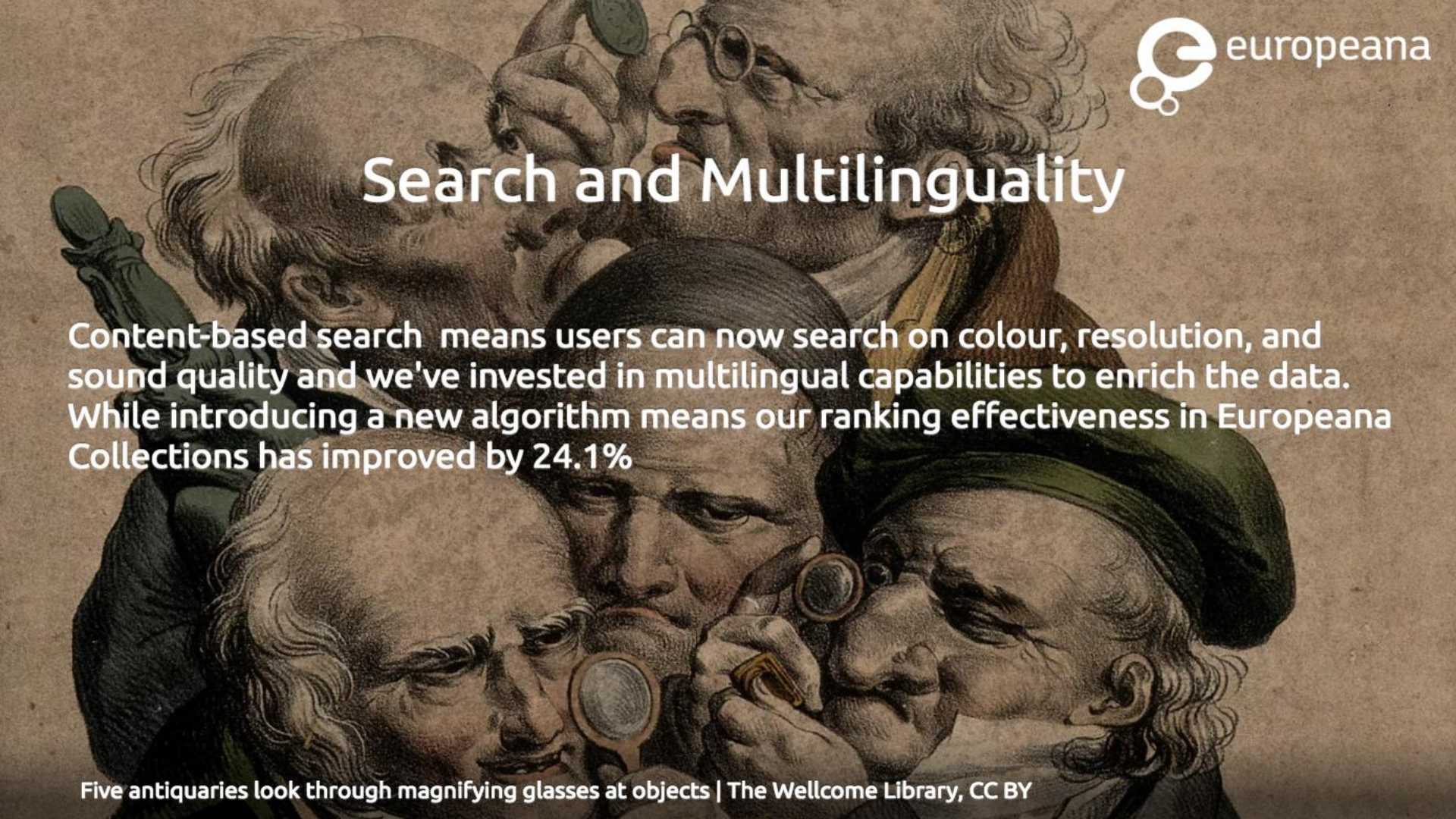
Europeana
Annual Report 2016

11 May 2017 Jill Cousins

Co-financed by the European Union
Connecting Europe Facility

Search and Multilinguality

Content-based search means users can now search on colour, resolution, and sound quality and we've invested in multilingual capabilities to enrich the data. While introducing a new algorithm means our ranking effectiveness in Europeana Collections has improved by 24.1%



Five antiquaries look through magnifying glasses at objects | The Wellcome Library, CC BY

Questions on Annual Report 2016?

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Europeana
Refined strategy

11 May 2017 Jill Cousins

Co-financed by the European Union
Connecting Europe Facility

http://strategy2020.europeana.eu/update/

Europeana 2020 Strategic update

It's three years since we launched our 2020 strategy. We're now at the halfway point; a good time to review our progress, refine and update our plans and make sure we're on course to meet our targets together.

Strategy refinement working group

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The Europeana Strategy 2020, which positions Europeana as a multi-sided platform that facilitates interaction between the content and the user, is still largely valid.

But a shift in emphasis is needed make us more effective in the execution.

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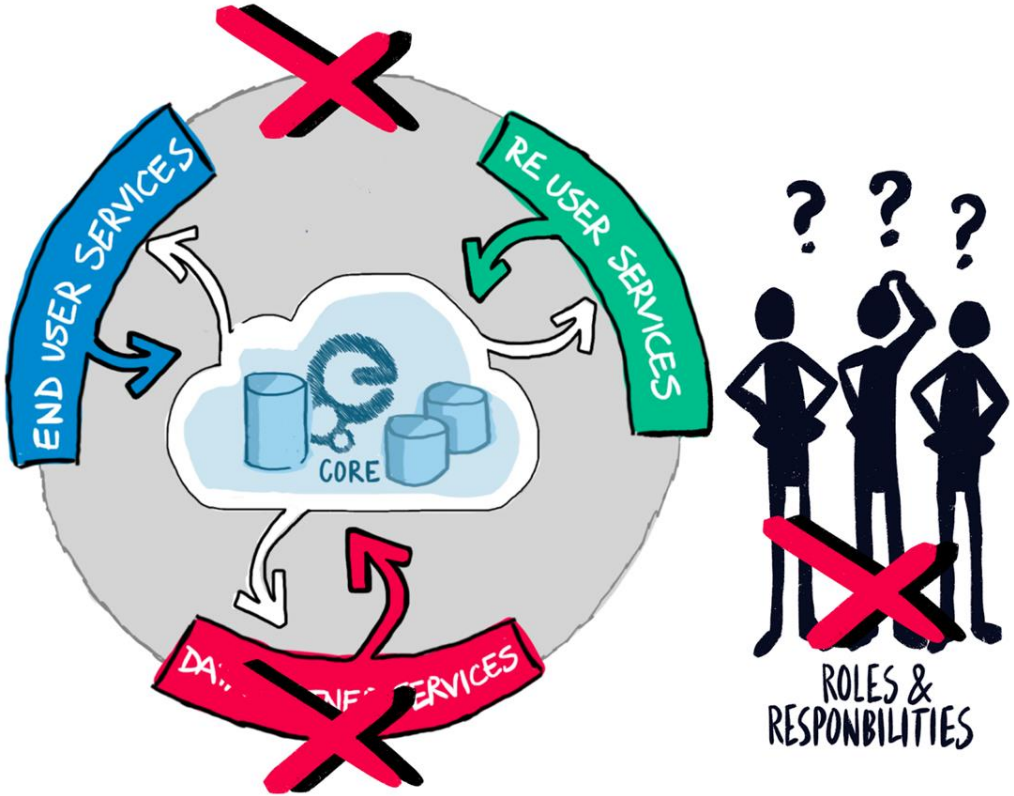
PAIN POINTS



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So what
mean
in

CHANGE PRIORITIES

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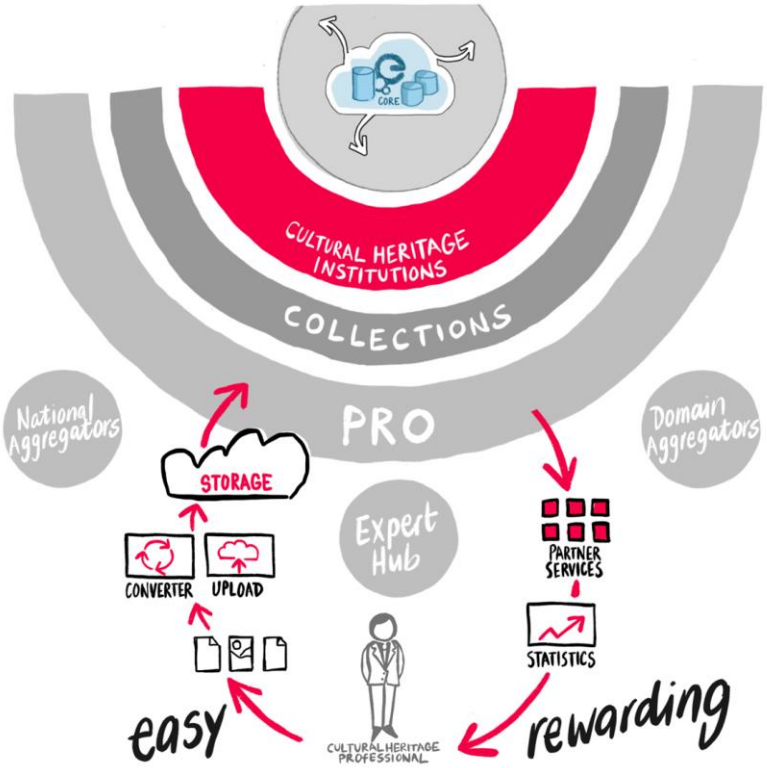
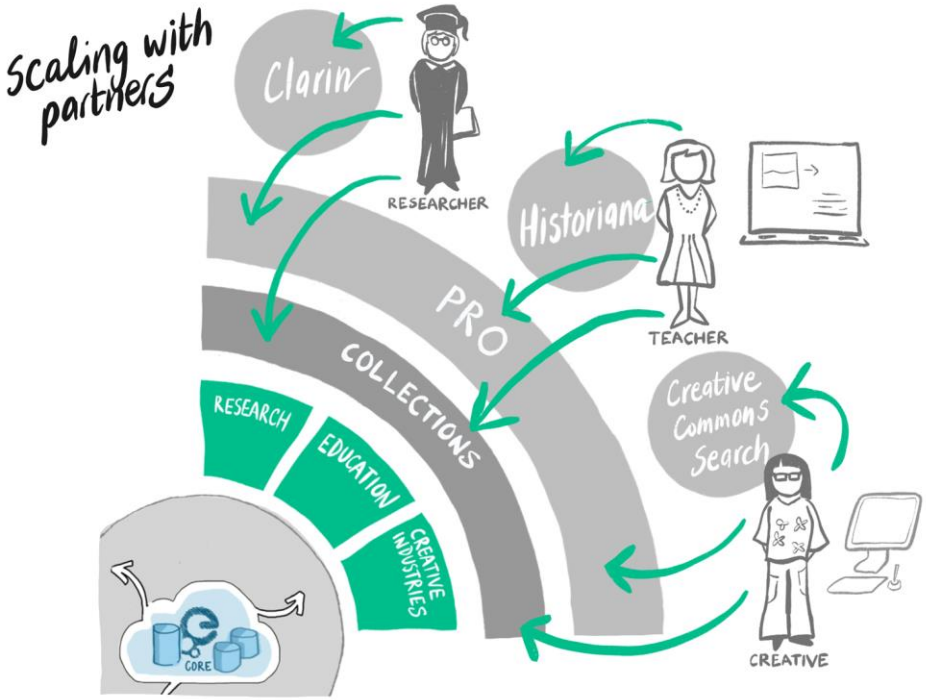
Making it easy & rewarding for CHIs to share high quality content



Roles & Responsibilities:

- Data Quality/ Control of use - ***Cultural Heritage Inst.*** *Europeana Network*
- Targets on Data Quality - ***MS***
- Data enrichment/improvement: *Aggregators*
- Publishing etc - *Europeana*

Scaling with Partners



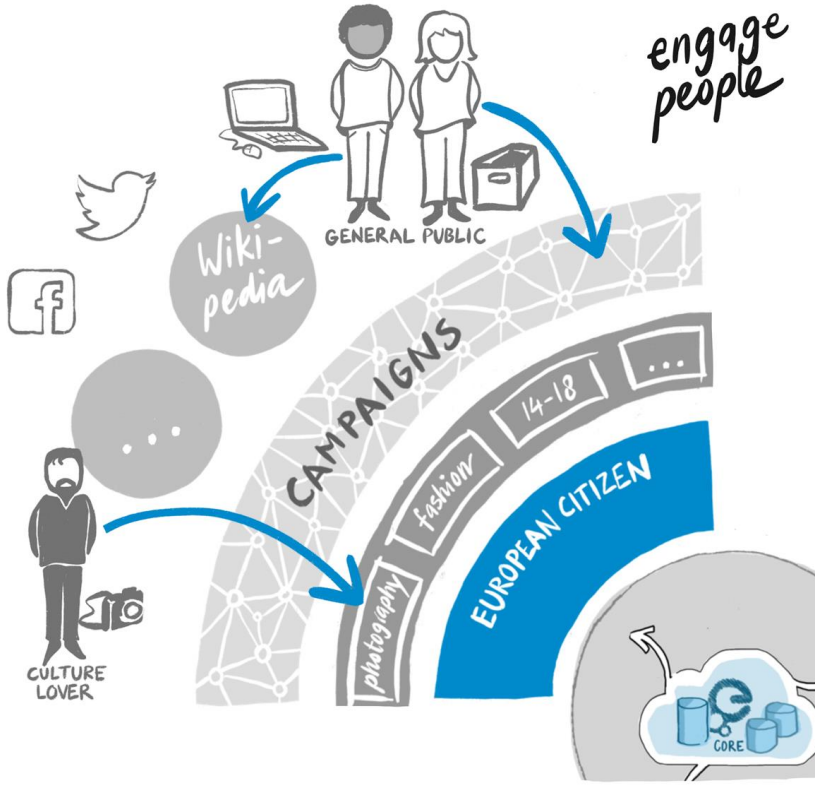
Roles & Responsibilities:

- Partnership Development: *Europeana*
- Audience Devt & Outreach: *Education & Research providers, Creative Industry intermediaries*
- Data Supply at high quality: ***Cultural Heritage Institutions,*** *Europeana Network Association*
- Challenges & Grants programmes *Europeana & Advisory Boards*

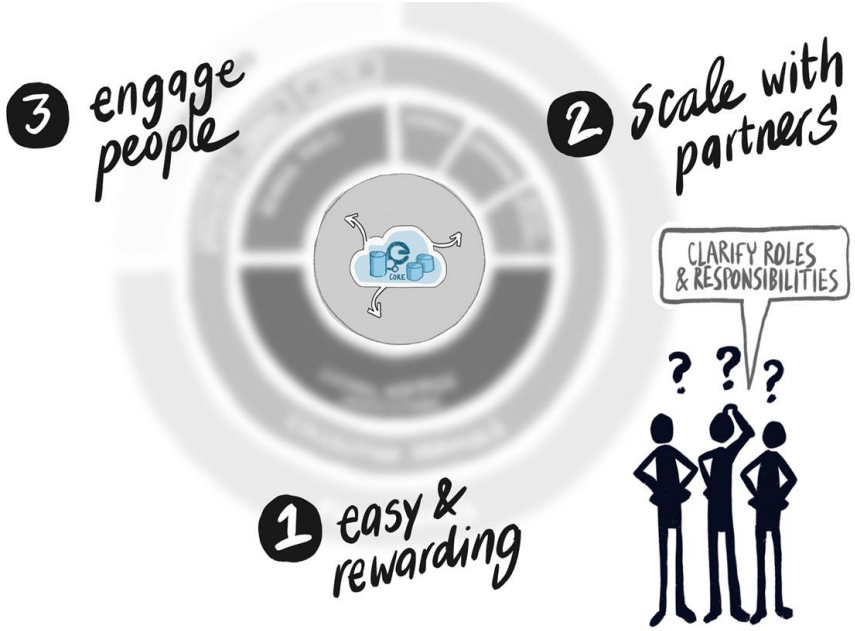
Engaging people

Roles & Responsibilities:

- Collection Curation: *Domain & CHI experts*
- Social media outreach: *Europeana Network Assn, Europeana,* ***Cultural Heritage Inst's.***
- Campaigns: *Europeana, Europeana Network Association,* ***Cultural Heritage Inst's***
- API, Search, Multilingualism, *Europeana, Europeana Tech Community*



What does this mean for you?



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Europeana

Business Plan 2017

11 May 2017 Harry Verwayen

Co-financed by the European Union
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europeana

Business plan 2017

“Spreading the word”

February 20

Love letter between Fritz Kreisel and Trudel Joseger
1915
Europeana 1914-1918
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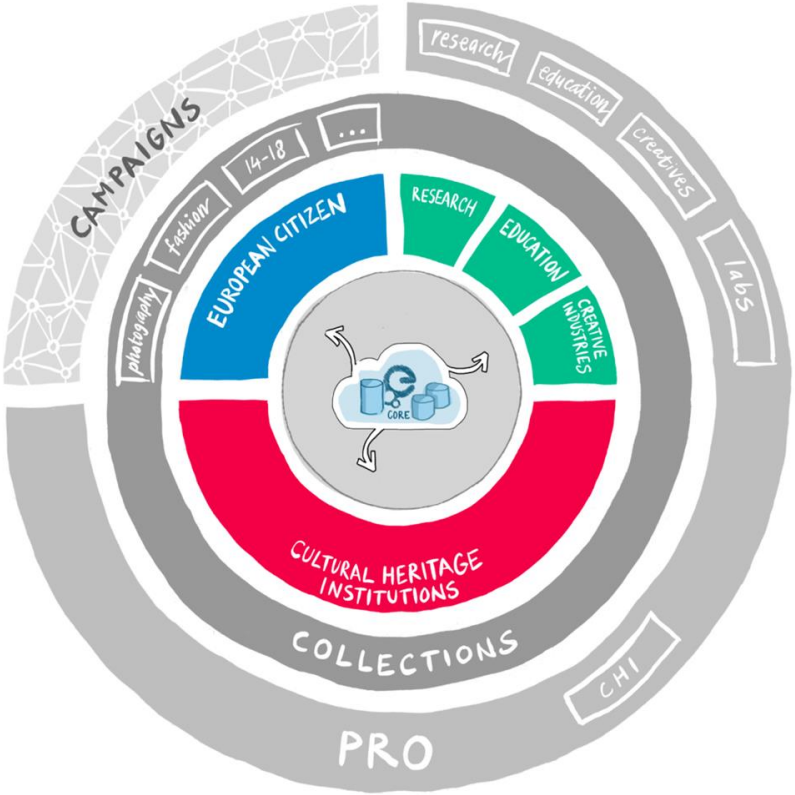
MARKETS & PRODUCTS



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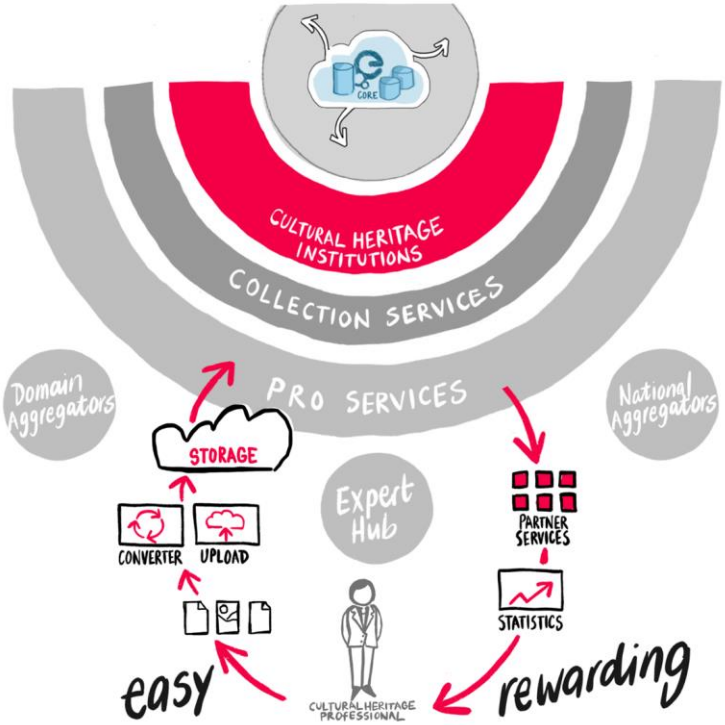
1. Cultural Heritage Institutions



Note there are 3 components

Impact statement: “(in 2020) decision makers in Cultural Heritage Institutions (CHIs) **feel rewarded as active participants** in a culturally connected platform for Europe, built on the principles of openness, mutuality and trust. Being part of Europeana has both **connected them with peer**s and **helped them to make their collections available, in high quality, with standardised rights statements that allow re-use,** to the general public and for use in education, research, and creative industries”

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Cultural Heritage Institutions

Making it easier

Content strategy!

Publish and implementing the new content strategy: with an emphasis on quality over quantity, we will liaise closely with expert hubs and aggregators to proactively identify new collections and partners for publication in Europeana. Selection will be based on user demand, quality and richness of content (Europeana Publishing Framework tier compliance) and theme alignment.

Update the Europeana Publishing Framework: clarifying the technical requirements for video, audio and texts. In late 2017 we also aim to introduce a metadata quality component to the framework as the tiers are currently based solely on the presence and licensing of media.

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Performance Indicators

Mix of qualitative and quantitative measures

Key performance indicators 2017:

- Establish the components of a Net Promoter score baseline
- 60% of participating CHI rate Europeana services 4 or higher on a Likert scale of 1-5
- Increase the percentage of Tier 3 and 4 material to at least 16% of the total

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Milestones

Products

- Radio v1
- Annotations
- Fashion
- Photography
- 1914-1918
- Image similarity search
- Migration
- Newspaper
- Exhibitions new style
- Entity Collection
- Metis
- New Pro

Projects & Campaigns

- GLAM wiki 1914-1918 challange
- Impact Toolkit
- Match funding challange
- Match funding challange
- #Allezculture! Text campaign
- #Allezculture! Migration campaign

Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec

Events

2018 Year of cultural heritage

- MC meeting KB, 21-22
- Aggregator Forum, 18-19
- Presidency Event, Malta
- MC meeting
- Presidency Event, Estonia
- Aggregator Forum
- GA/Tech, Germany, 06

Project DSI-2

Project DSI-3 / Generic Services

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Quick updates

11 May 2017 Jill Cousins, Harry Verwayen, Shadi Ardalan

Co-financed by the European Union
Connecting Europe Facility

2017 Q1 KPIs

22/10/21, course [automobile sur le circuit] de Brooklands, le comte Zborowski sur Aston Martin Agence Rol. Agence photographique
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Cultural Heritage Institutions

KEY PERFORMANCE INDICATORS 2017

- Establish the components of a Net Promoter score baseline
- 60% of participating CHIs rate Europeana services 4 or higher on a Likert scale of 1-5
- Increase the percentage of Tiers 3 and 4 material to at least 16% of the total

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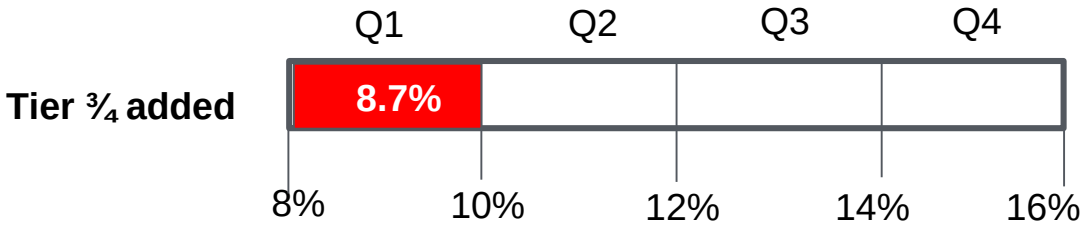
Cultural Heritage Institutions



Tier	Total March 2017	Percentage	Difference with January 2017
Total	54,358,074	100%	224,593
Tier 1	46,125,604	85%	0
Tier 2	3,514,355	6.5%	-157,298
Tier 3	1,322,583	2.4%	106,244
Tier 4	3,395,532	6.2%	-3,636
Tier 2-4	8,232,470	15.1%	-54,690

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General Public

KEY PERFORMANCE INDICATORS 2017

- Establish the components of a Net Promoter score baseline for thematic collections
- >60% 4+ average user satisfaction for all thematic collections, exhibitions and blog (culture lovers)
- Reach of Europeana data:
  → Total impressions 3rd parties: 125 million
  → Total impressions social media: 75 million
  → Total engagement social media: 318 thousand
  → Traffic overall: 6 million visits
- Engagement on Europeana products
  → Returning visitors >30% average on all thematic collections
  → Downloads: 180 thousand
  → Click-throughs: 1.2 million

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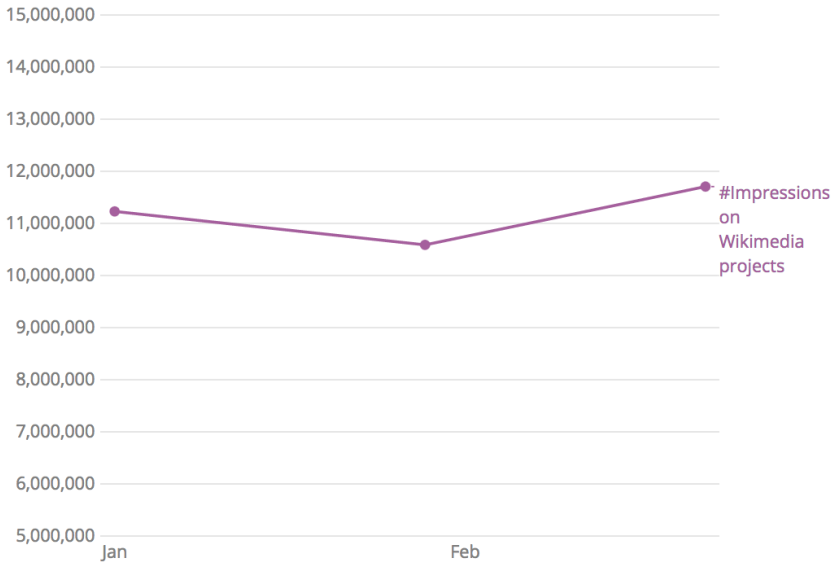
General Public: impressions third parties

Impressions of Europeana content on third-party platforms



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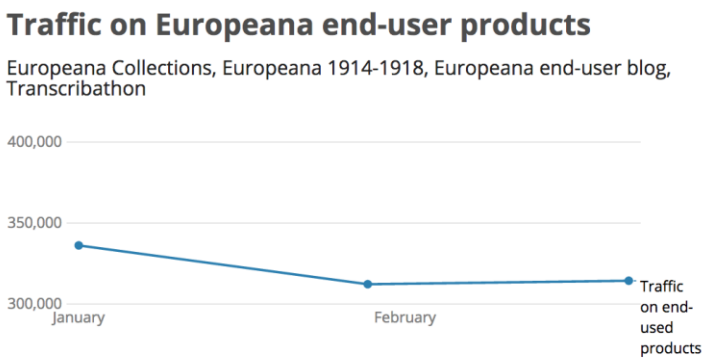
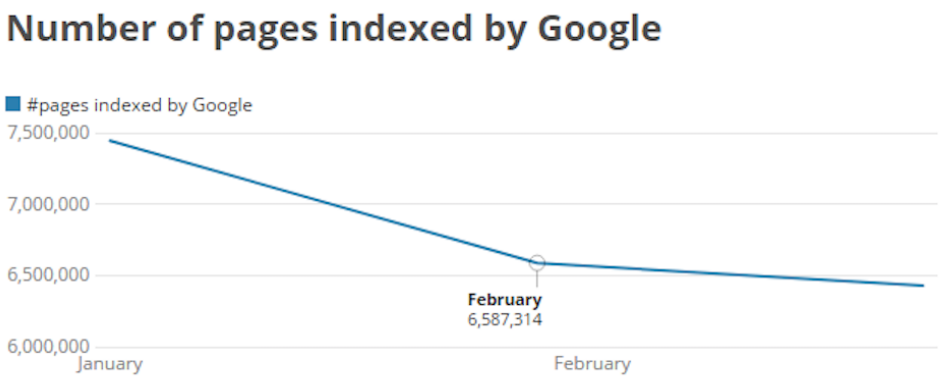
General Public: reach





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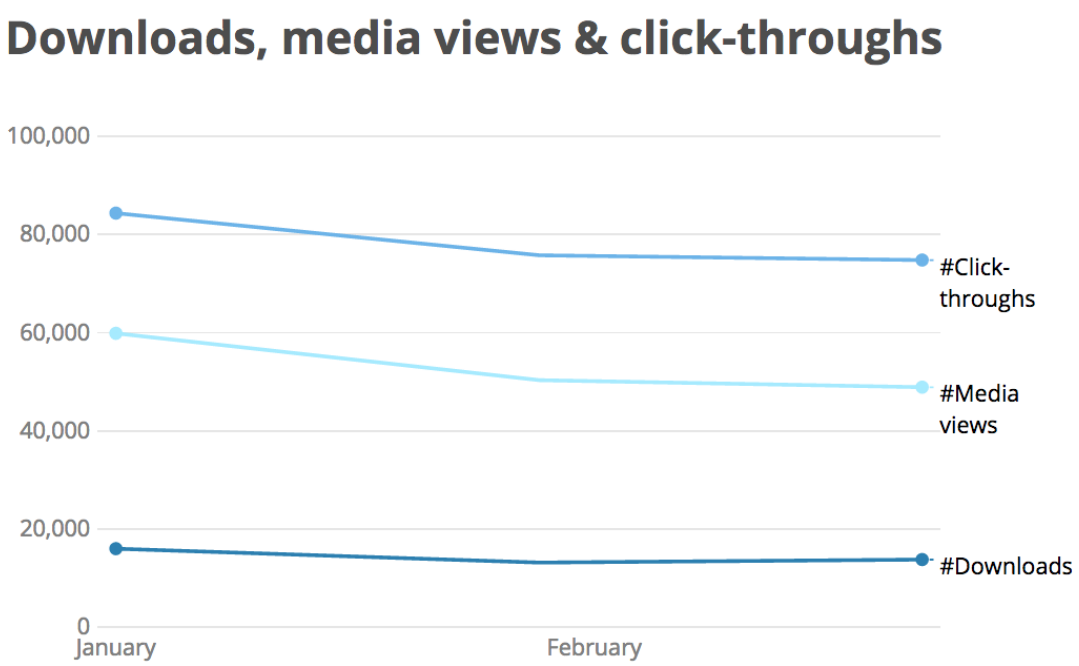
General Public: Engagement



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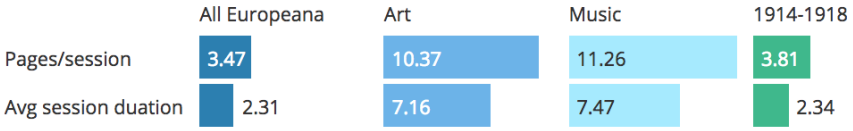
General Public: Engagement

Engagement on Europeana & Europeana Thematic Collections



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Research

KEY PERFORMANCE INDICATORS 2017

- Establish the components of a Net Promoter score baseline
- 60% of users rate Europeana services 4 or higher on a Likert scale of 1-5
- **Consolidate partnerships with the two (2) research infrastructures that make Europeana data available**
- **Three publishable case studies from grant funding**

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Education

KEY PERFORMANCE INDICATORS 2017

- Establish the components of a Net Promoter score baseline
- 60% of users rate Europeana services 4 or higher on a Likert scale of 1-5
- **Develop three new educational partnerships that make Europeana data available**

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Creative Industries

KEY PERFORMANCE INDICATORS 2017

- Establish the components of a Net Promoter score baseline
- 60% of users rate Europeana services 4 or higher on a Likert scale of 1-5
- **Minimum of 20 new products and services inspired by or developed with Europeana content**

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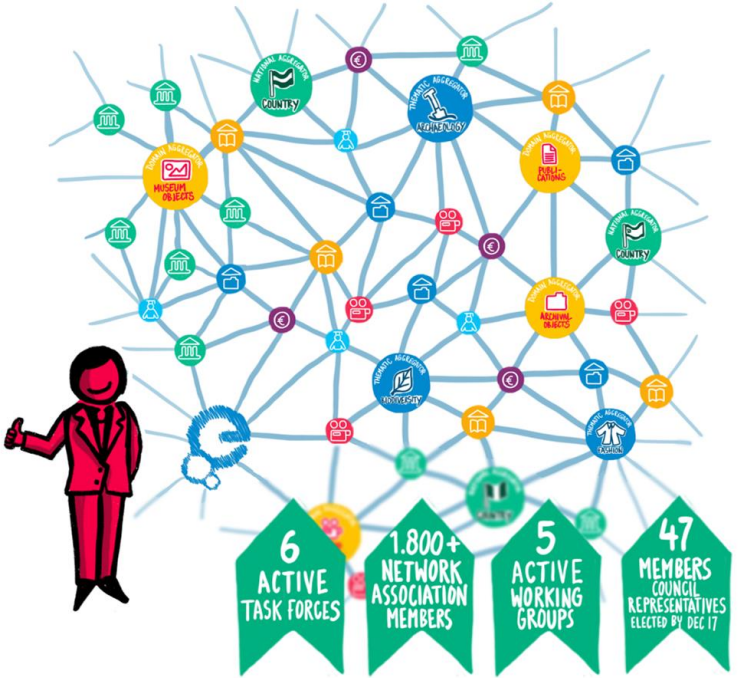
Performance indicators

KEY PERFORMANCE INDICATORS 2017

- Establish the components of a Net Promoter score baseline
- **Minimum of 1,800 Network Association members**
- **Six active Task Forces**
- **Five active Working Groups**



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Quick Updates: Hosting, Generic Services, MS Financial Contributions & Pro Pages, Presidencies

11 May 2017 Jill Cousins & Shadi Ardalan

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Europeana Hosting

22/10/21, course [automobile sur le circuit] de Brooklands, le comte Zborowski sur Aston Martin Agence Rol. Agence photographique
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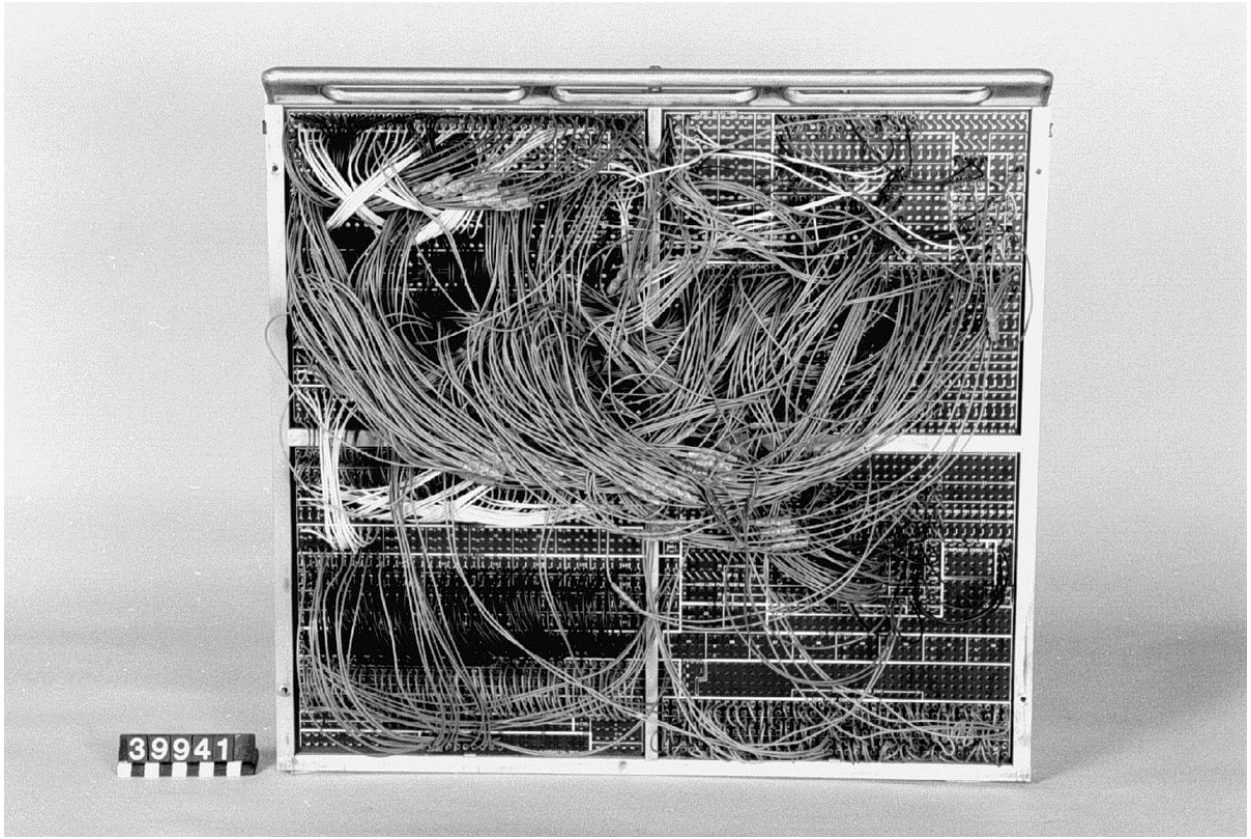
Europeana Hosting will be IBM/SLTN - in Germany & UK



Test Panel IBM |Tekniska Museet | Sweden| CC-BY

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Generic Services Projects

22/10/21, course [automobile sur le circuit] de Brooklands, le comte Zborowski sur Aston Martin
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Migration in the Arts and Sciences

Partners:

Europeana Foundation (NL)
Netherlands Inst Sound & Vision (NL)
Catholic University Leuven(BE)
Narodowy Instytut Audiowizualny (PL)
National Archives of Hungary (Hg)
National Library of Lithuania (LT)
Narodna biblioteka Srbije (SV)
Wikimedia (NL, UK) (Associate, non-funded partner)

To showcase migration to, from, within Europe and the effects migration has had on European Culture

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Rise of Literacy

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Rise of Literacy in Europe

Partners:

Narodna in univerzitetna knjižnica (SI) Europeana Foundation (NL)
Ethniki Bibliothiki Ellados (GR)
Koninklijke Bibliotheek (NL)
Narodna biblioteka Srbije (SV)
Bibliothèque nationale de France (FR)
National Library of Scotland (UK)
Latvijas Nacionālā bibliotēka (LV)
Biblioteca Nacional de Portugal (PT)
Staatsbibliothek zu Berlin - SPK (DE)
CNR - Opera del Vocabolario Italiano (IT)
ICCU (IT)
Llyfrgell Genedlaethol Cymru (UK)

To show the use of written text in Europe (6th to 20th century) and tell the story of the rise of literacy in European Culture

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MS Financial Contributions

22/10/21, course [automobile sur le circuit] de Brooklands, le comte Zborowski sur Aston Martin Agence Rol. Agence photographique
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Member States Funding Overview & Mid-term Sustainability

Since 2008 and to date, twenty eight countries have contributed €4,469,916 to Europeana.

Mid-term sustainability in 2016 & 2017:

- **MS' commitments towards mid-term sustainability**
  €420,950 for 2016
  €264,500 for 2017

- **Received to date**
  €412,950 for 2016 and 2017

Country	2008 received	2009 received	2010 received	2011 received	2012 received	2013 received	2014 received	2015 received	Committed/ Received 2016	Committed 2017	TOTAL amount	in %
Austria		€ 20.000	€ 20.000		€ 20.000			€ 20.000	€ 20.000	€ 20.000	€ 120.000	2,7%
Belgium		€ -	€ 35.000						€ 16.250	€ 12.500	€ 63.750	1,4%
Bulgaria											€ -	0,0%
Cyprus		€ 10.000							€ 10.000		€ 20.000	0,4%
Czech Republic									€ 25.000		€ 25.000	0,6%
Croatia									€ 13.000	€ 13.000	€ 26.000	0,6%
Denmark		€ -			€ 10.000	€ 10.000					€ 20.000	0,4%
Estonia		€ 2.500	€ 6.000	€ 10.000	€ 10.000	€ 20.000	€ 15.000	€ 15.000	€ 15.000	€ 15.000	€ 108.500	2,4%
Finland		€ 30.000		€ 30.000		€ 30.000			€ 30.000		€ 120.000	2,7%
France	€ 60.000	€ 140.000		€ 100.000	€ 100.000				€ 50.000		€ 450.000	10,1%
Germany		€ 145.000	€ 130.000	€ 100.000	€ 100.000	€ 100.000			€ 15.000	€ 15.000	€ 605.000	13,5%
Greece		€ -			€ 15.000				€ 5.000		€ 20.000	0,4%
Hungary		€ 20.138							€ 5.000		€ 25.138	0,6%
Ireland		€ 10.000	€ 10.000	€ 10.000	€ 25.000	€ 10.000	€ 10.000	€ 10.000	€ 10.000	€ 10.000	€ 105.000	2,3%
Italy		€ -		€ 20.000	€ 20.000	€ 20.000			€ 20.000	€ 20.000	€ 100.000	2,2%
Latvia								€ 5.000	€ 5.000	€ 5.000	€ 15.000	0,3%
Lithuania		€ 18.805			€ 11.500		€ 20.273	€ 20.000	€ 20.000	€ 20.000	€ 110.578	2,5%
Luxembourg		€ -	€ 20.000	€ 20.000	€ 45.000	€ 30.000	€ 25.000	€ 25.000	€ 15.000	€ 15.000	€ 195.000	4,4%
Malta											€ -	0,0%
Netherlands	€ 460.000	€ 305.250	€ 300.000			€ 255.000			€ 75.000	€ 75.000	€ 1.470.250	32,9%
Norway		€ 30.000	€ 30.000	€ 30.000	€ 30.000		€ 30.000	€ 30.000			€ 180.000	4,0%
Poland		€ -		€ 30.000	€ 30.000	€ 35.000	€ 40.000	€ 37.000	€ 9.100		€ 181.100	4,1%
Portugal									€ 7.500	€ 7.500	€ 15.000	0,3%
Romania						€ 20.000			€ 20.000	€ 20.000	€ 60.000	1,3%
Slovakia								€ 20.000	€ 20.000		€ 40.000	0,9%
Slovenia		€ -		€ 10.000	€ 40.000	€ 5.000		€ 12.000	€ 5.000	€ 5.000	€ 77.000	1,7%
Spain		€ 100.000	€ 100.000								€ 200.000	4,5%
Sweden					€ 11.500	€ 11.500	€ 11.500	€ 11.500	€ 10.100	€ 11.500	€ 67.600	1,5%
Switzerland		€ 5.000	€ 5.000	€ 5.000							€ 15.000	0,3%
United Kingdom (JISC)		€ -			€ 35.000						€ 35.000	0,8%
Total	€ 520.000	€ 836.693	€ 656.000	€ 365.000	€ 503.000	€ 546.500	€ 151.773	€ 205.500	€ 420.950	€ 264.500	€ 4.469.916	100%

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Member States Financial Contributions for 2016

- **2016**

  - Recently received Hungary’s contribution
  - Croatia and Germany are expected to pay

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Member States Financial Contributions for 2017

- **2017**

  - Invoicing process started with Austria, Estonia, Ireland, Italy, Latvia, Lithuania, Luxembourg, Portugal, Romania, Slovenia and Sweden

  - Countries with participating Generic Services project partners will be approached to consider co-funding: France, Greece, Hungary, Poland, Serbia and UK.

  - Italy has paid €20,000.

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Europeana Pro MS Area, Inside Europeana Newsletter & Country Reports

22/10/21, course [automobile sur le circuit] de Brooklands, le comte Zborowski sur Aston Martin Agence Rol. Agence photographique
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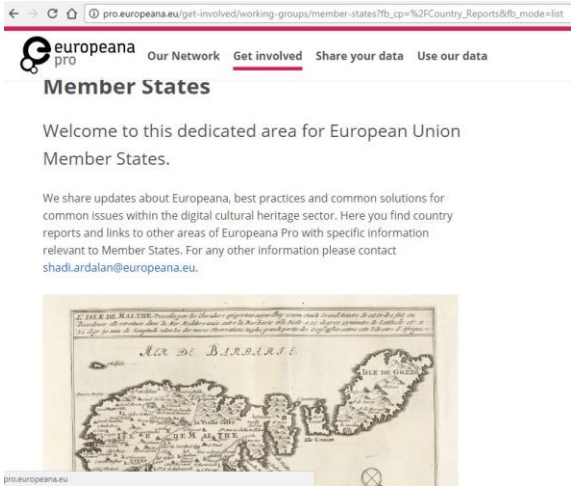
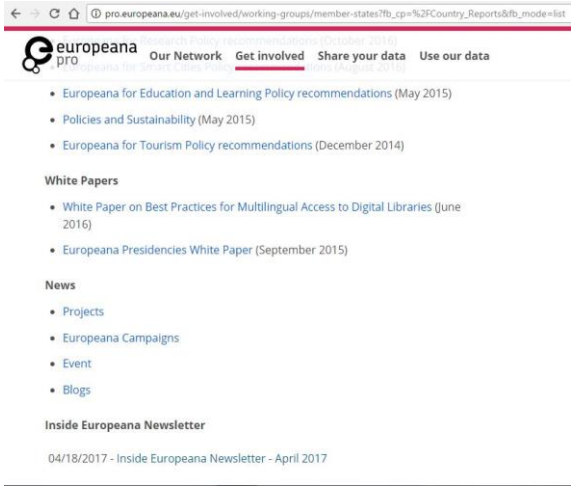
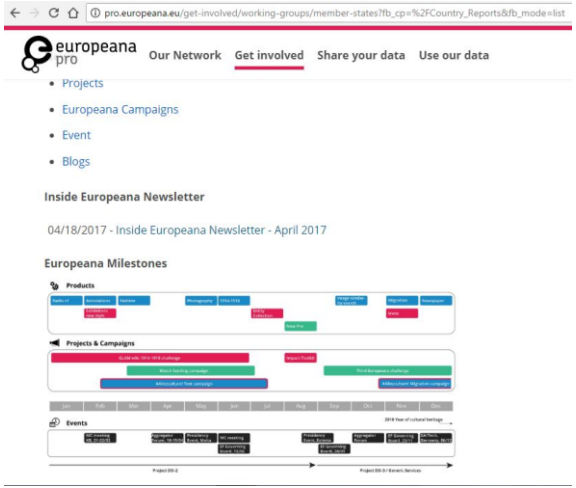
Member States Dedicated Space on Pro

[Link to page on Pro]







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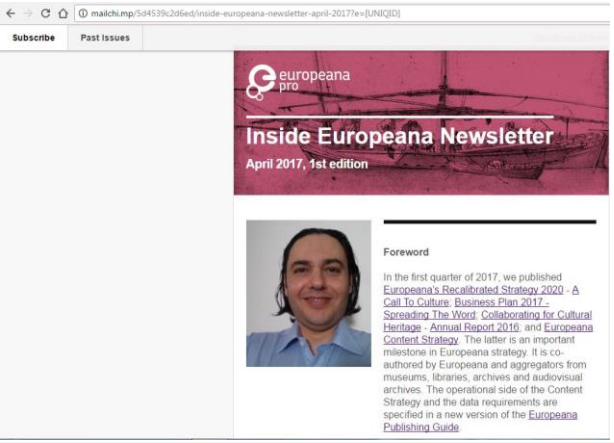
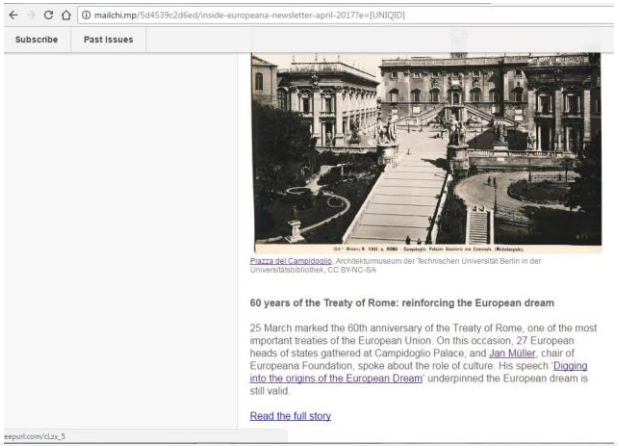
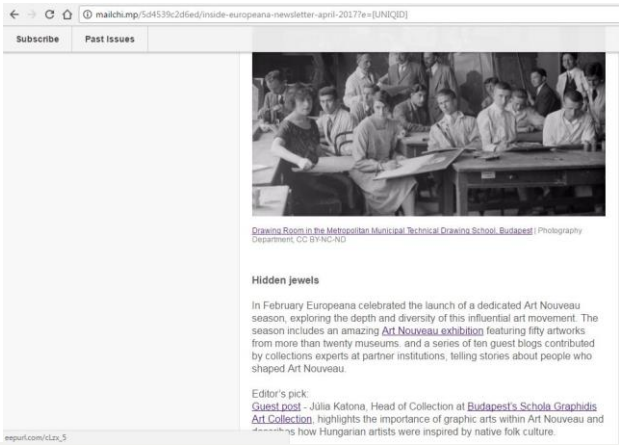
Inside Europeana Newsletter

[Link to first issue of Inside Europeana]







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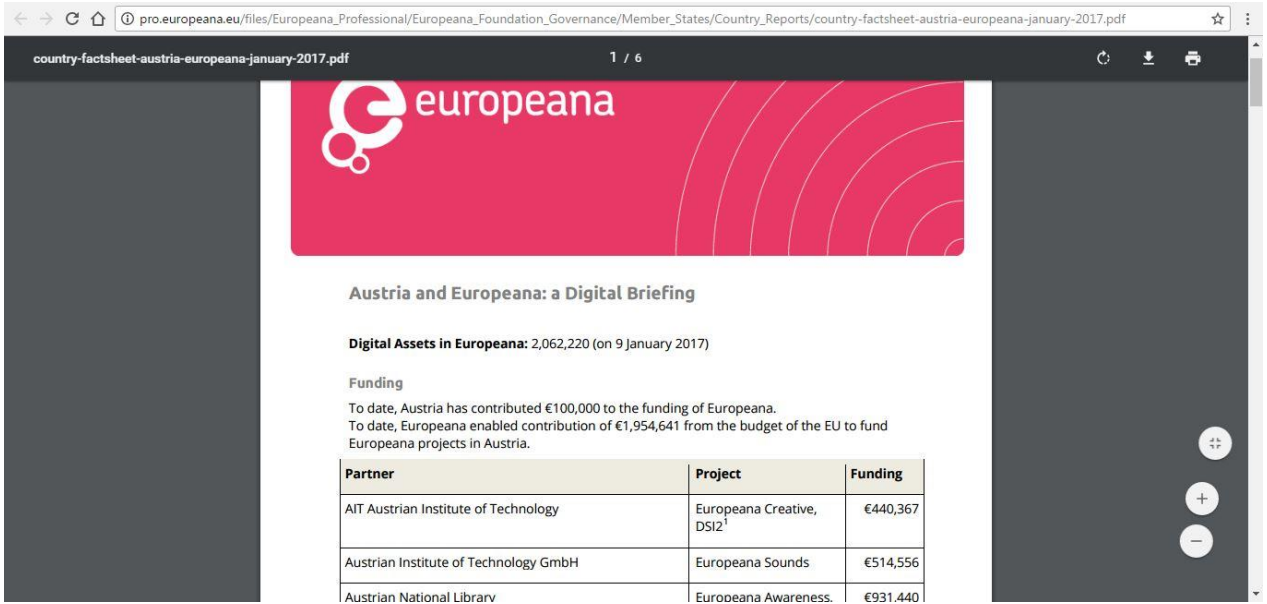
Country Reports

[Sample country report Austria]



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Pro Space, Newsletter & Country Reports

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Presidencies

22/10/21, course [automobile sur le circuit] de Brooklands, le comte Zborowski sur Aston Martin Agence Rol. Agence photographique
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Maltese Presidency

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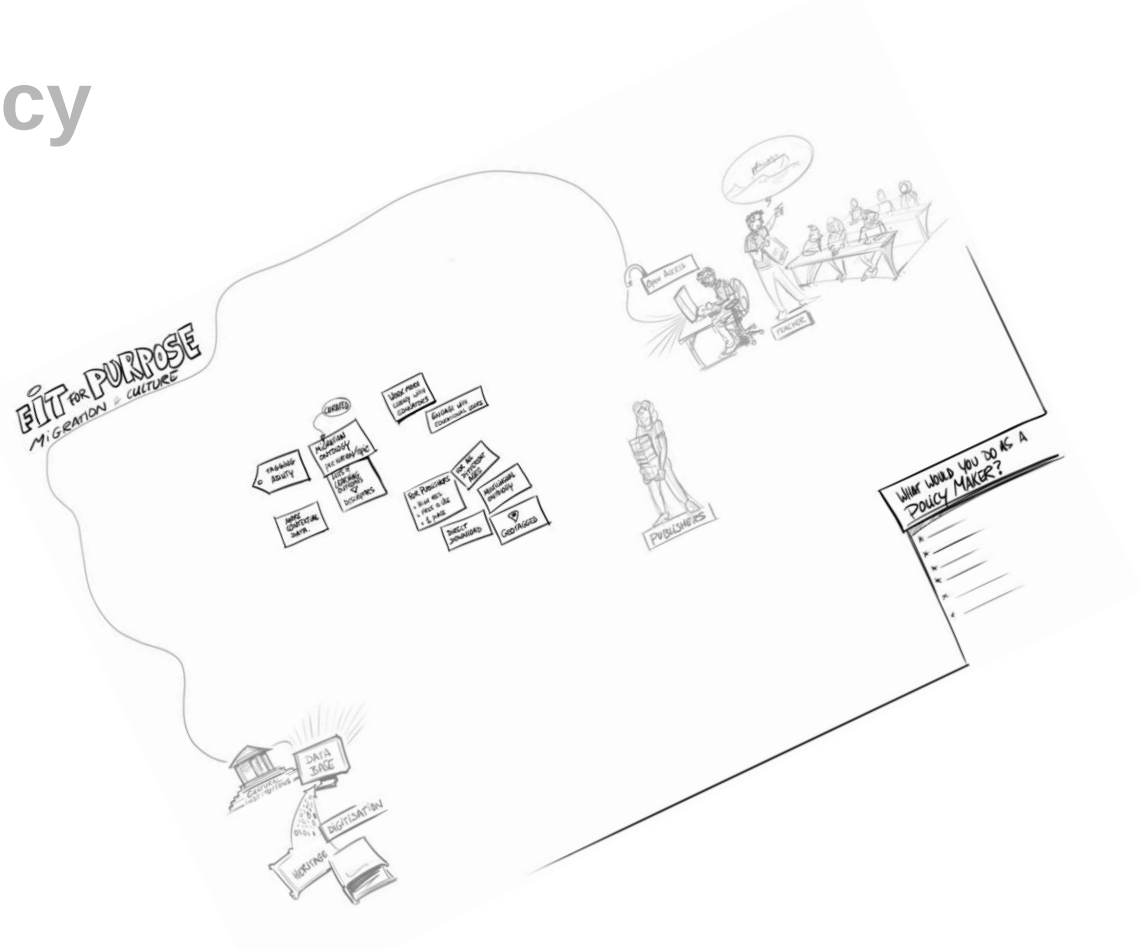
Europeana for Education and Learning

Policy Recommendations



Europeana Foundation
May 2015

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Data Quality

11 May 2017 Harry Verwayen

Co-financed by the European Union
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Increase the data quality

Country	Total January 2017	Percentage	Difference with October 2016
Other	4.406.217	8.44%	-164.030
Netherlands	6.236.918	11,47%	-21.084
Germany	5.830.910	10,73%	200.800
France	5.826.391	10,72%	1.225
Norway	5.365.970	9,87%	205
Spain	4.691.052	8,63%	109.166
Italy	4.059.292	7,47%	2.936
Sweden	3.694.510	6,80%	20.166
United Kingdom	3.436.749	6,32%	2.498
Poland	2.672.092	4,92%	0
Austria	2.140.620	3,94%	46.223
Denmark	1.622.612	2,99%	149
Belgium	1.509.826	2,78%	2.689
Finland	1.068.944	1,97%	0
Hungary	990.459	1,82%	0
Europe	805.512	1,42%	32.849
Total	54.358.074	100.00%	222.924

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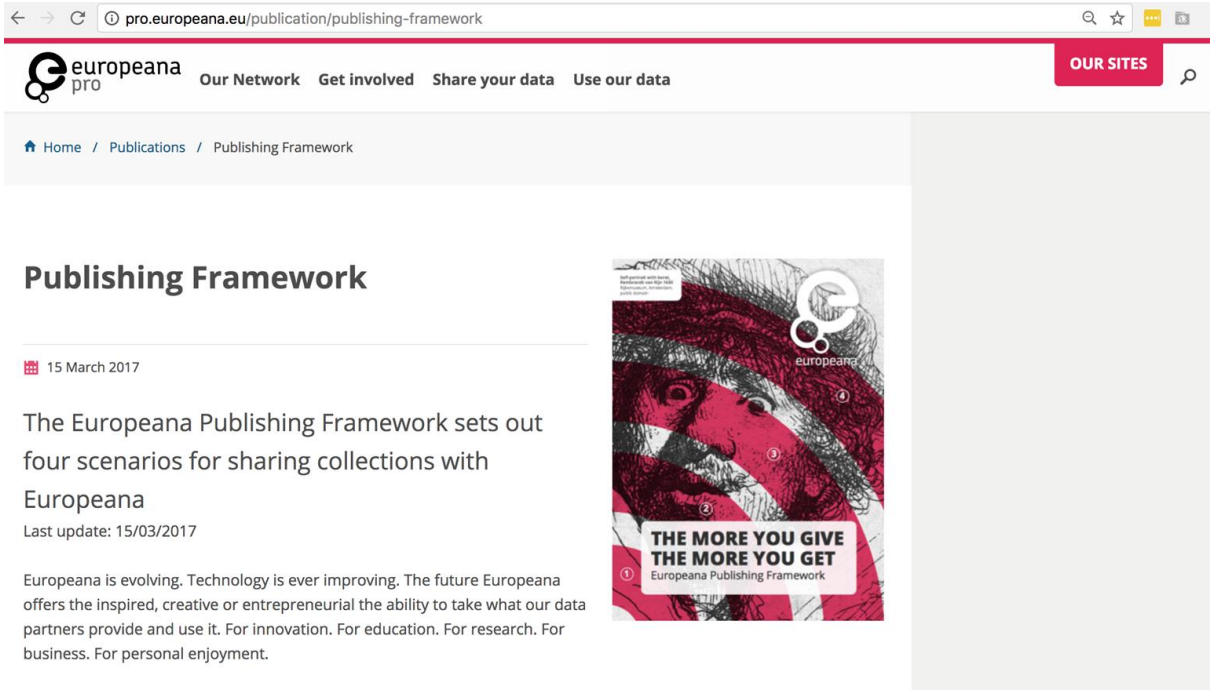
Europeana Publishing Framework



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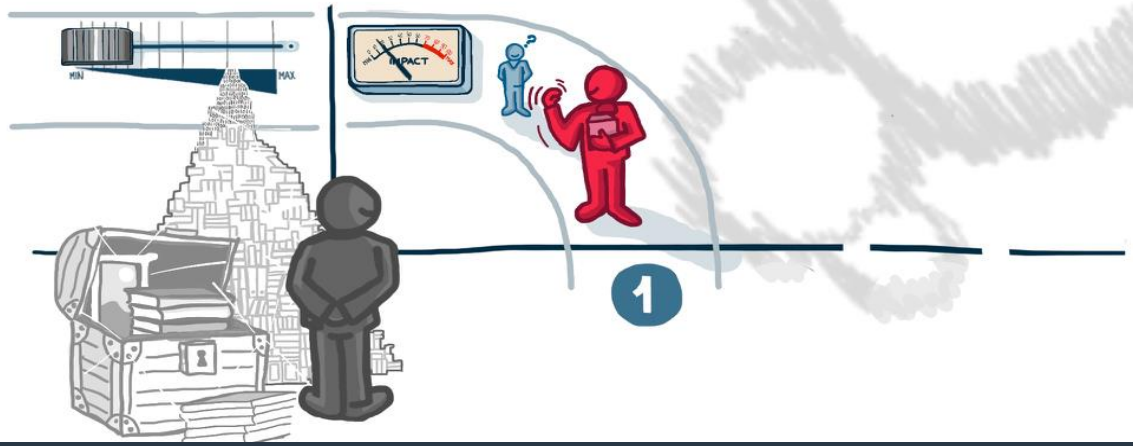
A search engine - Tier 1

Any Europeana rights statement and a direct link to a >0.1 megapixel media file (for image collections)



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A showcase - Tier 2

WHAT YOU GIVE | WHAT YOU GET

Any Europeana rights statement and a direct link to a digital object (e.g. >0.5 megapixel for image collections)

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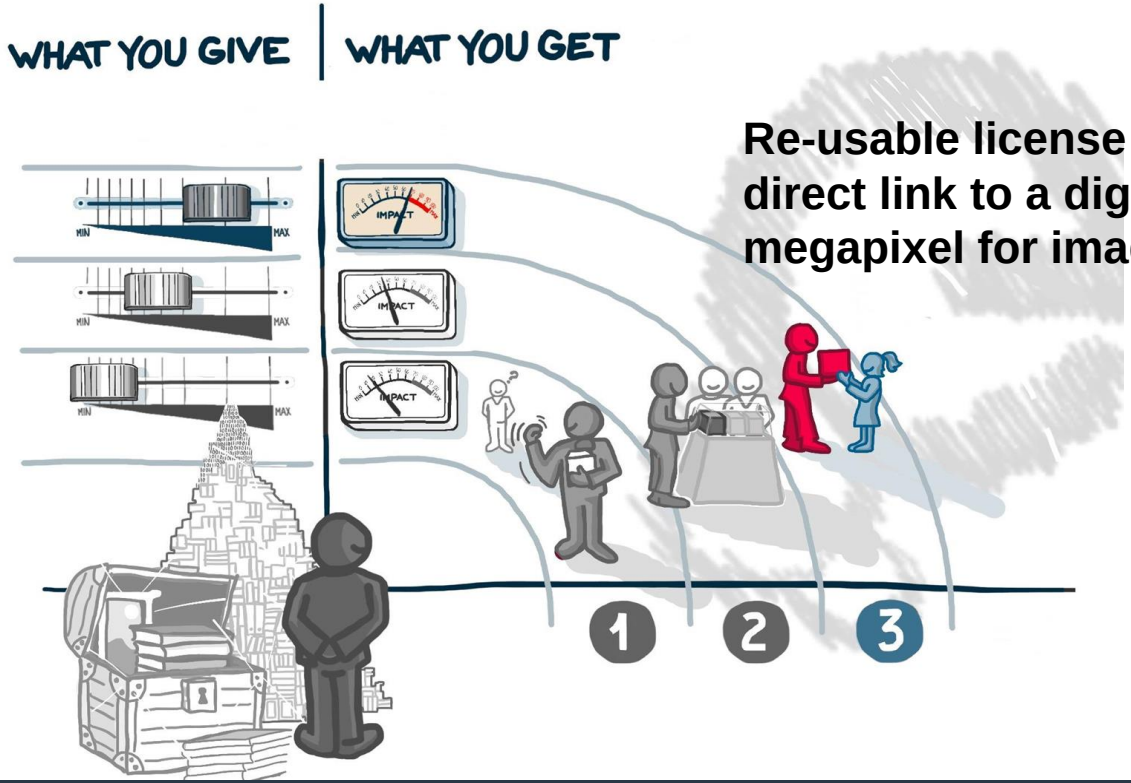
Non-commercial re-use - Tier 3



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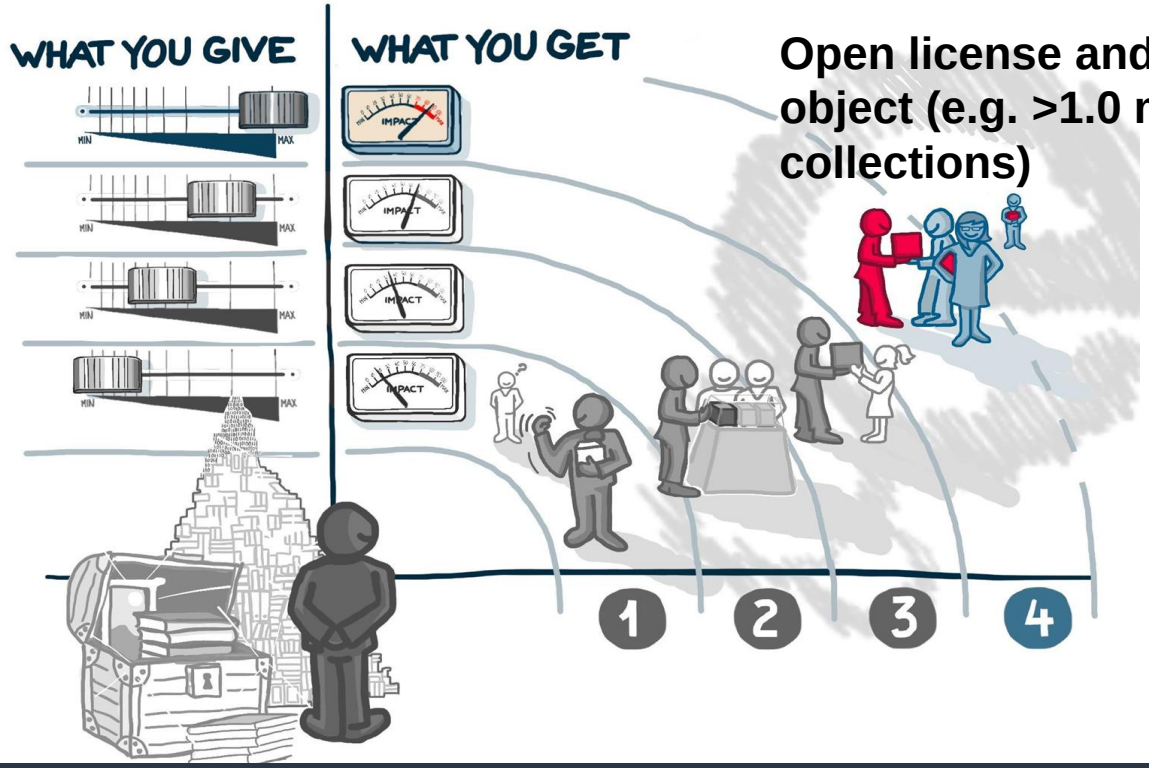
Free re-use - Tier 4



Open license and a direct link to a digital object (e.g. >1.0 megapixel for image collections)

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National quality targets?

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5 cool things

Business Plan 2017

10 May 2017

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1

Launch Europeana Fashion

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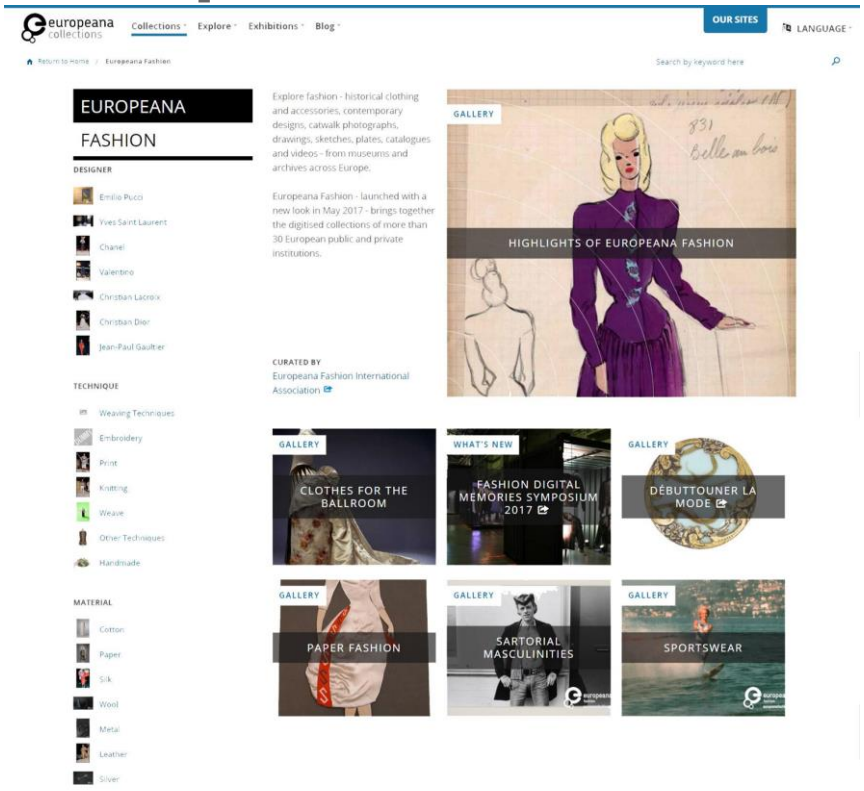
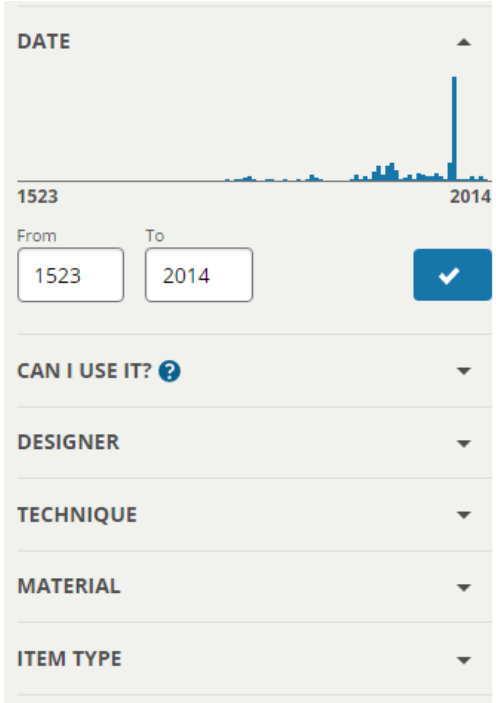
Europeana Fashion: live!





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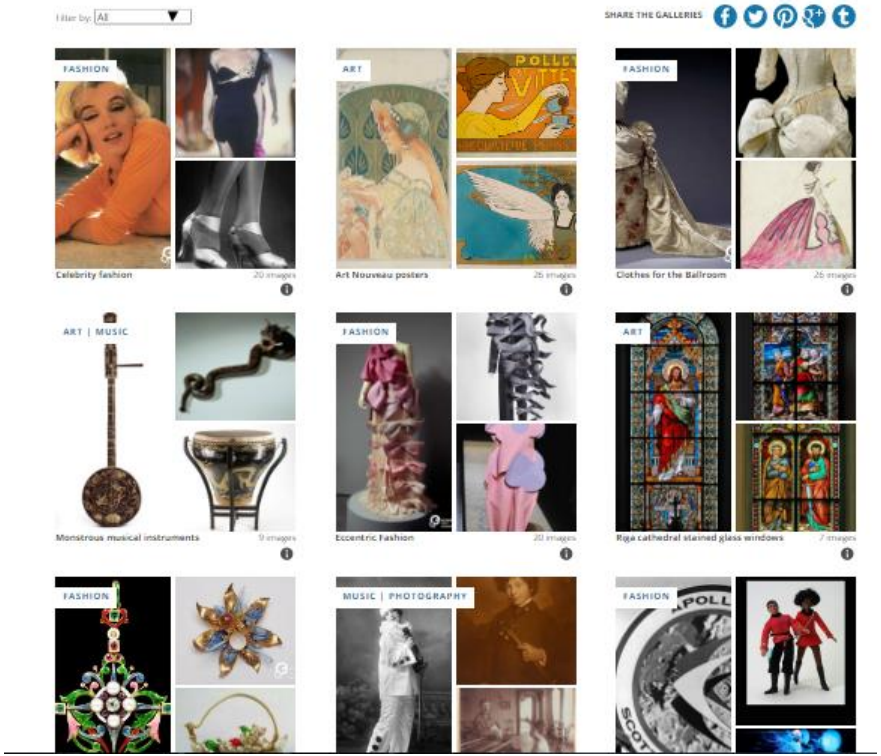
Europeana Fashion: Galleries



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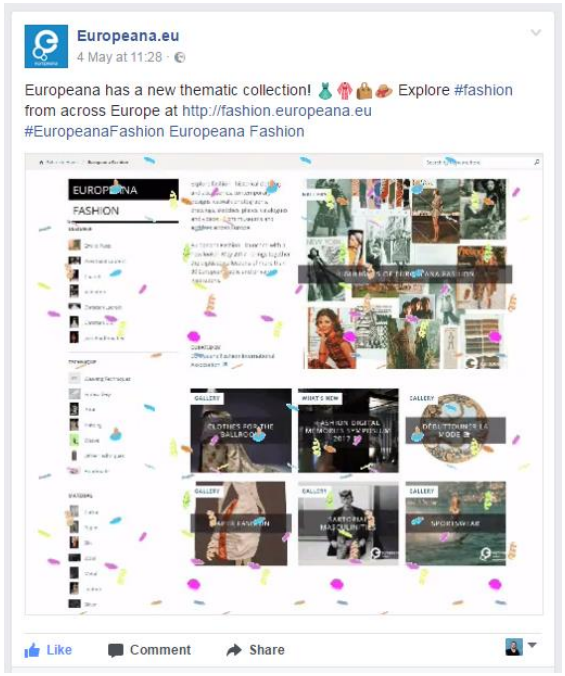
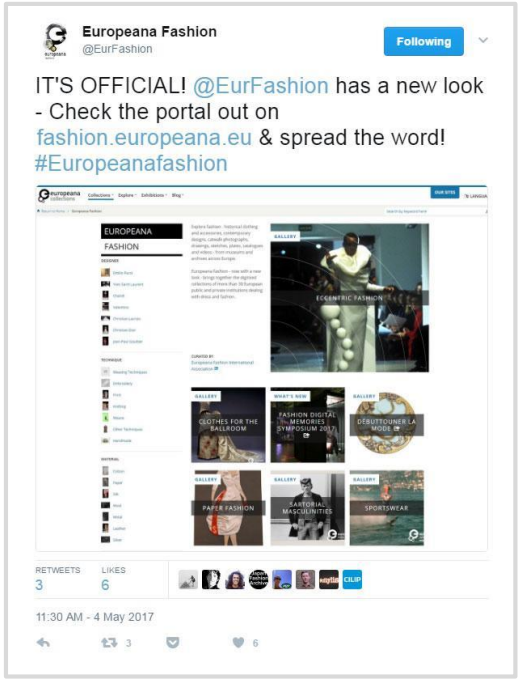
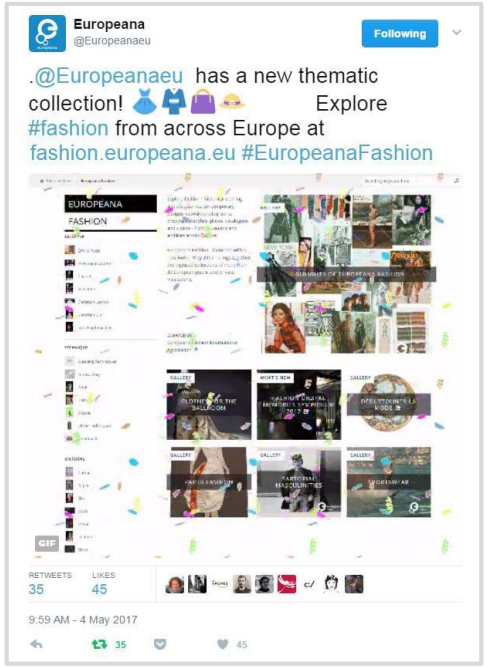
Online launch







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2

Launch Europeana Photography

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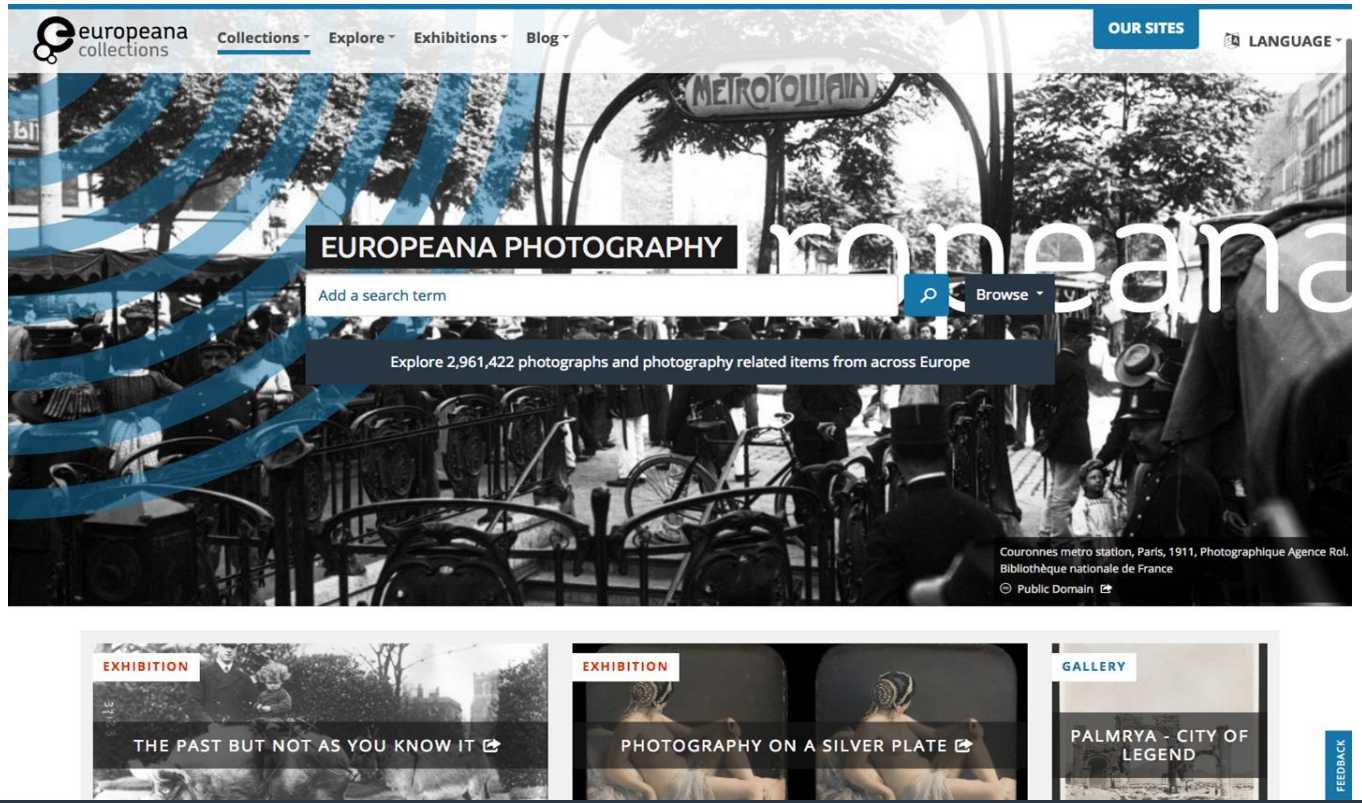
Europeana Photography



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Key facts

- 1m+ images from the first 100 years of photography
- Curated by Photoconsortium
- Opening exhibition: *The Pleasure of Plenty*
- Launch event in Pisa at the Museo della Grafica on European Museums Night, 20 May 2017
- Launch campaign includes press release and social media
- Europeana’s fifth thematic collection

Group photo by the Tower of Pisa, 1935. Anonymous. Promoter Digital Gallery, CC BY-NC

3

Integration Europeana 1914-1918 / Transcribathon

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Europeana 1914-1918 Collections

BP 2017
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Transcribathon.eu

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What is it?

A Transcribathon event is a **competition** where teams compete with each other to transcribe handwritten texts online with the online tool www.transcribathon.eu.

Each team works together on the **transcription of a source document from Europeana 1914-1918** (for example a diary).

A **jury** awards points for the **quantity and quality** of the transcription and the **presentation** of the result, with a prize awarded to the winning team.

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Students during Codeweek EU Event, Brussels (B), October 2016

Transcribe Europeana 1914-1918

Can you read what they wrote 100 years ago?

Europeana Transcribathon Campus

22-23 June 2017, Berlin State Library, Berlin (D)

2nd Int. Transcribathon

Transcription & Enrichment Workshops
(on annotation, Linked Open Data, Wikisource)

Experts discussions

Focusing on Europeana Newspapers & Europeana 1914-1918 content

Launch of Europeana 1914-1918 as a Thematic Collection

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4

Entities in search, browse and display

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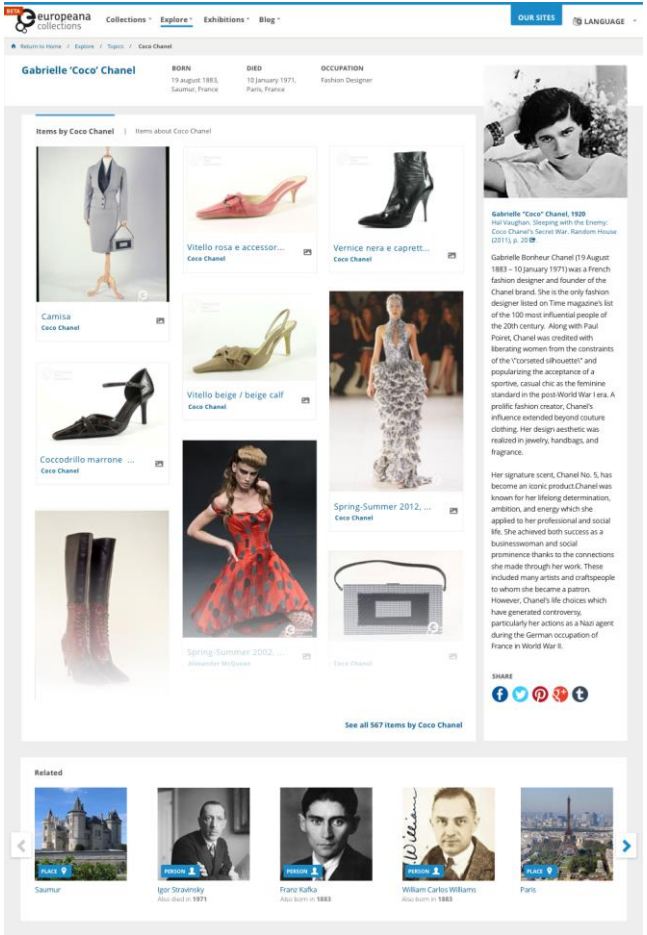
Person page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LANGUAGE
Gabrielle 'Coco' Chanel
BORN
19 august 1883, Saumur, France
DIED
10 January 1971, Paris, France
OCCUPATION
Fashion Designer
Items by Coco Chanel
Items about Coco Chanel
Camisa
Coco Chanel
Vitello rosa e accessor...
Coco Chanel
Vernice nera e caprett...
Coco Chanel
Vitello beige / beige calf
Coco Chanel
Coccodrillo marrone ...
Coco Chanel
Spring-Summer 2012, ...
Coco Chanel
Spring-Summer 2002, ...
Alexander McQueen
Coco Chanel
See all 567 items by Coco Chanel
Gabrielle "Coco" Chanel, 1920
Hal Vaughan. Sleeping with the Enemy: Coco Chanel's Secret War. Random House (2011), p. 20
Gabrielle Bonheur Chanel (19 August 1883 – 10 January 1971) was a French fashion designer and founder of the Chanel brand. She is the only fashion designer listed on Time magazine's list of the 100 most influential people of the 20th century. Along with Paul Poiret, Chanel was credited with liberating women from the constraints of the \"corseted silhouette\" and popularising the acceptance of a sportive, casual chic as the feminine standard in the post-World War I era. A prolific fashion creator, Chanel's influence extended beyond couture clothing. Her design aesthetic was realised in jewelry, handbags, and fragrance.
Her signature scent, Chanel No. 5, has become an iconic product.Chanel was known for her lifelong determination, ambition, and energy which she applied to her professional and social life. She achieved both success as a businesswoman and social prominence thanks to the connections she made through her work. These included many artists and craftspeople to whom she became a patron. However, Chanel's life choices which have generated controversy, particularly her actions as a Nazi agent during the German occupation of France in World War II.
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Igor Stravinsky
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Franz Kafka
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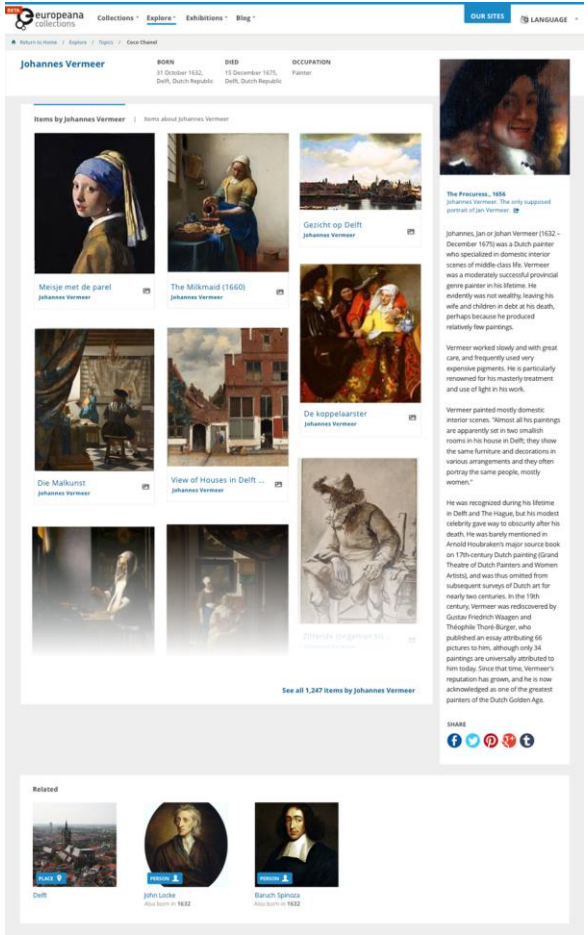
William Carlos Williams
Also born in 1883
Paris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Johannes Vermeer
BORN
31 October 1632, Delft, Dutch Republic
DIED
15 December 1675, Delft, Dutch Republic
OCCUPATION
Painter
Items by Johannes Vermeer
Items about Johannes Vermeer
Meisje met de parel
Johannes Vermeer
The Milkmaid (1660)
Johannes Vermeer
Gezicht op Delft
Johannes Vermeer
De koppelaarster
Johannes Vermeer
Die Malkunst
Johannes Vermeer
View of Houses in Delft ...
Johannes Vermeer
See all 1,247 items by Johannes Vermeer
The Procuress., 1656
Johannes Vermeer. The only supposed portrait of Jan Vermeer.
Johannes, Jan or Johan Vermeer (1632 – December 1675) was a Dutch painter who specialized in domestic interior scenes of middle-class life. Vermeer was a moderately successful provincial genre painter in his lifetime. He evidently was not wealthy, leaving his wife and children in debt at his death, perhaps because he produced relatively few paintings.
Vermeer worked slowly and with great care, and frequently used very expensive pigments. He is particularly renowned for his masterly treatment and use of light in his work.
Vermeer painted mostly domestic interior scenes. "Almost all his paintings are apparently set in two smallish rooms in his house in Delft; they show the same furniture and decorations in various arrangements and they often portray the same people, mostly women."
He was recognized during his lifetime in Delft and The Hague, but his modest celebrity gave way to obscurity after his death. He was barely mentioned in Arnold Houbraken's major source book on 17th-century Dutch painting (Grand Theatre of Dutch Painters and Women Artists), and was thus omitted from subsequent surveys of Dutch art for nearly two centuries. In the 19th century, Vermeer was rediscovered by Gustav Friedrich Waagen and Théophile Thoré-Bürger, who published an essay attributing 66 pictures to him, although only 34 paintings are universally attributed to him today. Since that time, Vermeer's reputation has grown, and he is now acknowledged as one of the greatest painters of the Dutch Golden Age.
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John Locke
Also born in 1632
Baruch Spinoza
Also born in 1632

5

Impact Framework

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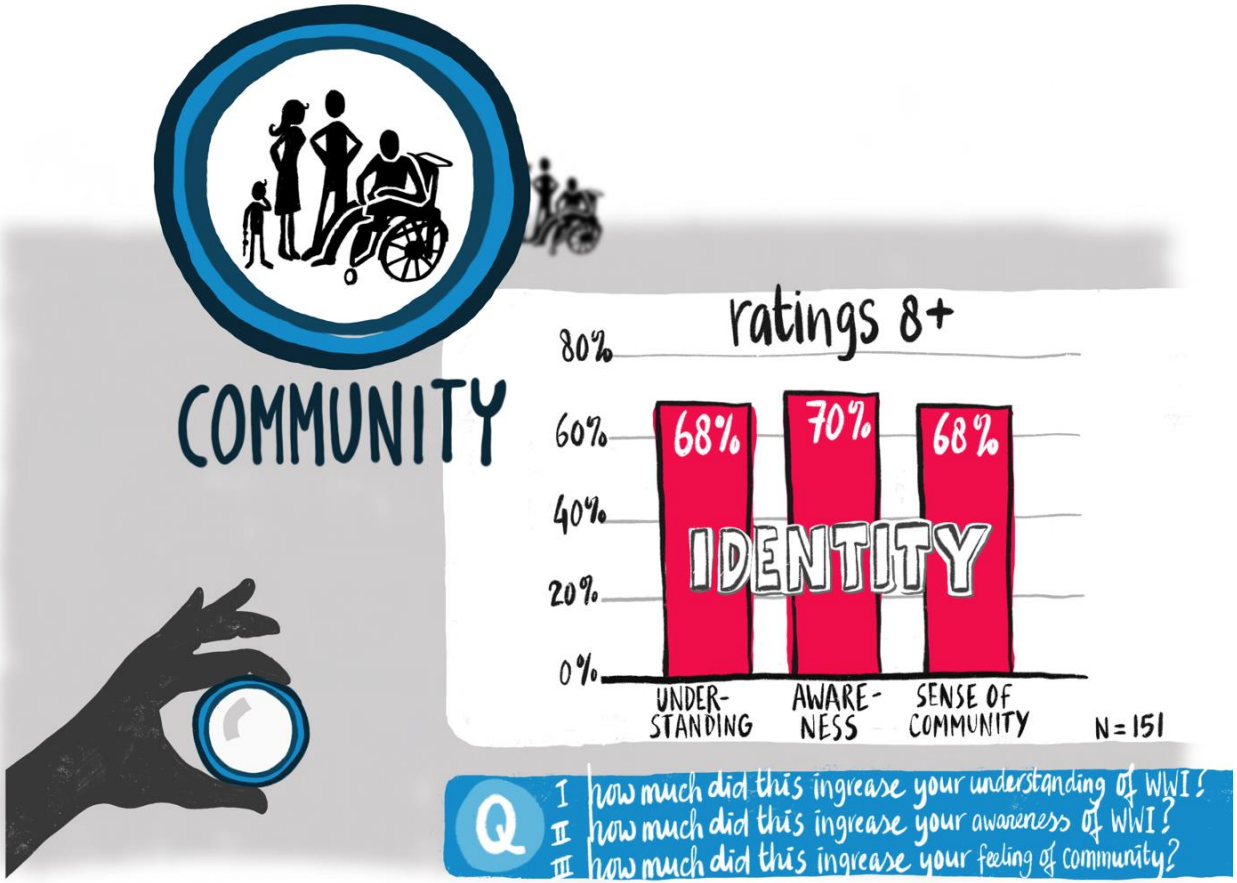
COMMUNITY
ratings 8+
80%
60%
40%
20%
0%
68%
70%
68%
IDENTITY
UNDER-STANDING
AWARE-NESS
SENSE OF COMMUNITY
N=151
Q
I how much did this increase your understanding of WWI?
II how much did this increase your awareness of WWI?
III how much did this increase your feeling of community?

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a toolkit: under development

We are developing a toolkit to help professionals use a common standard when undertaking an impact assessment within the cultural heritage sector. The toolkit guides you through the process of designing, assessing and narrating the impact of your activities.

design

Structure your campaigns, projects and organisational goals to help you understand the impact of these activities.

assessment

Learn how to measure & analyse your activities so that you can understand the impact you have on society.

narration

Tell the story of the impact you have on your society, industry and communities; of how you make our world better.

xtra!

Artupyourtab

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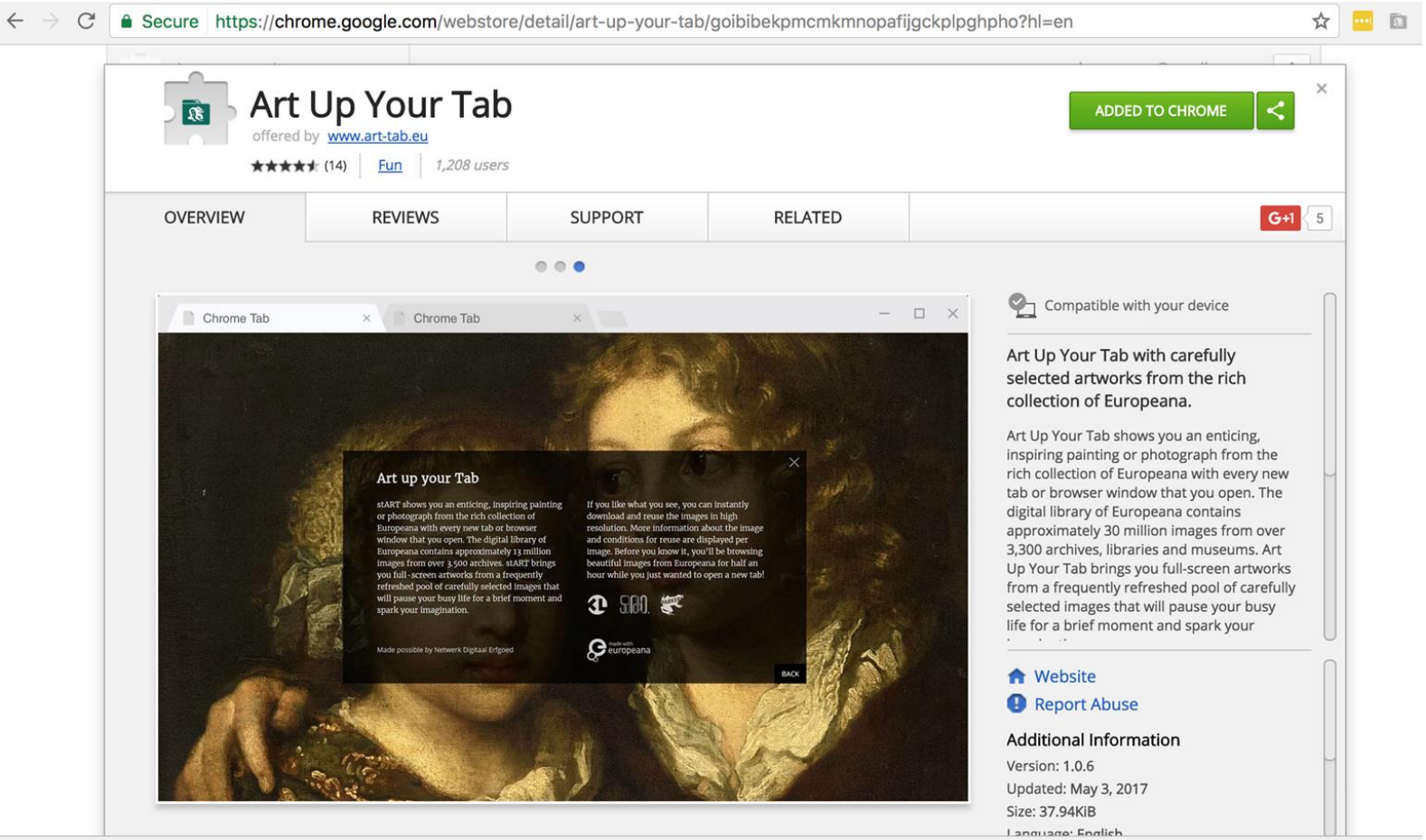
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Thematic Collections Next steps

10 May 2017 Jill Cousins

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Love letter between Fritz Kreisel and Trudel Joseger
1915
Europeana 1914-1918
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