



# ACTIVITY PLAN 2021

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# 1. ENA ASPIRATIONS FOR 2021

The Europeana Network Association (ENA) is a strong and democratic community of experts working in the field of digital cultural heritage. At the end of the year 2020, almost 3000 persons have joined the ENA: cultural heritage professionals, researchers, teachers, journalists and other persons who curate or use digital cultural heritage in their daily activities. In this time of a global pandemic, we believe, more than ever, in the power of culture as a positive force in the lives of all human beings. We make a collective effort to curate the legacies of our past and encourage our societies to find new meanings and create new values with them. We see cultural heritage as a powerful agent in an ever-changing world.

The ENA aspires to be a positive-minded community that welcomes innovation, crosses borders and domains and embraces diversity.

The global COVID-19 crisis is showing us how our health, our economies and our public spaces are interconnected and how they can affect each other in a negative way. And this may very well still be the case for the bigger part of 2021. But the pandemic also created a digital surge in the way we as human beings relate to each other. Social and other online media may not always be as constructive as we would like them to be, but they are powerful tools for human interaction when the physical space cannot support that in the way that we are used to. The cultural heritage collections we promote online are important and trustworthy sources that can and should underpin many of our interactions via online media.

ENA's main objective for 2021 is the empowerment of all our members to seize the digital opportunities that are opening up to

them, so they can provide a positive contribution to their local network as well as the global community. Through the ENA communities and in collaboration with the Europeana Foundation and the Europeana Aggregators' Forum we support Europe's archives, libraries and museums with their digital transformation, so they are able to create maximum value with their digital collections and services, either individually or collectively, via the Europeana platform or via other channels.

Although we are not entirely sure yet how COVID-19 will affect our work in 2021, we will most certainly initiate activities that will make our members feel more involved. We will strengthen our communities, and take actions to make the ENA more inclusive for young professionals and people of all kinds of backgrounds. In this way, we can increase the value we have for our members, and through them strengthen the social impact digital cultural heritage has on the lives of people in Europe and beyond. We will make sure that our activities are as sustainable and climate neutral as possible.

Finally, we will expand our collaboration with the Europeana Aggregator Forum (EAF), and together with the Europeana Foundation, we will work towards the overall strengthening of the Europeana Initiative and the long-term sustainability of Europeana.

In short, our main activities for 2021 will be:

- to increase the added value for those who are a member of the ENA or wish to join the ENA by initiating and executing activities that have immediate impact on the members;
- to continue to expand, strengthen and invigorate the network, by tapping more into the potential of the 2200+ ENA members individually and collectively;
- to work more closely with the Europeana Foundation (EF) and the Europeana Aggregators' Forum (EAF) on the capacity building framework;
- to strengthen ties with EAF and other sectoral bodies to help step up the digital transition of the cultural heritage sector.

## 2. MAIN AREAS OF ACTIVITY

Throughout 2021, the activities of the ENA will be organised as follows:

### Members Council

The [Members Council](#), being a body of 36 elected ENA representatives, will aim to actively help the Europeana Initiative implement its new Strategy and support the digital transformation of the cultural heritage sector. 2020's elections will result in nine new members joining the Council in time for the December MC virtual meeting to kick off the activities for 2021.

The Council will meet three times to discuss the ENA's priorities and progress of the ENA against the new Europeana Strategy in line with activities of the Europeana Foundation and Europeana Aggregators' Forum, as well as the state of ENA governance and budget. Councillors will evaluate and steer the activities of the

communities, Task Forces and Working Groups, and actively work to ensure their progress. Councillors will also actively engage in activities supporting and expanding ENA communications efforts.

### Management Board

The Management Board will continue to lead the development of the ENA's strategic vision. At the end of 2020 three members of the Management Board are expected to be replaced as their term will come to an end. The Board will keep overseeing ENA governance, policies, budget and membership provisions. Their main focus will be on providing guidance and a governance framework to ENA Communities, Task Forces and Working Groups, and on evaluating their work progress against the strategic direction of the ENA. The Board will communicate regularly and organize monthly meetings.

## ENA Communities

The communities are the ENA's most important instrument in addressing the digital challenges faced by cultural heritage institutions. There are currently [six ENA communities](#): EuropeanaTech, Research, Education, Copyright, Impact and Communicators community. The communities will continue to function as trans-national networks of professionals and experts who come together to cultivate and share knowledge and practices around these topics. In 2021 the Members Council will discuss the need for further communities to be set up.

The members of a community can sign up to receive community newsletters, join various communication channels and social media groups, and attend community-related events and meetings. The major focus of the communities will be on implementing their 2021 work plans, including [Task Force](#) activities. The progress of these work plans will be monitored by the community Steering Groups.

## ENA Membership

Active engagement and empowerment of ENA members has been and will remain our key priority. In 2021, we will keep focusing our efforts on expanding the ENA by attracting professionals working in areas from various backgrounds related to cultural heritage, while keeping the existing network engaged and active.

As a result of the 2020 membership campaign, we lost around 1250 members and expect to start 2021 with around 2200 members. However, based on the trend we have seen in 2020, we expect to gain on average 80 new members every month, and the overall membership number to increase by around 900 members by the end of the year. New members will be approved by the ENA Management Board on a monthly basis.

## Europeana annual conference and General Assembly meeting

Our members will have the opportunity to come together at the ENA General Assembly, which will be part of the Europeana annual conference and will most likely take place in November 2021. The annual Europeana conference is expected to be an interdisciplinary event of the Europeana Initiative as a whole, including ENA communities. During the ENA General Assembly, our members will have an opportunity to express their opinions on governance matters, approve key documents, and launch the 2021 Members Council elections and voting.

## ENA Communications

The [Europeana Pro](#) website is the main source of information about the ENA and its activities. Throughout 2021, we will highlight the work of ENA communities in [Europeana Pro news](#) and continue with a dedicated series called '[Professionals in Focus](#)' to profile current Members Councillors.

We will continue to send out a monthly [Network Newsletter](#) to subscribed ENA members. It will be endorsed each month by the Members Council with different Councillors taking their turn as Editor-in-Chief. The Europeana [LinkedIn Group](#) (4841 members) will continue to provide a discussion forum for ENA members.

We will also promote our communication efforts and dedicated campaigns on Twitter using new ENA hashtags. [#AllezCulture](#) shows support for digital culture and the cultural heritage sector and can be used to promote digital culture in action or as a rallying call. The hashtag [#EuropeanaCommunities](#) brings the ENA, its specialist communities and other Europeana-related networks together. We encourage you to use, follow and share these hashtags in your discussions and networking.

# 3. OVERVIEW OF ACTIVITIES AND EVENTS PER QUARTER

## Q1: January to March 2020

### Management Board elections

In January, three of the current Management Board members will step down and the Council will elect new Board members among themselves. The main milestones will be: call for candidates (early December 2020), announcement of candidates (early January), voting period (mid/late January) and announcement of voting results (late January). The election process will be overseen by the 2020 Elections and Voting Committee, which will report to the Council and be discharged at their first Council meeting in March.

### Communities: Task Forces and work plans approval

Following an open call for and approval of Task

Forces in October - December 2020, the communities will have until January 2021 to estimate their budget requirements and finalise and publish their work plans for the year.

### Members Council meeting

The first meeting of the Members Council will take place in March 2021 with a focus on discussing issues of strategic importance for ENA within the Europeana Initiative, and setting up governance and projecting activities for the coming year.



## Q2: April to June 2020

### **Task Force and Community Steering Group meetings**

Community Steering Groups or running Task Forces may plan their own meetings and events in this period.

## Q3: July to September 2020

### **Members Council meeting**

In July 2021, the Members Council will hold its second meeting. The agenda will focus on the work of the communities and formalities related to ENA governance, budget and membership, as well as and strategic issues such as ENA's role in digital transformation of the sector and alignment with priorities of the rest of the Europeana Initiative.

### **Task Force and Community Steering Group meetings**

Community Steering Groups or running Task Forces will have an opportunity to organise separate community meetings also in this period.

## **Start of the 2021 elections and voting preparations**

In August 2021, the Governance Working Group will nominate the annual Elections and Voting Committee, which will start preparing the 2021 voting and elections process. A communications plan and timeline will be drawn up in collaboration with the ENA Secretariat. Various announcements around the voting and elections campaign process, championed by the Chair of the Committee, will be featured on Europeana Pro news and on social media.

## **Start of the 2021 General Assembly preparations**

In September 2021, the Management Board in collaboration with the Elections and Voting Committee and the ENA Secretariat, will begin the preparatory process for the 2021 General Assembly meeting. This includes setting the agenda, preparing documentation, convening the General Assembly and managing all communications surrounding the meeting.

## Q4: October to December 2020

### **Community work plan evaluation**

Community work plans will go through a process of evaluation by the Management Board and the Members Council, and the community chairs will be asked to present their main deliverables and milestones achieved in the ENA annual report.

### **Delivery of Task Force recommendations**

The running Task Forces will be required to submit their final recommendations to the Members Council by the end of November/December 2021. Once reviewed, the Task Force chairs will be asked to promote their outcomes through Europeana Pro news, Network newsletter and social media channels.

## **Members Council meeting, Annual Europeana Conference and General Assembly 2021, and community Steering Group meetings**

In November/December 2021, the ENA Secretariat will organise the third Members Council meeting of the year, as well as the General Assembly meeting in conjunction with the Europeana Conference 2021. At the General Assembly, ENA members will formally approve the annual ENA documents and launch the 2021 elections and voting process. The events will be promoted via Europeana Pro as well as through dedicated email campaigns, Network Newsletter, LinkedIn and Twitter.

## **Launch of the 2021 Members Council elections and voting**

The voting and elections period - expected to last for a week - will be launched by the Management Board at the General Assembly meeting, and will be overseen by the Elections and Voting Committee. The main campaign

milestones will be: call for candidates (September), announcement of candidates (October), and announcement of voting results (December). They will be communicated through Europeana Pro news, dedicated email campaigns, Network Newsletter, LinkedIn, and Twitter.

## **2021 elections and voting results announcement and preparations for 2022 Management Board elections**

After the announcement of the results, the wrap-up of the voting and elections period will take place in December 2021. In early/mid December, the newly elected Councillors will have an opportunity to step up and candidate themselves in the forthcoming Management Board elections, where three open seats will be available in January 2022.



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