



Europeana Network Association Members Council

Members Council Meeting February 21-22, 2017
Europeana Head Office, [National Library of the Netherlands](#), The Hague

MINUTES
[AGENDA](#)

Attending Councillors

Georgia Angelaki (GA), Erik Buelinckx (EBu), Olimpia Curta (OC), Marco de Niet (MdN), Francesca Di Donato (FdD), Wim van Dongen (WvD), Barbara Fischer (BF), Karin Glasemann (KG), Sergiu Gordea (SG), Susan Hazan (SHn), George Homs (GHo), Lizzy Jongma (LJ), Max Kaiser (MK), Julia Katona (JK), Paul Keller (PK), Vera Kriezi (VK), Joke van der Leeuw-Roord (JvdLR), Jef Malliet (JM), Johan Oomen (JO), Cristina Roiu (CR), Merete Sanderhoff (MS), Antje Schmidt (AS), Fred Truyen (FT), Marcin Werla (MW), Uldis Zarins (UZ)

Via Skype

Laura Carletti (LC), Sanja Halling (SHg)

Europeana office

Jill Cousins (JC), Aubéry Escande (AE), Gina van der Linden (GvdL), Harry Verwayen (HV), Zuzana Malicherova (ZM)

Apologies

Emmanuelle Bermes (EBe), Ellen Euler (EE), Reyes Carrasco Garrido (RCG), Romain Wenz (RW), Lars Rogstad (LR), Vladimir Alexiev (VA), Stephan Bartholmei (SB), Gill Hamilton (GHa), Sorina Stanca (SS)

Objective: Tangible actions to go back and make a difference/be an ambassador for Europeana in our local networks.

Day :1

Welcome, Apologies, Setting the scene

MS opened the meeting at 13:00 CET, welcomed the Councillors and briefly introduced the topics of the agenda. She pointed to the fact that we all represent different countries and backgrounds, but cultural heritage can bridge the differences in order to prevent mankind from making mistakes of the past in the future. How are we going to transform the world with culture?

1. Ice-breaker Session

Presentation by WvD & MW

The two Councillors were invited to share their experience and impressions when they first joined the MC as a way to break the ice for the new Councillors elected in 2016. WvD explained how he first came across Europeana when working for the Dutch National Archive. He decided to join the newly formed MC since he found it exciting to be part of a large group of people of various backgrounds and exchange ideas when being involved in interesting projects. He wished all the new Councillors the same positive experience. For MW, this was his second MC meeting, and he finds the meetings useful in getting to understand Europeana. His first impression was that there is a lot of information that needs to be digested, but he considers the membership and MC meetings a nice opportunity to use expertise from different fields and thereby positively influence the community. All the Councillors then participated in an ice-breaker session designed to introduce both newer and experienced Councillors to each other.

2. [New Management Board Introduction](#)

Each member of the MB introduced him/herself in a few words. MS (former Vice-Chair) is the new Chair, MK (former Chair) is the new Vice-Chair, and PK continues as the Treasurer of the Board. JvdLR continues to be involved in Europeana governance, #AllezCulture, and Migration campaign. JO champions EuropeanaTech, and UZ is taking part in the new campaign #AllezLiterature. MS emphasized that they are first and foremost members of the Members Council and work to represent interest of the councillors and wider network on the ENA Management Board and on the EF Governing Board.

3. [Minutes and ACTIONS from Previous Meeting](#)

MdN clarified that in his presentation on benchmarking in Riga he was referring to his institution, DEN, and not Europeana - even though Europeana was part of his proposal. All the actions have been completed, except for JO's suggestion to start awarding outgoing Councillors. This proposal is in the pipeline, but postponed to a later stage as the current Association highlights are dedicated to introducing the newly elected MC members.

→ Action 1: Europeana Office - to change the name of the institution in the minutes of MdN's presentation in Riga meeting - replace "ENA" with "DEN".

4. [Europeana New Strategic Positioning](#)

[Presentation by JC](#)

Several circumstances led Europeana to refine its strategy including the [Council conclusions](#), the necessity to reflect halfway through the period of 2015-2020, and addressing the view of the Member States and the Commission on how Europeana can go forward. It is a way of telling the policy makers what we know has worked in our sector as opposed to what they think. A small group of Europeana Governing Board members met in August 2016 to reflect on the Strategy 2020, which positions Europeana as a multi-sided platform that facilitates interaction between the CHI and the user, and agreed that it needs to be more effective in its execution. The revised strategy was tested on former Commissioner Oettinger who stated that strategy 2020 was largely valid but areas that were causing pain should be examined. The group reformulated the strategy, coming up with the idea of game-changers - easy and rewarding to deliver data and modernising how Europeana

reaches its users. The revised strategy was then discussed with Member States via telephone surveys, presented at the October MSEG meeting and at the MC meeting in Riga, and led to a number of changes reflected in the final version. The Europeana Governing Board then approved the refined strategy on 27 November.

The strategy built on findings of the user analysis, according to which the portal was not fully meeting users requirements; this fallback mainly applied to data quality for the educational or creative industries sectors. A lack of clarity in roles and responsibilities was also identified. These pain points have led to 3 changes in priorities for the strategy 2020:

- Making it easy and rewarding for CHIs to share high quality content.
- Scale with partners through new product, partner and audience development and outreach with quality content towards research, education and creative industries.
- Engage people through collection curation, social media outreach and campaigns.

There are 5 markets to be reached in different ways: cultural heritage institutions, education, academic research, creative industries, and general public. All this is reflected in the business plan and requires division of roles and responsibilities to promote frameworks that Europeana has been using, including good stories, data enrichment and improvement of relations with aggregators, ministries of education, software providers, and others.

→ **Action 2: Councillors to share the Europeana [strategy update](#) with all the stakeholders, tweet about it and promote it.**

5. Members Council Representation/role and Association Engagement: Reflection and Projecting the Next Steps - PART 1

[Presentation by AE and LJ](#)

The presentation was a follow-up on the meeting in Riga to investigate what worked well and what did not in terms of Association engagement. The idea was to bring new Councillors onboard and reflect on how to do things better. The Association engagement went in both positive and negative ways, therefore it is time to re-evaluate the role of Councillors and MC as such. LJ provided a few suggestions for the new MC, particularly to be more active, eloquent and 'out there'. Since the Network and number of Councillors is growing, it is vital to communicate effectively and bring own experiences and expertise when taking part in Working Groups, Task Forces, and Aggregation Platform. It is important to learn from successful initiatives, and invest time and energy to collectively solve problems. A lot of work still needs to be done on the governance but it is up to the councillors to organise it, learn from it and make a change.

AE outlined the activity plan for 2017. The next MC meeting will take place in July. The third one will probably happen in conjunction with the Association General Assembly prior to the European Culture Forum organised by the Commission in Berlin on December 7-8; the current objective is to team up with the Commission to get them more visibility and participation, and position Europeana as the official 2018 Year of Cultural Heritage partner. The Plenary event is moving to 2018. In 2017, the Europeana Association will run a membership campaign (June - September) prior to elections preparations. The elections will be launched on 6 December provided the Voting/Elections Committee agrees with the suggestion. The input for the new business plan will be initiated at the second MC meeting and be incorporated by December.

Task Forces are proposed by the Network: the Audiovisual TF is coming to an end, two more (TF on Benchmarking Europeana, Preparing Europeana for IIF involvement) have started and five are

submitted and waiting for approval. The Working Groups - currently #AllezCulture, Copyright Policy, Data Quality, Europeana Pro, Voting/Elections, Communications - are set up by the Councillors and approved by the MC. All these Working Groups are important as the Europeana Pro website needs a new format, the voting system needs to be re-evaluated, and the communications revived.

These are activities that need to create a good balance between what we do and then bring it to Councillors' communities. In order to carry out the activity plan, there is an ambition to stimulate the MC engagement, get feedback from their respective communities into MC, stimulate the MC communications towards the Association, and increase the visibility of Europeana campaigns. Overall, the Councillors are to advocate for value of Europeana externally, influence policy and initiatives through the work of the MC, and work on sector innovations through the work of Task Forces and Working Groups.

The Councillors questioned the low turnout in the last GA elections; a precise analysis is complex but two factors have contributed: 1) A proportion of voting invitation was labelled as Spam and 2) Europeana Association did not run a membership Campaign in 2016 as opposed to 2015. The 2015 membership campaign invited the Network to get to know more about the Association and individual responsibilities and rights toward it, therefore it will be revived and run this year again.

6. Discussion in Break-out Groups, Feedback and Formulation of Next Steps

The discussion revolved around exploring whether the Councillors think of any roles and tools that are missing in order to successfully carry out the Association activity plan. The impetus is partly on Councillors to reflect on the statutes and bylaws and evaluate the level of communication and dissemination of information they are ready to relay towards their own communities. There are specific calls to action specified on Basecamp. All Councillors agreed that it was a good learning exercise.

→ **Action 3: Europeana Office - to consider a refined list of Councillor responsibilities and expectations on Basecamp and Pro website.**

→ **Action 4: Europeana Office - to support Councillors ambassador role through [Skinit images for laptops and phones](#).**

→ **Action 5: Europeana Office - to set-up a Smartsheet form to collect Councillors' feedback on the impact of communications campaigns in practice, and report back on what they struggle with when disseminating information in their networks.**

→ **Action 6: Europeana Office - to dedicate a space on the same Smartsheet form where the Councillors are invited to report back on their communication activities within their networks. This is a place where they can report back on their LinkedIn or other social media activities.**

→ **Action 7: Europeana Office - to revive the table designed to compile the landscape and potential communication reach of the Councillors and make them champion particular matters depending on interest and expertise.**

→ **Action 8: Europeana Office - to keep on providing Councillors with promotional material with which they can distribute within their own networks.**

→ **Action 9: Councillors - to take on active response and make sure the recommendations of the Task Forces are carried out properly: already included in the [Task Force Terms of Reference](#).**

The Councillors also brought up an idea that the Association could to have a short version of the newsletter that can be regularly added to the members' newsletters. However, the Association newsletter is already fairly short and it is in place together with tweets on topics such as business

plan, strategy, or content strategy. Councillors are therefore invited to recycle & translate relevant information as they see it fit.

7. Europeana Approach and Europeana Network Association Aspirations

[Presentation by UZ](#)

UZ presented the progress on redefining the original Europeana vision and the Association mission statements. Back in Riga, the Councillors agreed on the general direction of these statements but suggested that more work needed to be done on their wording.

The Task Force revived its activity and came up with a radical change that introduces a change in tone of voice and labelling:

Our aspiration (applicable to Europeana as a whole):

"We build on Europe's rich cultural heritage and make it easier for people to use, whether for work, for learning or just for fun. Our work contributes to an open and creative society, now and in the future. We transform the world with culture."

Our approach (applicable to Europeana Network Association):

"We are the community that shapes Europeana. We believe in creative collaboration and teamwork. We are committed to making, sharing, promoting and repurposing Europe's digital cultural heritage.

To achieve this we:

- *use our individual expertise to encourage innovation and foster cross-border and cross-domain collaboration between people from cultural heritage, creative, technology, education and research areas;*
- *develop, validate and implement the standards and frameworks that improve access and discovery;*
- *participate in Europeana governance and strategy;*
- *promote Europeana's activities within professional networks."*

The MC approved the Approach and endorsed the Aspiration. The Aspiration would then be reviewed and approved by the Foundation on 27 February. During this session, there was a little discussion on wording. The Council endorsed the Aspiration with 21 votes and 1 endorsement with remark, and it approved the Approach by 20 votes, and 2 approvals with remarks. All the remarks concerned wording ("making", "heritage", "knowledgeable society").

→ Action 10: UZ - to present the Aspiration and Association Approach at the Governing Board meeting on 27 February 2017.

8. Open Mike Session - PART 1

[Presentation by GH: Time Machine FET Flagship](#)

GH presented a project “Time Machine FET Flagship”, which he believed could be of interest and relevance for Europeana. He explained that a consortium of more than 80 institutional partners in 23 countries proposes a flagship transformative program funded by up to a billion Euro over 10 years. The proposal was presented in December 2016, with the aim to use data from the past that map European history to simulate historical events and thereby advance the process of 4D digitization. The FET Flagships refer to the “Science-driven, large-scale, multidisciplinary research initiatives oriented towards a unifying goal, aiming at transformational impacts with substantial benefits for European competitiveness and for society”. GH suggested to leverage the Venice Time Machine project that was launched in 2012 involving 80 km of archives about Venice, and emphasized the need to understand what impact really means, and demonstrate it to our audiences.

The call for proposals will be launched in autumn and the final selection will take place next year. He believes the project can help Europeana increased legitimacy for digitisation, connect collections, pool “big data of the past”, interdisciplinarily expand the “culture” to humanities as a whole, and encourage the overall outreach and creative re-use of heritage in society. He suggests that the project would also meet the Europeana business plan goals, build-out of inventory of practical use cases, facilitate dialogue and partnering through the Association, confirm the role of the Association as a representative body, and drive the digitised heritage ecosystem.

→ **Action 11: GH - to follow-up on the Time Machine FET Flagship proposal with MS and members of the Impact Assessment Task Force at their next meeting.**

Presentation by FdD: Global Open FAIR

FdD presented a Cultural Heritage initiative called “Global Open FAIR” and proposed Europeana to take part in the initiative. The Global open FAIR is a project designed to make the data findable, reusable, interoperable, and accessible. The idea is to create nodes on topics, and FdD suggested to use Europeana as a node representing a network of stakeholders. She suggested that the Association could contribute to the FAIR and sign a memorandum. It does not need to become a Task Force or a Working Group, it is just an initiative that Europeana could join. The representatives of the project are interested in meeting Europeana - it is still in an early stage. There will be a meeting in Berlin in a few weeks to address the FAIR and to see how to take it forward.

→ **Action 12: FdD - to liaise with JC on the possibility of Europeana joining the Global Open FAIR and next steps.**

Input by JO and MdN on Aggregation

There was a general discussion on how to go forward with aggregation in general, how to proceed with the Aggregators' Forum that might take place in April, and on working on DSI3 inclusion. The idea was to discuss the principles and scenarios from the user's perspective and to focus on the cross-domain cooperation. The discussion will continue at the next MC meetings.

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Day 2:

9. Ice-breaker Session: Quiz based on Day 1

The Councillors started the meeting with a simple quiz with the aim to bring back information from the previous day.

10. Task Forces

Presentation by AE and JM

Task Forces are supported financially to come up with recommendations that are valuable to Europeana. Some only hold virtual meetings. We try to streamline the process of formation and running of the Task Forces - the Office previously asked the whole MC to review the proposals, but since the group is growing it has become hard to get everybody's input on time. That is why the [Terms of Reference](#) review was set up. It capitalises on the expertise of the MC to review, get the recommendations of the reviewers to the rest of the MC, and then decide collectively on the outcome. The proposals can be submitted anytime via the form on the Pro website. The Councillors can access information about the formation of the Task Forces as well as the description of the past and present ones on the [website](#). It is important that the MC is reporting on what is going on in the Task Force (at least one Councillor per Task Force), depending on needs at the time. Europeana is open to different ideas as long as they follow the strategy and business plan, and create value for partners. If the proposal does not comply with any objectives, the Task Force receives comments and suggestions for improvement.

Based on the new evaluation form, 4 to 5 Councillors were asked to evaluate the proposed Task Forces so that the rest of the MC could approve, discard, or approve them with conditions.

1) [Advanced Documentation of 3D Digital Assets Task Force - presented by SG](#)

- The Task Force aims to develop standard guidelines/formats, intended for cultural heritage communities and taking into account the specific needs of Europeana. These will cover semantically-aware 3D objects with a view to improve their archiving, retrieval, reusability and sustainability enriching the geometrical structure(s) with related knowledge, taking into account the range of devices, models and software applications involved. The Task Force aims to make an important contribution to improving Europeana Data Quality in the area of 3D Assets and standardization.
- The Task Force was approved; BF, SG are interested in joining it.

→ Action 13: Advanced Documentation of 3D Digital Assets Task Force Chair - to be contacted and Task Force launch publicly announced. The dedicated Task Force space on Pro to be updated accordingly.

2) [Impact Assessment TF - presented by AS](#)

- As a follow up of the development of the (conceptual) Europeana Impact Framework, Europeana is now working on the development of a practical toolkit for impact design, assessment and narration. The aim for the Task Force is to support the development of this toolkit and critique and validate its results so that it becomes a tool that is not only useful for Europeana, but that can be widely used by all the members of the network in their own impact planning and assessment.
- The Task Force was approved; AS and SHg are interested in joining it.

→ **Action 14: Impact Assessment Task Force Chair - to be contacted and Task Force launch publicly announced. The dedicated Task Force space on Pro to be updated accordingly.**

3) [TF on Migration in Germany and Austria - presented by JvdLR](#)

- The Task Force aims to focus on integrating the non- and half-institutional cultural area of Germany and Austria in the planning of local and regional projects, events and communication, while involving cultural bloggers and workers in these countries - they could bring valuable ideas to the table and could increase the reach of Europeana's campaign in those countries.
- Vote: The proposal was discarded and the Council agreed that Peter Soemers is invited to join the Working Group on migration.

→ **Action 15: Europeana Office - to Invite Peter Soemers to join the reflections on #AllezCulture dedicated to Migration.**

4) [Resource Citation and Object Identity TF - presented by JO](#)

- This Task Force aims to map the current state-of-the-art and available alternatives with regard to object identity and resource citation mechanisms, identify functional requirements for citation and object identity mechanism for cultural heritage information objects, assess the applicability of different existing standards, and make recommendations on metadata standards, procedures and technical mechanisms.
- The Task Force was approved; SHg, EF, JO, and OC are interested in joining it.

→ **Action 16: Resource Citation and Object Identity Task Force Chair - to be contacted and Task Force launch publicly announced. The dedicated Task Force space on Pro to be updated accordingly.**

5) [Network Participation Framework TF - presented by UZ](#)

- The aim of the Task Force is to streamline and consolidate the participation in Europeana activities by Association members; evaluate the compliance, procedures and terms of reference for the past and current Working Groups and Task Forces; investigate requirements for the new groups and assess how they match current structures within the Network Association.
- The Task Force was approved; JC, SG and JvdLR are interested in joining it.

→ **Action 17: Network Participation Framework Task Force Chair - to be contacted and Task Force launch publicly announced. The dedicated Task Force space on Pro to be updated accordingly.**

6) Local Communities TF

- This Task Force aims to find the best ways for Europeana to build local communities (physical or online) in order to establish a business model in which these local communities could finance themselves and bring a revenue and "high traffic" to Europeana.
- The Task Force was not approved due to the lack of evaluation and clarity in terms of provision of the proposal; it was advised to reformulate the proposal for the next evaluation and approval process that will take place online.

→ **Action 18: CR - to clarify and reformulate the proposal of the Local Communities Task Force so that it can be submitted and evaluated again.**

General Remarks on Task Forces:

- More time needs to be allocated to Task Force discussions at the future meetings.
- SG suggested that in order to improve and make the process of approving the Task Forces more transparent, it would be useful to clarify the purpose of the proposal and its weaknesses in terms of risk and ethical aspects. The ethical issues could be included in the submission form.
- There was a general remark pointing to the fact that 8-10 Task Forces per year can be accommodated, but if they are all approved, the budget per Task Force needs to be reduced. In principle, if evaluators approve the Task Forces, the MC is recommended to vote in favor, it is rather about endorsing the decision than about voting.
- *Recommendation for evaluators of the Task Force proposals:* to liaise with Task Force Chairs and discuss the proposal before giving final evaluation if considered necessary.

→ **Action 19: Europeana Office - to integrate the recommendation for evaluators of the Task Force proposals in the Task Force Terms of Reference.**

11. Association Budget

Presentation by PK

The Budget for 2016 was approved by the MC in November 2015 and amended in June 2016. Sources of funding for Europeana are the DSI 1 and DSI 2 projects. Actual costs are still preliminary, and we need to monitor the funding of the Task Forces that is obviously related to their number. We need to spend DSI project money otherwise we have to return it or it needs to be reshuffled to other projects. Therefore, the Task Forces have to get to work as soon as possible.

12. [European Year of Cultural Heritage proposed for 2018: Paving the Road to the ENA's Input in 2018](#)

[Presentation by JC](#)

On 9 February 2017, the Council and the European Parliament representatives reached a provisional agreement on a decision establishing a European Year of Cultural Heritage (2018). The Cultural heritage encompasses resources from the past in a variety of forms and aspects, including monuments, sites, traditions, transmitted knowledge, as well as collections conserved and managed by museums, libraries and archives. Objectives of the [EYCH2018](#) are to promote cultural diversity, intercultural dialogue and social cohesion; to highlight the economic contribution of cultural heritage to the cultural and creative sectors and to local and regional development, and to emphasise the role of cultural heritage in EU external relations, including conflict prevention, post-conflict reconciliation and rebuilding destroyed cultural heritage.

The EYCH2018 will have a dedicated financial envelope of €8 million for about 12 flagship projects, 4 of which are very relevant to our activities. It is also where we have been invited to get involved. We were also asked to build the website for the EYCH2018 taking onboard the requirements of the other major partners such as the Council of Europe, UNESCO and Europa Nostra. In terms of conception and planning, there have been 3 meetings so far with the DG EAC and there is a possibility for Europeana to participate in the launch in the European Culture Forum on 7/8 December 2017 - we could combine it with Europeana Network AGM on 6 December, and potentially with EuropeanaTech. This would give us higher visibility at European Culture Forum event and add the digital/creative/technological part to their event.

Europeana projects under the EYCH will focus on working with schools to encourage the sharing and appreciation of cultural heritage and reinforcing a sense of belonging to a common European space through e-twinning scheme and DG COMM's 'teachers corner' programme. The focus is also on promotion of European sites and intangible heritage awarded the UNESCO label, on engaging Youth with cultural heritage, and participatory approaches and social innovation in culture. Europeana can therefore participate in these 4 flagship projects:

- 1) Europeana will look to involve schools directly in transcribathons of WW1 material, and there is currently a possibility to cooperate with Wikipedia on revival of Wiki loves Monuments/ UNESCO World Heritage.
- 2) Together with UNESCO, Europeana will launch a promotion campaign of the UNESCO European heritage sites. Here the contribution would be to make sure that each of the sites is noted in Europeana. An exhibition or collection that pulls these sites together could be jointly created by UNESCO, Europeana and Europa Nostra and make use of local input derived from the Wiki loves campaign.
- 3) Europeana's [Challenge](#) competitions for 2018 could relate to engaging youth with cultural heritage, and to support the Migration in the Arts and Sciences project by using school and migration campaign with teenagers and their personal and family stories.
- 4) Europeana will also launch a Research and Social Platform on Participatory approaches to the management of cultural heritage, which will continue the work of an OMC expert group, whose recommendations and best practices will be delivered in 2017.

Europeana Flagship Project focuses on connecting European citizens through shared culture and includes two interconnected topics: end of WW1 and the Birth of Modern Europe through family stories and histories. Each country will be invited to organise a collection day(s) or transcribathon(s) in a town or place that was significant in year 1918. The transcribathons will be held in schools and link to Flagship programme. With the help of Ministries of Culture, a physical tour of at least 14 countries with collections on days of significance will allow local events to link themselves to the centenary tour and to have their events advertised.

At the same time, the Europeana Migration in the Arts & Sciences collection of curated material showing stories of people moving across countries will be launched. Europeana will look at extending the French Mission du Centenaire idea of a march or gathering of descendants from 31 countries, who are in France as a result of WW1 - to each country in Europe, collecting the stories (audio and memorabilia) of people who attend the marches. Alongside the physical marches, Europeana will look at creating an online "march" for sharing or annotating the personal stories. The Councillors could help organizing/taking part in these marches. This will be supported by a GLAMWiki Supports Migrants - challenge, where wikipedians use the resource to help find new ways to visualise and connect data to educate and inform both immigrants and the general public. A PR campaign will be in place for each event. These projects are in line with Europeana's plan and aspirations and amplify them by using their branding. Europeana Task Forces and Working Groups could contribute to these projects, particularly the Working Group on Migration and the Task Force on Local Communities.

→ **Action 20: Europeana Office - to open a google doc to take in ideas and input of the MC, or make Councillors organize a conference related to EYCH2018 in their own countries or institutions.**

13. Open Mike Session - PART 2

Task Force Audiovisual Media on Europeana - recommendations by JO

JO presented the recommendations as a follow-up to the Progress Report from November 2016. The Task Force received extensive feedback from David Haskiya (EF), Kerstin Herlt (ACE), Werner Bailer (Joanneum Research, JRS), Daniel Teruggi (INA), and Themis Karavellas (NISV). The Task Force also addressed a pilot exercise with the Europeana marketing and communications team on feasibility of using AV materials between December and January in Tier 2 on Social Media. The Task Force held a face-to-face meeting in January 2016. The Task Force is currently in the final editing stage of recommendations before the review that reflects on 3 areas of work: 1. editorial context of audiovisual media on Europeana, 2. optimisation of integration of audiovisual content to improve its usage, and 3. accessibility of audiovisual media.

Part 1: Editorial context

- Recommendation 1: Make audiovisual items in Europeana Collections more visible
- Recommendation 2: Create opportunities to include audiovisual content in curation
- Recommendation 3: Explore possibilities for external editorial use of audiovisual content

The feasibility is there, but not all content providers are equally at ease with the content use, so consultation via expert hubs is recommended. The Task Force encourages further research into attitudes towards content sharing amongst external content partners.

Part 2. Optimise Integration of Audiovisual Content to Improve its Usage

- Recommendation 4: Offer unified audiovisual playout - support different streaming infrastructure (legals aspects in terms of copyrights were not addressed and should be)
- Recommendation 5: Offer a shared streaming infrastructure
- Recommendation 6: Bring audiovisual assets to the semantic web
- Recommendation 7: Include citations for research - optimise integration of audiovisual content to improve its usage - this requires persistent identifiers
- Recommendation 8: Implement content-based indexing for audiovisual materials.

Part 3. Accessibility of Audiovisual Media

- Recommendation 9: Create an infrastructure around subtitled media on Europeana
- Recommendation 10: Allow time-based annotation and metadata creation to make more relevant search queries.

→ **Action 21: Audiovisual Task Force - to clarify recommendation 5 “to offer a shared streaming infrastructure” in relation to the DEA.**

Task Force on Benchmarking - work progress summarised by MdN

The aim of the Task Force is to see how Europeana performs compared to other services and review its methodology. The meeting is planned for May and there will be one meeting only.

Local Communities TF - proposal by CR

CR explained that 1 March is a special holiday in Romania, symbolising the revival of the spring and new hopes for the year. She brought a few little gifts to all the ladies attending the meeting, choosing symbols that are related to Europeana, to point to the fact that we should use every opportunity to connect cultural heritage and Europeana with local communities' customs in European countries.

14. Members Council Representation/role and Association Engagement: Reflection and Projecting the Next Steps - PART 3

The MC briefly recapitulated on the previous day's session and moved on with discussion on the existing Working Groups and MC participation.

Overview of the WGs:

- #AllezCulture; a new #AllezLiterature WG is being set-up.
- Governance Working Group - JvdLR, JM, and ZM are part of it, new members are welcome to

join. The Group will set-up the Voting/Elections Working Committee and run the membership campaign for this year, and update the statutes and bylaws accordingly.

- Copyright Policy Working Group - run by PK and Julia Fallon.
- Data Quality Working Group - LJ, JM, VA are part of it; and KG and SG are interested in joining it.

→ **Action 22: Europeana Office - to invite KG and SG to formally join the Data Quality Working Group.**

- PRO Working Group - JK, JvdLR (in case more members would be needed) interested in joining it.

→ **Action 23: Europeana Office - to formally invite JK to join the PRO Working Group.**

- Communications Working Group was set-up to run the communication required specifically for the Association. It does not cover the work of Europeana Corporate Communications - this group covers the placement of editor in chief in every Newsletter, "meet your councillor" blog series, and others. The Councillors are invited to come forward and join it.

→ **Action 24: Europeana Office - to formally set-up the Communications Working Group and invite Councillors to join it.**

Voting/Elections Working Committee set-up

The Governance Working Group sets up this committee, which starts its work 2 months before the General Assembly and follows up on elections. Councillors that are invited are primarily those who will not be running a campaign in the yearly elections. The work is mostly done by virtual meetings with the support of the Network Coordinator (ZM). The Councillors are invited to address elements that they think need improvement. KG suggested a change in campaigning in a way that the Councillors could campaign for others. There are no specific rules in place, once a Councillor decides to run for the elections and submit necessary information him/herself. The Councillors agreed that it is probably better not to have any rules for this at the moment, as some members may find it difficult, and the aim is to have the best candidates in place and help them get elected - they can have help in campaigning if they wish to.

- RK, LC and EB have stepped down.
- BF, FdD are interested in joining it.

→ **Action 25: Governance Working Group - to set-up its 1st meeting.**

→ **Action 26: Europeana Office - to formally invite BF and FdB to join the Governance Working Group.**

Library Working Group - presented by UZ

- The Working Group was announced for the first time in Riga and its formation did not follow the setting up of Working Group procedure as it is stated in Terms of Reference. In its current shape it is supposed to be permanent, with no time limit and open to the Association members by invitation. There is no budget and it is open to all kinds of

initiatives. The Basecamp will serve as the space for interaction. It can be seen as a pilot project, providing blog posts, white papers, and guidelines. The aim is to represent and aggregate the library material, sharing expertise with others in an expert hub, and serve Europeana in expanding and avoiding struggles with aggregators. It also serves as an opportunity to revive the European Library Working Group that no longer exists.

- There was a discussion on collecting content from different types of institutions, but each type of institution has their own data models system of data converting and processing. Libraries have an expertise in a particular field and that can provide valuable user-case to Europeana. At the same time, libraries (and other similar institutions) can organize themselves through Europeana and have their own forum/network of communication and advice. There was a suggestion to rename the WG to "Library collections" so that it would not be named after a specific institution and it would allow other types of entities to join, such as archives, and allow for a cross-domain cooperation in the same field.
- The Working Group was approved by all the present Councillors.
- MK, VK, F, GA, MW, OC, UZ are interested in joining it.

→ **Action 27: Library Working Group Chair - to initiate the Library Working Group activities.**

→ **Action 28: Europeana Office - to generate a dedicated Library Working Group space on Pro accordingly.**

15. [2017 #AllezCulture Campaigns](#)

[Presentation by Eleanor Kenny \(EF\) and JvdLR](#)

The objective of the Europeana thematic campaigns is to focus on the communications that support Europeana, highlight the nature of content and availability for reuse, and work towards improved quality of data.

In 2017, words and text are in the spotlight and will benefit from an online campaign on social media, collecting high quality text from libraries and archives and focusing on different types of existing content. This has led to a creation of the #AllezLiterature campaign under the #AllezCulture umbrella. The campaign is divided into 4 phases: 1) genres - letters and diaries from the WWI, 2) poetry, 3) books, and 4) is not defined yet - the group has been contacting libraries and archives and asking them to propose ideas.

- The campaign is linked to external milestones such as Valentine's Day - this one had a great response with 30 articles published in 10 languages, a doubled number of subscribers, and a hashtag being used widely.
- Poetry of all kinds can be used, the institutions can propose ideas under different genres and share them across Europe on social media - here the MC can help identify opportunities, help address challenges, and suggest institutions of relevance.
- Europeana content will be used but we are open to new sources as long as there is no license-related issue, including fresh sources of poetry written by European citizens.
- WvD suggested a theme of democracy and social movements which could be supported by the Dutch National Archive. MdN suggested applying more interesting and amusing forms of text such as memes or funny templates that people can use. SHn suggested a visual recipe

exchange with food pictures on social media - the input does not need to be in terms of text strictly, it can be about words only. BF and AS suggested an inclusion of calligraphy in Latin and other alphabets in order to broaden the European coverage related to migration. SH proposed a use of epigraphy and suggested depicting the use and historical development of ancient inscriptions. GH suggested asking institutions or aggregators across Europe for specific material as a challenge, as long as the data is then made available in Europeana.

- The MC can participate actively by coming up with ideas, collecting sources of data or suggesting institutions, and by sharing content of the campaign on social media.
- UZ, JvdLR, SHn, KG, MK, BF, FDD are interested in joining the campaign.

→ **Action 29: Europeana Office - to set-up the #AllezLiterature Working Group and coordinate Councillor tasks/activities to support the #AllezLiterature campaign.**

Wrap-up

The meeting ended at 15:00. MS wrapped up the second day of the meeting and thanked everyone for their participation, and the Office for hosting the event. She also encouraged the Councillors to actively participate within the Association and promote Europeana in their communities, and invited them to join the newly approved Task Forces and Working Groups. The Councillors agreed that it was a constructive and fruitful meeting.

→ **Action 30: Europeana Office - to set the date and venue for the next MC meeting and inform the MC.**

End