Europeana Network Association Members Council

Members Council Meeting 26 November, 2019
National Library of Portugal
Lisbon, Portugal

MINUTES

Councillors
Henk Alkemade (HA), Georgia Angelaki (GA), Ina Bluemel (IB), Petra Boettinger (PB), Flavia Bruni (FB), Erik Buelinckx (EB), Tamara Butigan (TB), Steven Claeyssens (SC), Michal Čudrnák (MC), Olimpia Curta (OC), Robert Davies (RD), Killian Downing (KD), Maria Drabczyk (MD), Maria Engberg (ME), Kate Fernie (KF), Barbara Fischer (BF), Sara Di Giorgio (SdG), Karin Glasemann (KG), Susan Hazan (SH), Vera Kriezi (VK), Loa Steinunn Kristjansdottir (LSK), Hans van der Linden (HvdL), James Morley (JM), Clemens Neudecker (CN), Marco de Niet (MdN), Antje Schmidt (AS), Peter Soemers (PS), Marco Streefkerk (MS), Frederik Truyen (FT), Dafydd Tudur (DT), Erwin Verbruggen (EV)

Europeana office
Harry Verwayen (HV), Albert Verhaar (AV), Zuzana Malicherova (ZM), Gina van der Linden (GvdL)

Apologies
Stephan Bartholmei (SB), Marta Musso (MM), Ellen Euler (EE), Pilar Irala-Hortal (PIH)

1. **Welcome and introduction (MdN)**

- *Minutes (March and July 2019) and actions from previous meetings*

MdN opened the meeting and introduced the agenda covered in a common slide deck. The meeting aimed to focus on discussing strategic priorities and the involvement of the ENA in the implementation of Europeana Strategy 2021-2025. Councillors were going to work in groups on the topic of digital transformation in the cultural heritage sector and address problems and solutions in building digital services. A large part of the meeting was also dedicated to the communities and their progress, preparing priorities and activities for 2020, and ideas for interaction and cross-community connections. The ENA budget update and various governance proposals were scheduled for the final part of the meeting.

MdN introduced the session by pointing the Councillors to the list of responsibilities they should keep in mind as being part of their role:
- Participate in a Community SG (e.g. as chair, vice-chair or member)
- Participate in a Community task force (e.g. contribute to research or policy planning)

- Participate in a Working Group (e.g. preparing elections)
- Review Community work plans (for other communities than their own)
- Review Task force results (for other task forces than their own)
- Participate in Europeana campaigns
- Prepare agenda/review reports of MB meetings
- Communicate with the ENA (e.g. via the newsletters and social media)
- Present activities of the ENA to other audiences at conferences, social media etc.

Some Councillors raised the fact that using Basecamp as the main communication channel is not very feasible and suggested to use additional space for documenting, sharing and exchanging information. The EF has a business account in Google Suite where all the documents are stored in shared Google drives, therefore the Board and the Council can use it to store and access all the relevant files as well.

Minutes of previous meetings were formally approved and will be published shortly.

→ **Action 2020-1: ZM - to create a shared ENA Google Drive.**
→ **Action2020-2: Councillors - if the Councillors need to convince their employer about having access to the Google Suite of Europeana, the Secretariat can provide them with official support.**

2. **Updates from the Europeana Foundation**

Presentation by HV

HV provided the Council with an update on the activities of the EF over the past few months. The main highlights were:
- Summarizing the first year of DSI-4
- Explaining the role of Europeana in the digital transformation of the cultural heritage sector
- Collaboration between the EF, the ENA and the EAF towards this digital transformation
- Working with aggregators towards improving infrastructure and data quality (tiers), working towards multilingual services
- Advocacy efforts with the EC and the Digital Europe Programme, external partnerships
- Annual evaluation of Europeana and recommendation from the EC
- Efforts to improve the user engagement - traffic development strategies and milestones, launch of the new Collections website
- Strategic focus of the core service on research and education activities, less on creative industries
- Successful initiatives of the Rightsstatements.org
- Editorial updates on seasons
- EF organisational changes

Regarding the ENA, in light of the new EC implementation plan being developed, HV asked the Councillors to reflect on the official KPI's that the ENA has: number of ENA members, communities,

and TFs. Perhaps some of them, like the number of active TF's, should not necessarily count as KPI's, while we could suggest new ones, e.g. number of webinars.

Action 2020-3: Councillors - to test the new Collections page and give feedback to the EF teams.
Action 2020-4: Councillors - to think about useful KPI's for the ENA to be regularly reported on to the EC by February 2020.

3. Implementation of the Europeana Strategy 2021-2025

- *The involvement of the ENA for the new Strategy - introduction by MdN*

Throughout the year, on behalf of the ENA, the Board was repeatedly in contact with Merete Sanderhoff, who has been appointed the ENA representative in the DCHE Sub-group. The Board members were regularly consulted and they provided input into the Subgroup's recommendations on the new Strategy. By 1 December 2019, the member states were asked to reflect on these recommendations. Based on this feedback, the EF is going to create a formal Strategy document.

- *Presentation of the new Strategy - by HV*

HV explained that the main focus of the new Strategy is on supporting the digital transformation of Europe's cultural heritage sector and providing services with regards to infrastructure, policies, frameworks, etc. This means that Europeana will diversify its support for various types of CHIs and their specific needs, and continue building partnerships and joining new initiatives in the sector. The new vision is to drive the development towards a major societal impact through shared values in the Network. Europeana provides a commons-based alternative to the global, commercial players with a unique approach to digital cultural heritage as a pan-European platform and public service. The core strategic priorities in 2021-2025 are going to be:

1. Strengthening the technical infrastructure and align it with technical advancements:
   - More efficient aggregation infrastructure
   - Better services for data providers and aggregators
   - Improve findability of content/browsing features
   - Evaluate and integrate the technical outcomes from CEF GS projects

2. Focusing on data quality over data quantity:
   - Increase high-quality content
   - Increase high-quality metadata
   - Experiment semi-automatic metadata enrichment methods
   - Validate and improve metadata enrichment through crowdsourcing
   - Set up a cultural heritage training repository for machine learning networks

3. Focusing on the needs of CHIs:
   - Facilitate the digital transformation of CHIs
   - Raise the profiles and maximize the impact of CHIs activities and outreach

- Capacity building - both at 'hands on' and management levels
- Enabling the focus on markets and services with higher potential impact
- Promote a semantic interoperability framework

4. **Digital transformation of the cultural heritage sector** (in break out groups)

Presentation (Slides 10-11)

In this session, the Councillors spent time in groups looking for answers to the following questions:
- What does digital transformation mean to you?
- What obstacles and problems do CHI's encounter when digitising collections, building (shared) digital services or other digital activities?
- What solutions are needed to remove these obstacles?
- How can ENA and/or EF help to implement these solutions?

Overview of all the outcomes of this session can be found here.

Some of the discussion highlights on what Europeana (and the CHIs) can focus on were:
- Providing standards and frameworks
- Working on multilinguality and translations
- Becoming more agile, user centric and empathic to users
- Help small scale CHIs who tend to encounter more difficulties in making progress
- Looking for self evaluation and machine learning tools, expanding knowledge of metadata and making it more user friendly
- Presenting and preserving content that was digital born

5. **ENA Communities**

Presentation (slides 13-14)

The session started with short updates on work progress of the communities and task forces by the community chairs.

Tech
- 3D content in Europeana Task Force is in the process of concluding its work and approaching its final review.
- Task Force on 'Interoperability of annotations and user sets' has gathered descriptions of use cases and data requirements and it is the process of validating existing proposals for the representation of the various kinds of annotations that Europeana and its partners enable and exploit.
- Activities related to interoperability and data quality were carried out by the Data Quality Committee, which released a new version of the Europeana Publishing Framework, which sees the existing system of tiers to indicate quality of content complemented by quality tiers

reflecting the quality of metadata along three main dimensions (enabling elements, language, context).
- In August, the community conducted a satisfaction survey to identify the satisfaction level and specific needs with respect to EuropeanaTech's activities in order to help better serve the community. The survey results showed that there is room for improvement in all areas. Overall, the community needs to investigate further what tangible added value comes with being a member of the community.
- The community was busy with the organization of the Europeana 2019 event, resulting in two seminars on 27 November, one based on the 3D Task Force and one in collaboration with IIIF, in addition to programming sessions around the Europeana Innovation Agenda, EuropeanaTech unconference, and multilingual access.
- Three issues of EuropeanaTech Insight, covering a broad range of topics were published, all of which received a good level of attention and readership.

Research
- [Task Force on Research requirements](#) had a meeting in Rome in October 2019 to work on a set of final recommendations to be presented at the Europeana 2019 event.
- A new format for the [Research Grants Programme](#) was introduced within the Europeana Research initiative. The call received a significant response: 70+ applications from almost all EU countries. The awarded institutions will be announced at the Europeana 2019 event.
- The Europeana 2019 event will host a session specifically designed for the Research Community: *How to implement the FAIR principles in digital culture*. A pre-conference workshop will focus on the opportunities offered by the European Open Science Cloud, under the title: *EOSC's Evolutionary Scenarios. New Perspectives for Digital Cultural Heritage*.

Education
- In August, the [Guide to using Europeana in Education](#) was translated into nine languages via a crowd-sourced effort. The Steering Group members helped with the translation of the versions in Romanian, Dutch and Icelandic.
- Thanks to the initiative of OC, a History and European Digital Resources workshop was organized in October in Romania addressing the history teachers from the Cluj County.
- In October, FT, presented Europeana resources for education at the [OOFHEC 2019](#) event and started exploring ways of collaboration with EADTU, an organisation of Distance Teaching Universities.
- Thanks to the collaboration with All Digital, Europeana Education is participating in the Erasmus+ KA3 project '[Crowddreaming: youth co-create digital culture](#)', where the guide to using Europeana in education will be included in the MOOC addressed to over 400 secondary school teachers from Italy, Latvia, Croatia and Greece.
- The SG has contributed to the design of two sessions of the Europeana 2019: *Shaping the future of education with cultural heritage* and *Promoting Cultural Heritage with Digital Invasions*.
- The SG organized a meeting with NEMO, ICOM-Portugal and the Portuguese Ministry of Culture in November in Lisbon, aiming to understand museum educators' needs and requirements for the use of digital content, and to explore possibilities for collaboration.

Impact:
- The community SG has made progress in reviewing the latest version of the Impact Playbook and supporting the development of Phase II of the Playbook.

- The SG has continued advocating the benefits of impact assessment and nurtured its practice. As research and experience to-date shows, the most effective ways to achieve this are to showcase the Playbook at workshops and events (LIBER's webinar, the International Conference on Performance Measurement in Libraries, and at national and organisational level). The SG members have become ambassadors for the impact framework.
- Further activities included an 'impact lite' workshop at the Europeana 2019 event facilitated by members of the steering group, and an impact workshop at the ICOM Slovakia conference, the Digital Cultures conference in Lviv and the TuEuropeana impact workshop in Warsaw.
- A survey was run to better understand the needs of the community and jointly plan future activities and focus.
- The SG also contributed to the programming of the Europeana 2019.
- MD raised the fact that the SG members don't always have time and resources to organize all the community related work on their own. The SG can connect with the other Councillors that were previously involved in impact work (KG, AS).

Copyright
- KG was appointed as the new Chair.
- The community engagement predominantly focussed on providing information around the new EU copyright rules. For a long time, Europeana copyright WG and early community were involved in a high level advocacy. The approval of the new copyright directive was a turning point for the community, which is now shifting towards having a knowledge and experience sharing format.
- The survey run in October identified a general need for copyright training, especially on the new directive, and training on the use of rights statements vs CC licenses. This will be taken into account when creating a work plan for 2020,
- The SG also contributed to the programming of the Europeana 2019 event.

Communicators
- The SG sent out a monthly newsletter with a consistently high opening rate, and supporting the promotion of Europeana campaigns (Women's Season, Heritage at Risk, Europe at Work).
- The SG ran an editorial theme on Europeana Pro News in August 2019 on digital storytelling, organized a well-attended [Solve-It-Session webinar on digital storytelling](#) in September, and documented a planning process with template documents that can be used to support other communities to run webinars.
- The community has developed two hashtags for a consistent Twitter use: #allezculture and #europeanacommunities.
- The SG also contributed to the programming of the Europeana 2019.

Following the updates, the Councillors worked in groups in order to prepare their respective community priorities and activities for 2020, to assess ideas for new task forces, and to discuss how to strengthen interaction and cross-connections between communities and identify community interest crossovers.

Important take-away messages from the break out groups:
- Chairing a community can be very time demanding and hard to combine with daily work. Therefore, besides a continuous support from the EF staff, the newly recruited new members for the SG or a task force need to be asked for real commitment.

- Bureaucratic procedures should not get in the way of work progress.
- The Education community might not need a task force in 2020 but would instead prefer to spend money on tools such as translation software.
- The Impact community work could involve more methodologies and new target groups, and not only activities that the EF team come up with.
- The Communicators suggested having a task force in collaboration with the EAF that would develop a series of webinars or training material in the form of blogs, videos etc. on various common issues that professionals face. SH has followed up on this idea with Marco Rendina.
- Idea to have a 'communicator' in every community.
- The Council will be invited to actively review the 2020 work plans as soon as they are submitted in March 2020, the Board will formally approve them and assign respective community budget.
- AS volunteered to review the final report of the Research task force.
- In 2020, the Council might re-assess the longevity of the current six communities.

→ Action 2020-5: Community SGs - to consider creating a community calendar / list of events that SG members plan to attend and mutually sharing it.
→ Action 2020-6: MB - to reconsider changing the reimbursement rules with regards to:
- **Task force meeting lunches/refreshments**
- **Reimbursing SG members to attending conferences to present Europeana.**

→ Action 2020-7: ZM - investigate the possibility of having a comment section on Pro news.
→ Action 2020-8: EF staff - to consider a Pro page for teachers, either by transforming the community page or by having additional education-focused page with specific content for teachers.
→ Action 2020-9: MB - consider changing setup of the community break out groups at the MC meetings in order to let Councillors rotate between community groups.
→ Action 2020-10: BF, HA, ME - to review the final report of the 3D in Europeana task force by 20 December, KF to incorporate their feedback into the final report in January 2020.
→ Action 2020-11: MB - to create a new task force review form.

6. Association business

Presentation (slides 15-21)

- *Budget update*

FT gave a financial update on the current standing of the 2019 budget. He emphasized that in 2020 there won't be an automatic budget allocation per community, instead the budget will be allocated based on proposed community work plans.

- *Governance update*

  ○ Proposal for terms of resignation from the MC

SH presented the proposal developed by the Governance Working Group. Being a Councillor requires an amount of work that may account for about 10 working days/year. Councillors should

keep in mind a list of responsibilities described in the Councillor terms of reference depending on individual strengths and interests. The core responsibilities include participating in person in meetings, engaging in regular online communication, and sharing individual skills and expertise with the work of the communities, task forces and working groups. Some Councillors appear to be inactive even in these core activities for a long period of time due to professional or personal circumstances. The WG therefore proposed to create rules based on which repeatedly inactive Councillors can be asked to resign, and has put forward a procedure for solving this issue. The aim of the proposal was to cultivate a group loyalty and a sense of responsibility as a group of representatives elected by hundreds of people. The proposed conditions can be changed in the future.

Councillors agreed to change wording in the document by replacing the word 'resignation' with "review of membership from the Council" in the title, and in the text with 'revocation'; and not specifying inactivity 'after election' since Councillors can become inactive at any point.

The proposal was approved with adjustments by a majority of the present members, 3 persons abstained from voting.

→ Action 2020-12: ZM - to revise the proposal on resignation from the MC and ask SB whether additional clause on voluntary resignation should be added.

- ○ Proposal for revision of the ENA Bylaws and Procedures

The Governance WG proposed to make changes to the current ENA Bylaws and Procedures in order to incorporate the rules and terms of reference created for the community framework from December 2018 into these governance documents. The proposed changes concern minor adjustments in content and wording.

The proposal was approved by all the present Councillors.

- ○ ENA code of conduct

EV presented the newly developed Code of Conduct and explained the reasons behind creating such document for the ENA: it seems useful to have a shared resource and a common understanding of community etiquette and rules that can be used if needed in discussions between ENA members in person or via online communication channels in order to make people feel comfortable and safe, and have a procedure in place for a person that happens to be in a conflictual situation and doesn't feel respected. The Board explained that there have already been cases when the Code could have been applied. It is also common for similar organizations to have this kind of document. The three core elements of the proposal are:
- ● Community norms and etiquette - the ENA is committed to openness and transparency in all the interactions and activities
- ● Anti-harassment - the community chairs may take any action they deem appropriate
- ● Reporting guidelines - via community chairs or Code of Conduct confidentiality person (ZM)

Some Councillors questioned the need for having such a document in place and if so, to what detail it should go, while others proposed for it to include additional aspects such as environmental

causes. Nevertheless, majority of the Council found the Code useful. The document can be adjusted and further specified anytime in the future.

→ **Action 2020-13: EV/ZM - to revise the ENA Code of Conduct and circulate it publicly.**

7. <u>Wrap-up and next steps</u>

- *Final input from Councillors*

Councillors found it desirable to a closer collaboration and exchange of information with the EAF. Therefore in 2020, the Council and the Board can start having regular communication and updates on the EAF activities and vice-versa in a process facilitated by ZM and SdG. The ENA and EAF can also collaborate within communities and task forces.

→ **Action 2020-14: ZM - to start creating procedure on regular collaboration and information exchange between the ENA and the EAF.**

- *Next MC meeting*

The next MC meeting will take place in the form of a webinar in March 2020. A physical meeting will follow in June/July 2020.

→ **Action 2020-15: ZM - to inform Councillors about the exact date and time of the next MC meeting.**