Europeana Foundation Governing Board Meeting

23 June 2016
16h30 – 18h00 CEST
Teleconference

Revisiting the Vision & Mission Statements of Europeana

Action proposed: For discussion and decision

Introduction

The vision and mission statements of Europeana were created at the set up of the Europeana Foundation in 2007. Nine years on we probably need to revise them in line with changes in strategy and focus, with the aim of simplifying the message we wish to communicate.

Vision and mission statements evolve over time to address changing conditions and to reflect new goals and objectives of the organisation. Europeana's vision and mission should reflect and communicate our aims. We should ask ourselves if the goals and objectives pursued by the Foundation, the Network Association and its stakeholders, the Council Conclusions adopted under the Dutch Presidency, and the new ventures of Europeana necessitate a revision of its vision and mission. In re-examining our vision and mission, we need to look at our values, our strengths, our weaknesses and how they fit into our current position and where we want to be in a few years.

The Issue

The vision and mission statements of Europeana Foundation are reflected in our original statutes and the 2015 revision:

1) Article 3 of 2007 Articles of Association of European Digital Library
   and
   Article 3 of 2010 Deed of Amendment to Articles of Association of European Digital Library (Europeana)

   The objects of the Foundation are to provide access to Europe's cultural and scientific heritage by way of a cross domain portal; to facilitate formal agreements across museums, archives, audio visual archives and libraries on how to cooperate in the delivery and sustainability of a joint portal; to stimulate and facilitate initiatives to bring together existing digital content, to support and facilitate digitization of Europe's cultural and scientific heritage and all that

which is connected or which could be conducive to the above in the widest sense of the word.

2) Article 3 of [2015 Deed of amendments to Statutes of Europeana Foundation](#)

The operations and activities of the Foundation are built on common based values: Usable, Mutual and Reliable. These values underpin the Foundation led by its Governing Board with the support of the members of Europeana Network Assocciation, to work towards its objectives, being to:
- *make Europeá cultural and scientific wealth available for everyone;*
- *provide access to and use of Europe's cultural and scientific heritage through the Europeana platform and its user channels;*
- *work with museums, archives, audio-visual collection and libraries as well as users of Europeana's services to deliver the Europeana platform and make it sustainable;*
- *encourage active engagement and use of Europe's cultural heritage resources;*
- *make items that have been digitized or that are born digital available via Europeana;*
- *encourage and support the digitision of more of Europe's cultural and scientific heritage;*
- *encourage and support the concept of the public domain;*
- *accelerate and support innovation in cultural institutions, sharing and building on exciting knowledge;*
- *advocate the concept of the public good in the relationship between users and stakeholders;*
- *support competitiveness in Europe by making as much cultural heritage available as possible.*

However our [Strategic Plan 2015-2020](#) phrases this somewhat differently:

Europeana started as a big political idea to unite Europe through culture by making our heritage available to all for work, learning or pleasure. We believe that culture can transform lives. A deeply felt belief that our shared cultural heritage fundamentally belongs to all of us, and is therefore too important to leave to market forces alone to digitise and make available. We still believe in this big idea. We are Europeana, the network for the cultural heritage sector in Europe, and we think we are in a unique position to make these ideals come true. We are expanding our network with thousands of cultural institutions, politicians, tech entrepreneurs, open data activists, developers and researchers all with one thing in common: A shared dream of a world where every citizen will have access to all cultural heritage. We transform the world with culture.

Our vision is an infrastructure that connects Europe's culture digitally in the same way that roads and railways do physically. A laboratory that innovates for our new world using the richness of our past. We need a backbone that allows us to store, to access, to improve and to share. A place where copyright can be respected but ease of use is the mantra. We need to become the cultural innovators servicing the holders of cultural heritage and the users in

equal measure. We understand that we need to make it easier to participate and that it needs to become clearer what the rewards are. We need to continue to provide the catalyst to improve the way we can access our heritage. W need to improve the quality of the data we make available to the world.

Europeana is shaped by three working principles. They sum up everything we do and what matters to us: Usable, Mutual, Reliable. We use it to improve the status quo of society, to transform people's lives and through them, the world.

Our priorities: 1) Improve data quality, 2)Open the data, 3)Create value for partners.

Next Steps

The Governing Board is invited to reflect and decide as to whether make a radical change to or update the Foundation's vision and mission. Subsequently, Europeana will have to align its strategy with the new vision and mission.

Process & Timeline

If the Board decides on change, it is proposed that a smaller group be formed to develop new vision and mission statements for discussion at the next Board meeting in September.

Circulation:
Europeana Foundation Governing Board Members & Observers

Classification:
Public