Europeana Foundation Governing Board Meeting

15 June 2017
16h30 – 18h00 CEST
Teleconference

Europeana Staff Approach Proposal in conjunction with Europeana Foundation Governing Board and Europeana Network Association Approaches, and next steps

Action proposed: Board to discuss Europeana Staff approach proposal, approve or propose amendments; and to agree on next steps. Final approval of Europeana Foundation Governing Board and Staff approach(es) at September meeting

A.   Proposed Draft Approach for Europeana Foundation Staff

The role of the Europeana Foundation staff can be summarised as follows:

1. *We help people to connect through culture. We create a landscape in which cultural heritage institutions from all domains can work both with us and each other to provide high-quality digital content and reduce barriers to its reuse. We lead changes within the cultural heritage sector that positively impact its institutions, the economy and society. We work with our partners and allies to develop frameworks, standards, strategy and policy, and to raise funds.*
2. *We provide technical expertise and a platform to manage digitised cultural heritage. Our platform covers the whole data journey from preparation to publication. Our belief in innovation, openness and interoperability is central to all that we do, and is embedded in our strong R&D work.*
3. *We create extensive possibilities for using digital cultural heritage in creative industries, research and education. We reach these markets through partnerships with professional networks and digital libraries worldwide, integration in existing services, and through local, national and international engagement campaigns. Our results feed into future strategy and improve our services for partner institutions.*

B.   Shorter public facing version of which is proposed as:

We deliver the strategy as agreed by the Europeana Foundation's Governing Board and the Europeana Network Association. That means:

- *We work with our partners and allies to develop frameworks, standards, strategy and policy, and to raise funds.*

- *We provide technical expertise and platforms to manage digitised cultural heritage.*
- *We raise awareness and use of digitised cultural heritage in the creative industries, education and research through partnerships and international engagement campaigns.*

C. Proposed amalgamated Europeana Governing Board and Staff's Approach as the result of splitting and recombining the Governing Board + Staff's approaches:

The Europeana Foundation is made up of a Governing Board and expert staff. Together with the Europeana Network Association - a couple of thousand members from diverse organisations across Europe - we strive to realise the vision of a common digital platform for the cultural and scientific heritage sector.

The members of the Board are legally and financially responsible for the activities of the Europeana Foundation; they decide on strategy and prioritise the yearly activities of the Europeana Foundation staff.

Culture can connect people. Together, we create a landscape in which cultural heritage institutions from all domains can work both with us and each other to provide high-quality digital content and reduce barriers to its reuse. We lead changes within the cultural heritage sector that positively impact its institutions, the economy and society. We work with our partners and allies to develop frameworks, standards, strategy and policy, and to raise funds.

In line with the Board's agreed priorities, Europeana Foundation staff provide the technical expertise and the platform to manage Europe's digitised cultural heritage. Our platform covers the whole data journey from preparation to publication. Our belief in innovation, openness and interoperability is central to all that we do, and is embedded in our strong R&D work.

We believe that the possibilities for using digital cultural heritage in creative industries, research and education are extensive. We reach these markets through partnerships with professional networks and digital libraries worldwide, integration in existing apps and services, and through local, national and international engagement campaigns. Our results feed into future strategy and improve our services for partner institutions.

How we got there

A group was formed with representatives from each team within the Europeana Foundation to formulate the staff approach. Jill Cousins, Beth Daley (editorial advisor) and Shadi Ardalan participated in the group.

D. For ease of reference

Here under the joint aspiration, the approach of the Europeana Network Association and the provisionally approved approach of Europeana Foundation Governing Board for ease of reference.

Joint Aspiration

"We transform the world with culture. We build on Europe's rich cultural heritage and make it easier for people to use for work, learning or fun. Our work contributes to an open, knowledgeable and creative society."
NB: MC to consider (at their 6 July meeting) the slight stylistic modification made by Governing Board at 27 Feb Board meeting

Approach of 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."*

Provisionally Approved Approach of Europeana Foundation Governing Board

"Europeana is an initiative of the Member States, funded by the European Commission and supported by European Parliament.
As the Governing Board of Europeana we work for and coordinate the cultural and scientific heritage sector, realising the vision of a common digital platform. We decide on strategy, approve and prioritise the yearly activities of Europeana. We are a catalyst for change. To do this we:
- *uphold the values of working as a cultural commons, support the public domain and make sure that everything we do is usable, mutual, reliable;*
- *share Europe's digital heritage through encouragement of digitisation;*
- *create frameworks for interoperability, quality and measurement to facilitate the bringing together of existing digital content;*
- *underpin the use of digital heritage for research and education in Europe;*
- *support innovation and competitiveness by inspiring Creative Industries to reuse digital heritage."*

E. **Europeana editorial advisor has proposed a revision of the Governing Board's Approach, from the editorial point of view and for a common tone of voice across all. The Governing Board to decide whether to adopt the edited version in full or in part.**

   "As the Governing Board of the Europeana Foundation, we strive to realise the vision of a common digital platform for the cultural and scientific heritage sector.

- *We decide on strategy and prioritise the yearly activities of the Europeana Foundation.*

- *We uphold the values of working as a cultural commons, support the public domain, encouraging digitisation and making sure that everything we do is usable, mutual and reliable.*
- *We lead work to create frameworks for interoperability, quality and measurement to bring together existing digital content.*
- *We support innovation and competitiveness by inspiring and enabling the use of digital heritage in the creative industries, research and education."*

F. Europeana Editorial Advisor has also suggested a revision of the Europeana Network Association Approach, from the editorial point of view and for a common tone of voice across all. Europeana Network Association Management Board and Members Council to decide whether to adopt the edited version in full or in part.

"Our 1700+ members represent organisations committed to making, sharing, promoting and repurposing Europe's digital cultural heritage. Our experience and expertise helps shape the Europeana Foundation's work and services.

- *We are ambassadors for digital cultural heritage. We help people involved with cultural heritage, creative, technology, education and research across the whole of Europe to work together, and encourage them to innovate.*
- *We work with the Europeana Foundation to develop, validate and implement the standards and frameworks that improve access and discovery of digital cultural heritage.*
- *We work in focussed Task Forces to address specific challenges that are of common interest.*
- *We participate in the Europeana Foundation's governance and strategy discussion.*
- *We promote the Europeana Foundation's activities within our own professional networks."*

G. Next steps

- Board to review: A) the proposed Staff Approach, B) the short public-facing version of it and C) the amalgamated Governing Board + Staff Approach - before 15 June Board meeting.

- Board to comment / propose amendments or approve the proposal and agree on next steps at the 15 June Board meeting.

- Initial feedback and comments from the Board will be taken back to the Europeana Staff group, who will reconvene to consider these comments and encompass them into the next version.

- Europeana editorial advisor will edit the next version (ver. 6) of Staff Approach and/or amalgamated Governing Board + Staff Approach.

- The edited version 6 will be shared with the Members Council for the 6 July MC meeting.

- The Board is also asked to decide if it prefers the Editorial Advisors' versions E and F above.

- Final approval of the Europeana Foundation Approach (either as an amalgamated approach or two separate ones for the Board and Staff) will be scheduled for 28 September Governing Board meeting.

- An infographic interpretation of all the approaches under the joint aspiration will be attempted.

- As these approaches are quite detailed to serve as the job description of each body, perhaps the Board should consider a more concise public facing version of each as well.

Circulation:
Europeana Foundation Governing Board Members & Observers

Classification:
Public