# Europeana Foundation Governing Board Meeting

15 June 2017
16h30 – 18h00 CEST
Teleconference

**Summary of DSI-2 Progress Report II**
*Action Proposed:  Board to approve*

Europeana DSI-2 operates the Europeana Core Service Platform. With 34 participants it delivers interoperability and connectivity of digital cultural heritage at a European level. Funded under the Connecting Europe Facility, the project serves to operate an infrastructure to provide an efficient solution for access, enrichment and distribution of multilingual and multi-domain resources for application in five markets: Cultural Heritage Institutions (CHI), the European citizen, Education, Creative Industries and Academic research.

The revision of the Europeana strategy is a major result for this reporting period (December 2016 - April 2017). After a yearlong conversation with all stakeholders, from users, European Commission to MEPs, and curators to creatives, the revised strategy builds on the objectives of Europeana's Strategy 2020: 1. Creating value for partners, 2. Improving Metadata Quality and 3. Opening the Data allowing us to reaffirm the vision for Europeana, and maximise our impact by focusing on three priorities:

1. **Make it easy and rewarding for Cultural Heritage Institutions to share high-quality content**
2. **Scale with partners to reach our target markets and audiences**
3. **Engage people on our websites and via participatory campaigns**

Together with all stakeholders, including the Europeana DSI-2 consortium, we will aim to sharpen our focus on quality, to make sure educators, researchers, creators, and citizens across Europe genuinely can make use of the content Europeana provides. We know users consume content in different ways and that there is a growing appetite for participation. The key is to make sure we all know 'who is responsible for what' across our diverse network so that we can rely on each other to deliver. The project Europeana DSI-2 was written prior to the process of strategy revision, but its four goals are covered in our Business Plans to implement strategy. The project straddles two Europeana Business Plans: 2016 and 2017. The Business Plan 2017 was delivered in the reporting period, as the project deliberately allowed for change of strategy during its lifetime.

This progress report covers the period of 1 December 2016 until 30 April 2017, during which the project has made good progress in relation to these goals. This was illustrated

by the fact that in December [Nominet Trust](#), the UK's leading tech for good funder, named Europeana in their [top 100 list](#). The NT100 is a global celebration of the most inspiring innovations using digital technology to drive social change around the world.

**1. Create value for partners**

To achieve this first goal, we focus on improving services (Europeana Pro, Europeana Collections, Europeana Labs, Europeana Research) for our key markets.

<u>1.1. Objective 1 – Create a better customer experience</u>

Several products and services are contributing to the improvement of the CHI-customer experience. A new Europeana Professional site (which will include all information for professional users) will be delivered mid to late summer 2017 (under WP5 and WP6) and the work to deliver a new metadata ingestion suite called Metis is underway. During the reporting period, we have created user stories for both services and development for both on track (under WP6 and WP7).

For the European Citizen (end-users) we have been very active in targeting culturally interested users by declaring February to June 2017 "Art Nouveau" season. A newly created exhibition featuring almost fifty Art Nouveau art works is accompanied by new Pinterest boards and other outreach to users (WP2). Early results are promising: users reward the exhibition with a very high Net Promoter Score[1]. Our #AllezLiterature campaign has also reached out to new audiences and promoted the written and spoken word elements of our cultural heritage. Tying into Valentine's Day, World Poetry Day and World Book Day we have highlighted much more of our library material. The libraries, particularly those of Eastern Europe, have been enthusiastically involved in the social media campaign as has the Europeana Network. By working with the Wikimedia community, we intend to reach new users for the Europeana 1914-1918 service.

Image galleries went live on Europeana Collections in April 2017. Galleries present a curated selection of images on a certain theme. Some bring together artworks from across Europe, while some focus more on just one country. Most of the galleries connect to our thematic collections: Europeana Art, Europeana Music, Europeana Fashion and Europeana 1914-1918. Galleries bring together between 6 and 48 images (all of which are Tier 2+) on a specific topic, curated by the Collections team and our thematic collections partners.

In this period, three new exhibitions were published:

- [Sausages and Cigars for Christmas](#): the story of Max Kranz and the men from Hatzenport in World War One. The Net Promoter Score for this exhibition so far is 32.

- [Art Nouveau: A Universal Style:](#) presenting an overview of Art Nouveau in its historical context and highlighting important examples of the style. The Net Promoter Score for this exhibition so far is 54.

- [Picture this! Vintage postcards of Southeastern Europe](#): highlighting interesting facts and details about the cities of the regions presented on vintage postcards that showcase their cultural and natural heritage.

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[1] Net Promoter Score (NPS) measures the loyalty that exists between a provider and a consumer. For Europeana, it will ask a similar question like '*How likely is it that you would recommend* [this service] *to a friend or colleague?'*

The [Transcribathons](#) online runs have also contributed to the #AllezLiterature campaign. During the Christmas break of 2016, almost 900 documents were successfully transcribed and therefore made accessible for other use.

For Valentine's Day, Europeana - Europe's digital platform for cultural heritage - launched a special [Love Transcribathon](#), an online crowdsourcing campaign developed to unveil unique testimonies of the First World War by encouraging people to transcribe handwritten love letters from that time. The Love Transcribathon is an ongoing online challenge starting from Valentine's Day. It will feature over 40 love stories told in letters from the First World War written in 7 languages (initially English, French, German, Dutch, Croatian, Slovenian, and Greek) that can be found on [Europeana 14-18](#) (WP2 and WP8).

A conceptual design for the image discovery service has been made. In brief it will focus on exploration of high-quality imagery via image similarity (so-called Content Based Information Retrieval) computed by analysing the features and colours of the images. The concept draws on the [CultureCam prototype](#)[2] developed in Europeana Creative and aims towards users who are looking for inspiration and exploration of top quality imagery. A selection of a first batch, about 120,000 images, of high-quality imagery that aligns with the Art, Fashion and Music themes have been selected and harvested for inclusion in the service.

The result of the user evaluations is that Europeana Music Collections and Europeana Collections meet their set user satisfaction KPIs but Pro, Labs and Research do not. That Pro, Labs and Research would not was something we suspected would be the case which is why we have already initiated an improvement (see 6.5.2 below).

To improve the way users can navigate between searching and browsing for Fashion objects and reading blog posts about Fashion we have integrated display of such [blog posts](#) into the thematic Fashion Collections. This will later be done also for all the blog posts we write that are about objects in our collections and new features - regardless of theme (WP2 and WP6).

EF has made a major breakthrough with respect to logging user actions on the Europeana Collections portal. A new logging system is in place. First analyses have been made with UoS and EF works on refining the framework (WP6).
INESC-ID has continued work on IIIF- and sitemap-based harvesting with University College Dublin and National Library of Wales. A client of the Linked Data Notifications protocol has been implemented.
Another major result under this objective is the [Arttab Google Chrome extension](#): In the first two weeks more than 750 people have installed the app, resulting in close to 100,000 impressions of Europeana content. The Tab started with a defined pool of content and as that expands a further phase of promotion will be implemented. [ArtUpYourTab](#) is a hugely successful collaboration with Kennisland, Sara Kloster; the project was actually enabled by Netwerk Digitaal Erfgoed funding.

Europeana Radio was launched in January 2017. Europeana Radio gives users access to listen to a vast collection of more than 200,000 tracks. Users were invited to engage with these tracks on #TagDayThursday – a twitter call for listeners to tag the music they hear on Europeana Radio.

More challenging in this period has been trying to recover from the Google deindexing that took place in the previous period, reducing the number of end-users reaching Europeana and its content directly through search-engines. While we do everything we

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[2] Note: The CultureCam prototype works only in Firefox.

can to make Europeana available through search-engines, we also realise that a better way to reach end-users is through providing high-quality curated collections, social media engagement and collaborations with e.g. Wikimedia.

In this reporting period, two surveys were run on Europeana Collections - one in January and one in March 2017. The first had 904 responses, with 65% rating 4/5 or higher, and 83% rating 3/5 or higher and a net promoter score of 35. The second had 676 responses, with 66% rating 4/5 or higher, and 80% rating 3/5 or higher and a net promoter score of 37.

### 1.2. Objective 2 – Embed network-centric thought

The Europeana Network is a major partner in delivering this objective. The Members Council and the full Network support the work of the project. The secretariat of the Network is run through this project. It is worth adding that the Members Council was heavily involved in the set-up and development Europeana Network Association's response to all the sections of the EC Draft Europeana Evaluation Roadmap and was submitted on 18 January. The evaluation of Europeana by independent experts will be presented to the EU Council by October 2017, providing clear orientations for the mid and long term development of Europeana.

Also, the #AllezCulture WG supports the #AllezLiterature campaign driven by Europeana Office. EF also launched a Member States, in accordance with Council Conclusions of May 2016 dedicated space on Europeana Pro that features Country Reports and all relevant documentation. We also publish a Quarterly Member States Newsletter that sheds light on Europeana news of special interest to Member States. Each quarter the newsletter will be pitched by one of the Member States to get them actively engaged. The 1st issue was launched on April 12.

## 2. Improve data quality

This second goal has focused on improving our ingestion tools (Metis) and on quality framework implementation such as IIIF, the emerging in international standard for image exchange, and the Europeana Publishing Framework (EPF).

### 2.1. Objective 3 – Innovate the way we aggregate material

Data quality continues to be a high priority for Europeana DSI. With all aggregating partners (WP1) we have developed a data quality plan and identified the most promising improvements. The EPF is a very welcome methodology to assess data quality, as is indicated by our user research and the willingness by partners to translate the document into several new languages. All domain aggregators are participating in these efforts to improve data quality, e.g. by fixing broken links, repairing thumbnails and updating metadata to new standards.

The overall number of records available in Europeana has increased by 1,247,599 to 54,358,074. Currently, 8.7 per cent of this number is tier 3 or 4 of the EPF and therefore of the highest quality. With our focus on quality over quantity, it is currently unlikely that the KPI of getting more than 3.5 million records in the project period will be met.

In early February 2017 the ingestion workflow business requirements update (MS1.1) was published, which gives an overview of the user requirements for Metis. A third iteration of the technical design plan for Metis was produced for this milestone document.

It is clear from the reports of the DSI aggregating partners that they believe in the concept and in many ways operate as expert hubs, executing the activities we agreed for expert hubs. That includes everything from engaging with institutions to training and helpdesk activities to data normalisation and developing domain standards. What is still missing is a cohesive vision for the development of the aggregation landscape as a

whole, including the role of Europeana Foundation and national aggregators in it. Europeana is working with all aggregators in WP1 to deliver such a vision.

2.2. Objective 4 – Implement quality frameworks

Under the (informal header) of Operation Direct (WP6, task 6.10), we continued to work with CHIs to connect data providers directly to Europeana. We continued further unit testing and performance testing of the prototypes developed during the previous phases of the project. APEF has performed a successful pilot, the results of which were shown at the AGM in Riga.

Technical partner NTUA has collaborated with EF in order to test and integrate the new developed services, namely the Operation Direct and Metis. This proved to be working fine.

In early March we published the new [Europeana Content Strategy](#), which will guide our content acquisition process for the coming years. In addition we updated the [Europeana Publishing Framework](#) and [Europeana Publishing Guide](#), to help with the implementation of the content strategy (WP1).

A major result was the development of a new quality framework to measure impact (WP4, also with support of partners in WP2). Europeana initiated a Task Force to support the development of a toolkit which will guide users through the implementation of the Impact Assessment Framework. The toolkit is being developed iteratively with the first results due in August 2017. The Network is being kept informed through regular blogs on pro.

## 3. Open the data

3.1. Objective 5 – Develop community-segmented services

Working in relation to the first objective, we operate services in each market that show the benefits of opening data to the fullest extent possible. Europeana Collections (WP2) allows all users to see what is available on Europeana and shows clear information on how it can be used and re-used. For Europeana Collections and our thematic collections (art, fashion and music) we develop new features (WP6), based on user-demand or data partner request. In this reporting period gallery functionality has been developed and an entity API has been published in an alpha version. With partners, we have developed exhibitions and other user-facing features. Currently, we are preparing the Photography Collection, which will be launched in the fourth quarter of the project.

In the education market (WP3), we have positioned ourselves very prominently. Under the label #Europeana4Education, we are now running a community of users that use Europeana resources for educational purposes. First results show that this is a successful strategy to reach education and educational partners.

Europeana Research functions in the Research area to make sure that Europeana resources are being used for academic research (e.g. digital humanities). An annual grants programme was very successful with over 140 applicants. The three winners of the grant are now running their projects, with results expected at the end of the project (WP2). The Europeana Research Advisory Board selected for the Research Grants Programme [three finalists](#), based on best fit to the Call for proposals, the detail of project plans, and the planned budget of each proposal and awarded funding to these projects. The final three were clearly the projects of the highest quality of the submitted proposals, as assessed by the Europeana Research Advisory Board.

For the creative industries, we continue to operate Europeana Labs (WP3); the website currently has almost 5,000 individual users each month. A grants programme for match funding is currently underway under the Goteo-service. Another major accomplishment

was the development of the [Re-use Business Plan (D3.2)](), which outlines our plans for the two markets education and creative industries, in line with our revised strategy.

Metrics measured through Google Analytics for this reporting period show that thematic collections continue to engage users better than the overall Europeana Collections site. Visitors are more likely to return to thematic collections (higher percentage of returning visitors), and are less likely to leave the site as soon as they enter (lower bounce rate). Visitors to thematic collections visit three times more pages and spend significantly more time on the site (pages per session; average session duration).

The automated dashboards for individual institutions have proved to be a lot harder to develop and maintain than expected due to the data structure. Many dashboards have bugs that require significant development efforts while the take up of individual dashboards is relatively low (a couple of dozen are active). We have therefore decided to re-evaluate the statistics dashboard. Short term we are going to disable the automated dashboards for individual institutions.

EUN took part in the Future Classroom meeting in Brussels (February 2017). Nineteen teachers from ten EU countries came together to test pedagogical scenarios and develop learning activities using Europeana content. EUN and EF collected their feedback on how they had used Europeana since the first workshop, including what worked well and where they need more support. During the workshop the teachers also developed and presented learning activities using Europeana content. More information about the workshop and its results is found in our [blog]().

To actively support the development of new distribution partnerships in education, we created a dedicated [education area]() on Europeana Pro. Interested parties can now explore our partnerships, browse case studies of educational applications, resources and platforms featuring Europeana content, and get practical help from our collection of useful resources.

Europeana has also joined the 665 organisations featured on the OER (Open Educational Resources) [World Map](), and is now part of a network of developers of open educational learning resources, policy makers, teachers and learners from across the world. The OER World Map profiles [Europeana]() as organisation/repository and [Europeana Collections]() as educational resource. Find out more in our [blog]().

We also launched Europeana's [first match funding call]() in close cooperation with our partner crowdfunding platform Goteo.org. The campaign will allocate 10,000 matches funding to support up to three creative projects in secondary education. The call for applications ran from 1 February till 15 March and resulted in 18 applications from across Europe. After careful evaluation by both Europeana and Goteo representatives, we announced [three winning projects]() on 31 March.

3.2. Objective 6 – Champion interoperability
On the innovation level, we continue to support EDM to allow interoperability cross-domain and cross-language. Our Research and Development partnership (WP6) has been successful in advising other projects and consortia on our know-how. Europeana Tech is the major community under which these people come together.

A great example of interoperability, we built up our partnership with Creative Commons and integrated 470,000 openly licensed images from the Europeana Collections in the new [CC Search beta](). The current CC search tool is used by nearly [600,000 people]() globally every month and we believe this partnership will greatly contribute to a wider outreach to creatives around the world.

**4. Strengthen the Europeana ecosystem**

The final goal of the Business Plan is to strengthen the Europeana ecosystem. With this goal, we make the best use of the Europeana ecosystem, including the Europeana Network Association, the Member States, the European Commission, Europeana Foundation, and our partnership in the project.

4.1. Objective 7 – Achieve long-term funding

As explained in previous reports, a major result here were the Council Conclusions on Europeana, which were delivered during The Netherlands' Presidency of the EU in the first semester of 2016. Of course, we continued on this success by several (smaller) activities.

The Europeana 280 campaign, which was launched to promote and engage people with Europe's art heritage, came to a close at the end of 2016 (WP8). To mark the end of the campaign, our communications approach was to share and celebrate its success with those who participated through: this included targeted mailings, a dedicated Europeana 280 Slidebean that provided an overview of the campaign's success and was designed to allow participants to use it to promote their own participation and contribution to that success; a closing blog and a final social media rally.

The #Allezliterature campaign (WP8) was successful in showing the wealth of the written and spoken word as part of our cultural heritage. The campaign will run until the end of the project. In addition, we are preparing a new campaign to show the value of digital cultural heritage to all stakeholders in 2018.

Under WP4, we communicated and promoted the Europeana Generic Services opportunities with partners, resulting in four submissions for new thematic collections on Europeana. In addition, Europeana supported several H2020 projects from external partners.

4.2. Objective 8 – Transform the organisation from good to great

With support of the Network Association EF prepared the Europeana Business Plan 2017, which was published early February. It contains all plans for Europeana (DSI) in 2017 and is aligned with the revised Strategy 2020 and the Europeana DSI-2 DoA (insofar the project runs during 2017).

**Recommendation of Martijn Pronk, Chair of DSI-2 Steering Committee**
*This is an impressive record. The tone-of-voice is positive, reflecting the progress on all strategic objectives. The Board might find the report a bit too narrative and wish for a more structured or chronological set-up. The report gives an enthusiastic view of everything that has been accomplished from Dec-Apr.*

**Circulation:**
Europeana Foundation Governing Board Members & Observers

**Classification:**
Public