

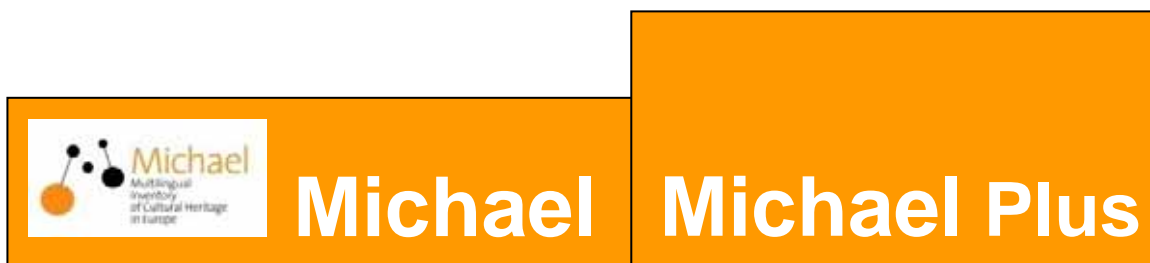
europæana  
think culture

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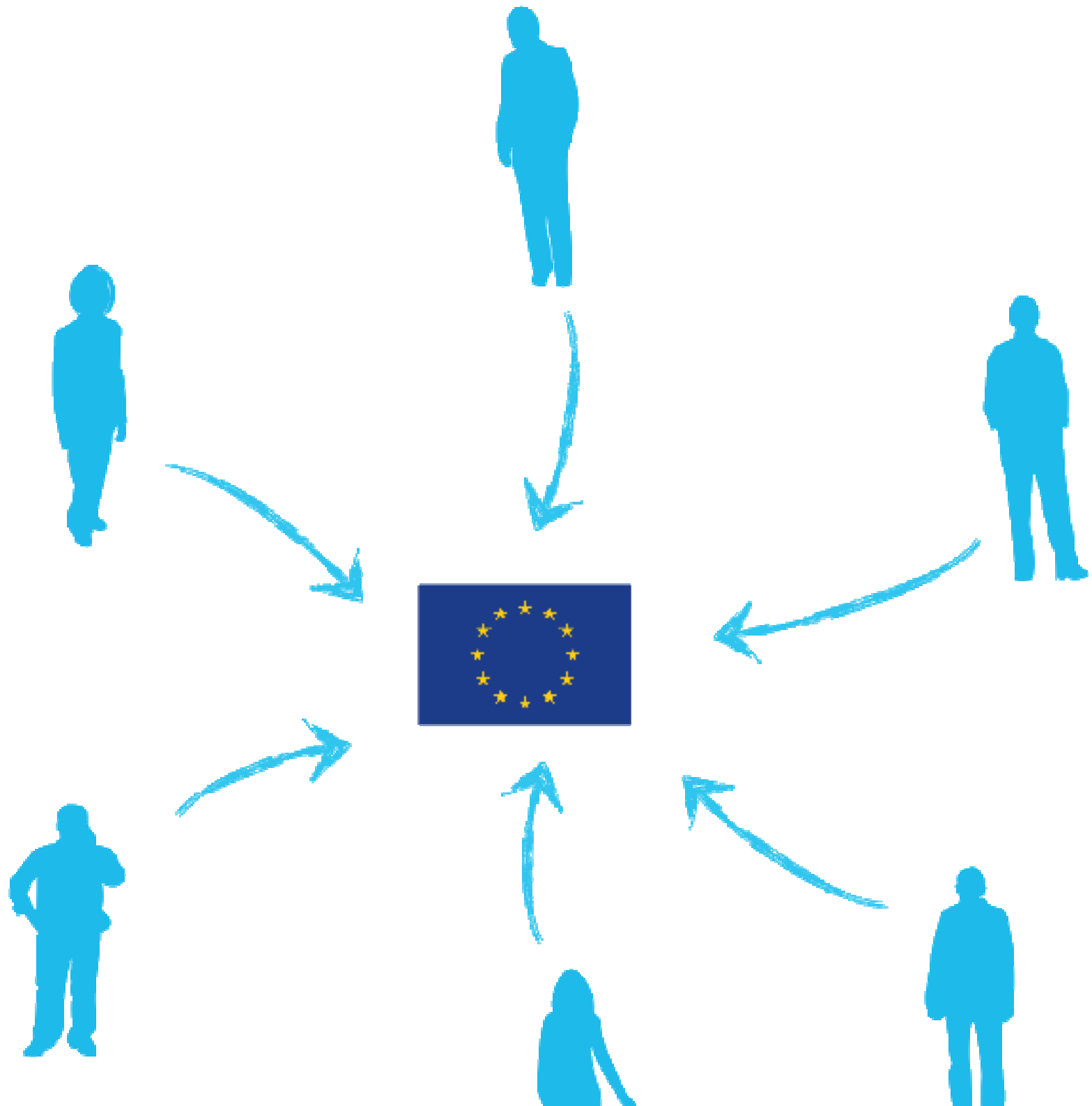
# Background

# Minerva and Michael

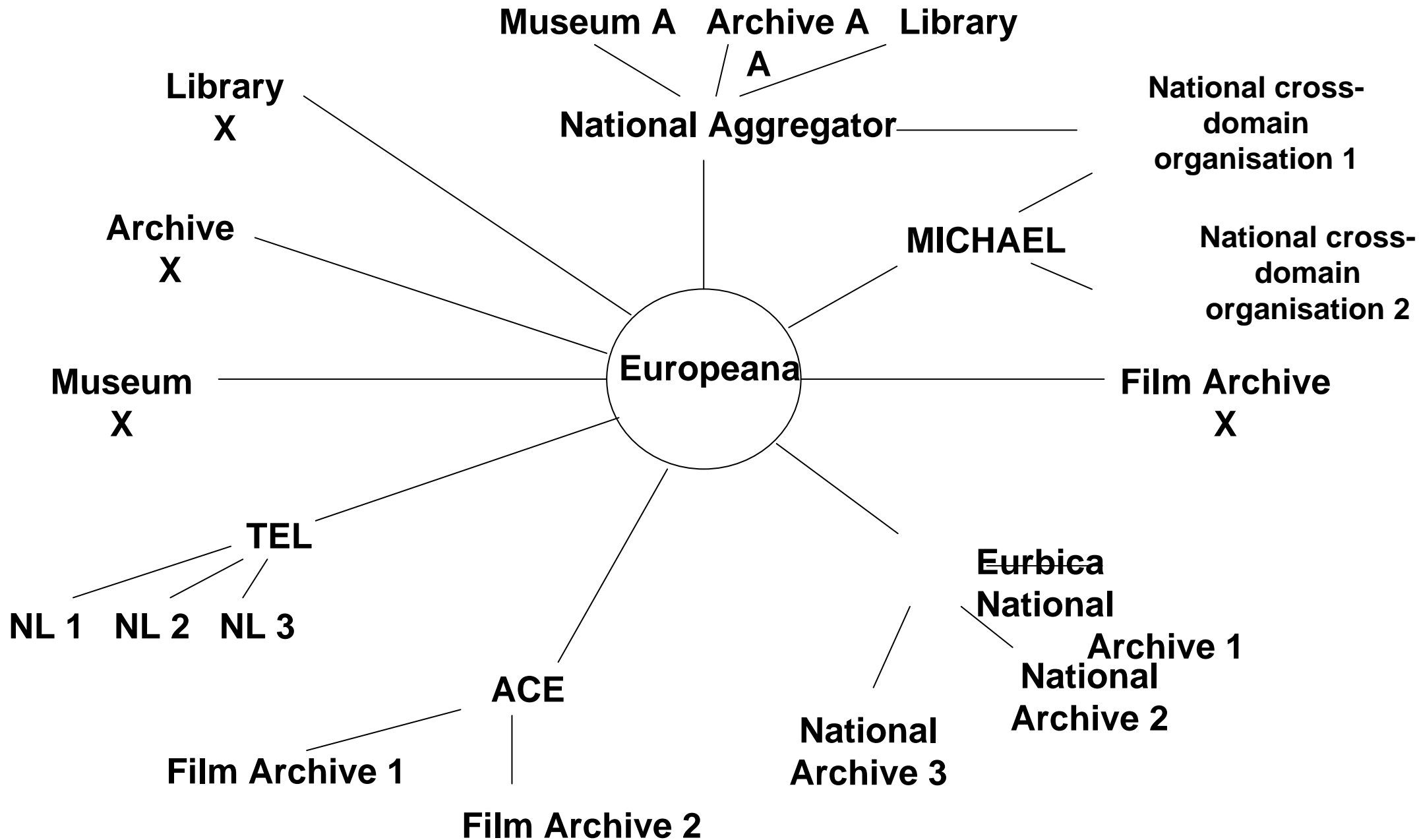


Europe.....i2010.....Digital Agency

005



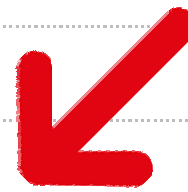
# Part 1: the Europeanana Foundation





“Digitisation and online accessibility are essential ways to highlight cultural and scientific heritage, to inspire the creation of new content and to encourage new online services to emerge. They help to democratise access and to develop the information society and the knowledge-based economy”

-European Council of Ministers, Brussels 20 november 2008-

[Return to results](#)[←](#) [→](#)[+ share](#)

## Meisje met de parel

**Title:** [i](#) Meisje met de parel

**Date:** ca. 1665 ; 01-03-2002

**Creator:** [i](#) Johannes Vermeer van Delft ; [i](#) Johannes Vermeer van Delft

**Format:** 44,5 x 39 cm ; olieverf op doek ; schilderij ; text/xml

**Source:** [i](#) 670 (schilderij, olieverf op doek), Schilderijen van het Mauritshuis, Mauritshuis

**Rights:** voor informatie: Mauritshuis  
for information contact Mauritshuis  
Mauritshuis

**Data provider:** [i](#) Het Geheugen van Nederland

**Provider:** [i](#) The European Library ; [i](#) Netherlands

[More](#)

[View in original context](#)

Opens in a new window

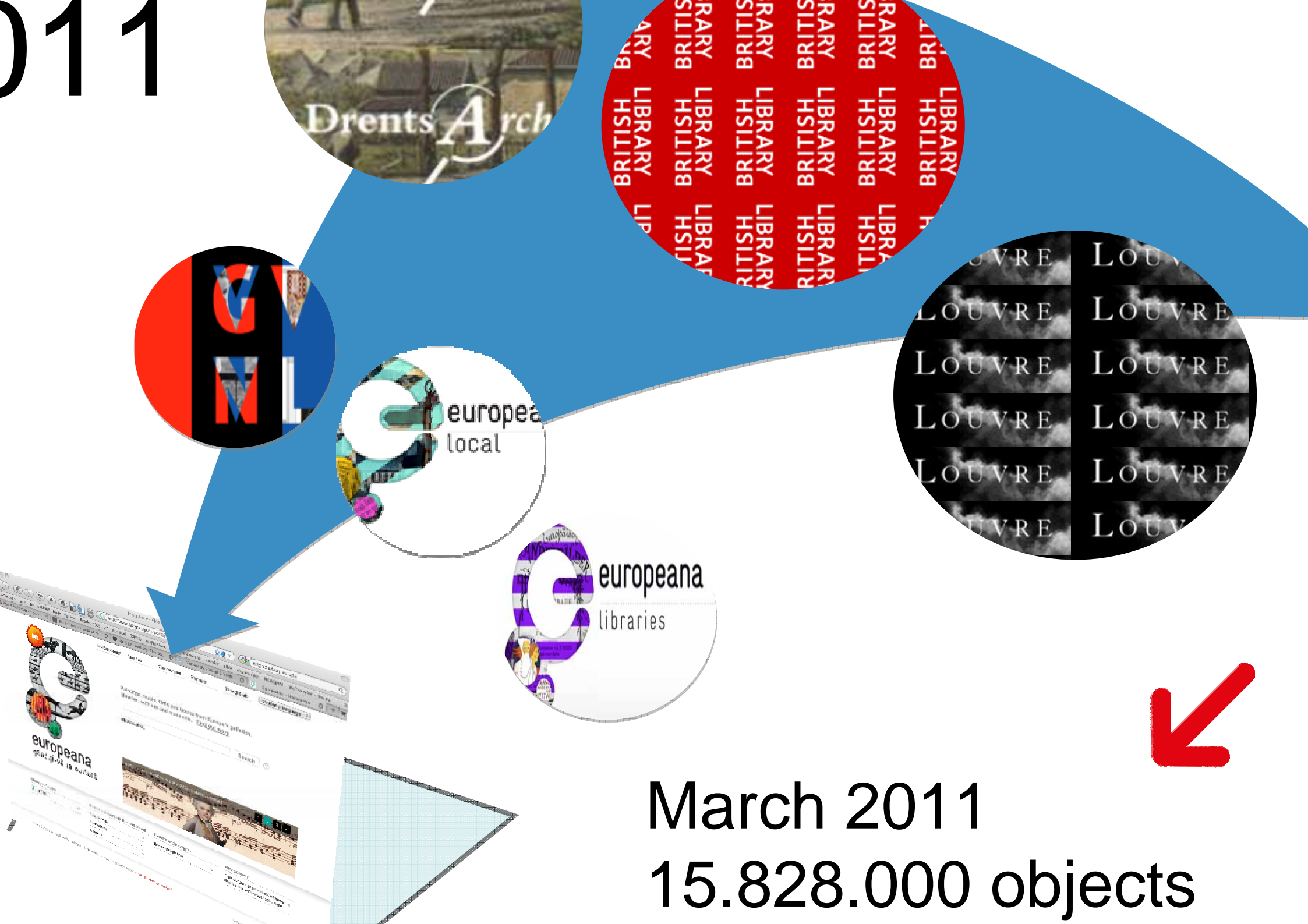


Link

Preview



011



March 2011  
15.828.000 objects



Europeana will be of  
 tremendous value for culture  
 and education worldwide.  
 Stakeholders, public and  
 private, will be smart to  
 work together to make this a  
 success."

Kaufman, Intelligent Television





# USERS

Trusted source  
Ease of use  
Reuse  
In my workflow

# IN

Seamless Access  
Portable devices

Increasing data speed

NEEDS

to access

CULTURE

# PROVIDERS

Visibility  
Services  
Revenue

# PARTICIPATION

Engagement with culture inspires!

information overload

INFORMATION PUSH / web 2.0

# POLICY

Inclusion  
Leadership  
Education  
Economic growth

CREATOR

# Content

Creative industry growth

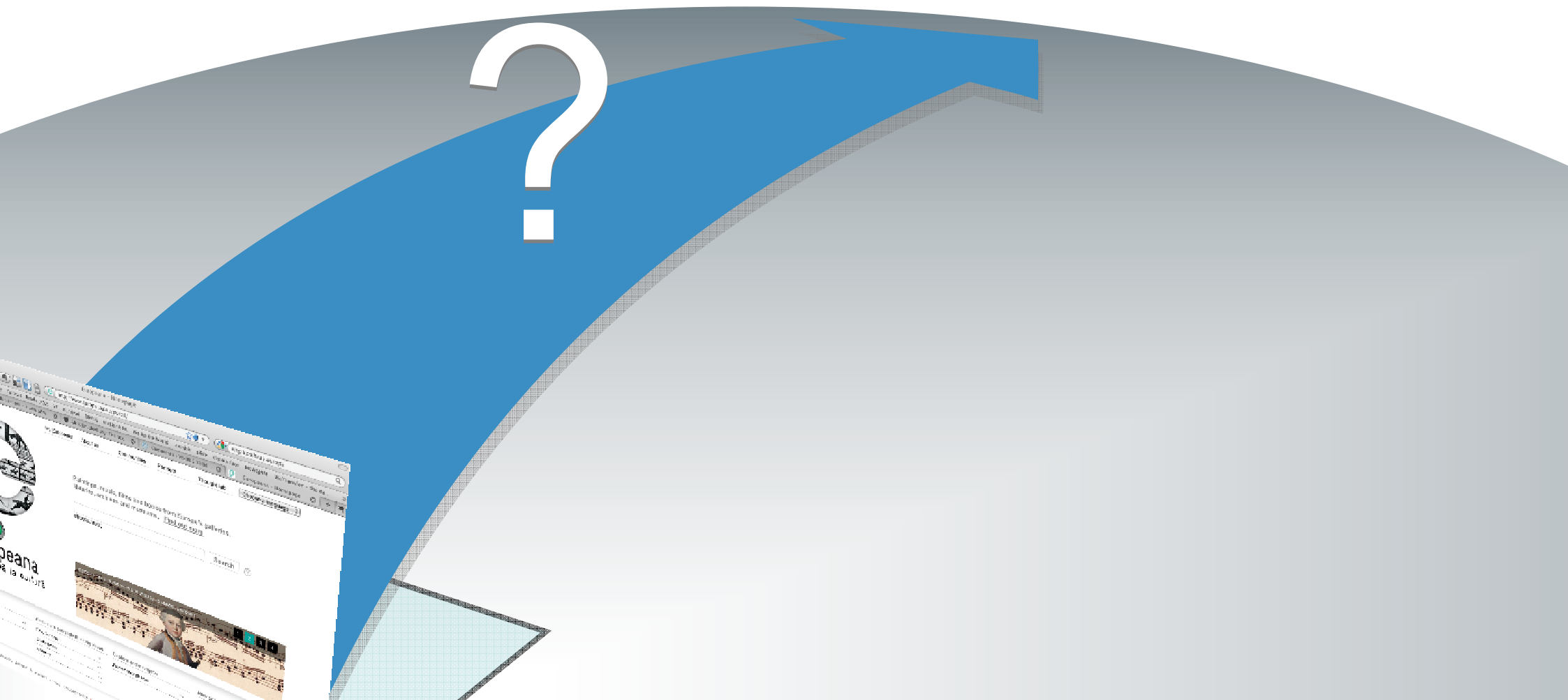
# one shared European identity

# MARKET

Straightforward route to content  
Access to the network  
Premium services

through culture  
public

# New Renaissance





Giovanni Pico della Mirandola

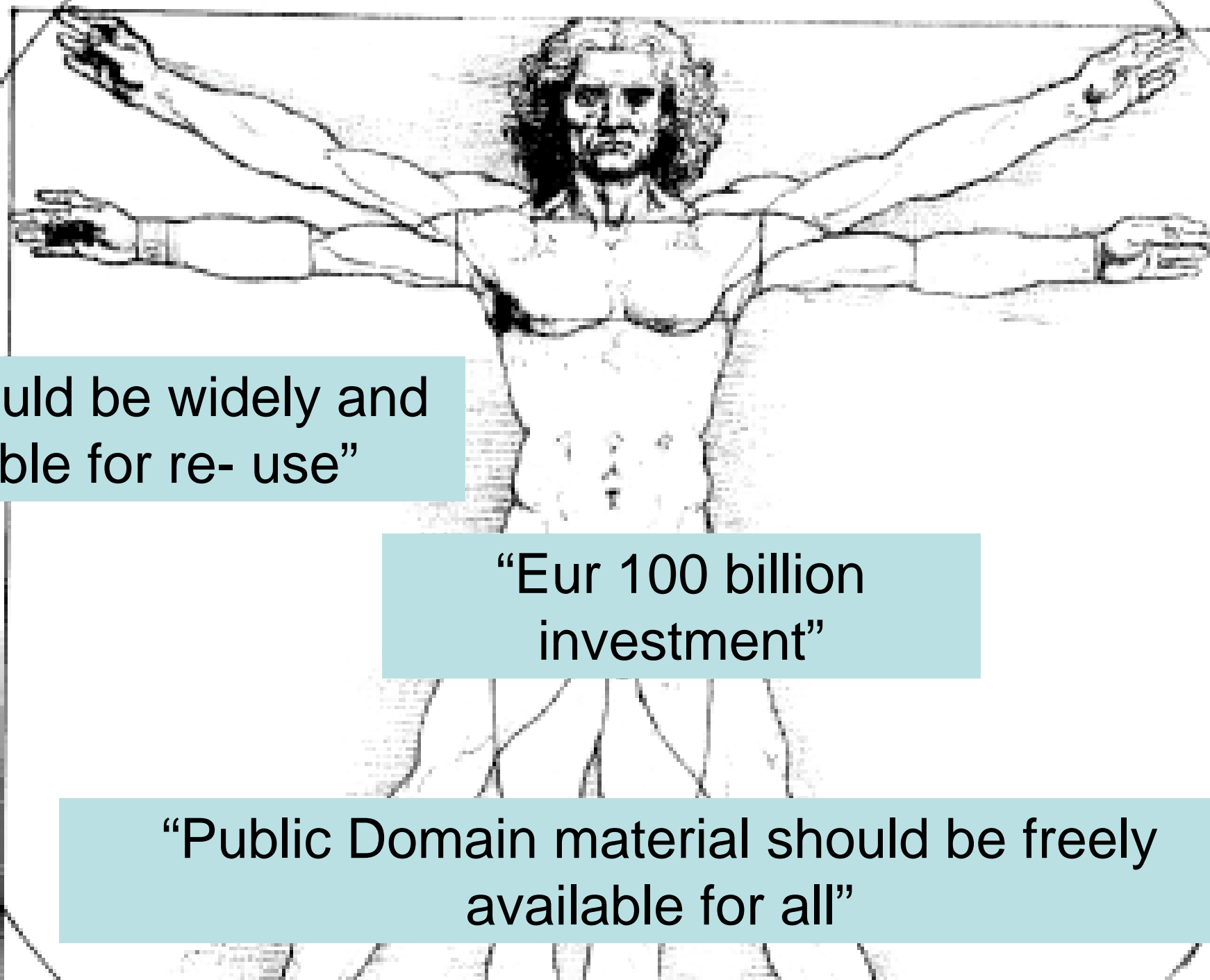
European should be widely promoted to end users"

technical solution  
persistent ident

data should be widely and  
y available for re- use"

"Eur 100 billion  
investment"

"Public Domain material should be freely  
available for all"







# Strategic Plan

**Distribute**

**Facilitate**

2

3

1

4

**Engage**

**Aggregate**



# Aggregate

## Trusted Source







16 million objects from 27  
countries

- GAP analysis
- > Masterpieces with equal representation from 27 countries
- > AV content

.....  
CCPA : Council of Content Providers and Aggregators

200+ members

➤ 50% of current partners sign new (-NC) agreements

.....  
Support CCPA and align with New Renaissance  
and Member States' experts group (MSEG)

Support national initiatives : single and cross  
domain aggregators

Project 'SHIFT' (6 projects are ending)

Actively sign up commercial partners

Develop domain specific value propositions

Develop best practices (handbook)

Percentage of dead links stays at less than 3%  
Statistics and reports sent out within 3 days

- Provide specifications, guidelines, planning & workflows to increase quality (in alignment with CCPA tech)
- Increase Geo location content in Europeana
- Improve data quality management
- Improve search experience for end



# Facilitate Innovation



Publish 5 white papers/5 guides

Successful Hackathon, EuropeanaTech, DISH side event

- Improve web interface for stakeholders
- Publish guides and white papers (with partners)
- Develop workshops & events
- Actively promote the 'European Information Space'
- Support partners in implementing European Data Model (EDM)

Europeana Data Model (EDM) & documentation ready  
4 EDM case studies  
5 new ThoughtLab services

Develop a technical agenda for European  
Improve interaction and flow of R&D  
results between Europeana and the  
scientific network  
EDM is developed, improved and  
incrementally implemented  
Labs and Thoughtlab improved &



Advocacy pack Open Data

50 % of records are correctly marked

- Setup advocacy and policy programme at EU and ministerial levels including:
  - Benefits of Open Data (data exchange agreements)
- Sustainability of Europeana and aggregated
- The importance of persistency of links



0.9 million euro raised

- Raise funding from Member States and sponsors
- A 3 year funding plan exists
- Europeana funding - post 2014- has been clarified

Sustainability of aggregation in Europe has been addressed at EU level



Improved perception of Europeana's position  
in the digital landscape

- Reposition Europeana in the 'European Information Space'
- Organise political awareness through 'Ambassador Programme'
- Update and improve brand implementation

# Distribute

In my workflow



Portal services meet user needs

API improved

LOD & OAI service implemented

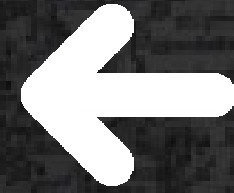
Statistics for re-use available

- Develop a product development plan (post Danube)
- Portal: EDM, United Ingestion, Data Enrichment, UGC, Multi-lingual, GEO and Mobile
- Re-use: API, Widget, LOD, OAI



3 million visits

20 API partners / 40 widget partners



Focus on Education and Cultural Tourism

Increase the # of visits:

direct: visits & return visits

search: SEO optimization

referral: Europeana Blog & inbound link

Develop product marketing activities for

Europeana re-use services

3 content partnerships  
2 Europeana led proposals submitted  
Streamlined project partnership process  
1 wikipedia upload project  
1 data enrichment pilot for each domain

- Develop partnerships with publishing and others (Gutenberg)
- Streamline project partnership process
- 2 proposals have been submitted (Europeana Awareness / Culture into Education)
- Develop pilot for giving back enriched

# Engage

## Conversation



4-6 editorial themes (Great War, Art Nouveau, ...)  
5 interactive virtual exhibitions  
2 UGC annotation experiments  
survey/1 media lab/1 usability study/1 user  
requirements set

- Improve user interface of the portal
- Develop active campaigns around editorial themes
- Provide context and interactive experiences (virtual exhibitions)
- Experiment with UGC

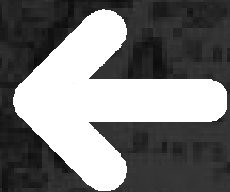


30% increase in Twitter and Facebook followers  
1250 new newsletter subscribers

- Increase conversation and the presence of Europeana on social media
- Introduce Europeana Blog
- Adopt new social applications such as location based services



### 3 'Gems'



- Develop and launch a programme of 'Gems' that are compact (low investment, high impact), innovative (using web 2) and thematic (collections for specific user groups. (Great War on Twitter, Geo-Caching, ...))



DETALINCE



PLAID



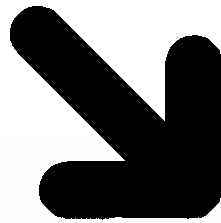
ORANGE



STRIPES



# Business Plan 201



Business Model Canvas developed by Osterwalder and Pigneur



- Position, Brand, Market Europeana
- Develop the notion of a European Information Space
- Improve overall quality of data
- Introduce re-use of metadata

Michael culture association

Workshop



Innovative services for education

day 15:00 – 17:30

me building – biblioteca (ground floor)



europæana  
think culture