EUROPEANA OVER TIME

- April 2005: Jacques Chirac’s tells EC his big idea
- 2007: EDLnet starts building Europeana
- Nov 2008: Europeana prototype launched
- Summer 2010: Prototype becomes a service
- Sep 2012: Europeana metadata released as CC0
- Nov 2012: DDB beta
- 2013: Implementing Europeana Data Model (EDM)
- 2013: #AllezCulture campaign
- May 2015: Europeana Digital Service Infrastructure
‘WE TRANSFORM THE WORLD WITH CULTURE’
START WITH ME
BHL
A BIODIVERSITY HERITAGE LIBRARY FOR EUROPE
EUROPEANA MOOC

EN/ES/PT

3,012 registrations
(33%+ than 2018)

627 certificates
(52%+ than 2018)

Minimum 50 learning scenarios
MOOC IMPACT

92% Feel confident and able to use cultural data for their lessons

93% Understand copyright & how to use digital cultural data online

93% Aware how to use Europeana to teach different subjects
National workshops

Why are we surveying you (so much)?
- We have developed the Impact Playbook, an approach to measuring impact in the cultural heritage sector
- We have developed it as a resource for the sector and for ourselves
- We are delivering 10 impact assessments on our own work to the Commission in the summer of 2020
- National workshops are an important way for us to connect with CHIs across Europe and we want to understand any impact that they have

What will we do and why?

Pre-survey (already complete)
- Understand your expectations - this helps us adapt the workshop content in advance to make it most useful for you
- Collect a baseline of your confidence levels in topic areas

Post-event survey (after this event)
- Feedback on quality of the workshop
- Strongest learning outcomes
- Changes you may want to introduce in your work, or new activity you would like to lead

Follow-up survey (Spring 2020)
- Longer-term change you have experienced
- Capture the value you attribute to Europeana and the National Workshops
- Provide follow-up support or meet knowledge gaps
National workshops

Things that are within our control

- CHI professional
- Attend a national workshop

The numbers:
- #attendees
- #workshops
- #number of attendees who become network members
- #new providers

Changes experienced by stakeholders

- ↑ Quality and accessibility of DCH increases
- ↑ Adoption of best practice in digital cultural heritage
- ↑ Increased knowledge about Europeana’s frameworks and standards
- More accessible and open DCH transforms relationship between CHIs and their audience

- #number of attendees who become network members
- #new providers
What is our operating model?
NETWORKED ORGANISATION
EUROPEANA FOUNDATION

About 60 people, centered in offices in the National Library of The Netherlands in The Hague.

https://pro.europeana.eu/our-mission/office-employees
EUROPEANA NETWORK ASSOCIATION

A community of 2200+ digital heritage and tech experts
⇒ Join us!

Europeana AGM in Vienna 2018
OUR GOAL

FOR THE EUROPEANA COPYRIGHT COMMUNITY

Together, we can help each other meet the copyright challenges that we all experience in the process of making our digital collections available online for reuse.
WORKING ENVIRONMENT

WE SHARE THE SAME PAINS

- An unfit (but changing) legal environment
- Evolving policies
- Gaps in knowledge & skills
- Fragmented or missing resources
WHAT WE HAVE DONE

FIRST NEWSLETTER IN MARCH 2018

➔ Call to join the community
➔ Calls to action
  ◆ Translation trial
  ◆ Join webinar on rights statements
  ◆ Attend community meeting
...AND SO ON...
EUROPEANA AGGREGATORS’ FORUM

Coordinate the activities for the pan-European cross-domain aggregation ecosystem both at operational and at strategic level.
SUPPORT FOR CHIs
SUPPORT FOR CHIs
COMMON TECH & DATA ARCHITECTURE

Europeana Data Model (EDM)
DATA PUBLICATION

TURNING THIS

Clavecin, Bartolomeo Cristofori
Cite de la Musique,
MIMO - Musical Instruments Museums
Online | CC BY-NC-SA
DATA PUBLICATION INTO THIS

Europeana Data Model example
Europeana | CC BY-SA
COMMON LANGUAGE

Europeana Impact Playbook
COMMON POLICIES & STANDARDS

Europeana

- Licensing Framework
- Publishing Framework
Europeana copyright community

SUPPORTING THREE GOALS TOWARDS BETTER COPYRIGHT PRACTICE

- Supporting implementation of DSM Directive
- Improving skills & training
- Advocating for better copyright practice
20th century black hole
Europeana copyright community

SUPPORTING THREE GOALS

FOR THE EUROPEANA COPYRIGHT COMMUNITY

- Supporting implementation of DSM Directive
- Improving skills & training
- Advocating for better copyright practice
Europeana copyright community

SUPPORTING THREE GOALS

- Supporting implementation of DSM Directive
- Improving skills & training
- Advocating for better copyright practice
Working towards adoption of rights standards
THE MORE YOU GIVE
THE MORE YOU GET

Henning Scholz, Europeana Foundation
“We would be very happy if you can think about some promotional activities. The publication on the Europeana Pro Blog sounds quite interesting, as well as the idea of a virtual exhibition.”
WHAT YOU GIVE
“We would be very happy if you can think about some promotional activities. The publication on the Europeana Pro Blog sounds quite interesting, as well as the idea of a virtual exhibition.”
IT IS ALL ABOUT YOU

WHY PUBLISH ONLINE?

• Fulfil your mission
• More visibility (awareness, traffic, social media)
• Reach specific audiences (education, research)
• Partner with organisation & join campaigns
• Improve brand and reputation
• Part of a culturally connected Europe
• Anything else - please let us know
IT IS ALL ABOUT YOU

WHAT PUBLISH ONLINE?

- Everything in the collection
- Everything in the public domain
- National masterpieces
- Vulnerable objects
- Demand driven digitisation
CONTENT

QUALITY OF DIGITAL OBJECTS...
METADATA

...AND THE QUALITY OF INFORMATION DESCRIBING THESE OBJECTS
EUROPEANA PUBLISHING FRAMEWORK
TIER 1

EUROPEANA AS A SEARCH ENGINE

‘I want to search and browse collections online’
‘I want to search and browse collections online’
TIER 2

EUROPEANA AS A SHOWCASE

‘I want to be guided through collections online’
TIER 2

EUROPEANA AS A SHOWCASE

‘I want to be guided through collections online’
TIER 2
EUROPEANA AS A SHOWCASE
EXHIBITIONS

EUROPEANA AS A SHOWCASE

- Create and share engaging narratives
- Showcase collections in a visually appealing format
- Multi-institutional, pan-European and multilingual
- Flexible platform: embed video, animation, audio, Pinterest...
Things we like to hear

“The painting Landscape with Flowers by Zolo Palugyay from SNG was showcased... making it perhaps one of the most visible artworks from our collection online. ... These and other channels are helping us with the mission to make the collections available online as widely as possible.”

Michal Čudrnák, Slovak National Gallery
TIER 3

EUROPEANA AS A DISTRIBUTION PLATFORM

‘I want to find, view and use collections in my own non-commercial projects’
TIER 3

EUROPEANA EDUCATION (HISTORIANA)

- Source collections with Europeana content
- E-learning activities using the collections
- Teacher Training Kit featuring the resources with Europeana content
TIER 4
EUROPEANA AS A FREE REUSE PLATFORM

‘I want to find, view and use collections in whatever way I choose’
Things we like to hear

“I need to thank Europeana for accelerating the discussion and the decision making concerning our licensing policy here at the Finnish National Gallery”.
Dr. Riitta Ojanperä, Director, Collections Management, FNG
IMPACT

Finnish National Gallery

10,030 objects from CC → CC0
EUROPEANA AS A FREE REUSE PLATFORM

‘I want to find, view and use collections in whatever way I choose’
TIER 4
EUROPEANA AS A FREE REUSE PLATFORM

‘I want to find, view and use collections in whatever way I choose’
TIER 4

EUROPEANA AS A FREE REUSE PLATFORM

‘I want to find, view and use collections in whatever way I choose’
TIER 4

SOCIAL MEDIA

- 100K+ Facebook followers
- 31.5K Twitter followers
- 50K+ newsletter subscribers
- 11K+ Pinterest followers
- GIPHY
- Wikimedia
PUBLISHING FRAMEWORK

METADATA
TIER A

EUROPEANA AS A BASIC SEARCH PLATFORM

‘I want to find the specific object I’m looking for’
TIER A

EUROPEANA AS A BASIC SEARCH PLATFORM

‘I want to find the specific object I’m looking for’
TIER A

EUROPEANA AS A BASIC SEARCH PLATFORM

‘I want to find the specific object I’m looking for’
TIER B

EUROPEANA AS AN EXPLORATION PLATFORM

‘I want to browse and explore even if I’m not sure what I’m looking for’
TIER B

EUROPEANA AS AN EXPLORATION PLATFORM

‘I want to browse and explore even if I’m not sure what I’m looking for’
‘I want to search and browse in a more precise way, by named authors, specific subjects or topics’
TIER C
EUROPEANA AS A KNOWLEDGE PLATFORM

‘I want to search and browse in a more precise way, by named authors, specific subjects or topics’
TIER C

EUROPEANA AS A KNOWLEDGE PLATFORM

‘I want to search and browse in a more precise way, by named authors, specific subjects or topics’
EPF
THE FULL STORY

- Booklet
- Guide
THE MORE YOU GIVE...

DATA QUALITY

- Direct links to high quality media
- As open licenses as possible
- Rich metadata incl keywords
- Links to LOD vocabularies
- Language tags
...THE MORE YOU GET

DISSEMINATION

- Thematic Collections
- Exhibitions, Galleries
- Education, Research, Creative Industries
- Social media outreach
- Wikimedia
- ...

LESSONS LEARNED

PUBLISHING FRAMEWORK BEYOND EUROPEANA

Relationship between the quality and openness of data and the impact it can have - the higher the quality of the data, the more benefits can be created - whenever institutions make material available on the web.
LESSONS LEARNED

PUBLISHING FRAMEWORK BEYOND EUROPEANA

Feedback? Use cases? Applications?

⇒ Please let me know.
EUROPEANA LICENSING FRAMEWORK
FRANKFURT | 11 November 2019
Henning Scholz
LICENSING FRAMEWORK

- The Europeana Licensing Framework consists of the set of policies and contracts that deal with the copyright and licensing aspects of Europeana.
- It aims to ensure that users of Europeana are provided with clear and easy to understand information on what they can and cannot do with metadata and content that they encounter via Europeana.
The Europeana Licensing Framework ensures that all metadata can be published by Europeana under the same terms and used by anyone for any purpose without any restrictions. To achieve this, Europeana makes available all metadata under the terms of the CC0 Public Domain Dedication.

With regards to content that is made available via Europeana, the licensing framework provides a list of standardised rights statements that must be used by data providers to describe the rights status of the digital objects that they make available via Europeana.
2015

NO STANDARD

Digital Public Library of America:

- Metadata CC0
- Digital Objects: 87,000 rights statements
2016

WITH STANDARD

Europeana:

- Metadata CC0
- Digital Objects: 14 rights statements
Developed as an global standard by Europeana, DPLA, Kennisland and Creative Commons, RightsStatements.org provides 11 standardised rights statements for online cultural heritage.

They make it easy for cultural heritage institutions and aggregators to communicate the copyright status of cultural objects online.

Allow users to clearly understand what they can or cannot do with digital objects they discover online.

In 2016 Europeana adopted 6 of the 11 rights statements offered by rightsstatements.org (used alongside 8 Creative Commons tools & licences).
RIGHTS STATEMENTS IN A NUTSHELL
Each data partner has to provide a value for edm:rights (of the Europeana Data Model) for each digital object.
edm:rights

- The value of edm:rights must be one of the 14 rights statements listed at: pro.europeana.eu/available-rights-statements
CREATIVE COMMONS

From creativecommons.org:

- Public Domain Mark
- CC0 Public Domain dedication
- CC BY
- CC BY-NC
- CC BY-ND
- CC BY-SA
- CC BY-NC-SA
- CC BY-NC-ND
The Europeana Public Domain charter states that works that are in the public domain in the analogue form should remain in the public domain in digital form.
From rightsstatements.org:

- In Copyright
- In Copyright - EU Orphan Work
- No Copyright - other known legal restrictions
- In Copyright - Educational use permitted
- No Copyright - non-commercial use only
- Copyright not evaluated
SPECIALISED STATEMENTS

There are four rights statements that can only be used in special circumstances and after consultation with the Europeana DPS team:

- In Copyright - EU Orphan Work: for digital objects that have been identified as orphan works in line with the EU Orphan Works directive.
- No Copyright - non-commercial use only: for use with works that have been digitised in private public partnerships where the partners have agreed to limit commercial use of the digital objects.
SPECIALISED STATEMENTS

- No Copyright - other known legal restrictions: for digital objects that are not protected by copyright, but where there are restrictions on the re-use of the item on the basis of laws other than copyright. Examples of such laws include cultural heritage laws or public sector information laws. You can find out more at outofcopyright.eu
- Copyright not evaluated: indicates that the copyright status of a digital object has not been checked.
MORE?

EUROPEANA PRO

- More about Copyright and the Licensing Framework?
  
  https://pro.europeana.eu/page/ipr-presentations-and-videos
IIIF FOR CHIs
FRANKFURT | 11 NOVEMBER 2019
Henning Scholz
WHAT DOES IIIF DO?
ZOOM

DEEP ZOOM WITH LARGE IMAGES

Stanford University |
https://purl.stanford.edu/hs631zg4177
COMPARE

Computed Tomography (CT) scans of the head of a seal from the Wellcome Library
https://wellcomelibrary.org/item/b20433141, https://wellcomelibrary.org/item/b2043313x
COLLECT
ITEMS THAT BELONG TOGETHER

Le manuscrit 5 de la Bibliothèque municipale de Châteauroux, c. 1460

Folio in BVMM
Miniature in the BNF
DETAILS

THROUGH THE LOOKING GLASS

https://resources.digirati.com/iiif/an-introduction-to-iiif/dee-mag.html

Examples developed by: Digirati, Cogapp, British Library, V&A Museum
https://www.vam.ac.uk/articles/the-tree-of-jesse-cope
FUN
PUZZLES AND MORE

https://github.com/III
F/awesome-iiif#experiments-and-fun
HOW DOES IIIF WORK?
APIs

TWO CORE APIs

**Image API:** “get pixels” via a simple, RESTful, web service

**Presentation API:**
Just enough metadata to drive a remote viewing experience
MANIFEST

A JSON-LD DOCUMENT

Describes the structure of each book, artwork, manuscript or other artefact.
HOW DOES IIIF HELP CHIs?
NATIONAL MUSEUM SWEDEN

START SMALL

- 3000 images
- IIIF hosting
- OpenSeadragon

- Join collection and main website
- New visitor guide app
COMMUNITY

https://iiif.io/