

An engraving by Hieronymus Hopfer depicting a dance scene. In the foreground, a faun (a half-man, half-goat creature) is dancing with a woman. In the background, other figures are visible, including a man playing a lute. The scene is set against a background of hanging garlands and decorative elements.

européana



EUROPEANA

FRANKFURT | 11 NOVEMBER 2019

Henning Scholz



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

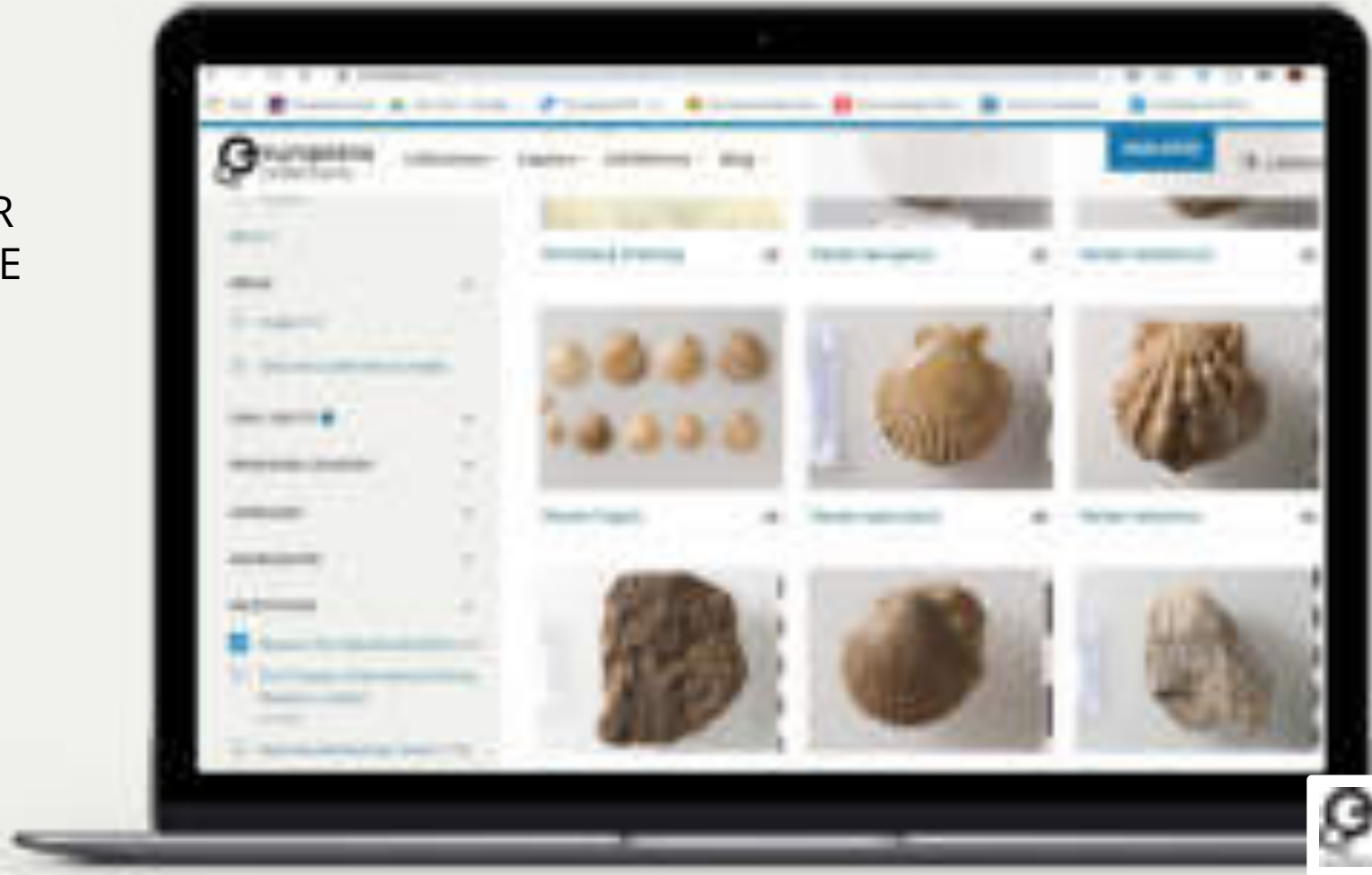


**'WE TRANSFORM
THE WORLD
WITH CULTURE'**



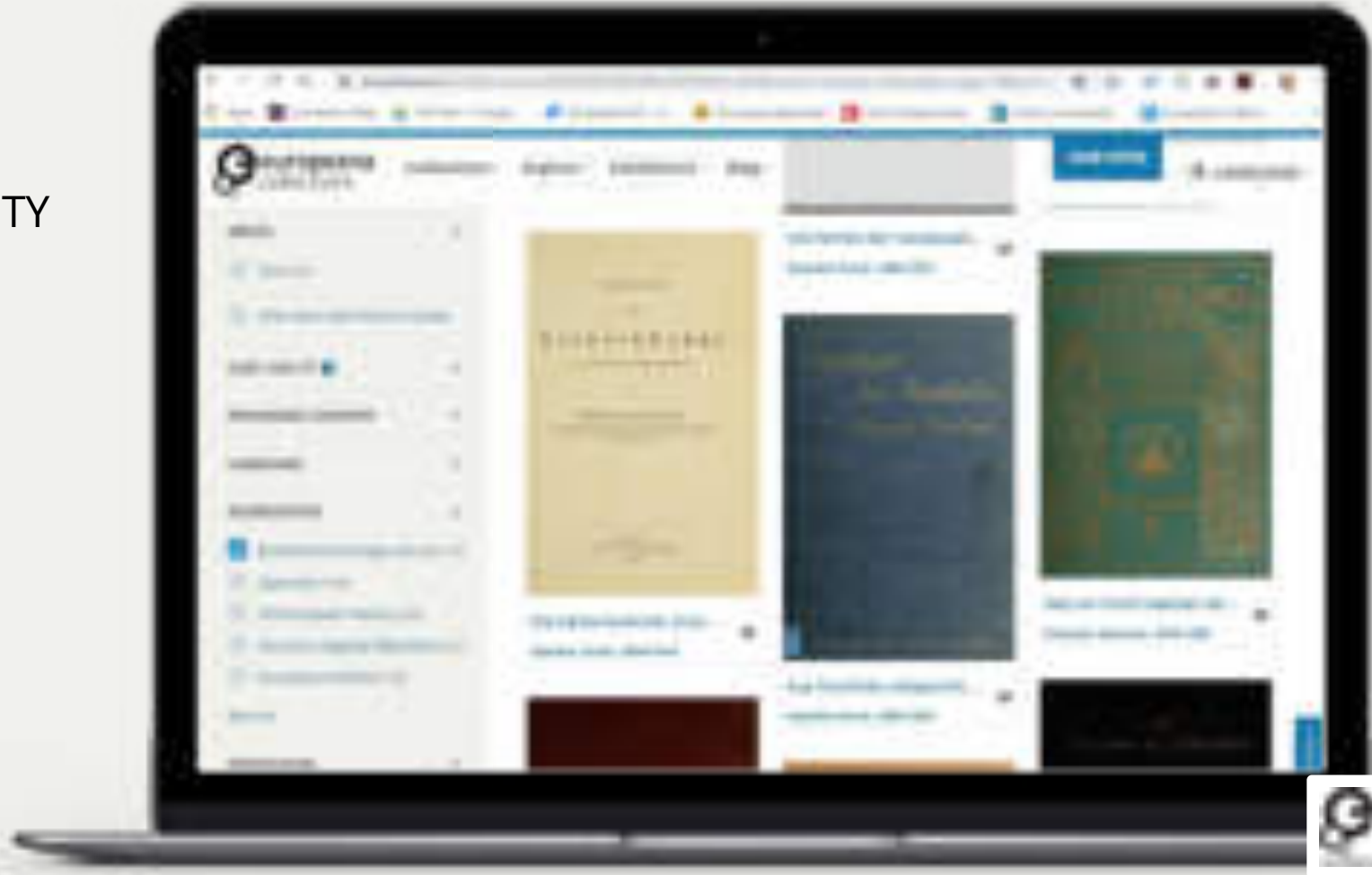
MFN

MUSEUM FÜR
NATURKUNDE
BERLIN



BHL

A BIODIVERSITY
HERITAGE
LIBRARY FOR
EUROPE



MIGRATION



EUROPEANA MOOC

EN/ES/PT



3,012 registrations
(33%+ than 2018)



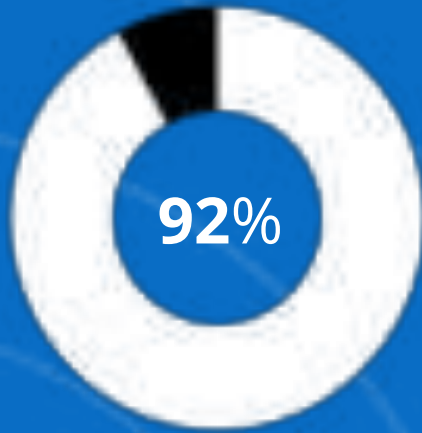
627 certificates
(52%+ than 2018)



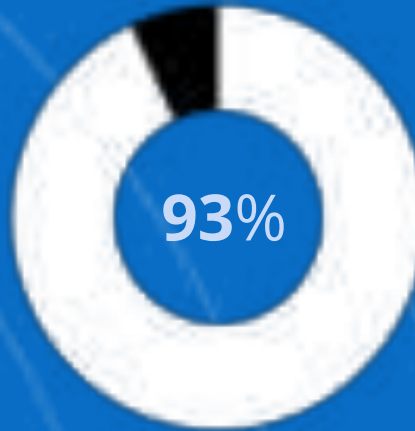
Minimum 50 learning
scenarios



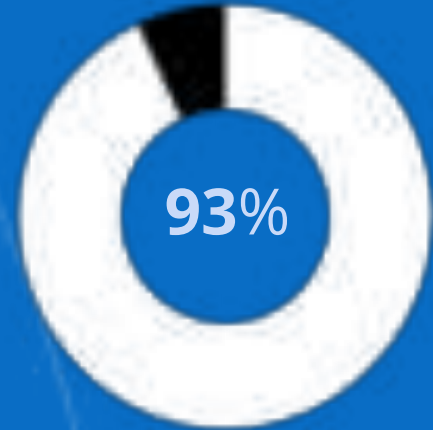
MOOC IMPACT



Feel confident and able to use cultural data for their lessons



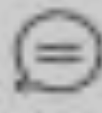
Understand copyright & how to use digital cultural data online



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)

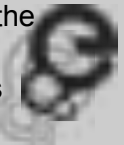
- Understand your expectations - this helps us adapt the workshop content in advance to make it most useful for you
- Collect a baseline of your confidence levels in topic areas

Post-event survey (after this event)

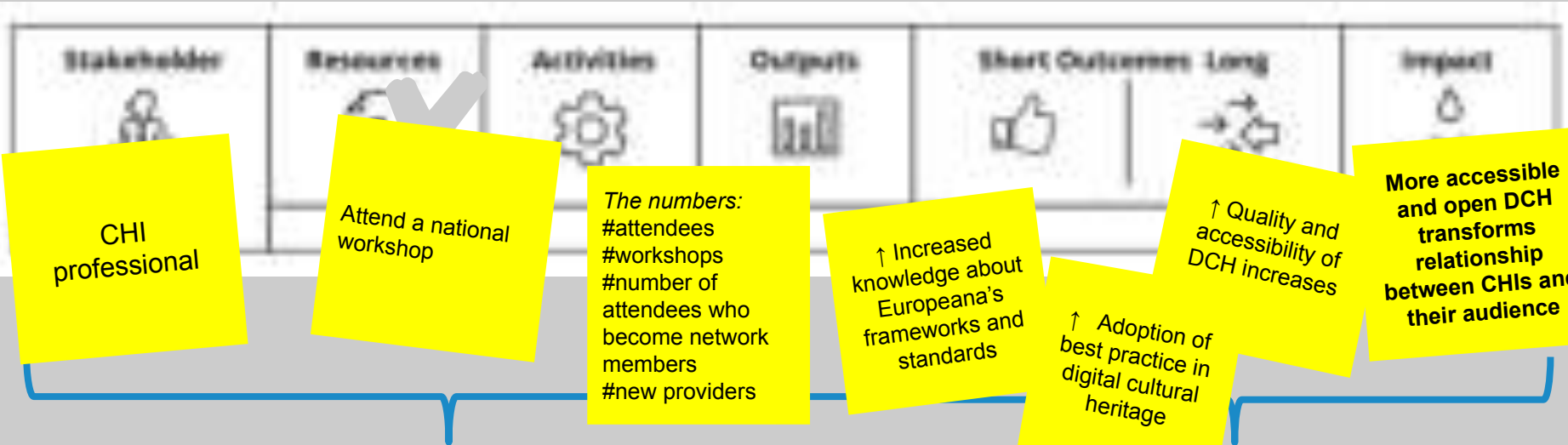
- Feedback on quality of the workshop
- Strongest learning outcomes
- Changes you may want to introduce in your work, or new activity you would like to lead

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

Changes experienced by stakeholders



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>


MEET THE STAFF FROM THE EUROPEANA FOUNDATION

The European Foundation of the European Union is a non-profit organization with a mission to support the development of Europe's digital cultural heritage. We are currently seeking experienced professionals to join our team in The Hague.

Work in a dynamic and challenging environment. You will be part of a team of experts in digital cultural heritage, working on projects that will shape the future of Europe's digital cultural heritage. We offer a competitive salary and benefits package, along with opportunities for professional development and career advancement.

OFFICE MANAGEMENT

 <p>Harry van der Vliet</p>	<p>Executive Director</p> <p>Responsible for the overall management and strategic direction of the organization.</p> <p>Member of the Board of Directors.</p>	 <p>Albert van der Vliet</p>	<p>Executive Director</p> <p>Responsible for the overall management and strategic direction of the organization.</p> <p>Member of the Board of Directors.</p>
 <p>Jolanda van der Vliet</p>	<p>Executive Director</p> <p>Responsible for the overall management and strategic direction of the organization.</p> <p>Member of the Board of Directors.</p>	 <p>Jolanda van der Vliet</p>	<p>Executive Director</p> <p>Responsible for the overall management and strategic direction of the organization.</p> <p>Member of the Board of Directors.</p>



EUROPEANA NETWORK ASSOCIATION

A community of 2200+ digital
heritage and tech experts

⇒ [Join us!](#)

Europeana AGM in Vienna 2018





EUROPEANA COPYRIGHT COMMUNITY



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...

A new phase for the Copyright Community

Each month, [the community](#) continues to grow and participate with different ways to support each other, sharing...



Thumbnail of a document or article snippet, possibly related to copyright law or community updates.



Explainer: What will the new EU copyright rules change for Europe's...



NEWS

Community effort to translate copyright terms into 8 lang...

Progress is being made to help copyright holders understand and share their rights in different languages. This project is a community effort to help copyright holders understand and share their rights in different languages. This project is a community effort to help copyright holders understand and share their rights in different languages.



NEWS

How Lithuania gamified learning about copyright and rights statements for cultural heritage

Together with the National Library of Lithuania, Europeana and the Lithuanian Ministry of Culture have developed an interactive project that uses gamification, workshops and...

THE LATEST ON EU COPYRIGHT REFORM

Stay up to date on the latest news and developments in the EU copyright reform process.

Europeana Copyright

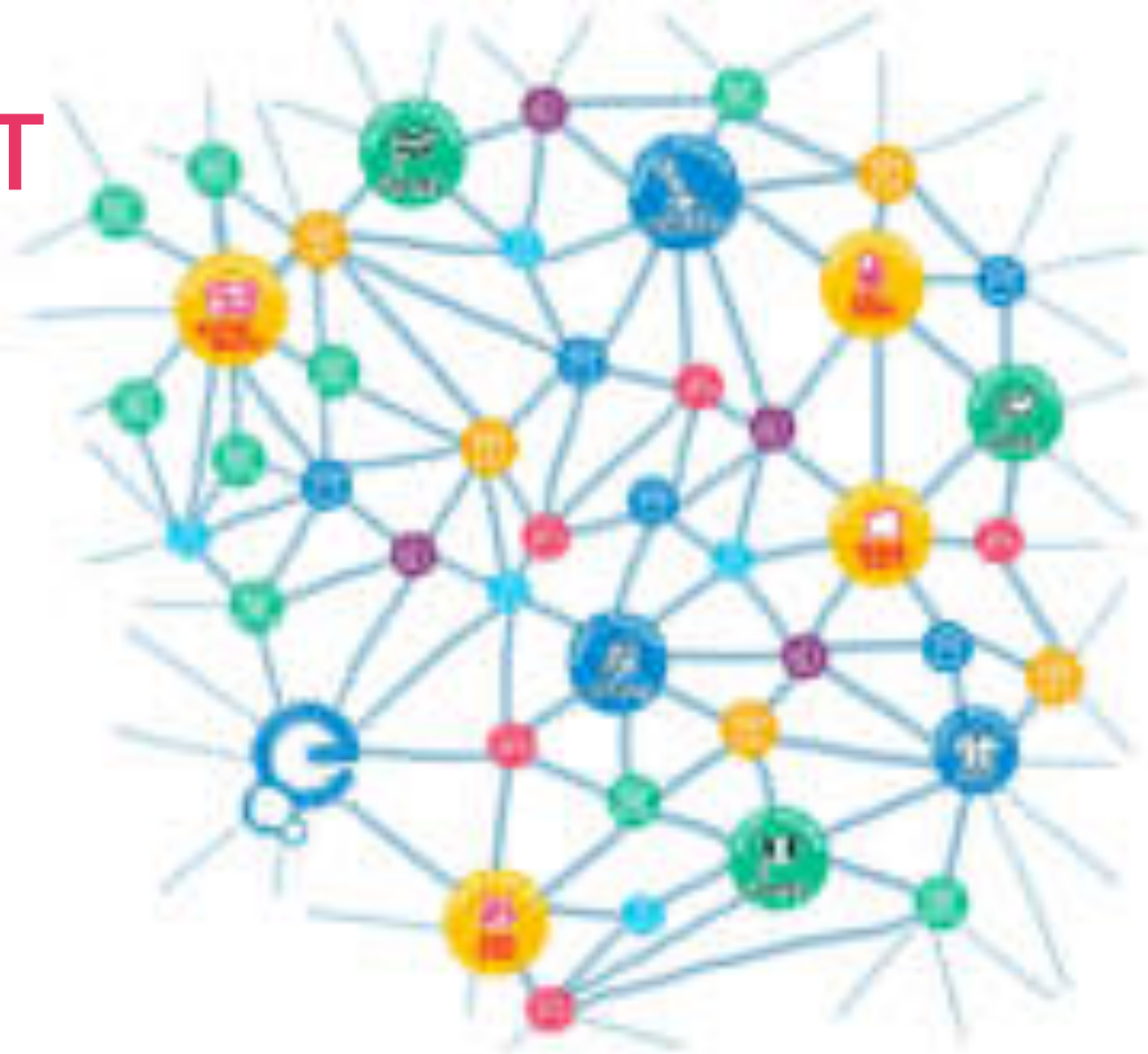
Issue 3: Apply to join the Member Council and help drive our community forward + lots more interesting articles

EUROPEANA AGGREGATORS' FORUM

Coordinate the activities for the pan-European cross-domain aggregation ecosystem both at operational and at strategic level.



SUPPORT FOR CHIs

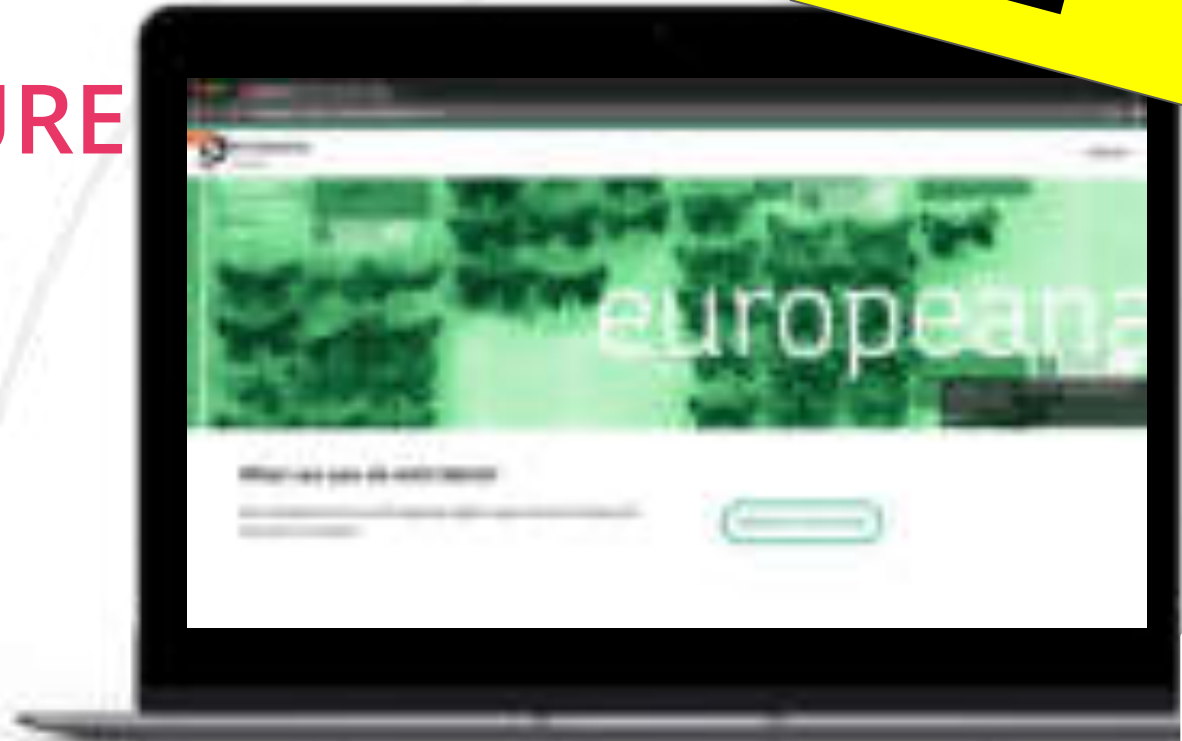


SUPPORT FOR CHIs



COMMON TECH & DATA ARCHITECTURE

Europeana
Data Model
(EDM)



2

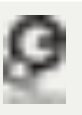


DATA PUBLICATION

TURNING THIS

[Clavecín](#), Bartolomeo
Cristofori

Cite de la Musique,
MIMO - Musical
Instruments Museums
Online | CC BY-NC-SA

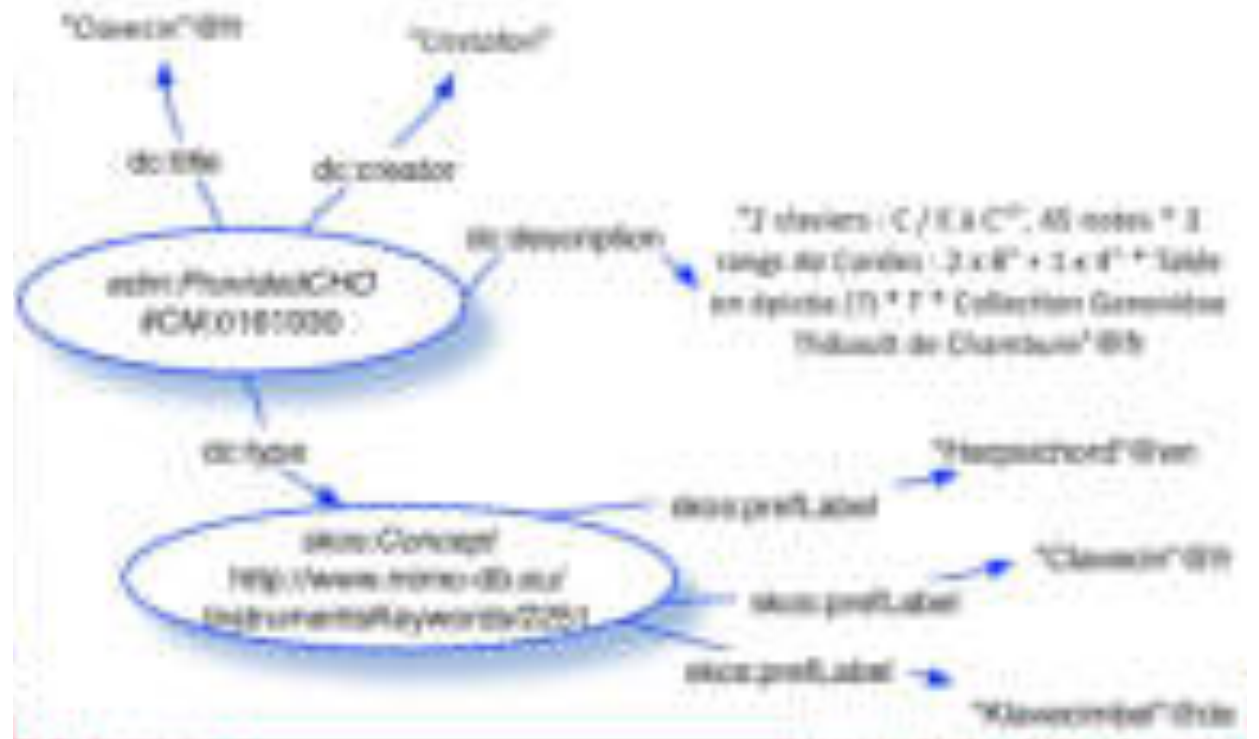


DATA PUBLICATION

INTO THIS

[Europeana Data Model example](#)

Europeana | CC BY-SA



COMMON LANGUAGE

3

Europeana
Impact Playbook



COMMON POLICIES & STANDARDS

4

Europeana

- Licensing Framework
- Publishing Framework

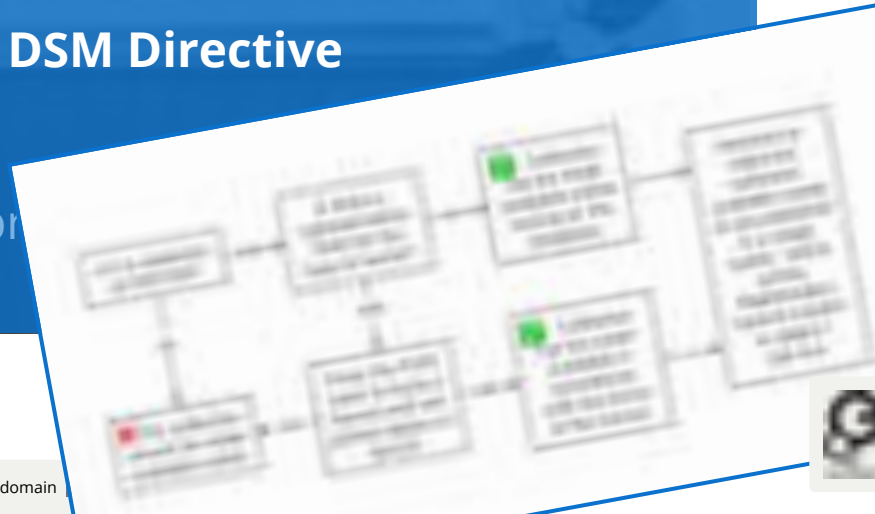


Europeana copyright community

SUPPORTING THREE GOALS TOWARDS BETTER COPYRIGHT PRACTICE

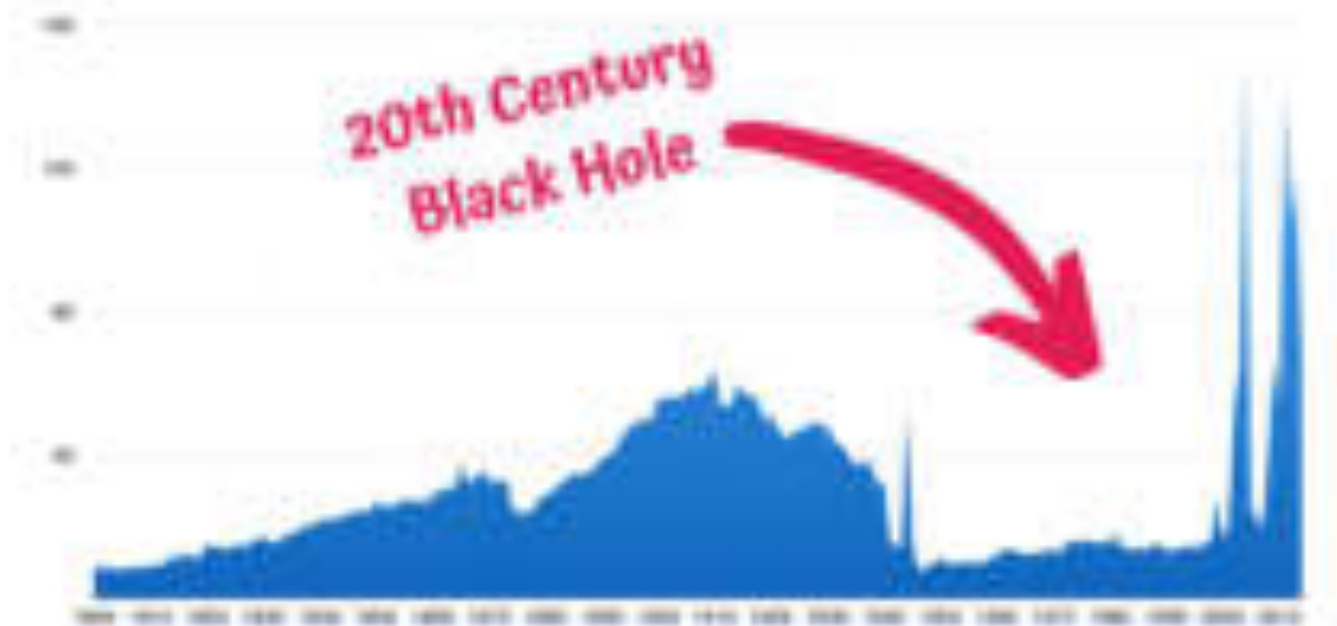
FOR THE EUROPEANA COPYRIGHT COMMUNITY

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



20th century black hole

Chronological distribution of digitized values in Europeana dataset (1800-today)



Europeana copyright community

SUPPORTING THREE GOALS

FOR THE EUROPEANA COPYRIGHT COMMUNITY

- Supporting implementation of DS
- **Improving skills & training**
- Advocating for better copyright practice



Europeana copyright community

SUPPORTING THREE GOALS

FOR THE EUROPEANA COPYRIGHT COMMUNITY

- Supporting implementation of DSI
- Improving skills & training
- **Advocating for better copyright practice**



Working towards adoption of rights standards

Increasing number of implementers of standards provided by RightsStatements.org

100 items

Home | Help

Members / by institution

- European Foundation for Gender Studies
- Open Public Library of America (OPLA)
- National Digital Library of India (NDLI)
- National Library of Medicine Canada
- York, National Library of Australia (YON)

Translations by translation partner

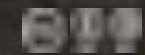
- German - by Prof. Ellen Eise
- Italian - by Università degli Studi di Padova
- French - by Administration de la Bibliothèque nationale de France
- Spanish - by Museo del Libro Público de España

... [More]





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 [europeana.eu](https://twitter.com/EuropeanaEU)

 [@EuropeanaEU](https://twitter.com/EuropeanaEU)

The Chinese Market, 1767 - 1769, Rijksmuseum, Netherlands, Public domain



uropeana



**THE MORE YOU GIVE
THE MORE YOU GET**

Henning Scholz, Europeana Foundation

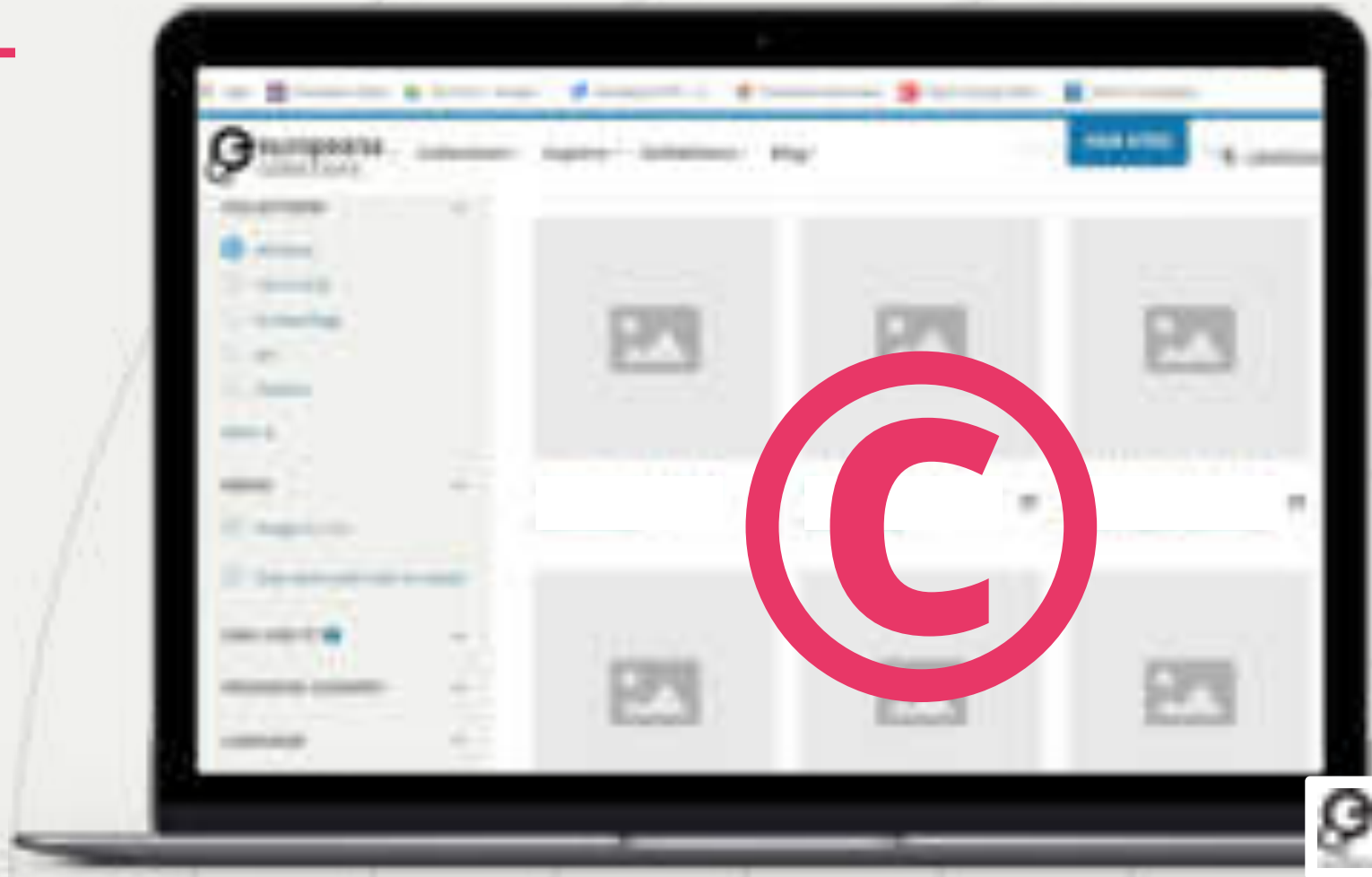
WHAT YOU WANT

QUOTE JANUARY 2014

“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



WHAT YOU GET

QUOTE JANUARY 2014

"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~~."



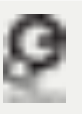
EUROPEANA PUBLISHING FRAMEWORK



IT IS ALL ABOUT YOU

WHY PUBLISH ONLINE?

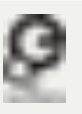
- Fulfil your mission
- More visibility (awareness, traffic, social media)
- Reach specific audiences (education, research)
- Partner with organisation & join campaigns
- Improve brand and reputation
- Part of a culturally connected Europe
- Anything else - please let us know



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'

THE MORE YOU GIVE | THE MORE YOU GET.



TIER 1

EUROPEANA AS A SEARCH ENGINE

'I want to search and
browse collections
online'



TIER 2

EUROPEANA AS A SHOWCASE

'I want to be guided through collections online'

THE MORE YOU GIVE | THE MORE YOU GET



TIER 2

EUROPEANA AS A SHOWCASE

'I want to be guided
through collections
online'



TIER 2

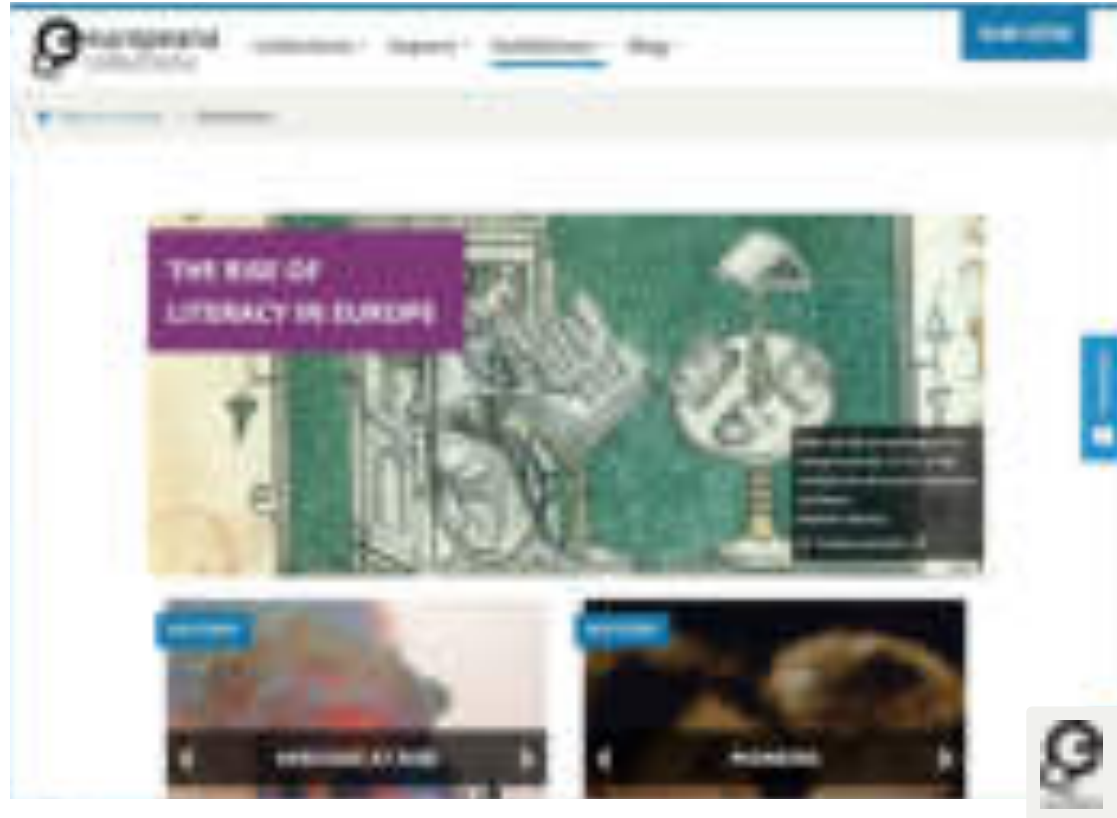
EUROPEANA AS A SHOWCASE



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”.

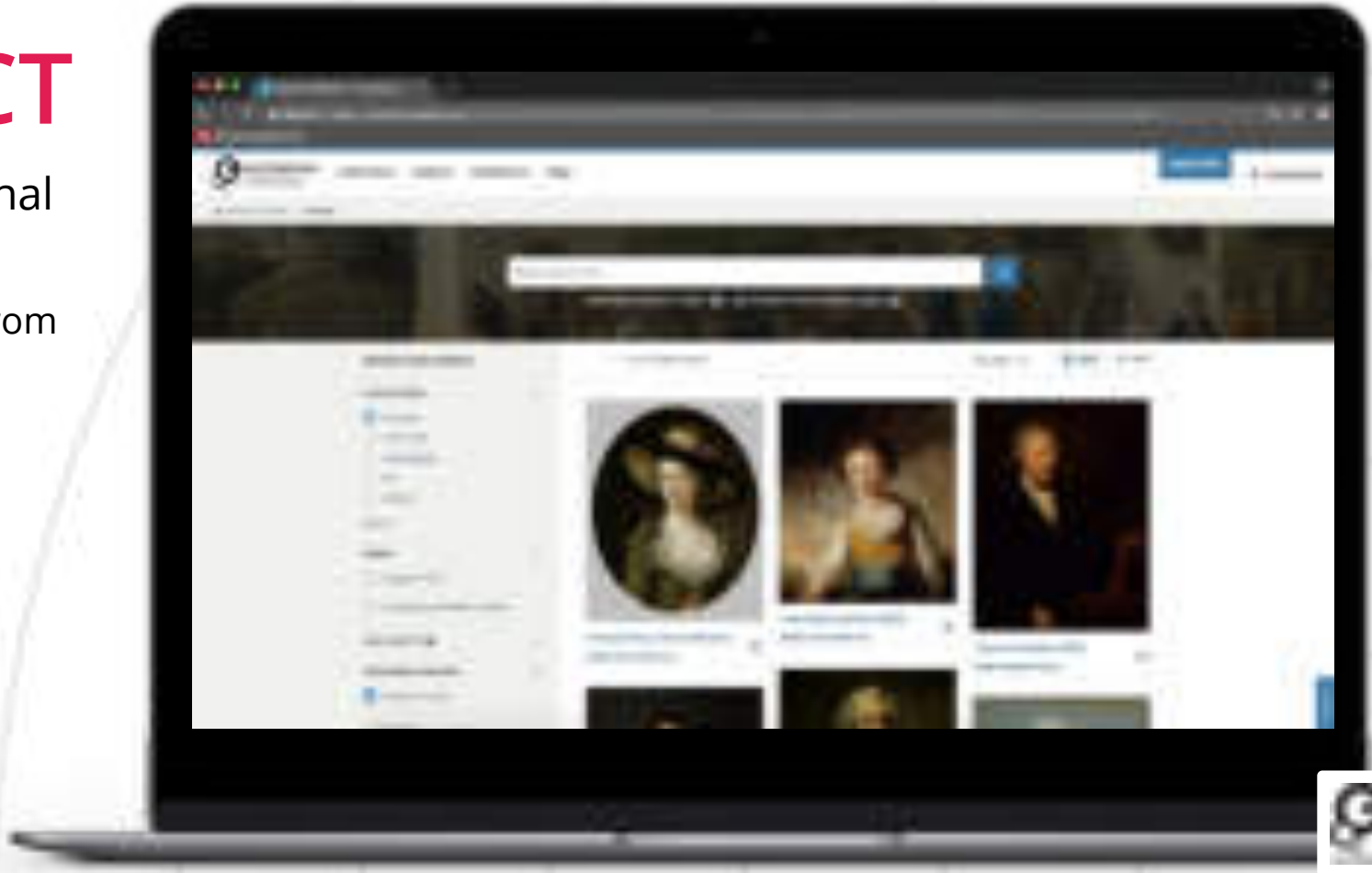
Dr. Riitta Ojanperä, Director, Collections
Management, FNG



IMPACT

Finnish National
Gallery

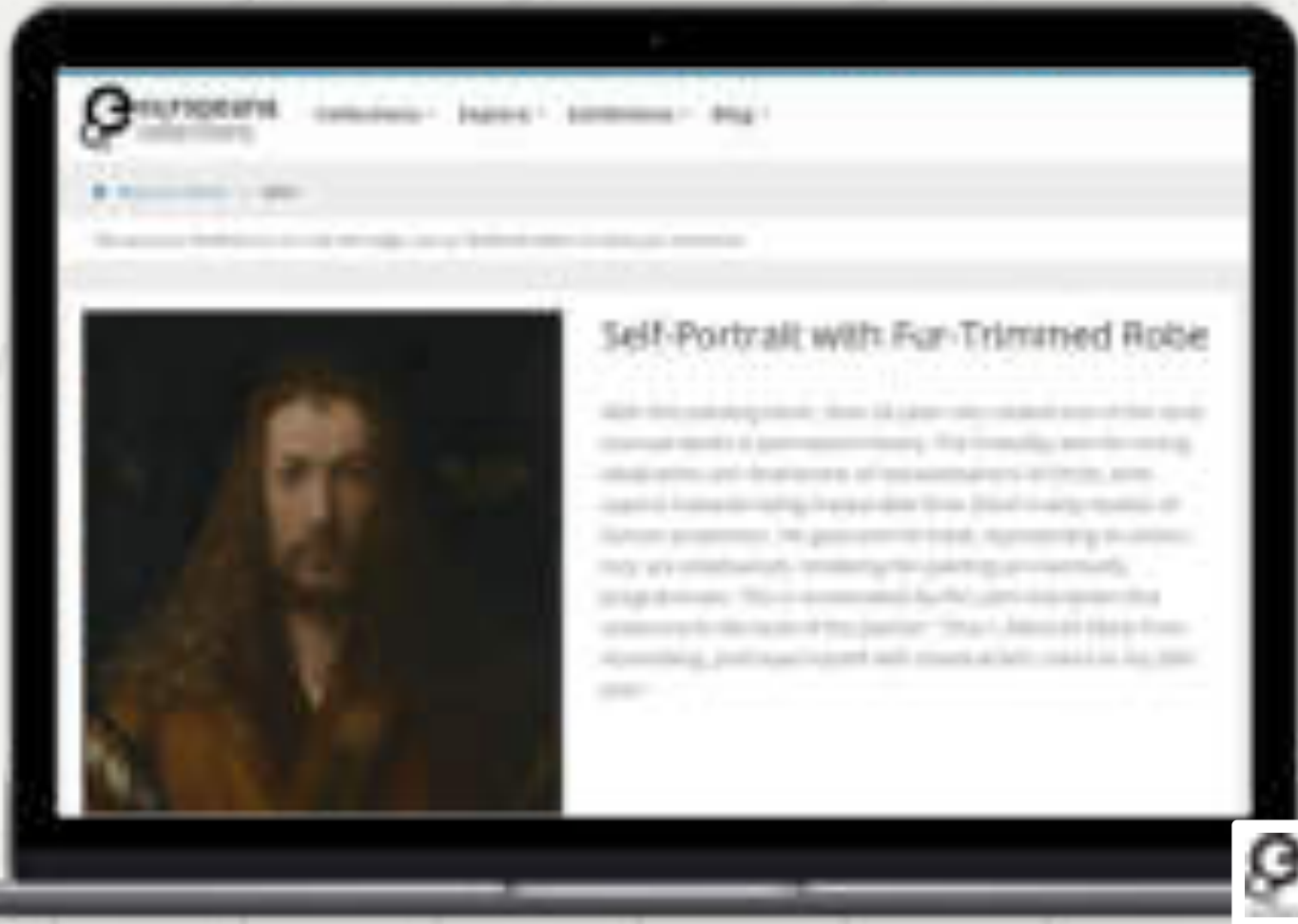
10.030 objects from
CC → CC0



TIER 4

EUROPEANA AS A FREE REUSE PLATFORM

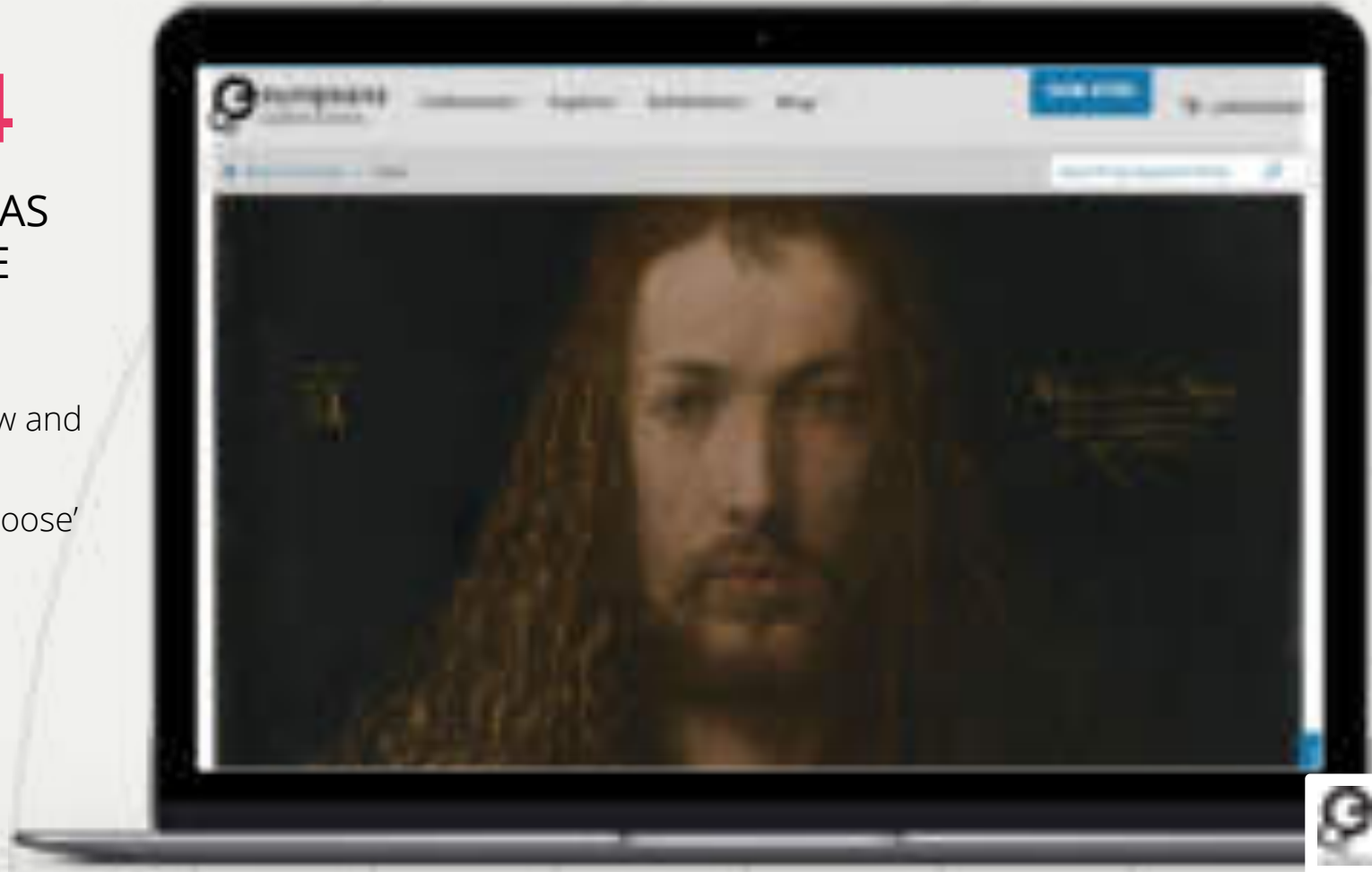
'I want to find, view and
use collections in
whatever way I choose'



TIER 4

EUROPEANA AS A FREE REUSE PLATFORM

'I want to find, view and
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TIER 4

EUROPEANA AS A FREE REUSE PLATFORM

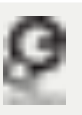
'I want to find, view and
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whatever way I choose'



TIER 4

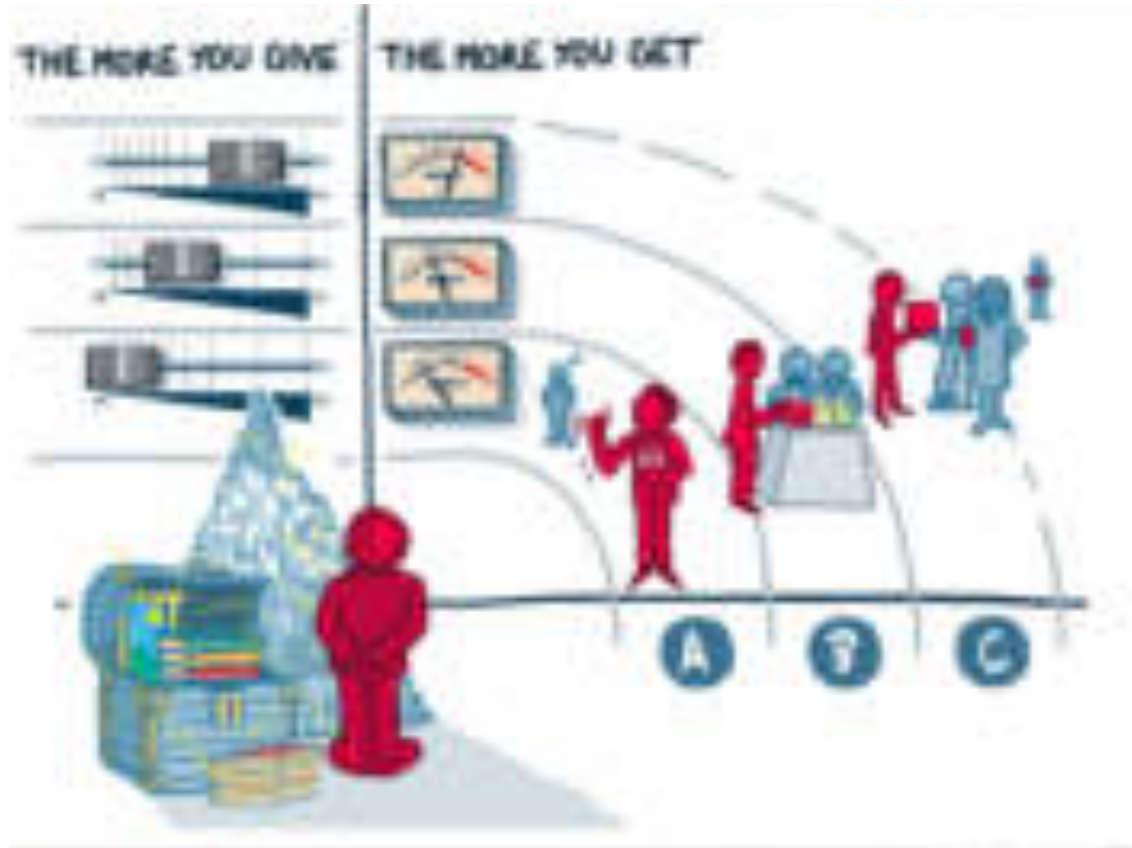
SOCIAL MEDIA

- 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'

THE MORE YOU DIVE | THE MORE YOU GET



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'



TIER C

EUROPEANA AS A KNOWLEDGE PLATFORM

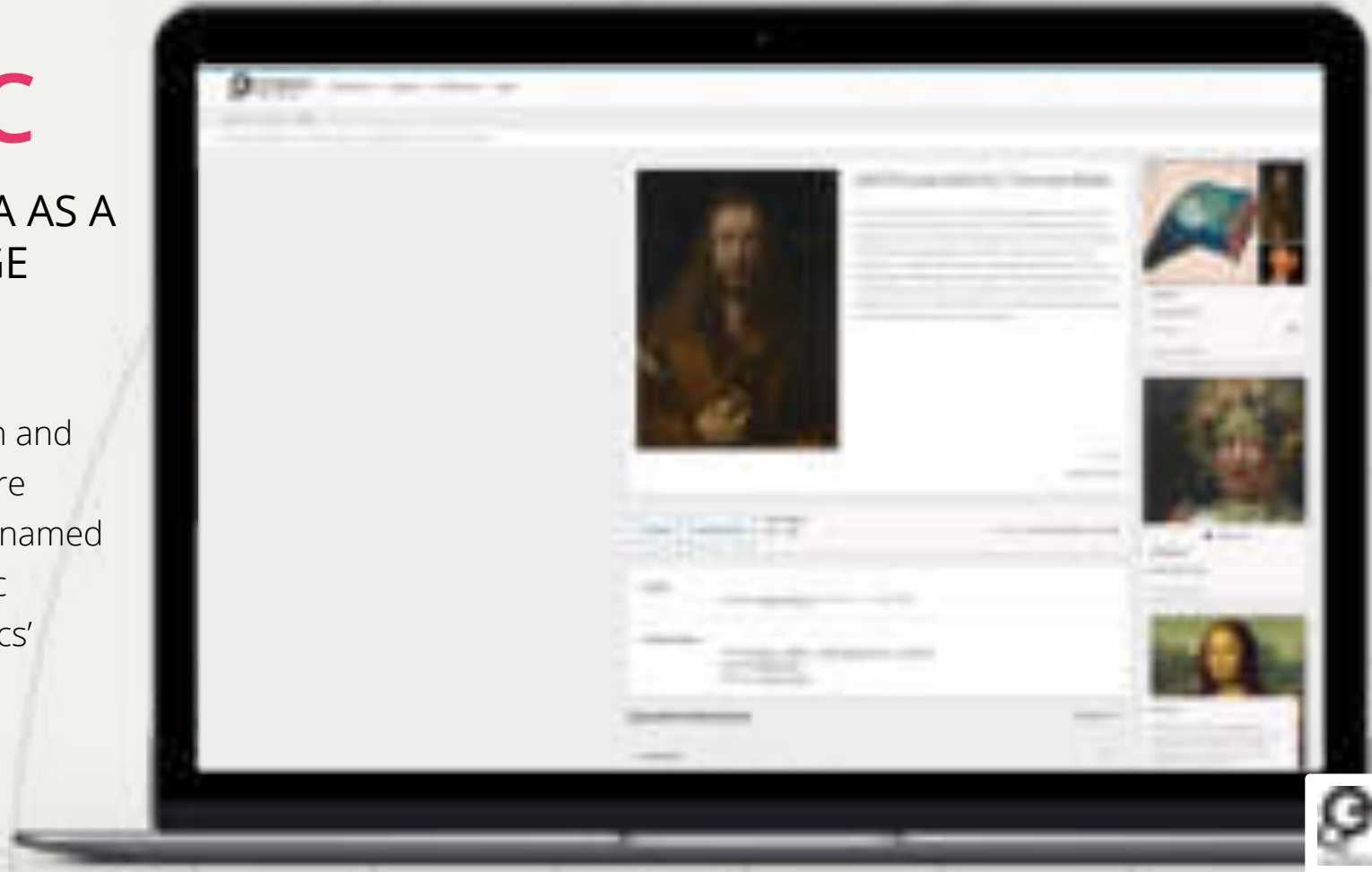
'I want to search and
browse in a more
precise way, by named
authors, specific
subjects or topics'



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'



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'

People

Creation: [Albrecht Dürer \(1471-05-21 — 1528-04-06\)](#)

Classifications

Type: [Painting](#), [Master](#), [paintings by theme](#), [portraits](#)

Subject: [Self-portrait](#)

Medium: [ink on wood](#)



History

Created by [Leonardo da Vinci](#) in 1503-1517. This enigmatic portrait of a woman, believed to be Lisa Gherardini, is one of the most famous works of art in the world. It is a half-length portrait showing the subject from the chest up, seated with her hands crossed in her lap. The background is a hazy, mountainous landscape.

[View image](#)

[Download image](#)



History

Created by [Albrecht Dürer](#) in 1493. This is a self-portrait of the artist, showing him from the chest up, looking slightly to the right. He is wearing a dark cap and a white shirt with a red collar. The background is dark and indistinct.

[View image](#)

[Download image](#)



History

Created by [Albrecht Dürer](#) in 1490. This is a portrait of a woman, likely a member of the artist's family, wearing a red headdress and a dark dress. She is shown from the chest up, looking slightly to the right. The background is dark.

[View image](#)

[Download image](#)



SEARCH,
BROWSE,
DISCOVER



EPF

THE FULL STORY

- Booklet
- Guide



THE MORE YOU GIVE...

DATA QUALITY

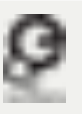
- Direct links to high quality media
- As open licenses as possible
- Rich metadata incl keywords
- Links to LOD vocabularies
- Language tags



...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

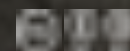
Feedback? Use cases? Applications?

⇒ Please let me know.





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**EUROPEANA LICENSING
FRAMEWORK**

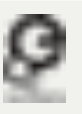
FRANKFURT | 11 November 2019

Henning Scholz



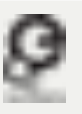
LICENSING FRAMEWORK

- 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.



LICENSING FRAMEWORK

- 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

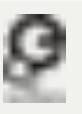
Europeana:

- Metadata CC0
- Digital Objects: 14 rights statements



RightsStatements.org

- 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



DEA

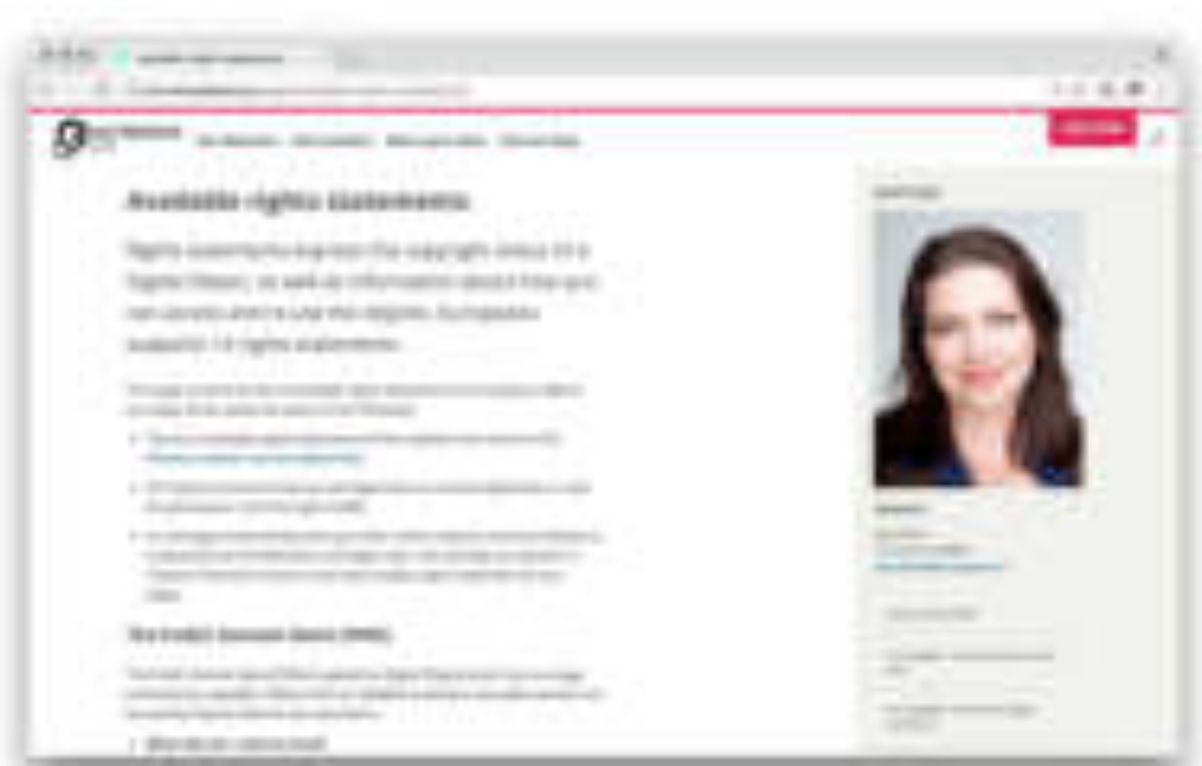
DATA EXCHANGE AGREEMENT

- 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



PD

PUBLIC DOMAIN CHARTER

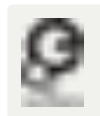
- The European Public Domain charter states works that are in the public domain in the analogue form should remain in the public domain in digital form.



RS.ORG

From rightsstatements.org:

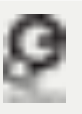
- In Copyright
- In Copyright - EU Orphan Work
- No Copyright - other known legal restrictions
- In Copyright - Educational use permitted
- No Copyright - non-commercial use only
- Copyright not evaluated



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>





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européana

IIIF FOR CHIs

FRANKFURT | 11 NOVEMBER 2019

Henning Scholz



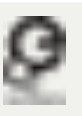
WHAT DOES IIIF DO?



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



DETAILS

ANNOTATIONS

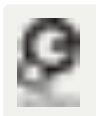
<https://www.vam.ac.uk/articles/the-tree-of-jesse-cope>



FUN

PUZZLES AND MORE

[https://github.com/III
F/awesome-iiif#expe
riments-and-fun](https://github.com/III
F/awesome-iiif#expe
riments-and-fun)





HOW DOES IIF WORK?

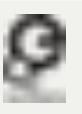


APIs

TWO CORE APIs

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

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



OBJECT

IMAGE +
PRESENTATION





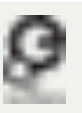
HOW DOES IIF HELP CHIs?



NATIONAL MUSEUM SWEDEN

START SMALL

- 3000 images
- IIF hosting
- OpenSeadragon
- Join collection and main website
- New visitor guide app



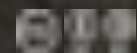
COMMUNITY

<https://iif.io/>





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