europeana network association

ANNUAL REPORT 2020

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1. INTRODUCTION

There is little doubt that the year 2020 will go down in history as the year that was dominated by a global pandemic, which forced physical human interaction to be reduced to a minimum. Instead, online interaction became the dominant mode of communication. This was also true for the Europeana Network Association in 2020. Since the outbreak of COVID-19 in Europe in March 2020 (incidentally, the lockdown in the Netherlands came right in the middle of a two day meeting of its international Governing Board in The Hague), there have been no more physical meetings of its Members Council, its Working Groups, the Community Steering Groups and Task Forces, or the ENA Management Board. Fortunately, a key characteristic of the ENA is that we have been a highly networked organisation from the start. So did we all suffer from the consequences of the COVID-19 pandemic? Absolutely. But did it obstruct us from moving forward with the ENA? On the contrary! It was in many ways a buzzing year, as this annual report demonstrates.

Every month we evaluate applications to become a member of the ENA, and in the past year, almost 600 people have joined our thriving network. It is always wonderful to read the motivations of the applicants, why Europeana is important in their work, and how they want to benefit from joining a cross-domain and cross-border community of around 3000 professionals who work with digital cultural heritage and experience digital transformation on a daily basis. This year we have seen that membership of the ENA is not just appealing to colleagues from Europe; in 2020 we saw a rise in applications from all over the globe. There is so much expertise and potential within our unique community! 2021 will be a year in which we will pay more attention to facilitating a rewarding experience of our membership and tapping into the full potential that we all have within reach.

2020 was the first full year that all of our six ENA communities were active, communities which are at the heart of the Europeana Network

Association. These communities are dedicated to major themes which concern all who work in the field of digital cultural heritage: Communicators; Copyright; Education; Impact; Research and Tech. In 2020 the communities were supported by the wider ENA to shape their activity plans, align with each other and execute activities in close collaboration with the Europeana Foundation and the Europeana Aggregators Forum. You can read more about their Task Forces, research, reports and webinars and the other results of their wonderful work further on.

This annual report also provides the formal account of the ENA for 2020. It details how, with its Members Council and its Management Board, the ENA addressed the COVID-19 crisis and other urgent social topics; how we contributed to Europeana's strategy to support archives, libraries, museums and other cultural heritage institutions in their digital transformation; and how we initiated activities to create value for the ENA members and beyond. We also helped the Europeana Foundation to change its governance structure in order to become more flexible and

representative of the entire Europeana ecosystem.

I would like to end this foreword on a personal note, as I will step down as chair of the ENA by the end of this year. Since being elected into the Europeana Members Council in 2015 it has been a wonderful experience for me to work with so many amazingly talented and intelligent people. It has been a real privilege to be closely involved in building and expanding this community and with confidence and pride I look forward to its future successes under new management. However, it isn't entirely goodbye for now. I have been elected to represent the ENA in the new Europeana Foundation Supervisory Board and I will do my utmost to let your collective voice be a guide for the further advancement of Europeana as our flagship.
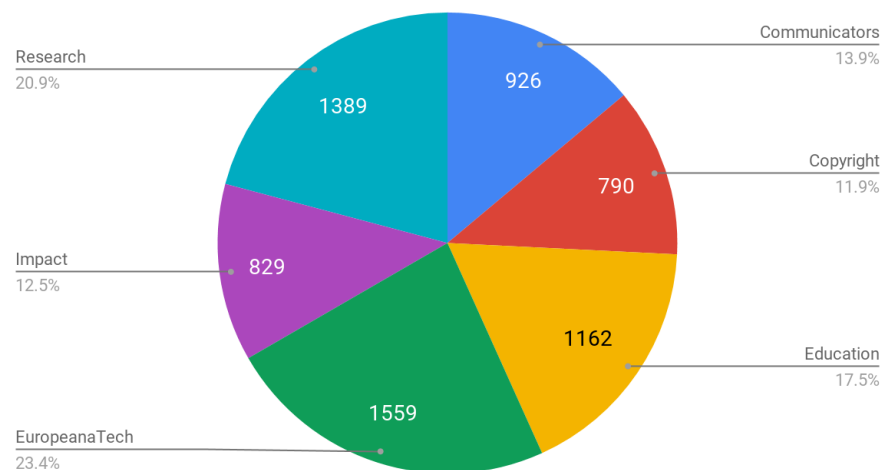
Wishing you success in all your endeavours and above all a good health in 2021.

Marco de Niet
Chair of the Europeana Network Association

2. THE ENA COMMUNITIES

The [six communities](#) have been an integral part of the ENA since 2018. They gather international networks of professionals interested in cultivating and sharing knowledge, expertise and best practices around six specific topics of common interest. In 2020, the major focus of communities was on operationalising their communication channels, refining and implementing their work plans, and organising an impressive number of community-related webinars and virtual meetings. Due to the COVID-19 outbreak, communities experienced some delays in executing their activity plans, but nevertheless have achieved significant progress in their areas of work.

Communities

Communicators	13.9%
Copyright	11.9%
Education	17.5%
EuropeanaTech	23.4%
Impact	12.5%
Research	20.9%

926 — Communicators
790 — Copyright
1162 — Education
1559 — EuropeanaTech
829 — Impact
1389 — Research

Based on statistics from October 2020, the pie chart shows that the EuropeanaTech community has 1559 members, which is 23.4% of the overall ENA community membership. The Research community has 1389 members (21%), the Education community has 1162 (17.5%), the Communicators community has 926 (14%) members, the Impact community has 829 (12.5%), and the Copyright community has 790 (12%) members.

Europeana Communicators

About the Community

[Europeana Communicators community](#) is a specialist community of communications professionals within the ENA. We aim to strengthen the digital cultural heritage sector by promoting digital cultural heritage in action and supporting each other to be the best communications professionals we can be.

What we do

- Support: We contribute to the Europeana knowledge base by supporting the development and promotion of training resources, tools or activities.
- Upskill: We equip members with digital communications skills.
- Inspire: We share examples of digital culture in action, demonstrating the relevance of Europeana and digital culture in general today.

Governance

The community has a steering group of seven ENA members (an eighth was removed this year due to lack of capacity to contribute), and the manager role from the Europeana Foundation has been transferred from Beth Daley to Ad Pollé as of September 2020.

- [Peter Soemers](#) (Chair)
- [Susan Hazan](#) (Co-chair)
- [Killian Downing](#) (Co-chair)
- [Cristina Roiu](#)
- [Marianna Marcucci](#)
- [Marzia Polese](#)
- [Vaya Papadopoulou](#)
- [Ad Pollé](#) (Community Manager)
- [Beth Daley](#) (Task Force Manager)
- [Georgia Evans](#) (Support)

Membership

The community has 788 ENA members. Subscriber numbers to the communicators newsletter increased from 177 in January to 680 in September. As of 16 September 16, the mailing list has 440 members, and the LinkedIn group has 220 followers (based on statistics from October 2020).

Task Forces

The community is sponsoring a Task Force [Europeana as a powerful platform for storytelling](#), which began in September 2020.

2020 Highlights

- **'Culture from Home' webinar series**. From April to June 2020, the community organised a series of four webinars on the theme 'Culture From Home' focusing on the digital activities and initiatives that CHIs are implementing to reach audiences during the coronavirus pandemic. Individual sessions looked at social media (largely museums), libraries, archives and education. 500 individuals registered from 51 countries and

260 attended. More than half were not ENA members, which demonstrates a wide interest and reach. All webinars are available as lasting resources via [Europeana Pro](#), and a summary on [Europeana Pro News](#).

- [Webinar: 'Running webinars: what we've learnt so far'](#). This webinar was organised by Europeana Communicators in conjunction with the EF events team. The webinar invited some of the people behind the online events that Europeana and the ENA communities have led in the past few months to share their experiences. It also shared the first version of the [Europeana guide to running virtual events](#). 125 people registered and 62 participated. 100% of post-webinar surveys agree that the event was interesting, useful and they would recommend it to others. The webinar is available as a lasting resource via [Europeana Pro](#).

- **Europeana 2020 and social media**: The community is contributing proposals for sessions as part of the Europeana 2020 conference, particularly to do with evening social events, which contribute to one of our community goals - activate ENA on social media.

Europeana Copyright

About the Community

The [Europeana Copyright community](#) is a group of professionals interested in copyright and digital cultural heritage. We cultivate, curate and share knowledge around the topic of copyright in the cultural heritage sector. We run dedicated communications channels to help professionals access tools, resources and news around copyright as well as to discuss best practices across the sector.

Governance

- [Karin Glasemann](#) (Chair)
- [Fred Saunderson](#)
- [Marina Markellou](#)
- [Ellen Euler](#)
- [Andrea Wallace](#)
- [Evelin Heidel](#)
- [Ariadna Matas](#) (Community Manager)

Membership

At the beginning of the year, we started a mailing list and welcomed those in the community to join. Around 150 community members did. In the past months, the mailing list has grown to 569 subscribers, and a total of 1162 members (who receive the newsletter). We currently have 1522 Twitter account ([@EuropeanaIPR](#)) subscribers (based on statistics from October 2020).

Task Forces

The [How-to guide for labelling cultural heritage](#) Task Force initiated its work this year. It is led by Juozas Markauskas, and counts the participation of Andrea Wallace, Fred Saunderson and Karin Glasemann. In addition, professionals in the sector working on initiatives that pursue similar objectives have provided their input, namely: Bart Magnus, Meemoo; Maarten Zeinstra, Ip-squared; Hanno Lans, Datascape; Maarten

Brinkerink, Beldengeluid; Evelin Heidel, Creative Commons; and Amalyah Keshet, independent. No results are ready to be shared although the report is underway.

2020 highlights

- **Openglam and copyright webinars**. Together with the OpenGLAM initiative and the [Museum Computer Network Special Interest Group on Intellectual Property](), we have initiated a series of webinars, which generally take place once a month and create an informal space for professionals to come together, learn and share ideas. They have had a very good number of participants so far with good interaction. For Europeana, it is a good opportunity to connect with and learn from audiences that we would otherwise not be in touch with.
- **Gap analysis of copyright educational materials & tools for practitioners, and page on pro with useful tools**. The steering group has identified a series of useful tools that the sector can rely on to make copyright decisions. It will shortly be displayed on a dedicated page on Europeana Pro.

Europeana 2019, Europeana, Netherlands, CC BY

- **Guidelines for practitioners**. Guidelines for practitioners to help them deal with copyright adequately across their institution are underway. The work is being led by Karin Glasemann and Fred Saunderson with the input by the rest of the steering group. They will be communicated to the rest of the community for input shortly.
- **Translation sprint of the public domain charter and guidelines**. By the end of the year, we want to have the public domain charter and the public domain usage guidelines translated to all EU languages. For that purpose, we will use the community's unspent budget in two ways: reward volunteers who translate the charter and the guidelines by making a donation for every new translation. This will be done through a translatathon during the [Creative Commons Summit](). We will hire professional translators for languages not covered by volunteers.

- **Communications**. Through the mailing list, newsletter and twitter account, we have been communicating useful information for the sector, such as how the CDSM Directive's transposition is progressing across member states, relevant events, and relevant news around copyright in Europe.
- **Partnerships**. Throughout the year, we have been actively involved with Creative Commons and the openGLAM initiative thanks to Evelin Heidels' membership in the steering group. We have been fostering connections with the [NEMO digitisation & IPR]() working group and the [DARIAH ELDAH]() working group. In addition, and perhaps more importantly, through the participation of copyright community steering group members in the webinars for aggregators and through the tools that are being developed, more and more of the work that the copyright community does is becoming relevant and connected to the copyright support that Europeana Aggregators need.

Europeana Education

About the Community

The [Europeana Education community](#) brings together professionals dealing with digital culture and learning in cultural heritage institutions, educational organisations, schools, NGOs, ministries, local government, and the private sector. We work to embed digital cultural heritage in both formal and informal education and foster innovation.

Governance

This community is driven by the enthusiasm that is typically found among educators, so we didn't spend too much time discussing governance, and rather focused on actions and initiatives. Not all members can be as active as others. In the future, we will assign more specific roles for each steering group member, so as to make sure the steering group is more cohesive.

- [Frederik Truyen](#) (Chair)
- [Olimpia Curta](#) (Co-chair)
- [Altheo Valentini](#) (Co-chair)
- [Vera Kriezi](#)
- [Loa Kristjánsdóttir](#)
- [Margherita Sani](#)
- [Isabel Crespo](#) (Community Manager)

Membership

The community has 1162 ENA members, of which 1096 who have opted in to receive information on a mailing list. Additionally, the community's wider outreach includes 4350 Facebook group members, and over 900 LinkedIn group members (based on statistics from October 2020).

2020 Highlights

- We set up the mailing list channel on Listserv in January. The list currently has over 1,000 subscribers.
- On 29 January we published a selection of 10 best practices and ways of engaging with our education community on Europeana Pro.
- On 10 April the work plan was published on Europeana Pro
- The Communicators community invited the Education community to participate in their webinar series 'Culture from home', to talk about best practices of digital learning. More than 60 people attended and engaged in a discussion after the presentation.
- Using your digital collection and digital tools' survey's main results. From May to June 2020, the Europeana Education community in collaboration with the Learning Museum (LEM) working group of NEMO ran a short survey to understand training needs of museum educators and how they use digital cultural heritage with students in compulsory education. The survey had 102 respondents and some interesting results are: more than 45% of the respondents had their digital

collections already on Europeana; more than 70% haven't received training to migrate their activities online; and almost 85% are willing to use Europeana ready-made resources in their educational activities. We will use these findings to refine our offers for museum educators, a new audience we aim to reach.
- On 27 and 28 August the community organised a two days workshop addressed to teachers and museum educators from all over Europe: Connecting formal and informal education. The aim was to know more about innovative pedagogical trends, free available resources to engage remotely with students and get insights into our plans to strengthen formal and informal education with digital cultural heritage. More than 150 people registered for 90 places available. Finally more than 70 participated and 33 got a certificate.
- In September, the DREAM Project proposal, presented by the Co-Chair Altheo Valentini, under the framework of the 2020 Erasmus+ KA2 Call for proposals, was approved with the fantastic evaluation of 98/100. Europeana will be an associated partner.

Europeana Impact

About the Community

The [Europeana Impact community](#) aims to collaborate on maximising the impact of cultural heritage professionals' and impact professionals' work in the sector and beyond. The community is a mix of GLAM professionals, academics, policy makers and experts in the creative industries. Together we shape how we can develop our practice of impact; how we talk about and measure the value and impact of our actions, and explore strategies that could help us better understand and liaise with our stakeholders, funders and audiences.

Governance

- [Maaike Verberk](#) (Chair)
- [Dafydd Tudur](#) (Vice-Chair)
- [Jenny Kidd](#)
- [Olivier Schulbaum](#)
- [Maria Drabczyk](#)

- [Ad Pollé](#) (Community Manager)
- [Nicole McNeilly](#) (Community Advice & Support)

Membership

There are more than 900 community members registered to receive updates via Mailchimp. There are fewer registered members within the Zoho CRM, and the LinkedIn audience has grown to 430 members. The steady community growth over time suggests a strong potential for its reactivation. The biggest challenge to resolve in 2020 was to articulate what communication channel is most appropriate for communicating with the community members, whilst avoiding duplication of efforts (based on statistics from October 2020).

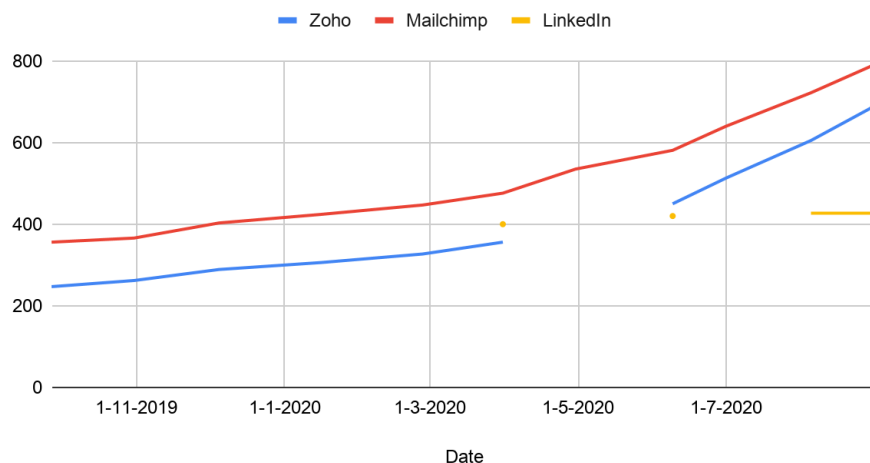## Impact Community membership according to relevant platforms

Figure X. Overview of increasing membership of the Impact community on different platforms (Zoho, Mailchimp, LinkedIn) between November 2019 and July 2020.

Why ENA members are interested in impact

We conducted a member survey in early 2020, which received a relatively small number of responses. We asked the community what their motivation was for joining the community, and in most cases, it related to the value they think that impact thinking could have for their work, for example, in terms of better organisation,

advocacy and programmes designed to fulfil the needs and desires of their stakeholders. In the same survey, we learned that although professionals see that it is important that their organisation can articulate its value, few are confident in their own or their organisation's skills or ability to do so. We also know that there has been a lot of interest in the Europeana Impact Playbook - it has been downloaded almost 2,500 times. This demonstrates a tangible need for this area of work and this community.

Task Forces

The Impact Lite Task Force has been approved and will commence its work shortly. It is designed to find a lite touch way of delivering the workshops that form part of Phase 1 of the Playbook. It is foreseen to create synergy between the work done in the Task Force and the one performed in the inDICES Horizon 2020 project.

2020 Highlights

The community has identified and worked towards reaching three principal goals, as outlined in the Europeana Impact Community 2020 plan:

- **Supporting the development of the Playbook: publication of Phase II**. This was published and distributed to all of those in the community signed up to receive email updates. The response has so far been limited but positive, and there is a need to do more promotion of the resource.
- **Advocacy**. The management of the community has been clarified. The community will be co-managed, drawing on different strengths of its managers, and better aligning to the efforts of other communities.
  - A video proposal for an interactive panel, in partnership with the inDICES project, has been submitted to be considered as part of the Europeana2020 programme.
  - No progress has been made on formally nominating impact ambassadors, yet as outlined in the plan, the steering group are active ambassadors.

- **Nurturing practitioners**. The first case study of 2020, an SROI analysis of Europeana Education MOOCs, has been published on EuropeanaPro. A template for case study reporting, which will inform Phase 3 of the Playbook, is in development. The community will be involved in testing the new material.
  - The steering group aims to use the participatory platform in development by the inDICES project to reanimate and engage the community.
  - A standardised question bank will be launched by the end of 2020. This will be another co-developed resource available to the community, developed by the Europeana Foundation team and project partners.
  - A webinar series has been launched (in collaboration with the Common Culture project) that will, over five events over six months, discuss impact assessment in the context of digital transformation and Covid-19.

Europeana 2019, Europeana, Netherlands, CC BY

- Maaike Verberk designed an impact awareness workshop for DEN's management programme on Digital Strategy and Innovation, designed with tools from Phase 1 of the Playbook. The first session was run in June 2020 and a second will be conducted in Nov 2020.
- Maria Drabczyk led an interaction session at the kick-off of the Europeana XX project in March 2020, using resources from the Playbook to plan the project's impact assessment.

Europeana Research

About the Community

The [Europeana Research community](#) aims to deepen insight into the needs and workflows of researchers who use digital cultural heritage resources. The community members are encouraged to gain a better understanding of research based on digital cultural heritage, strengthen the connections between cultural heritage professionals and researchers, share case studies and best practices, jointly work on issues of common interest and explore possible collaborations and partnerships for new (funded) projects.

Governance

Two new members joined the Steering Group in March 2020, one of them was elected Chair.

- [Steven Claeyssens](#) (Chair)
- [Maria Engberg](#) (Co-chair)
- [Sara Di Giorgio](#)
- [Tamara Butigan](#)

- [Erik Buelinckx](#)
- [Sergiu Gordea](#)
- [Alba Irollo](#) (Community Manager)

Membership

The community has reached almost 1400 members and is composed of cultural heritage professionals (2/3) and researchers (1/3), especially in the field of the Humanities. A mailing list was set up in April and is mainly used to promote events relevant to the community. To support the community's development, the community also uses the Europeana Research Twitter account ([@EurResearch](#)), which currently has 3800 followers (based on statistics from October 2020).

Task Forces

The [Research Requirements Task Force](#) continued discussing the results of the survey run in 2019 and came to an end in October 2020.

2020 highlights

- In June, the Swedish National Heritage Board & Uppsala University co-organised a series of three webinars under the title *[Enriching Metadata / Enriching Research](#)* within the Europeana Research Grants Programme. There was a proactive audience of 97 participants per average, from 24 countries (also from non-EU countries: Australia, Canada, Indonesia, Japan, Russia, South Africa, USA).
- In September, the Digital Repository of Ireland in collaboration with Research Data Alliance (RDA) Ireland node organised a webinar within the Europeana Research Grants Programme: *[Using FAIR data from Galleries, Libraries, Archives and Museums (GLAM) sector](#)*. Another webinar will take place late this year.

- In September, EF co-hosted a digital panel with Athena RC on digital curation of archival resources, as an output of their partnership under DSI-4: *[Facilitating Archival Research on the Study of the Turbulent 1940s](#)*.
- The Steering Group agreed to allocate most of the community budget to a series of videos that will allow cultural heritage professionals and researchers to present projects or collaborations developed across their respective sectors. These videos will be embedded in short posts and published on Pro.

EuropeanaTech

About the Community

The [EuropeanaTech community](#) is a community of experts, developers and researchers from the R&D sector making sure the Europeana Initiative leads the way with technological innovation within cultural heritage.

Governance

No new members were added to the SG in 2020 but Marco Streefkerk withdrew from his role due to workload. An open call for new members will take place in 2021.

- [Clemens Neudecker](#) (Chair)
- [Georgia Angelaki](#) (Co-chair)
- [Henk Alkemade](#) (Co-chair)
- [Makx Dekkers](#)
- [Kate Fernie](#)
- [David Haskiya](#)
- [Nadia Circu](#)
- [Marco Streefkerk](#)
- [Ina Blümel](#)

- [Johan Oomen](#)
- [Jef Malliet](#)
- [Stephan Bartholmei](#)
- [Gregory Markus](#) (Manager)
- [Antoine Isaac](#) (Manager)

Membership

The community has reached almost 1560 members, out of which 1350 members are subscribed to the community mailing list. To support the community's development and outreach, the community also uses a Twitter account ([@EuropeanaTech](#)), which currently has 4440 followers (based on statistics from October 2020).

Task Forces

The Task Force [3D Content in Europeana](#) was finalised and its results were published at the beginning of 2020. An open call for Task Forces was made to the community. A new [Audiovisual](#)

playout in Europeana Task Force and the AI in Relation to GLAMs Task Force were launched and will continue running until the end of 2020. The Resource Citation/Object Identity Standardisation and Interoperability of annotations and user sets Task Forces are still currently on hold but intent is there to reactivate them and complete them as soon as possible.

2020 highlights

- 2020's biggest achievements by the community and Steering Group include finalising and publishing the 3D Task Force results along with accompanying Pro news posts related to 3D and an issue of EuropeanaTech Insight focusing on 3D. This allowed for a concentrated outreach and communication campaign revolving around the pristinely run Task Force by Kate Fernie on a topic highly relevant for community members.
- A further issue of EuropeanaTech Insight recounting highlights from SWIB 2019 was published, again creating a space for

EuropeanaTech to highlight work being done by community members. Two more issues of Insight are planned for 2020.

- The launch and expected completion in 2021 of the AI in Relation to GLAMs Task Force was a concrete step towards progressing Europeana's Innovation Agenda. This open challenge will increase the likelihood and viability of using Europeana data for machine learning purposes. It will also activate the expertise and knowledge within the community, and it will be the first time the community has done so in such a proactive manner. Furthermore, a plan for a funded challenge related to the creation of open data sets for training machine learning models will highlight the value of Europeana data.
- Lastly, three years after the EuropeanaTech Task Force that recommended the creation of a long-standing working group dedicated to exchanges across Europeana and IIIF communities, the IIIF Working Group was created and has hosted several webinars that will continue over into 2021.

3. OTHER ENA ACTIVITIES AND COMMUNICATION

Digital transformation and relations with Europeana Foundation

Initial discussions around the topic of digital transformation, including what it means, the opportunities it raises, and the needs and stakes for cultural heritage institutions, kick-started at last November's physical Members Council meeting during the Europeana annual conference in Lisbon and continued over the following two MC virtual meetings in March and in July respectively. The Council highlighted the importance of enabling collaborations, promoting open licenses and FAIR principles, lobbying for budgets and new funding structures and raising visibility of the sector as some of the most important topics in this respect.

In the meantime, the COVID-19 crisis started and what seemed like a slow-moving process for the

sector was suddenly accelerated at an unforeseen pace. With GLAMs shutting their doors and online becoming the new reality, people turned to remote access to culture for research, pleasure and to find solace. A survey conducted by [NEMO](#) found that more than 60% of the museums surveyed increased or moved activities online. The cultural heritage institutions were abruptly confronted with the fact that the digital transformation has become an imperative.

As a network of professionals that were particularly affected by this new reality, we found it important to build solidarity and to step up our efforts to respond in the best way possible. Very early on during the lockdown, we worked with the Europeana Foundation and the Europeana Aggregators' Forum in order to research, document and analyse what was the impact of this disruptive process for the CHIs.

In the first step of the phased process we followed, 12 ENA Councillors out of 64 participants from the Network at large took part in a series of webinars run in June on '[Digital transformation in the time of COVID-19](#)'. Facilitated by noted digital cultural strategists Michael Peter Edson and Jasper Visser, these workshops aimed to help make sense of the impact of COVID-19 on cultural heritage professionals' personal and professional lives. The [final report](#) from this process provides valuable insights into the different ways that the COVID-19 pandemic has affected work priorities, collaboration and working methods, decision making lines and overall daily routines as participants also juggled children's homeschooling and often stressful health and work-related situations. Some important insights that emerged were that there are significant digital divides and differences in preparedness' levels between different institutions and there is a need to build digital resilience and to blend the physical with the digital in a sustainable way. The COVID-19 crisis also seemed to have challenged the role of CHIs in society inviting them to take a more active stance in the severe problems we are facing as humanity including racism, gender inequality, digital divides, online surveillance

and climate change.

In parallel with these workshops, the charity Culture24 was commissioned to produce a [report](#) to help develop a shared understanding of what is happening in our sector to support digital capacity. Combining interviews with renowned international experts and desk research, the report looks at what terms like 'digital transformation' mean in practice for GLAM institutions and provides a snapshot of digital capacity building initiatives in the sector.

Both of these processes have now concluded, and as a result, we have an immense amount of information, insight and inspiration contained in two very rich reports. With a combined length of over 120 pages, the [reports](#) raise new questions and possibilities on each reading. The outcomes of these reports, together with the results of the relevant Members Council meetings' sessions are being digested and the needs of the sector are being translated into a capacity building framework which is part of Europeana's strategy. All these topics will also reflect in the Europeana 2020 conference, so expect to be hearing more about all this soon.

Relations with Europeana Aggregators' Forum

In order to support Europeana Initiative's mission to empower the cultural heritage sector in its digital transformation, and thanks to the support of the Europeana Foundation, this year the Europeana Aggregators' Forum (EAF) started a closer collaboration with the ENA.

In May 2020 the EAF changed its governance structure and organisation, aligning with those of the ENA: the mandate of the three EAF steering group members (Marco Rendina, Sara Di Giorgio, Kerstin Herlt,) has been extended from two to three years and to facilitate communication between the EAF and the ENA Management Board and Members Council, the Network and Policy Officer in charge of the ENA Secretariat, Zuzana Malicherova, joined the EAF Secretariat.

As a result, the level of collaboration between the EAF and ENA has increased. We created stronger links between the work of the communities, Task Forces, and working groups, and aligned the EAF and ENA communications efforts. The first EAF working group on IIIF adoption, training, and translation of resources was created in collaboration with the ENA. By the end of 2020, in collaboration with ENA and the Foundation, the EAF aims to start a Task Force focusing on the concept of 'train the trainer' and knowledge repository. To learn more about the EAF activities in 2020 have a look at the EAF Activity Plan.

European Commission's consultation

Between 22 June and 14 September 2020, the European Commission ran an online consultation to investigate the "Opportunities Offered By Digital Technologies For The Cultural Heritage Sector". Through the consultation, the Commission aimed to collect sufficient evidence to evaluate the outcomes of its 2011 Recommendation of 27 October 2011 on the digitisation and online accessibility of cultural material and digital preservation, to understand whether it is still fit to respond to the needs and challenges of the cultural heritage sector in an era of rapid and continuous technological changes and to assess whether a revision of the Recommendation is needed. The 2011 Recommendations is the Commission's most

important policy instrument that has been driving the Member States' digitisation and digital preservation initiatives and the Member States' support for Europeana.

On behalf of the Europeana Initiative, together with the Foundation and the EAF, we submitted a [common position paper](#) that underlines elements critical to executing the Europeana Strategy 2020-2025 and to realising the potential of digital cultural heritage for the recovery of Europe.

Our main position was that work must be underpinned by a long term approach, that includes sustainable funding structures and which supports:

- coordinated national digital strategies for the cultural heritage sector
- targets for data quality and quantity
- the adoption of standards to enable access, reuse and engagement - particularly in education, research and the creative sector
- capacity-building efforts across the cultural heritage sector
- strong infrastructures that reflect the role of national aggregators and Europeana

Our hope is for a new Recommendation that commits the Commission and the Member States to support the sector in realising the digital transformation for the full benefit of Europe, the cultural heritage sector and its citizens.

Europeana 2019, 2019, Europeana, Netherlands, CC BY-SA

Europeana Pro

The [Europeana Pro site](#) is instrumental in information exchange and dissemination efforts for the entire Europeana Initiative. ENA members can find all the information about the ENA, its governance and activities [on the website](#). Throughout the year, [Europeana Pro news](#) highlighted various ENA activities, including those related to the communities and task forces. A regular dedicated series called '[Professionals in Focus](#)' has also continued to introduce current Members Councillors.

ENA Newsletters and social media outreach

Throughout 2020, we continued to send a monthly [Network newsletter](#) to the subscribed ENA members (currently 2143 subscribers). The newsletters informed subscribers about the latest developments within the professional community and were endorsed each month by one of the Councillors taking their turn as Editor-in-Chief. Specific campaigns were also regularly sent out through the same channel (Mailchimp, Zoho CRM). All the newsletters are archived on [Europeana Pro](#).

The Europeana [LinkedIn Group](#) (4860 members) has continued to provide another way for ENA members and others to interact with each other and with the Foundation. The group is open to anyone interested in Europeana and the digitisation of cultural heritage across Europe.

The ENA has continued using two hashtags: [#AllezCulture](#) shows support for digital culture and the cultural heritage sector and can be used to promote digital culture in action or as a rallying call, and [#EuropeanaCommunities](#) which is used to bring activities linked to ENA communities and other Europeana-related networks together.

4. ENA GOVERNANCE

ENA Members Council

Europeana Members Council meeting, 2019, Europeana, Netherlands, CC BY-SA

Composition and elections

The [Members Council](#) is the body of formally elected representatives of the ENA. This year there were nine seats available on the Members Council as [Stephan Bartholmei](#), [Ellen Euler](#), [Kate Fernie](#), [Sara Di Giorgio](#), [Marco de Niet](#), [Peter Soemers](#), and [Marco Streefkerk](#) have reached the end of their current terms. In addition, we were seeking to replace two more Councillors who had stepped down earlier - [Laura Carletti](#) and [Erwin Verbruggen](#). We thank all these Councillors for their valuable contributions to the ever-growing ENA activities and appreciate their dedication, inspiration, and hard work over the years.

The 2020 Members Council elections campaign was launched on 1 September 2020. During the following six-week period, 35 candidates came forward. The 2020 elections and voting on the formal ENA documents will start at the General Assembly of the Europeana 2020 conference on 12 November and the one-week voting period will come to an end on 20 November. We will announce the results on 23 November 2020.

Activities and meetings

During 2020 we will have conducted three Council meetings in virtual form due to the COVID-19 related travel restrictions. The first meeting took place on 20 March, in the midst of the developing COVID-19 crisis. The Council was presented with the newly published Europeana Strategy 2020 - 2025, and picked up on the discussions of how the ENA can actively contribute to the digital transformation of the cultural heritage sector, and where the Council can lead this process. The Council also approved all the community work plans and budgets for 2020. The ENA Climate group presented their activities and upcoming plans. The group has become increasingly popular and active in

producing various communications initiatives. Finally, the Council discussed the opportunity for a closer collaboration with the EAF, the 2020 membership campaign and the content of the ENA impact assessment and satisfaction survey (see below).

The second meeting of the Council took place on 1 and 2 July with a focus on the digital transformation of the sector in light of the new Europeana Strategy 2020 - 2025, which by then had already been accelerated by the COVID-19 crisis. Councillors were given updates on the activities of the EAF, and with the new governance model for the Foundation. The results of June's sense-making and capacity building workshops on digital transformation were presented and discussed in breakout sessions. Councillors recognised a sense of urgency in the cultural heritage sector, a desire to use the momentum for accelerating the digital transformation of the sector, and for the Europeana Initiative to work together to bridge the digital divides and create a capacity building framework that can tackle the needs of the sector. The Council also discussed the impact of the COVID-19 crisis on activities and budget

spending of the communities and how these issues could be addressed.

The third Council meeting of 2020 will take place on 3-4 December 2020. The minutes of all the Council meetings will be available on [Europeana Pro](#),

Councillors seem to have adapted to a new way of working in the midst of a global health crisis, when the existence of many GLAMs and related jobs are endangered. Due to the missing physical contact, the online communication flow and information exchange has been intensified and Councillors have been working together towards developing new digital audience services, skills and societal impact.

Management Board

Composition and elections

The Management Board is responsible for the management of the ENA, overseeing its activities and acting as a legally responsible decision-making executive. The Board is elected by the Members Council. The members of the Management Board also represent the ENA on the Europeana Foundation Governing Board. In 2020, the Board consisted of [Marco de Niet](#) (Chair), [Georgia Angelaki](#) (Vice-Chair), [Frederik Truyen](#) (Treasurer), [Stephan Bartholmei](#), [Sara Di Giorgio](#), [Erwin Verbruggen](#) (until 1 June), [Rob Davies](#) (since 1 June), and [Susan Hazan](#) (since 1 June). Because of Erwin's decision to step down in June and due to an increasing workload of the rest of the members, the Board decided to open an additional seat to allow two more members - Susan and Rob - to be elected, thereby temporarily extending the number of Board members from 6 to 7. The current Board will need to be renewed in January 2021 as Marco's,

Sara's and Stephan's electoral term will come to an end.

Activities and meetings

In 2020 the Board met virtually 11 times and there was one physical meeting in March 2020 in The Hague, cut short by the lockdown due to COVID-19 restrictions. The Board is engaged in regular communication over email and Basecamp. The minutes of the Board meetings are available on [Europeana Pro](#).

The Board is responsible for preparing the Members Council meetings, for overseeing the activities of and budgets for the ENA communities, for the delivery of the formal ENA reports, and for reviewing the membership applications. Throughout the year, the Board contributed extensively to the activities of the Europeana Foundation resulting from the new strategy on digital transformation of European cultural heritage institutions.

In 2020, the Europeana Foundation revised its governance structure, which from November 2020

The old and new Europeana Association Management Board, Europeana, Netherlands, CC BY-SA

onwards will consist of a Board of Directors, a Supervisory Board and an Advisory Board. The ENA has secured a seat on both Boards by selecting Marco as its representative on the Supervisory Board, and Georgia as a representative on the Advisory Board. This will allow us to keep fostering the connection between the ENA and the Foundation, strengthen networking potential, and extend the knowledge and strategic thinking of the Foundation.

ENA Secretariat

The ENA Management Board also oversees the representation of the ENA in the Sub-group on Europeana of the [DCHE Expert Group](#), in which the EU member states and the European Commission meet to discuss activities and strategies related to digital cultural heritage on the European level. Merete Sanderhoff, the former ENA Chair, kept being the ENA representative in this Sub-group.

The ENA Secretariat is run by [Zuzana Malicherova](#), Network and Policy Officer at the Europeana Foundation. Zuzana provided day to day support to both the Members Council and the Management Board and prepared and reported on all their meetings. She also coordinated the writing of all the policy documents of the ENA as well as the membership campaign, election campaign, and the ENA Impact Survey (see below). She is also the ENA Confidentiality Person.

ENA Code of Conduct

Following the example of other networked organisations, the ENA drafted its own Code of Conduct in 2019, to guarantee that the ENA would be as welcoming, respectful and inclusive as possible. The Code covers the behavior of ENA members in any forum, be it face-to-face or online. The draft was discussed at the meeting of the 2019 Members Council in Lisbon, and the final version was published in 2020. Any ENA member who is treated disrespectfully can refer to the Code in order to correct the behavior by other forum participants. As mentioned above, Zuzana Malicherova was appointed to be ENA Confidentiality Person, that all ENA members can turn to if there is a serious or repeated violation of the ENA Code of Conduct. The Code is available on Europeana Pro.

ENA Budget 2020

Budget for the ENA is provided by the Europeana Foundation from the European Commission's Europeana Digital Service Infrastructure project (DSI4), which was set for 2019 and 2020. The Budget for 2020 was approved by the ENA General Assembly on 27 November 2019. The ENA operation budget consists of three categories of expenses: travel costs related to the Members Council/Management Board; other costs (elections and meeting related costs); and funding for the ENA Communities and Task Forces.

Budget category	Proposed budget
Travel and meeting costs (MB/MC meetings)	15,000
Other costs (elections)	2,500
Communities & Task forces	32,000
Total	49,500

Over the period of January - September 2020, we only have spent € 351. This is much less than budgeted and we foresee that only up to 36% of the budget will be spent by the end of the year. The significant underspend is primarily due to COVID-19travel restrictions and thereby communities and Task Forces spending less than anticipated. Communities were asked to relocate their unspent 2020 budget to activities that do not include travel, or to transfer their budget to 2021. After the final figures of 2020, ENA will return a substantial amount to the Foundation to be able to re-allocate this budget towards other parts of the network. For example, organising Task Forces under the EAF, which will also directly benefit the ENA.

5. ENA MEMBERSHIP

New members

2020 has been an excellent year for attracting new members to the ENA and the volume of applicants points to an encouraging trend that has been steadily increasing over the year with an average of 88 applicants per month. The peak month was May, when 126 people asked to join the ENA, as due to the COVID-19 lockdown ENA became particularly active in organising webinars and online events. The numbers rose during the summer months and in September we processed 99 new applications in one month from a range of different institutions, academic, professional, creative industries schools and cultural agencies, and from nearly every country in Europe and many beyond.

We were curious to find out what attracts the new members to join the ENA. From the preliminary results of the ENA impact assessment and satisfaction survey that we ran in June 2020, it appears that many members find the ENA a lively

community of inspiring professionals and a good place to initiate new projects together. According to the survey, new members are motivated to join ENA because of the opportunities for networking and collaboration in a community, thought-leadership of the ENA, and the chance to share knowledge, expertise, and experiences with other like-minded professionals in the GLAM sector across Europe and worldwide. People also join to keep up to date on the latest developments within the sector and to attend and co-organise events with Europeana.

We want to keep working to improve people's experience of joining the ENA, and to develop a dedicated, long-term instrument for facilitating a rewarding experience of ENA membership. We have been looking for new ways to utilise the potential of our members and explored how they can contribute to the ENA in fulfilling and meaningful ways while maintaining ongoing communication flows. To that

end, the ENA will create a Working Group dedicated to assessing the membership benefits, looking to engage ENA members in new ways, and overall make the ENA more inclusive and diverse. The Working Group will build on input from the New Professionals Task Force, which came to existence as a result of a discussion during the Inclusivity & Diversity session of the Europeana 2019 event, and will provide recommendations on how to better support emerging professionals. In addition, we would also like to encourage a more balanced regional representation, organise more local events, enable more multilingual collaborations, and provide more opportunities for students and new professionals to get involved.

Membership campaign

A good part of the increase in applications might have been the result of the annual membership campaign; the drive to confirm the membership, launched in April 2020 with a dedicated Pro news post, where we asked our members to renew their commitment to ENA by 1 October 2020. Members were encouraged to indicate which community they wished to join, and as the membership grew so did the community participation. In addition, our open call was relayed in the monthly newsletter, and on social media. Out of 2875 members (in April), 1640 members confirmed their membership and 57 decided to leave the ENA. This meant that we lost around 1230 members (43%), including those that did not respond to the call. These members will be given the last chance to re-confirm their interest to remain in the ENA, or will be deregistered by the end of 2020. However, even after deregistering those members, we expect the membership count to be at least around 2100 due to the intake of over 600 new members. At the end of 2020, this will leave us with a balance of losing around 520 members compared to December 2019.

JOIN THE ENA

And be active in the communities!

If you have a special interest, or want to cultivate and share knowledge, expertise and best practices and have your thoughts heard - browse the communities, see what they can do for you and what you can do for them.

If you wish to actively contribute to the activities of one or more of them, tick the box to join the specific community of your interest in the ENA sign-up form. If you're not sure whether you've already registered in the past, please fill in the form and we will get back to you right away.

If you only wish to receive information in the form of a newsletter or subscribe to their social media channels, explore what each of the communities offer on their Europeana Pro pages:

- EuropeanaTech
- Europeana Copyright
- Europeana Research
- Europeana Education
- Europeana Impact
- Europeana Communicators

More information

- If you have any questions, concerns, remarks and new ideas for us, send us an email to network@europeana.eu
- Do you have an idea for a new Task Force? Fill in this form.
- Follow us on Twitter @europeanaEU and use our hashtags #AllezCulture and #EuropeanaCommunities
- Join us on LinkedIn
- Like us on Facebook
- Follow us on Instagram

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