



Europeana Foundation Governing Board Meeting

30 March 2016
10h00 – 17h00 CET
Paris, BnF
Quai François-Mauriac
75706 Paris Cedex 13

Status of KPIs against Business Plan 2016

Action proposed: For information and discussion

Circulation:

Europeana Foundation Governing Board Members & Observers

Classification:

Public





Insects and Fruit
Jan van Kessel
1660 - 1665, Rijksmuseum
Netherlands, Public Domain

europeana

Business Plan 2016
KPIs
March 2016 Board meeting

J.V. KESSEL 5

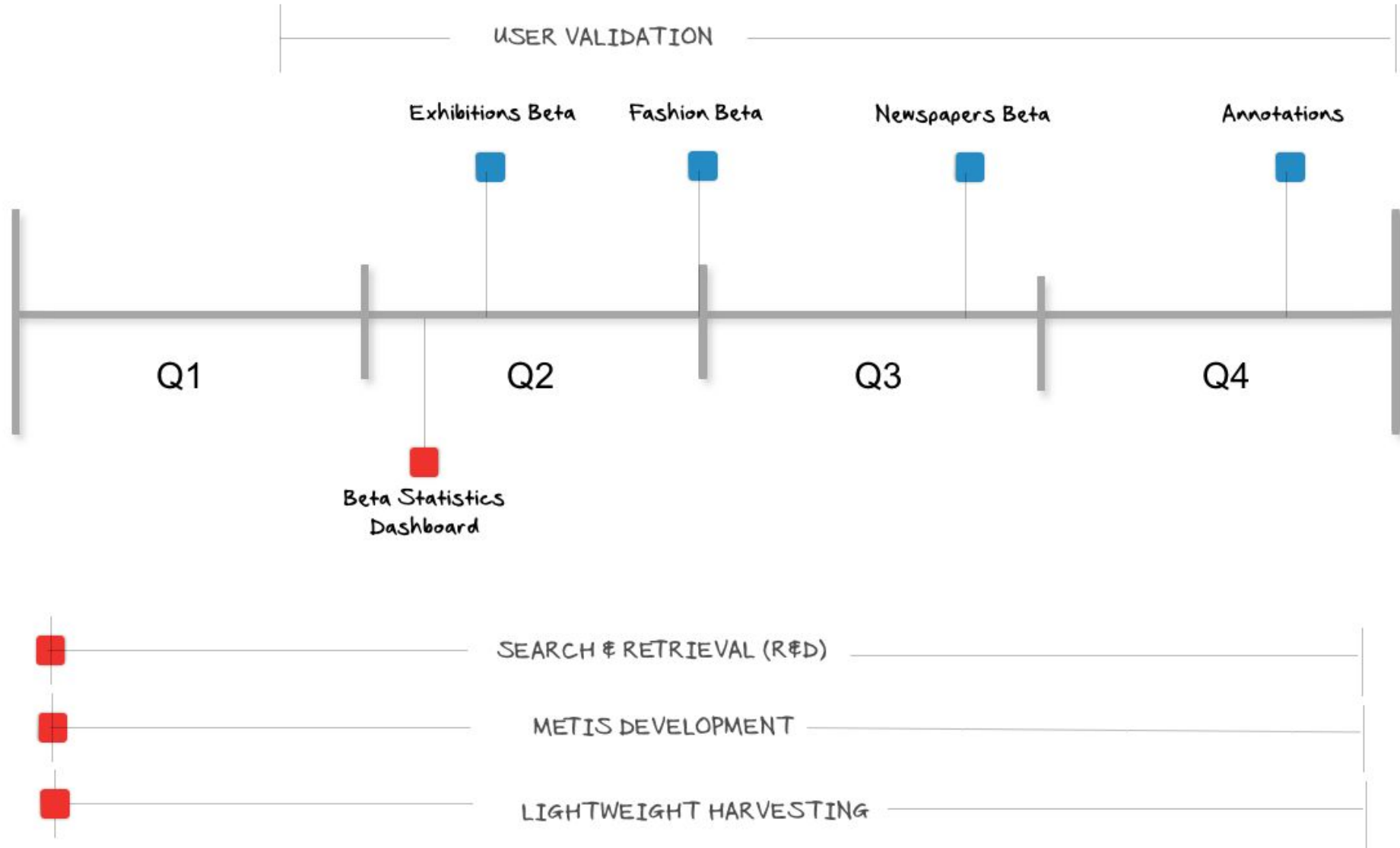
Performance Indicators

GOAL: CREATE VALUE FOR PARTNERS



KPI I:
we aim for
a 4 or 5 star rating
for our products
by >60%
of our partners
and customers.

VALUE FOR PARTNERS



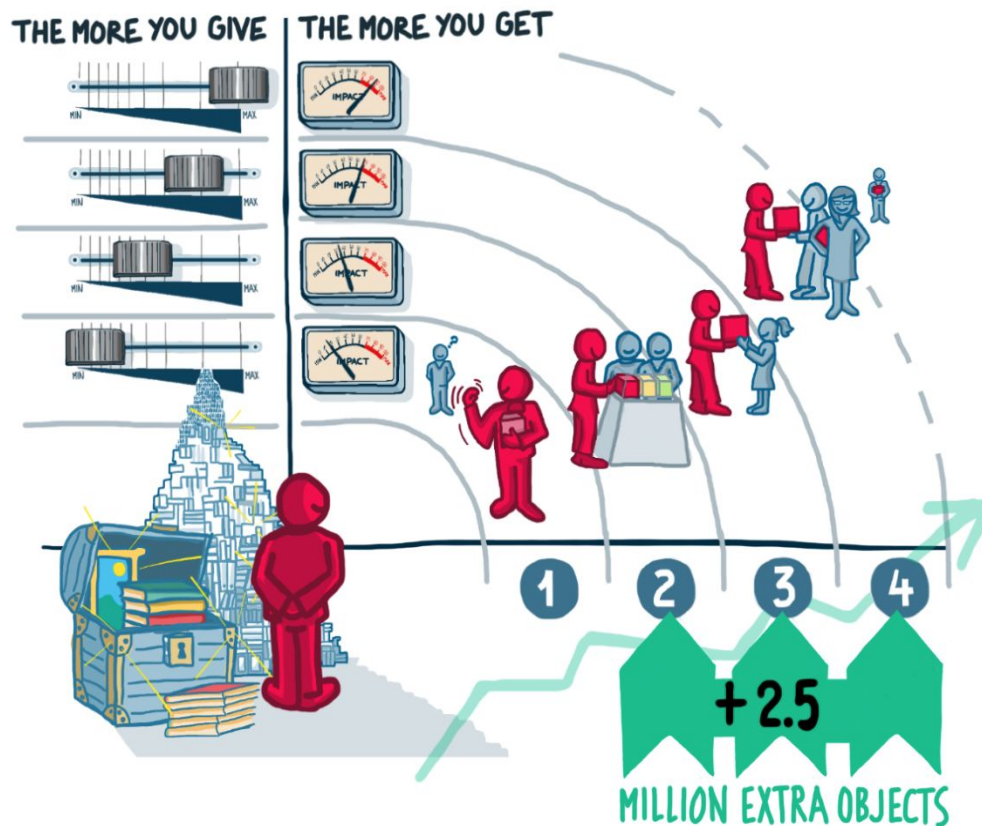
March 2016 status



- Measurement of customer satisfaction will happen through surveys and focus groups for the 3 main products (Collections, Pro and Labs during the second half of the year)
- + We received qualitative indications that customer experience has drastically improved with the launch of Europeana Collections
- + We are developing a user validation programme in Q2 to give us insight into user needs (collections, 14-18, labs, art history)
- + Several new features are lined up (New Exhibitions platform- April / Statistics Dashboard- March / User annotations service (November)
- - 17 million objects are currently not indexed by the media file checker, this results in poorer results on Collections and the API

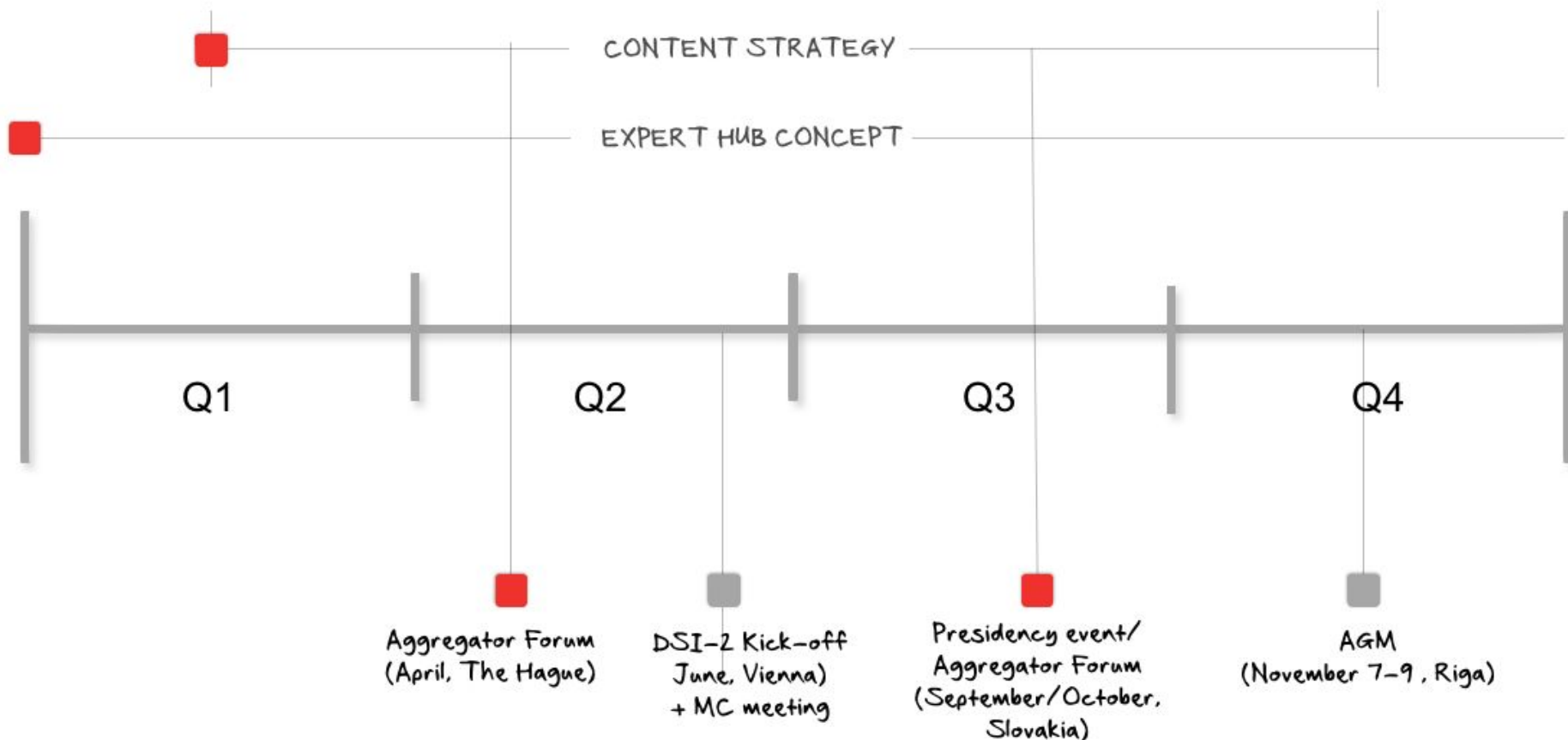
Performance Indicators

GOAL: IMPROVE DATA QUALITY



KPI II:
we aim to add at least
2.5 million records to
tier 2, 3 or 4 of the
Europeana Publishing
framework.

IMPROVE THE DATA QUALITY



March 2016 status (see content report for more detail)



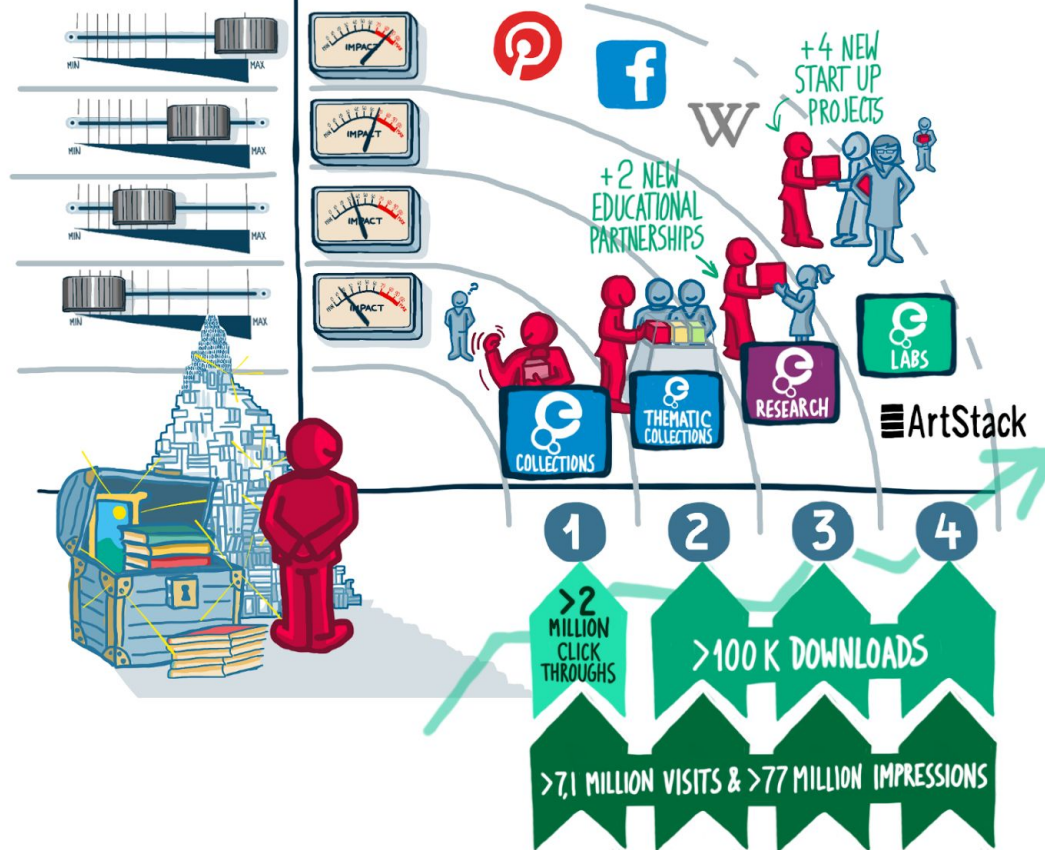
- - Due to issues with the media file checker we have not yet been able to set the baseline for this performance indicator (increase in tier 2/3/4)
- + We have started the process of establishing a real content strategy for Europeana. This will be discussed at the Aggregator Fora in April and October and presented at the AGM. A good content strategy will help our organisation and our partners to identify what kind of content we want more of, and what content we need less of. It should answer questions about the nature of the content itself (Is it about Europe? Is it from Europe? Is it cultural heritage?) and the quality of the content (Is it crowdsourced? Can we trust it?)
- + The new (thematic) collections website will encourage new organisations to provide their very best content. A recent success was the ingestion of the large (mostly open, mostly high quality) collection of SMK (Danish Art)
- + The art 280 campaign is expected to boost our ability to get high quality data providers in. This is expected to have effect in Q3 and Q4

Performance Indicators

GOAL: OPEN THE DATA

THE MORE YOU GIVE

THE MORE YOU GET



KPI III:
we aim to increase
the use and visibility
of our partners' content
in accordance of
the possibilities provided
in the 4 tiers of the
Europeana Publishing
Framework

OPEN THE DATA

LAUNCH RIGHTSSTATEMENT.ORG (DPLA FEST)

ART 280

LAUNCH RESEARCH

LAUNCH MUSIC

Sounds final event
(October, Vilnius)

Q1

Q2

Q3

Q4

14-18 CROWDSOURCING
(BOSNIA, POLAND,
TSJECH)

IMPACT VALIDATION

LAUNCH ART HISTORY

LAUNCH FASHION

Creative Europe info day
(Feb, Brussels)

CREATIVE CHALLENGE (1)

CREATIVE CHALLENGE (2)

END-USER RESEARCH

RESEARCH GRANTS

March 2016 status (see web traffic report for more detail)



- + Number of downloads exceeds expectations. 36.504 items were downloaded by end February. We should adjust the KPI from 100.000 to 200.00
- Impressions, visits and click-throughs are slightly behind target (less than 10%), part of this can be attributed to 17 million missing thumbnails. This is expected to be solved by mid-April
- + We will start targeted Facebook and Adword campaigns in Q2 to highlight strong content areas
- + The launches of Europeana Music/Art History/Fashion and Newspapers are expected to lead to increased traffic and deeper engagement
- + Europeana Art 280 is expected to result in strongly increased visibility of Europeana in Q2 and Q3. We hope to capitalise on this and turn the attention at least partly to retained customers
- + The first creative challenge received a great number of applicants (57) which is very promising
- + Two projects have been allocated some funds as start-ups
- Educational partnerships are being negotiated but nothing concrete yet

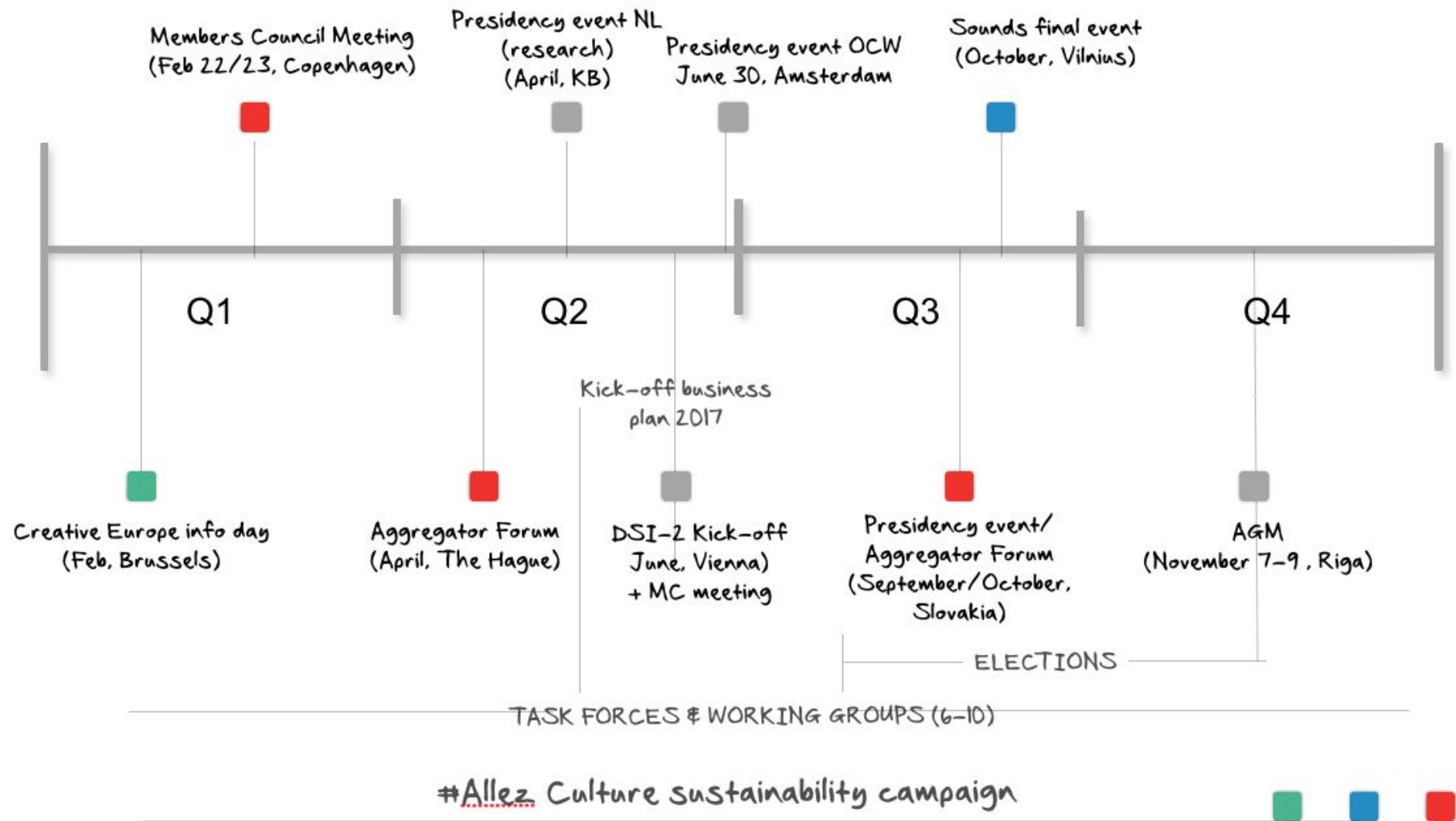
Performance Indicators

GOAL: STRENGTHEN THE EUROPEANA ECOSYSTEM



KPI IV:
we aim that
by the end of the year
there is agreement between
the European Commission
and the Member States
about structural funding
for Europeana
until at least 2021

STRENGTHEN THE ECOSYSTEM



March 2016 status



- + Great input by Members Council and the Europeana Foundation Board to Council Conclusions benefitting from good communication with the Dutch Presidency
- + # AllezCulture campaign increasing awareness of Europeana designed and ready to be rolled out by April 2016
- + Council Conclusions are generally favourable with explicit reference to the importance of digital cultural heritage and support for the role of Europeana
- + Core vs Generic Services general agreement on the division, detail will need to be worked out with CEF Telecomms Committee
- +/- Good debate on Procurement vs Grant funding but outcome still unclear
 - Target of 625 k to raise from Member States this year is challenging