



**Deployment and Maintenance of
Europeana DSI core services -
SMART 2017/1136**

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Abbreviations

Consortium participants

EF	Europeana Foundation (Coordinator), The Netherlands
AIT-Graz	AIT Angewandte Informationstechnik Forschungsgesellschaft mbH, Austria
AIT-Vienna	AIT Austrian Institute of Technology GmbH, Austria
APEF	Archives Portal Europe Foundation, The Netherlands
AthenaRC	Athena Research and Innovation Center in Information Communication and Knowledge Technologies, Greece
BL	The British Library Board, United Kingdom
CARARE	Connecting Archaeology and Architecture in Europe, Ireland
CLARIN CLARIN	ERIC, The Netherlands
DEN	Stichting Digitaal Erfgoed Nederland, The Netherlands
DIF	Deutsches Filminstitut - DIF e.V., Germany
DNB	Deutsche Nationalbibliothek, Germany
eFashion	European Fashion Heritage Association, Italy
EUN	EUN Partnership AISBL, Belgium
Euroclio	Euroclio European Association of History Educators, The Netherlands
F&F	Facts & Files Historisches Forschungsinstitut Berlin Drauschke Schreiber Partnerschaftsgesellschaft Archiv-, Geschichts- und Literaturwissenschaftler, Germany
INESC-ID	INESC-ID, Instituto de Engenharia de Sistemas e Computadores - Investigação e Desenvolvimento em Lisboa, Portugal
KL	Stichting Nederland Kennisland, The Netherlands
Lovegrove	James Lovegrove SPRL, Belgium
MCA	Michael Culture AISBL, Belgium
NISV	Stichting Nederlands Instituut voor Beeld en Geluid, The Netherlands
NTUA	National Technical University of Athens, Greece
Photocons	International Consortium for Photographic Heritage Photoconsortium, Italy
PSNC	Instytut Chemii Bioorganicznej Polskiej Akademii Nauk - Poznańskie Centrum Superkomputerowo-Sieciowe, Poland
SPK	Stiftung Preussischer Kulturbesitz, Germany

Other

CHIs	Cultural Heritage Institutions
CH	Cultural Heritage
DC	Dublin Core
DPS	Data Partner Services
EDM	Europeana Data Model
ELF	Europeana Licensing Framework
ENA	Europeana Network Association
EPF	Europeana Publishing Framework
EYCH	European Year of Cultural Heritage
IIIF	International Image Interoperability Framework
ISO	International Organization for Standardization
R&D	Research & Development

Introduction

The periodic report describes the work carried out under Europeana DSI-4 from 1 November 2018 until 31 December 2018, according to the implementation plan (B.1 deliverable, M1). The work is organised in nine work packages (WP):

- WP 1: Operating, maintaining and developing Europeana DSI as the pan-European online cultural platform
- WP 2: Content supply
- WP 3: Fostering reuse of digital cultural heritage resources
- WP 4: Communication and Dissemination
- WP 5: Animate and further enlarge the Europeana Network Association
- WP 6: Studying the impact of digitisation and reuse of cultural heritage
- WP 7: Governance
- WP 8: Phasing-in and phasing-out periods
- WP 9: Project and Programme Management

Work package 1: Operating, maintaining and developing Europeana DSI as the pan-European online cultural platform

Work package 1 maintains and continuously improves Europeana DSI's main functionalities and delivers the web user interfaces of the Europeana DSI (Europeana Collections and thematic collections, and Europeana Pro). Improvements and proposed changes towards functionalities and interfaces will be based on user feedback, advice and analysis according to the change management process.

Task 1.1. Maintenance and continuous improvement of the Europeana DSI's main functionalities

Requirement A.1. Metadata repository (EF, PSNC, INESC-ID, DNB)

Number and quality of datasets per category (Tiers)

Due to the migration of the data to a new infrastructure and the preparation for the launch of Metis, ingestion was frozen over summer and just started again in October. Since then no major updates have been processed and published that have an impact on the tier statistics. Therefore, the table below lists the values per tier as of August 2018.

EPF compliance	No. of records	Percent
Not compliant to EPF ¹	9,610,588	16.5%
Tier 1	20,677,325	35.5%
Tier 2	14,503,251	24.9%
Tier 3	2,388,085	4.1%
Tier 4	11,066,737	19.0%

As reported earlier, it is still a challenge to measure tier progress automatically due to technical issues. EF's previous media service did not create a full set of technical metadata for all 58 million records, which is a necessary prerequisite to measure tier progress. Metis is now launched and includes a new media service. We identified the datasets that are missing technical metadata and thumbnails and we are going to reprocess them over the next weeks. We are currently working on an estimate how long this process is going to take.

¹ Not compliant to EPF is all content that was ingested in the early days of Europeana in a quality lower than tier 1, e.g. image resolution <0.1 megapixel.

Data and aggregation infrastructure, the ingestion system Metis

Metis V1.0 and eCloud V.1.1 were released in production in November 2018 (<https://metis.europeana.eu/>). EF can now publish data in Europeana using Metis. EF is currently solving any issues noticed on the production Metis that may impact the data aggregation workflow. A service desk portal was set-up to allow the collection of bugs that can directly be prioritised and added into the Metis backlog.²

EF started to work on the next release of Metis which has the objective to consolidate the current version. The media service, allowing the generation of thumbnails and the extraction of media is being redesigned. The objective of this work is to make the service more performant and resilient to any type and volume of data. PSNC and EF also worked together to consolidate the architecture behind Metis. One important aspect is the monitoring of the production environment. PSNC is implementing a series of Nagios³ check that will facilitate the monitoring of the machine on a daily basis.

User interviews that we ran in September/October 2018 highlighted different areas of the Metis user interface that require improvements. New design solutions and modified user interactions are now being implemented incrementally in Metis and will contribute to version 2.0 of Metis, planned to be released in September 2019.

Developments towards new harvesting processes

EF continued its work on new data acquisition channels. In November, we updated our "Data Aggregation Lab"⁴ to the latest working draft of the API for discovery of IIIF resources⁵ (images and metadata) and presented the result at the 2018 IIIF Working meeting (Scotland December, 2018). EF presented the continuation of its experiments on Linked Data/ Schema.org harvesting (with KB/NDE) at the IEEE BigData conference⁶ (USA, December 2018).

Requirement A.2. Metadata and content quality (EF, KL, APEF, BL, CARARE, AthenaRC, MCA, eFashion, DIF, NISV, AIT-Graz, PhotoCons)

Data Partner Services team

EF continued to test Metis and worked, together with data partners on making datasets ready for processing in Metis. Much feedback was given on the data with regards to the successful harvesting from OAI-PMH endpoints and providing valid EDM External. We also successfully published the first datasets with Metis⁷, after its launch in production end of November.

² <https://europeana.atlassian.net/servicedesk/customer/portal/2>

³ <https://www.nagios.org/>

⁴ <https://github.com/nfreire/data-aggregation-lab>

⁵ <https://iiif.io/api/discovery/0.2/>

⁶ <http://cci.drexel.edu/bigdata/bigdata2018/>

⁷ <https://www.europeana.eu/portal/en/explore/newcontent.html>

To fix the gap in thumbnails and technical metadata in the database EF started a list to identify all the datasets and the amount of records with issues. Fixing this problem will allow for automatic generation of tier statistics. Based on the identified datasets we have set up criteria for prioritising datasets and started assigning datasets to be fixed. We need to reprocess datasets in Metis and will establish a plan to solve the problem as soon as possible. After the problem is solved we will again produce reports of tier statistics.

Europeana Publishing Framework and Publishing Guide

Work on the metadata component of the Europeana Publishing Framework⁸ continued as part of the work of the Data Quality Committee⁹, with most aggregator partners participating (AIT Graz, BL, CARARE, DIF, Europeana Fashion, NISV, Photoconsortium). The first measurements against the new metadata tiers are now available and work is in progress to validate the results of the measurements and complete the work on the metadata criteria and thresholds.

Europeana Data Model

EF is preparing a new EuropeanaTech task force on interoperability of annotations and user sets, with the aim of synchronizing the requirements and solutions for the Generic services projects that develop features and services related to annotations, user galleries, etc.

Europeana Licensing Framework and RightsStatements.org

To support the correct implementation of the ELF an approach for evaluating the accuracy of Creative Commons-rights statements is being prepared by KL.

To support the implementation of rightsstatements.org Spanish and Finnish translations of the rights statements were published and are available for data partners to use. Finland-Swedish and Polish translations are currently being undertaken by partners and members of the Network.

In relation to earlier efforts on aligning data practices the next version of IIF specifications¹⁰ are going to recommend the use of RightsStatements.org for expressing rights pertaining to resources published over IIF.

⁸ <https://pro.europeana.eu/post/publishing-framework>

⁹ <https://pro.europeana.eu/project/data-quality-committee>

¹⁰ See for example <https://iiif.io/api/presentation/3.0/#rights>

Data quality work plans by aggregating partners

Aggregating partners progressed towards the objectives identified in the data quality work plans. For more details on achievements per individual institutions by aggregating partner, see the Data quality & content supply sheet¹¹.

Highlights are:

- DIF (EFG) compiled a complete overview of necessary adjustments to the EFG-EDM mapping that are to be implemented in early 2019. Also, three EFG data sets were re-indexed to account for improvements regarding rights information and provision of content description translations as well as new records.
- NISV completed the publication of the EUscreen core content (a curated subset of EUscreen data) on the side of the aggregator, which is going to be ingested to Europeana as a next step.

Important to highlight is the positive effect of the completed infrastructure launch including fresh and clean MongoDB and Solr, which solved visualisation issues for our partners. For example, datasets by Photocons got thumbnails in Europeana Collections that were missing for a long time and also Europeana Photography increased significantly in number of items due to problems with thumbnails being fixed during the database updates.

To achieve better data quality, in most cases aggregators are dependent on CHIs updating their collections or in some cases even digitising their collections again. AIT Graz (OpenUp!) reported some difficulties in moving content up the tiers. They approached the partners with content in the lower tiers for upgrading their content. Due to restricted human resources available, this is currently not a priority for the institutions to work on.

New content providers to join Europeana

Aggregating partners encouraged new content holders to join Europeana to enable incorporation of new content, highlights are:

- DIF (EFG) is closely collaborating with the I-Media-Cities (IMC) project run by the Cinemathèque Royale de Belgique. IMC is concerned with aggregating and publishing videos and metadata related to city films. An interface between EFG and IMC was created to allow for data exchange between the two projects. Rights clearing is currently underway to bring in collections from IMC to EFG and Europeana.
- BL (Europeana Sounds) is currently in discussion with Muziekweb, based in Rotterdam, regarding their collection of wax cylinder recordings. In addition,

¹¹

<https://docs.google.com/spreadsheets/d/1WAEW1RJCdmdfdgiR5D9QLIXIbWfFQ5ooQpdx0mi-hDyQ/edit#gid=1158063986>

Europeana Sounds is helping the Biblioteca Nacional Catalunya to map their collection of wax cylinder recordings to be aggregated.

- CARARE contacted 3D-ICONS and LoCloud content providers and invited them to make an update of their collections to improve the data quality. CARARE has welcomed several new members including potential new content providers during this period.
- NISV (EUscreen) approached new potential partners during the FRAME training course (Dublin) and FIAT/IFTA World Conference (Venice). This resulted in two new organisations from Germany and Northern Ireland joining the network. In addition, NISV is in discussion with a broadcaster from Iceland to join the network.
- eFashion is in contact with the Ministry of Culture in Georgia to ingest and publish in Europeana a collection of their traditional costumes.

Requirement A.3. Quality of service (QoS), data security and disaster recovery (EF, PSNC)

The following table summarizes performance towards our products¹² (APIs¹³, Europeana Collections, and Metis):

Product	Load (rpm ¹⁴)	Response times (seconds)	Uptime ¹⁵
Europeana APIs: Search	300 rpm	0.43	99.92%
Europeana APIs: Record	382 rpm	0.32	99.91%
Europeana Collections: Homepage	548rpm	1.51	99.79%
Europeana Collections: Record page	548rpm	1.85	99.62%
Europeana Collections: Search results	548rpm	2.48	99.63%
Metis ¹⁶	N/A	N/A	N/A

In the previous reporting period, we installed Cloudflare to mitigate the damage from attacks. Since then, we have deflected 17,434 threats/attacks. Threats include bots that create unreasonably high request levels, or malicious attacks from unknown third parties.

¹² Figures reflect status of current production services. Figures are average response times taken from figures recorded in the period 1 November - 11 December 2018.

¹³ The Search API and Record API are the APIs used the most on Europeana, information on other APIs can be provided on request.

¹⁴ Rpm: response per minute, average figures from the period between 1 November until 11 December 2018

¹⁵ With a high-availability architecture design, the services aims to be available 24x7 with uptime 99.5% (excluding scheduled outages). This includes Europeana Collections, Metis, and the APIs.

¹⁶ Metrics for Metis are available once it is live.

Requirement A.4. Mechanisms for probing broken links (EF)

EF has several mechanisms for probing broken links. Broken links are tested during ingestion to Europeana and are also part of the work on datasets with records that are not compliant to the EPF.¹⁷

Requirement A.5. Log files on user behaviour and usage analytics (EF)

The infrastructure includes a repository of log files that capture and time-stamp every single action performed by users. EF also employs Google Analytics, as the state-of-the-art web analytics tool.¹⁸

Requirement A.6. Application Programming Interface (API) (EF, AIT-Vienna)

The platform provides multiple API endpoints for software clients to interact with the platform. EF and AIT-Vienna maintain and improve the technical distribution mechanisms towards our target markets education, academic research and creative industries.¹⁹

Switch to Metis

In November, the Europeana APIs were switched to use Metis and the freshly migrated data, even though not yet using the new infrastructure. In preparation for the switch, significant work went towards fixing some outstanding issues resulting from the migration and adaptations for Metis.

Europeana Newspapers

With the publication of Europeana Newspapers three new APIs were added to the API portfolio: one to serve Manifests, a second for accessing the full-text, and a third for searching on full-text.

Besides the development of the features needed for the MVP such as to sort and faceting on dates, EF also solved several issues on the full-text related to misalignment of words on the image due to resizing and the full-text being placed outside the boundaries of the page.

As next step, EF will focus on complementing and improving some of the features based on initial feedback from user evaluation and also add support for full-text highlighting which was left out of the MVP.

¹⁷ An overview on the evolution of number and nature of broken links identified on the platform, rectification of broken links by aggregator and by content providers, as well as improvement measures planned will be reported on in the A.1 Platform report (M10).

¹⁸ EF will report on use and usage statistics and analytics, major changes observed in use of the platform as well as improvement measures taken and planned in the C.2 User and usage report (M5 and M10).

¹⁹ Detailed activities towards APIs outreach will be reported on in the C.3 Content supply and reuse report (M10). This will include usage metrics of the API, access statistics from the various clients (at a minimum: number of requests, type of requests, type of client, timeline, country the data was accessed from) and how these relate to its efforts to encourage reuse of the platform resources by developers and third party applications, as well as improvement measures taken and planned.

Organizations on the Entity API

EF finalised all the work necessary to make Organisations available on the Entity API. The functionality was tested and necessary improvements were done. The release to production was made in December. On Europeana Collections users can now auto-complete their search terms and search using the acronym or name of an organisation, such as typing “BNF” and searching for “National Library of France”. Besides this, for the first time, providing institutions will have their own Europeana identifiers under data.europeana.eu (for example, ‘The British Library’ which corresponds to ‘http://data.europeana.eu/organization/1482250000000905081’).

Task 1.2. Continuous improvement of service functionalities and the user interfaces

Requirement B.1. Search and user guidance (EF)

The search interface on Europeana Collections searches the full Europeana database, on thematic collections it enables search within the selected theme. Under Europeana DSI-4, EF focuses on improving the search functionality (effectiveness, completeness, and accuracy) and browse options.²⁰

Europeana Newspapers

EF made progress on search for the Newspapers thematic collection, indexing of full-text content as well as developing support for key UX features (filtering by date, highlighting text in results).

Requirement B.2. Visualisation and display (EF)

EF offers various visualisation interfaces for data held by Europeana including the search results page, the item page and the newly developed entity pages.²¹

Developments on Europeana Collections

Europeana Newspapers

For Europeana Newspapers²², EF developed the following features in support of the thematic collection:

- API switching for full-text and metadata indexes
- Ability to filter by date
- IIIF player with display of full-text
- Curatable browse pages allowing display of newspapers by country of A-Z

²⁰ Activities towards the development of the search interface will be reported in the C.2 User and usage report (M5 and M10) including search metrics and performance as well as improvement measures taken and planned.

²¹ Number and nature of suggestions received, satisfaction metrics (e.g. NPS or Likert scale), as well as improvement measures taken and planned towards the user interface will be reported on in the C.2 User and usage report (M5 and M10).

²² <https://www.europeana.eu/portal/nl/collections/newspapers>

New item page

EF launched the new item page. The item page is designed to increase connectivity with other areas of Europeana such as entities, blogs, exhibitions and galleries. It also contains the new IIF player critical for Newspaper content display. Over the coming months, we will review the new item page for possible improvements.

Redevelopment of Europeana Collections

In order to focus EF's efforts on design and user experience we are going to simplify the technology stack. EF decided to establish a headerless CMS which is maintained and hosted externally. This headerless CMS will replace three CMS platforms currently maintained in-house, increasing the capacity of EF to focus efforts on producing features with external value.

Guidelines for accessibility and performance were established and investigation is currently taking place how to integrate the external CMS with our application.

Editorial contributions on Europeana Collections

EF promotes content and provides quick access to topics of interest through browse entry points, galleries, blogs and exhibitions. In the November/December 2018, EF published 15 blogs (e.g. The beauty of the bird songs: listen, remember, enjoy²³) and five galleries (e.g. Book Covers²⁴).

In collaboration with Photocons an online exhibition An Eye for Detail²⁵ was published in this period. This exhibition is the fourth and final installment in 'The Pleasure of Plenty series', and focuses once more on photographic images full of intricate detail. It explores the pleasing simplicity of patterns and examines how visually complex images challenge the viewer. Users can discover how talented photographers of the past have conjured with motifs, toyed with perspective and created visual puzzles that still stun and surprise today.

Two new thematic collections (Europeana Newspapers and Europeana Archaeology²⁶) were published in early December. Promotional activities to mark the launch of the Europeana Newspapers is scheduled for January 2019 which allows EF to monitor the performance of the collection in December and to fix any possible issues/bugs.

On top of the extensive back-end work needed to publish Europeana Newspapers, editorial²⁷ was created to populate the landing page with enticing content for the launch activities in January. More editorials are planned for the new year in close collaboration with SPK.

²³ <http://blog.europeana.eu/2018/11/the-beauty-of-the-bird-songs-listen-remember-enjoy/>

²⁴ <https://www.europeana.eu/portal/en/explore/galleries/book-covers>

²⁵ <https://www.europeana.eu/portal/en/exhibitions/an-eye-for-detail>

²⁶ <https://www.europeana.eu/portal/en/collections/archaeology>

²⁷ <http://blog.europeana.eu/2018/11/the-sinking-of-the-titanic-a-historic-press-panorama/>

The release of Europeana Archaeology was complemented by editorials²⁸ while more editorials were scheduled to keep the collection updated. In the new year a Generic services project around the theme of Archaeology will commence allowing us to further this collection with the support of the partners in this project.

Throughout December the users of Europeana Collections will be inspired by an online advent calendar²⁹, counting down until Christmas. The calendar features objects from Europeana Collections and highlights 2018 as European Year of Cultural Heritage.

Requirement B.3. User feedback mechanism (EF)

The platform offers a user feedback mechanism allowing visitors to directly leave comments on the website - every page on Europeana Collections and Europeana Pro has a feedback button.³⁰

Requirement B.4. Applications of third parties (EF)

Applications developed by third parties are encouraged through free use of the Europeana APIs by commercial and non-commercial organisations, by researchers, creatives, developers and educational publishers. Data access for app development can also be via SPARQL Endpoint, OAI-PMH or Linked Data.³¹

Requirement B.5. Data Exchange Agreement and licensing assistant (EF, KL)

EF manages the Data Exchange Agreement (DEA). EF and KL provide licensing assistance by providing standardised use of rights statements as well as interoperable (across member states and the wider world) machine readable mechanism for rights related information such as the Europeana Licensing Framework and Rightsstatements.org. These pieces of work are continually reviewed and updated (see Requirement A.2. [Europeana Licensing Framework and Rightsstatements.org](#)).³²

As part of Europeana DSI-3, a new DEA was developed which will be implemented under Europeana DSI-4 with new data providers. EF is currently preparing to publish and implement the new DEA on Europeana Pro, including guidance specific to existing data partners and new data partners.

²⁸ <http://blog.europeana.eu/2018/12/iberian-iconography-and-rituals/>;
<https://www.europeana.eu/portal/en/explore/galleries/archaeologists-at-work>

²⁹ <http://blog.europeana.eu/2018/11/europeana-eych-2018-advent-calendar/>

³⁰ EF will report on the insights drawn from user contributions received via the feedback button in the C.2 User and usage reports (M5 and M10).

³¹ Applications developed by third parties including usage metrics of third party applications, number and nature of queries served via third party applications, evolution in active third party applications, as well as measures taken and planned will reported on in the C.3 Content supply and reuse report (M10).

³² EF will report on patterns discovered with respect to licensing conditions and interoperability between licenses as well as measures taken and planned in the C.3 Content supply and reuse report (M10).

Requirement B.6. Content management system for editorial content (EF)

EF will maintain and improve the content management system for editorial content for internal (EF) use. Activities towards the development of the content management system will be reported on in section Requirement B.2. [Developments on Europeana Collections](#).

Requirement B.7. Multilingual capabilities (EF)

The user interface of Europeana Collections supports internationalisation and localisation. Following table lists the geographic distribution of users, the number of unique users and total sessions³³. Most visitors to Europeana Collections came from the Netherlands, followed by Spain and Germany.

Rank	Country	Unique Users	Total Sessions	Rank	Country	Unique Users	Total Sessions
1	Netherlands ³⁴	47,576	54,954	11	Hungary	10,758	12,313
2	Spain	44,038	54,483	12	Belgium	10,403	12,839
3	Germany	40,390	47,269	13	Mexico	9,210	10,411
4	United States	34,347	39,558	14	Finland	7,220	7,897
5	Italy	25,764	31,556	15	Bulgaria	7,094	8,154
6	France	22,838	21,215	16	Norway	6,111	6,709
7	Poland	21,651	19,921	17	Austria	5,863	7,084
8	United Kingdom	20,555	19,442	18	Canada	5,556	6,634
9	Sweden	15,784	14,687	19	Brazil	5,154	6,333
10	Denmark	12,143	11,402	20	Russia	5,001	6,486

Automatic translation

EF has listed possible options to apply translation in Europeana and its community and collaborated with the eTranslation DSI. Work started on evaluating translation for annotations (in the context of Enrich Europeana³⁵), evaluating the relevance of a number of 'cultural' datasets that were contributed to eTranslation for training its system to better fit expectation in the culture domain. EF also helped a German network member to contribute translations of museum exhibition documents for such training purposes. In November, EF participated as panelist in the first eTranslation conference³⁶. Finally, EF developed a plan

³³ Metrics from the period between 1 November and 12 December 2018.

³⁴ Metrics exclude Europeana offices users, The Netherlands.

³⁵ <https://pro.europeana.eu/project/enrich-europeana>

³⁶ <https://ec.europa.eu/cefdigital/wiki/pages/viewpage.action?pageId=61932141>

to apply eTranslation to translate selected exhibitions (e.g. from the Rise of Literacy and Migrations projects) as a feasibility study to apply automatic translations to exhibitions (and other types of static, user-contributed content) in general.

Requirement B.8. Helpdesk (EF)

EF performs helpdesk activities for Europeana Collections users and data users (API-users) (see also Requirement B.3 [User feedback mechanisms](#)).³⁷

Task 1.3. General conditions for delivery of the requirements

Activities towards general conditions for delivery of the requirements will be reported on in the A.1 Platform report (M10) including the use of free and open source software and maintaining and further developing the platform infrastructure. Information towards hosting of the platform infrastructure including technical aspects on how to set-up, configure, operate and monitor the platform will be reported on in C.1 Technical documentation (M9).

³⁷ Developments towards helpdesk activities will be reported on in the C.2 User and usage report (M5 and M10).

Work package 2: Content supply

Work package 2 delivers the organisational and expertise knowledge needed to ingest the data into Europeana DSI. Europeana DSI-4 will support the content providers directly and assist them to prepare high-quality datasets for inclusion in the Europeana DSI platform. This will be done through training programmes, support for mappings, and by promoting the uptake of multilingual vocabularies and of Europeana frameworks and guidelines.

Task 2.1. Promote organisational and technical requirements for publication of cultural heritage data and the uptake of frameworks (EF, APEF, BL, CARARE, AthenaRC, MCA, eFashion, DIF, NISV, AIT-Graz, PhotoCons)

EF and aggregator partners supported and assisted content providers and aggregators to ingest content to the Europeana DSI platform via outreach events and workshops (directly and via aggregators), and by one-to-one support.

Since Europeana DSI-4 started (1 September 2018) the aggregator partners worked with a total of 46 different institutions from 22 countries eventually affecting about 9 million records in Europeana Collections. Support activities included assistance in preparing data, working on IPR related questions, advise on metadata mapping (incl. XSLT transformations), advise on use of vocabularies, and processing/ingesting of data, etc.

CARARE worked with its members and EF to prepare for the launch of Europeana Archaeology at the end of November with network members providing editorials. We hope the launch of Europeana Archeology will help to encourage the provision of new high quality content and also increase its re-use.

In November/December 2018, EF and aggregator partners attended six outreach events to promote the Europeana initiative. Details about past and future events are stated in the sheet workshops and events³⁸.

Two workshops in collaboration with national platforms were organised in this reporting period. A workshop was held from 13 to 14 November 2018 in Ljubljana, hosted and co-organised by the National and University Library. We had 26 attendants on day 1 and 19 attendants on day 2 from altogether 15 Slovenian CHIs. After outreach activities to new potential data partners for the national Slovenian platform earlier, this was the first event where CHIs got together to start planning the actual work to publish data via the national platform in Europeana. The second workshop was held on 4 December 2018 in Vienna, hosted and co-organised by Kulturpool. We had 20 attendants from 14 Austrian CHIs. This workshop started the planning of activities of Kulturpool under the Common Culture

³⁸

<https://docs.google.com/spreadsheets/d/1WAEW1RJCdmdfdgiR5D9QLIXIbWfFQ5ooQpdx0mi-hDyQ/edit#gid=1613890381>

project. Challenges and needs of existing data partners were identified to improve the data they provide to Europeana. With potential new partners it was explored how they can publish in Europeana. Concrete follow up actions for both workshops will be discussed and agreed on with the partners in the coming weeks.

MCA with the French Ministry of Culture co-organised a professional meeting on 27 November 2018 in Paris, titled 'Your collections on Europeana'. The event aimed to engage French current and new content providers to publish on Europeana. Elements from national workshops organised in other countries were used incl. presentations of the aggregation landscape and the Europeana Publishing Framework. Representatives from 80 institutions, mainly museums, participated to the event. This event was labelled as an EYCH event.

At the end of the previous reporting period the last Europeana Aggregators' Forum meeting was held in Berlin (22-23) October, hosted and co-organised by the Deutsche Digitale Bibliothek and SPK and attended by all participants to this task. One main outcome was the conclusion of the work on the aggregator accreditation scheme. All aggregator participants of Europeana DSI-4 are now accredited as aggregators to Europeana. For 29 accredited aggregators a profile on Europeana Pro will be created in the coming months. The second big theme was the review of the current efforts to come up with a strategy for metadata quality. Metis was on the agenda too, with a demo of the MVP just before its launch in production. In breakout groups the aggregators worked on key actions to respond to the evaluation of Europeana and the way forward. This will lead to a series of recommendations coming from the Europeana Aggregators' Forum.

Task 2.2. Develop and maintain interaction with potential user groups

EF will report on interactions with potential user groups in the three focused markets education, academic research and creative industries in [Work Package 3: Fostering reuse of digital cultural heritage resources](#) and in the C.3 Content supply and reuse report (M10).

Task 2.3. Ensure that mappings between metadata schema are maintained

Maintenance and improvements of mappings are an important element to achieve data quality improvements as specified in the data quality work plans. Mapping activities of some partners take place in the MINT environment, supported by NTUA.

AIT Graz (OpenUp!) has used the new mappings for the automated transformation routines of the OpenUp! autumn ingest and introduced incremental harvesting in order to meet the requirements of the new METIS infrastructure. DIF (EFG) is monitoring necessary mapping adjustments and contacts with three data providers to define necessary changes and prepare mappings between archives and EFG to allow ingesting of newly structured source exports.

eFashion is optimising with NTUA the mapping from EDM-fp to EDM, with some difficulties due to the lack of a preview service to look at our records as they will appear in Europeana Collections. MCA (MUSEU) and NTUA collaborate to create the mapping between the EDM current location property with LIDO Place-ID.

Version 3.0 of the CARARE schema is under review, once the review stage is completed work on the mapping of the new schema version to EDM will commence. The CARARE metadata schema XSD and mapping to EDM was provided to the ECHOES project for use by its archaeology content partners as part of a trial of new aggregation technologies based on Linked Open Data and a triple store.

As part of the core content (a curated subset of EUscreen data) publication the mapping between the EUscreen metadata model and EDM was reviewed and updated by NTUA, this resulted in the addition of extended descriptions for this data to dc:description and the mapping to URIs instead of literals for edm:rights.

Task 2.4. Promote the use of controlled vocabularies and terms from multilingual thesauri

Aggregating partners promoted the use of controlled vocabularies as part of their outreach actions or via helpdesk activities. More specific achievements under this task were reported by AIT Graz (OpenUp!) who advised network members in a discussion on the use of taxonomies in the natural heritage domain. As already described, OpenUp! also improved the language tag occurrence in the delivered skos:concept terms. To date OpenUp! enriched the data with skos:concept common names in more than 300 languages and dialects.

DIF (EFG), BL (eSounds) and CARARE are in regular contact with individual data providers to promote the usage of controlled vocabularies. Two EFG archives cleaned fields in their source databases to this end in this period. DIF is in the process of adjusting its own interface into an EDM-based schema that will allow the export of DIF LOD to Europeana. CARARE worked with individual data partners during the period to improve the mapping of their content to EDM (increasing its completeness), language labelling and the use of AAT to enrich the data with skos:concepts. CARARE also started conversations with national/regional aggregators to encourage the use of archaeology concepts from AAT and raise the quality of their archaeology collections.

eFashion is currently waiting for the official publication of 2,500 translations of terms (in 6 languages) of the AAT thesaurus that the aggregator submitted to Getty. MCA (MUSEU) is using Wikidata terms to create classes of skos concepts referred to UDC thesaurus. NISV (EUscreen) is in process to increase the completeness of the mapped EUscreen thesaurus in the EUscreen core content (to be completed end of February). Photocons is enlarging its thesaurus with terms about photographic practice.

Work Package 3: Fostering reuse of digital cultural heritage resources

Work package 3 fosters reuse of digital cultural heritage by community engagement as well as markets and audiences outreach.³⁹

Task 3.1 Engage with the communities interested in reuse

EF builds up market-specific communities to bring together various stakeholders on the three reuser markets education, academic research and creative industries. EF serves its reuser communities via dedicated online spaces on Europeana Pro (creative industries⁴⁰, education⁴¹ and academic research⁴²). For even stronger engagement, we work with selected market partners on cross-promotion and joint community outreach campaigns.

Subtask 3.1.1. Further develop Europeana Pro, for the continuous engagement of communities (EF)

EF will continue to maintain and develop Europeana Pro as a main element of the Europeana DSI (see Requirement B.6. - [Developments on Europeana Pro](#)).

Subtask 3.1.2. Engage with educational communities (EF, EUN, EUROCLIO)

EF, EUN and EUROCLIO engaged with teachers in secondary education to raise their awareness about the educational value of digital cultural data and to increase the use of digital learning resources with Europeana content in their classrooms and other educational projects.

Following communication and dissemination activities were undertaken in the reporting period:

Partner	Name of event	Activity	Location	Date
EF	Plan de Alfabetización Tecnológica de Extremadura ⁴³ , partners of ALL DIGITAL network	Online interview ⁴⁴ on digital cultural heritage and its relevance for citizenship involvement and education. The interview ended with real-life questions and suggestions from the viewers.	Online	11/12/2018

³⁹ The outreach plans to the re-user communities are presented in D.1 Communication and dissemination plans (M1 and M9).

⁴⁰ <https://pro.europeana.eu/post/europeana-labs>

⁴¹ <https://pro.europeana.eu/what-we-do/education>

⁴² <https://pro.europeana.eu/what-we-do/academic-research>

⁴³ <http://www.nccextremadura.org/>

⁴⁴ <http://www.nccextremadura.org/expertos/conexion-isabel-crespo/>

EF, EUN	Open Education Berlin conference ⁴⁵	Panel on 'Involve Me and I Learn – How to Develop Engaging Resources with Europeana Digital Culture' ⁴⁶	Berlin, Germany	06-07/12/2018
EF	Europeana Pro	Blogpost 'How neuroscience, technology and Europeana resources are empowering students' ⁴⁷ by José Ramón González Quelle (Headmaster of Corazón de María School)	Online	28/11/2018

During this period the Europeana Education LinkedIn group has increased to a total of 382 members, or 3% increase in comparison to the previous reporting period.

In collaboration with European Schoolnet, EF set up a Facebook Group⁴⁸ for the Europeana in your classroom MOOC (rerun) for the teachers and participants of the course. After the rerun, this MOOC will be owned by Europeana to disseminate their activities, new resources and events among teachers at pan-European level.

European Schoolnet⁴⁹

EUN will coordinate a network of Europeana teacher ambassadors to deliver learning scenarios integrating Europeana resource, update and rerun the Europeana MOOC, and create and maintain a dedicated Europeana teacher blog space.

Organise a network of Europeana Teacher Ambassadors

Working with its supporting Education Ministries, European Schoolnet (EUN) selected 12 Europeana Teacher Ambassadors from Croatia, Finland, France, Greece, Hungary, Italy, Malta, Poland, Portugal, Romania, Spain and Turkey. Additionally, European Schoolnet successfully involved a teacher from the European Schools⁵⁰ as a 13th Europeana Teacher Ambassador. Each Ambassador will lead 10 [User Group teachers](#), with the 13th Ambassador being equally involved in all tasks and activities on a voluntary basis.

Selected Ambassadors participated in the first Future Classroom Lab workshop, which was held on Friday, 30 of November - Saturday, 1 December 2018. During this first workshop, the now 13 Europeana Teacher Ambassadors prepared the work for the year, gained understanding regarding their tasks for the first project year (2018-2019), received training from EF on how to best use Europeana resources in the classroom and developed 13 new Europeana learning scenarios, which will be featured in the 'Europeana in your classroom:

⁴⁵ <https://oeb.global/>

⁴⁶ <https://oeb.global/programme#agenda>

⁴⁷

<https://pro.europeana.eu/post/how-neuroscience-technology-and-europeana-resources-are-empowering-students>

⁴⁸ <https://www.facebook.com/groups/EuropeanaMOOCrerun/members/>

⁴⁹ <http://www.eun.org/>

⁵⁰ <https://www.eursc.eu/en>

building 21st-century competencies with digital cultural heritage (Rerun⁵¹) MOOC (Massive Open Online Course). The Ambassadors also received training on how to promote and adopt Europeana learning scenarios on a national level and how to coordinate the 10 User Group teachers in their respective countries.

Organise the Europeana Teacher User Group

During November/December 2018, the call for the Europeana Teacher User Group was launched and EUN is in the process of informing teachers of their selection. The open call was disseminated on EUN social media channels, the EUN website⁵² and the Future Classroom Lab website⁵³.

Update and rerun the Europeana MOOC

EUN updated all five modules of the 'Europeana in your classroom: building 21st-century competences with digital cultural heritage' MOOC based on previously agreed steps with EF. Participants can register⁵⁴ to the course as of 19 November 2018.

The course will start on 14 January 2019 and run in English until the end of February. Additionally, the MOOC will be translated and run in Portuguese and Spanish in March 2019. These MOOCs will feed both the creation of learning scenarios and promotion of the use of Europeana resources in classes. EUN expects a minimum of 50 new learning scenarios including Europeana resources to come out of each MOOC (i.e. about 150 per project year). Promotional materials are available on the EUN website⁵⁵.

'Teach with Europeana' blog

EUN started to create content for the 'Teaching with Europeana' blog, which will be hosted at <http://teachwitheuropeana.eun.org>, and feature the following sections:

1. A catalogue of new learning scenarios created with Europeana resources. These resources will come from the Europeana User Group.
2. Blog posts with stories of implementations from teachers using their own scenarios or those of other colleagues in classes.

The 'Teaching with Europeana' blog will launch in early January, 2019.

⁵¹

<https://www.europeanschoolnetacademy.eu/en/web/europeana-in-your-classroom-building-21st-century-competences-with-digital-cultural-heritage-rerun-course>

⁵² <http://www.eun.org/news/detail?articleId=2600784>

⁵³ <http://fcl.eun.org/web/guest/news/details?articleId=3301660>

⁵⁴

https://www.europeanschoolnetacademy.eu/login?p_p_id=58&p_p_lifecycle=0&_58_redirect=%2Fen%2Fweb%2F europeana-in-your-classroom-building-21st-century-competences-with-digital-cultural-heritage-rerun-%2Fcourse

⁵⁵ <http://www.eun.org/europeana-mooc-rerun-promo-pack>

EUROCLIO

EUROCLIO continues to publish digital learning resources with Europeana content on Historiana to raise general awareness of the existence of Europeana as an educational resource in their network of history teachers across Europe.

Source collections & eLearning activities

EUROCLIO met and discussed the focus of the first series of Europeana source collections. The meeting took place from 23-25 November at the House of European History in Brussels and was combined with a meeting between the EUROCLIO coordinators and the Learning Department of the House of European History.

As a result, EUROCLIO will develop source collections around three main themes: Napoleon and his times, European Renaissances and Industrial Revolutions. EUROCLIO will explore further topics, such as Antiquity, Reformation and Counterreformation, Medieval Europe, The Silk Road, Age of Revolutions, Age of Discovery, Colonisation and Decolonisation and Radio Free Europe. As a next step, EUROCLIO will explore how well these topic priorities match with existing items in Europeana Collections. The aim is to present six possible themes to the EUROCLIO community and to ask them to indicate which of the topics EUROCLIO and EF should priorities. This will be done via an online campaign that will finish at a plenary session during the EUROCLIO Annual Conference in April 2019.

Historiana website

EUROCLIO worked with Webtic (subcontractor) on testing and bug fixing related to the correct presentation of the source collections.

eTwinning

We started planning on Europeana activities which could contribute to the 2019 theme of eTwinning: Democratizing access.

Subtask 3.1.3. Engage with creative industries communities

EF engages with creative audiences via Europeana Labs, newsletter and Twitter as well as community outreach campaigns with other creative industries partner channels (such as THE ARTS+ Festival) (see also [subtask 3.2.3. Develop and maintain partnerships with the Creative Industries market](#)). The annual Europeana Challenges also play an important role for growing the Europeana Labs community (see task [3.3 Facilitate the development of new products and services by reuser communities](#)).

During this reporting period, we published one blog⁵⁶ on the release of the WWI game “11:11 Memories retold”, two Labs newsletters which reached 551 subscribers and

⁵⁶ <https://pro.europeana.eu/post/the-different-individual-sides-to-history-human-aspects-of-ww1>

registered a slight decrease of the opening rate (from 39,2% to 32,8%). Our Twitter following continued growing, with a slight increase of 1,3% to 1214 members.

Subtask 3.1.4. Engage with academic research communities

Europeana Research reached out to researcher audiences at several events during this reporting period.

Partner	Name of event	Activity	Location	Date
EF	Centenary Tour Finale ⁵⁷	Keynote (Europeana Research Advisory Board Prof. Lorna Hughes) & Roundtable presentation (Europeana Research Advisory Board, Prof Marianne Ping Huang)	Brussels, Belgium	28/11/2018
EF	EOSC (European Open Science Cloud) launch event	Participation	Vienna, Austria	23/11/2018
EF	Second EOSC Stakeholders Forum ⁵⁸	Participation	Vienna, Austria	21-22/11/2018
EF	Fair of European Innovators in Cultural Heritage ⁵⁹	Panel discussion 'How innovation is created and supported? Who are the innovators in cultural heritage?'	Brussels, Belgium	15-16/11/2018
EF	Fair of European Innovators in Cultural Heritage ⁶⁰	Panel on 'Why are we innovating in and through cultural heritage? An inspirational dialogue among unusual suspects' (Europeana Research Advisory Board, Prof Pier Luigi Sacco)	Brussels, Belgium	15-16/11/2018

On 30 November 2018, EF launched a survey⁶¹ to measure users' experience of the Research community and to establish a Net Promoter Score for Europeana Research. The results will be incorporated in the Europeana Research feedback report. This report will summarise the findings related to the researchers' use of Europeana (including how they

⁵⁷ <https://pro.europeana.eu/event/centenary-tour-finale-europeana-1914-18-transcribathon>

⁵⁸ <https://eoscpilot.eu/events/eoscpilot-stakeholders-forum>

⁵⁹ <https://www.eac-events.eu/ehome/fairofeuropeaninnovatorsinculturalheritage/home/>

⁶⁰ <https://www.eac-events.eu/ehome/fairofeuropeaninnovatorsinculturalheritage/home/>

⁶¹ <https://www.surveymonkey.com/r/BKY7CJG>

browse and search, preferred filters, content topics of interest, etc.) which we gathered via surveys, correspondence and/or at events in 2018.⁶²

In the reporting period, the Europeana Research Twitter account gained 90 new followers and currently has 2,486. Its tweets earned 55.500 impressions over the period 1 November – 10 December 2018. The tweet announcing our survey earned the highest number of impressions (7,221).

Task 3.2. Markets and audiences outreach

EF aims to increase the visibility and reuse of Europeana data by professionals working in our target markets of education, academic research and the creative industries.

Subtask 3.2.1. Develop and maintain partnerships with the educational market

EF aims to embed relevant Europeana resources in various educational systems and increase awareness of Europeana as a resource for education. For this purpose, EF works closely with three types of partners: governmental (Ministries of Education), commercial and noncommercial educational partners. EUN and EUROCLIO are our key noncommercial partners (see [subtask 3.1.2 Engage with educational communities](#)).

The Portuguese Direção-Geral da Educação (DGE) integrated in its portal a search bar⁶³ which allows the Portuguese national community of educators to retrieve relevant Europeana content via the Europeana API. They also aim to create an online space⁶⁴ with selected Europeana resources. We expect to enrich this space with support of the Portuguese representative in the Europeana Teacher Ambassador group and the ten user group teachers in our project with EUN.

Subtask 3.2.2. Develop and maintain partnerships with the academic research market (EF, CLARIN)

EF and CLARIN continued to work together with selected partners to connect the cultural sector with digital humanities and research infrastructures to make cultural heritage data easily accessible to researchers.

CLARIN carried out an initial data complementarity analysis on the 2000+ datasets that Europeana offers publicly via our APIs. By defining a set of technical criteria focusing on reusable, full-text content, CLARIN narrowed down the initial selection to ca. 200 datasets. The further manual evaluation of these sets in terms of relevance (in the case of CLARIN presence of interesting language content), description quality and completeness and potential for technical integration resulted in a 'shortlist' of about 45 datasets with ca.

⁶² Document for internal use, access can be provided on request.

⁶³ <http://erte.dge.mec.pt/europeana-pesquisar>

⁶⁴ <http://erte.dge.mec.pt/europeana>

700.000 records describing and linking to resources with high potential for academic reuse. The final dataset selection for harvesting and import in CLARIN's Virtual Language Observatory (VLO) will be confirmed in January 2019.

CLARIN and EF also worked on a case study on the current integration of Europeana content in the VLO portal. The case study will be finalised and published on Europeana Pro in January 2019.

After a round of discussions with the Royal Library of Denmark Lab, we agreed to organise a series of webinars in early January 2019 to introduce research and university professionals from the Royal DK Lab and Library Labs networks to the Europeana Research resources and activities. The first webinar will take place on 24 January and will address European audiences; the second will be held on 31 January (tbc) and will engage with international audiences (USA/Asia/Australia).

Subtask 3.2.3. Develop and maintain partnerships with the Creative Industries market (EF)

EF develops partnerships with intermediaries e.g. high profile organisations, networks and initiatives in the creative industry market which can help us reach their communities fast and effectively (for example, THE ARTS+ Festival).

EF continued the collaboration with the MashUp Festival⁶⁵ and will be a content and marketing partner of their 2019 edition. The festival aims to encourage the creation of new short movies using heritage film content. During the reporting period, we provided new audio-visual content for the film makers to experiment with (the selection⁶⁶ is available on the festival website) and started the marketing campaign in the second half of November via the Europeana channels (social media and Labs newsletter).

Task 3.3. Facilitate the development of new products and services by reuser communities

For all re-user markets, we support the development of new products, services and creations with cultural data by providing easy access to relevant resources: high-quality reusable cultural heritage material, free APIs, access to sum seed funding and examples for inspiration.

On 19 November 2018, EF announced the three research proposals awarded a Europeana research grant on Europeana Pro. The successful projects are:

- Europeana 1914-1918: AV Storytelling Data in a European Comparative Perspective by Dr Berber Hagedoorn, University of Groningen, NL;

⁶⁵ <http://mashup-film-festival.com/en/>

⁶⁶ http://mashup-film-festival.com/portfolio_page/films-europeana/

- Upgrading History. Diaries from the War Front by Dr Saverio Vita, University of Bologna, IT;
- Return to Sender: Mapping Memory Journeys in the Europeana 1914-1918 Postcard Archive by Dr Elizabeth Benjamin, Coventry University, UK.

The winners were also formally announced at a dedicated WWI commemoration event⁶⁷ on 27-28 November at the House of European History in Brussels. The award ceremony was led by the Research Advisory Board chair, Prof Lorna Hughes. Detailed information in the blog 'Meet the winners of the Europeana Research Grants Programme 2018'⁶⁸ presenting the awarded projects and short interviews with the three grant recipients. The University of Groningen also published a piece of news⁶⁹ on its website announcing the grant awarded to Dr Berber Hagedoorn.

Task 3.4. Work with major platforms and development of platform functionalities to increase use of Europeana content communities

EF places culture right where people are most likely to make use of it, on social media and third-party platforms such as Wikimedia, reaching them in their online activities and via their communities of interest.

The 2018 and fifth edition of GIFITUP was launched in October 2018. EF aims to increase its reach to new and wider audiences and to promote the engagement with Europeana content. EF collaborated with international partners including DPLA (Digital Public Library of America), Digital NZ (New Zealand), Trove (National Library of Australia), and the leading online GIF site GIPHY⁷⁰ to run and promote the competition. In November/December, the jury selected the winning submissions while the public will have a chance to select their favourites during a voting which started mid-December. The winning submissions will be promoted through content partners social media channels and featured on GIPHY.

In preparation for #WomensHistoryMonth on Europeana planned for March 2019, we started exploring possibilities of featuring female artists' artworks on DailyArt and started selecting content for the next edition of Europeana Colouring Book on the theme of women.

Wikimedia

EF commenced its work to use selected blog posts and provide footnotes/references to Wikipedia articles (for example Iberians⁷¹) - the first time Europeana's editorial

⁶⁷ <https://pro.europeana.eu/event/centenary-tour-finale-europeana-1914-18-transcribathon>

⁶⁸ <https://pro.europeana.eu/post/meet-the-winners-of-the-europeana-research-grants-programme-2018>

⁶⁹ Europeana blog <http://blog.europeana.eu/2018/11/the-history-of-the-iberians/> and wikipedia <https://en.wikipedia.org/wiki/Iberians><https://www.rug.nl/let/organization/actueel/nieuwsberichten-2018/europeana-research-grant-awarded-to-berber-hagedoorn>

⁷⁰ <https://giphy.com/gifitup>

⁷¹ Europeana blog: <http://blog.europeana.eu/2018/11/the-history-of-the-iberians/> and Wikipedia entry: <https://en.wikipedia.org/wiki/Iberians>

contributions are benefiting Wikipedia's textual content (not only sharing of partners' multimedia), providing both improved quality to Wikipedia and improved visibility to our editorial content.

Europeana Collections hero image for the month of December, voted for by our Facebook followers is a Japanese blockprint from the Rijksmuseum, this image is now also being used within the Wikipedia article⁷² about the river depicted.

On the occasion of Europeana's tenth anniversary EF invited four wikimedia editors from across the continent to reflect on working with some of their favourite artworks from Europeana Collections. Their experiences highlight the importance of making our cultural heritage not merely accessible but also reusable.⁷³

The 'Structured Data on Commons'⁷⁴ development team requested and received advice from EF from RightsStatements' and Ingestion's perspective.

EF had a major presence at the key biennial event of Wikimedia-Cultural sector collaboration, GLAMWIKI⁷⁵. EF and Generic services partners attended and presented at the conference contributing to sessions on metrics and measuring impact, licensing & institutional policies, and AI development.

⁷² <https://ja.wikipedia.org/wiki/%E7%B6%BE%E7%80%AC%E5%B7%9D#%E8%BF%91%E4%B8%96>

⁷³ <https://pro.europeana.eu/post/wikimedians-discuss-their-favourite-works-from-europeana-collections>

⁷⁴ https://commons.wikimedia.org/wiki/Commons:Structured_data

⁷⁵ <https://meta.wikimedia.org/wiki/GLAMTLV2018/Program>

Work Package 4: Communication and Dissemination

Under work package 4, EF undertakes communications and dissemination activities to raise awareness of and promote Europeana and its services in all target markets (cultural heritage institutions and aggregators, end-users (European Citizens), and re-users (education, academic research and creative industries). We also run an annual campaign showcasing the value of digital cultural heritage to a variety of audiences.

Task 4.1. Communication and dissemination of Europeana

The communication and dissemination strategy aims to increase new visits and re-visits to the Europeana Platform and promotes Europeana on high-impact channels, where the users already are. Communication activities function on channels that Europeana owns (e.g. Europeana Collections, Europeana Pro, Transcribathon.eu), through for example the blogs and newsletters, as well as, external channels, such as social media and partnerships with third party platforms. Specific communication and dissemination activities are reported on as part of the tasks/activities performed in the individual work packages.

November 2018	
451,504	monthly visits to Europeana Collections
13,2%	returning visitors to Europeana Collections
28,502	items downloaded
39,762	click-throughs to partners websites on item pages

EF continued to make strategic use of social media as a means of sharing cultural heritage material with European citizens in the promotion of Europeana Collections and thematic collections and to support pan-European campaigns.

November 2018	
13 million	impressions on third parties (Wikimedia, October data - November data not yet available)
9,8 million	impressions on social media (Facebook, Twitter, Pinterest, GIPHY)
28,502	items downloaded
39,762	click-throughs to partners websites on item pages

Europeana Pro

EF promoted 'digital transformation'⁷⁶ in the cultural heritage sector by a series of activities, inspired by Europeana's 10th anniversary, encouraging cultural heritage institutions to open up their data⁷⁷ and exemplifying digital transformation in action⁷⁸. This content focusing on empowering cultural heritage institutions amassed over 2,000 views.

Task 4.2. Run a series of activities showcasing the value of digital cultural heritage to a variety of audiences

As part of the EYCH 2018, the Europeana Migration campaign and the 1914-18 Centenary Tour campaigns finished in November/December 2018.

Europeana Migration

EF continued to organise participatory events to promote the value of digital cultural heritage to European citizens. In November/December, we collected user-generated content through six collection days (Athens, Riga, Dublin, Newport, Limerick, Den Haag). To date, 580 stories were collected with 441 stories published so far. These stories contain 881 objects.

The Europeana Migration campaign as part of EF's contribution to the EYCH is coming to a close on 18 December with a final Collection Day hosted by KB, National Library of The Netherlands.

The campaign was comprised of 18 collection day events, and associated exhibitions, lectures, panel discussions and social events in 12 different countries in 9 months. EF worked with more than 30 partner organisations, with more than 3000 people attending campaign events.

Date/Institution(s)/Location	Outcomes/highlights
18/12/2018 The Hague, The Netherlands National Library of the Netherlands (with participation of Expatriate Archive Centre)	Outcomes will be reported in next report
30/11/2018 and 1-2/12/2018	28 stories were shared

⁷⁶ <https://pro.europeana.eu/tags/digital-transformation>

⁷⁷ <https://pro.europeana.eu/post/10-reasons-to-open-up-your-digital-cultural-heritage-data>

⁷⁸ <https://pro.europeana.eu/post/10-moments-in-10-years-of-culture-and-technology>

Limerick, Ireland Hunt Museum	The Hunt Museum collaborated with the local Romanian and Polish communities who curated exhibitions and organised events at the museum to coincide with the collection days.
27/11/2018 Newport, United Kingdom Community House, Newport (Organised by People's Collection Wales and National Library of Wales)	20 stories were shared Second migration collection day in Wales - for this event community members in Newport were invited to share their stories, arranging the event at a local community centre.
24-25/11/2018 Dublin, Ireland EPIC The Irish Emigration Museum	11 stories were shared EPIC The Irish Emigration Museum held their third collection day (weekend) for the campaign in November 2018. This event had a theme of migrant women, associated to an exhibition that was on display at the museum at the time. Additionally EPIC senior curator Nathan Mannion spoke at an international academic conference held in Cork, Ireland about the campaign
10/11/2018 Athens, Greece (The National Library of Greece and Lilian Voudouri Music Library of Greece / Friends of Music Society)	10 stories were shared The collection day was held at the National Library of Greece, and coincided with an international conference focusing on World War I and arts. EF presented Europeana's participatory campaigns and projects as part of the conference.
9-10/11/2018 Riga, Latvia National Library of Latvia & Latvians Abroad Museum and Research Centre	30 stories shared at the event One week before Latvia's 100 years of independence celebrations, the collection day ensured a good turnout with several stories collected and two television reports and associated media mentioning

1914-18 Centenary Tour campaign

F&F and EF continued to organise participatory events to promote the value of digital cultural heritage to European citizens. In November/December, three physical Transcribathons (Austria, Belgium, Cyprus) and one online Transcription were organised in cooperation with heritage institutions throughout Europe.

The Europeana 1914-1918 Closing Event⁷⁹ in collaboration with the House of European History took place in Brussels on 27 and 28 November. The programme was designed to show the importance of preserving the documents and personal stories of WWI. During the event a transcribathon with previous winners from all around Europe took place as well as two round table discussions with renowned Digital Humanities experts who were invited to shed their lights on the value of the unique corpus of Europeana 1914-1918. European Commissioner for Digital Economy and Society, Mariya Gabriel was in attendance and spoke about the importance of commemoration and cultural heritage to the digital transformation of Europe's society and economies.

Date/Institution(s)/Location	Outcomes/highlights
07/12/2018 Vienna, Austria Austrian National Library at the Palais Mollard-Clary (as part of the #EuropeForCulture conference, the closing celebrations of the European Year of Cultural Heritage 2018)	90 participants from all over Europe took part in three fast-paced competitions, each lasting 45 minutes, to transcribe, annotate and geo-tag specially selected documents. 48.258 characters from nine documents were transcribed.
27-28/11/2018 Brussels, Belgium House of European History	17 participants - all winners from previous Transcribathons - divided in seven teams transcribed specially assigned documents. The Champions, Susanna Ralaimaroavomanana and Marta Teristi (Team Rome) received prizes from European Commissioner for Digital Economy and Society, Ms Mariya Gabriel. The runners-up Vineta Blitsone and Anastasija Smirnova (Team Riga), and Ioana-Roxana Orza and Andreea Pop (Team Cluj) received their awards from the Chair of the Culture Committee of the European Parliament MEP Ms Petra Kammerevert
31/10/2018 - 02/11/2018 Nicosia, Cyprus EUROMED 2018 Conference ⁸⁰	During the event 24 participants in eight teams competed to transcribe and annotate specially-assigned documents from the First World War - over 1 million characters relating to over 500 documents were transcribed.
01/10/2018 until 11/11/2018 Online Centenary Run ⁸¹	A six-week long transcription marathon, showcasing stories from around the time of the armistice, encouraging the public to transcribe letters of the WWI. In total 2,962,345 characters relating to 2,869 documents by 40 participants were transcribed

⁷⁹ <https://pro.europeana.eu/event/centenary-tour-finale-europeana-1914-18-transcribathon>

⁸⁰ <https://euromed2018.eu/>

⁸¹ <https://transcribathon.com/en/runs/centenary-run/>

Work Package 5: Animate and further enlarge the Europeana Network Association

The Europeana Network Association (ENA) consists of over than 2,200 members from across Europe who give time and expertise voluntarily to achieve the Europeana strategy, and to strengthen the role of cultural heritage in our society.

Task 5.1. Support the ENA in attracting citizens, professionals and institutions with an interest in digital cultural heritage

Enlargement of the ENA by attracting citizens, professionals and institutions, while keeping it fully engaged and active, continues to be our main objective. The current ENA membership stands at 2235 members⁸².

Annual General Meeting (AGM)

The AGM 2018 took place on 5 December at the Technisches Museum Wien in Vienna, Austria. Interest in the event was apparent in the number of views of the announcement⁸³ (4,980 views). This made it the second most popular event (in terms of page visits) in 2018 (behind EuropeanaTech). Communication around the AGM resulted in all early bird tickets selling out in record time - AGM tickets sold out three weeks before the event.

The event itself saw 201 attendees and was at its maximum capacity. The programme focused on the introduction of six ENA communities and celebration of the 10th anniversary of Europeana. Part of the programme was the annual General Assembly, where present attendees formally approved formal Association documents and launched the Members Council elections 2018.

Members Council and Management board

EF started the 2018 Members Council elections campaign⁸⁴, inviting the Network members to come forward or to step up again as to fill at least 28 open seats by submitting their candidacy online⁸⁵ before 13 November 2018. 89 eligible candidates came forward and were approved by the 2018 Elections and Voting Committee. The candidates were promoted and the election was launched at the AGM in December 2018.

⁸² <https://pro.europeana.eu/network-association/network-members>

⁸³

<https://pro.europeana.eu/post/save-the-date-europeana-network-association-agm-2018-set-for-6-7-december>

⁸⁴

<https://pro.europeana.eu/post/2018-europeana-network-association-members-council-elections-calling-new-councillors>

⁸⁵ <https://app.smartsheet.com/b/form/fdebc3642961439a8547d9c7c880146f>

The voting ran until 14 December, with conversation on social media under the #EuropeanaElects hashtag. Out of 2198 members, who confirmed their membership by 1 November and were eligible to vote, 889 participated in the elections. We recorded a 40 % participation rate, which is the same as in 2017. Besides choosing their new representatives, the Network members voted in favour of key Association documents such as the Activity Plan 2019⁸⁶, Annual report 2018⁸⁷ and Financial report 2017⁸⁸, and provisional budget for 2019⁸⁹. The Elections and Voting Committee will assess the overall electoral process and provide its recommendations. More information on the newly (re)-elected Councillors and the Councillors who completed their terms and will be leaving the Council on 31 December is provided in the blog⁹⁰.

A Members Council meeting took place on 4 December in Vienna, Austria with 30 attendees. It was the last meeting of the current Council (prior to the 2018 elections of 28 new Councillors) and third one in 2018. The agenda focused on work of the Network communities, including approval of formal terms of reference and setting of work plans for 2019. The Council also approved new approval and evaluation process for Task Forces, and prepared formalities for the Network AGM and General Assembly, taking place the following day.

Task forces and Working groups

EF supports the work of the Task Forces and Working Groups. Six Working Groups⁹¹ are currently running and are involved in ongoing activities: Library, #AllezCulture, Data Quality, Copyright, 2018 Governance WG, and 2018 AGM WG.

Four Task Forces⁹² are currently running: Europeana Resource Citation and Object Identity Standardization, Creation and Governance of EDM mappings, profiles and extensions, Europeana Migration and Impact Assessment no.2. The approval process of the task force proposals and overall terms of reference were revised in light of having the new communities in place and formally approved by the Members Council in December 2018.

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https://pro.europeana.eu/files/Europeana_Professional/Europeana_Network/Association_Updates/General_Assembly_Meeting_2018/Activity-plan-2019.pdf

87

https://pro.europeana.eu/files/Europeana_Professional/Europeana_Network/Association_Updates/General_Assembly_Meeting_2018/Annual-report-2018.pdf

88

https://pro.europeana.eu/files/Europeana_Professional/Europeana_Network/Association_Updates/General_Assembly_Meeting_2018/ENA-Financial-report-2017.pdf

89

https://pro.europeana.eu/files/Europeana_Professional/Europeana_Network/Association_Updates/General_Assembly_Meeting_2018/ENA-Budget-2019.pdf

90

<https://pro.europeana.eu/post/europeana-network-association-s-members-council-welcomes-28-re-elected-representatives>

⁹¹ <https://pro.europeana.eu/network-association/working-groups>

⁹² <https://pro.europeana.eu/network-association/task-forces>

Task 5.2. ENA Secretariat (EF)

EF reports on activities of the ENA Secretariat related to the memberships, meetings and events, elections to the Members Council, and Europeana Network Association related communication under task 5.1. and task 5.3. EF will report on Europeana Network communities under task 5.4. and activities of related to EU presidency events under task 5.5.

Task 5.3. Publication services for the ENA

EF engaged with ENA members through Europeana Pro blogs⁹³ (e.g. announcement of the 2018 Members Council elections candidates, November 2018⁹⁴) and the November's newsletter referred to as monthly Network Update⁹⁵ (1202⁹⁶ subscribers). The blogs and newsletters are relayed through various communication channels such as LinkedIn, Twitter and Facebook.

EF also managed the Europeana LinkedIn Group⁹⁷ (4151 members) with updates and posts published on a daily basis. The group provides an easy way for the Network members and others to interact with each other and with the Europeana Foundation.

Task 5.4. Europeana Network Communities

EF coordinated and fostered activities of the ENA communities, where members come together to promote exchange of knowledge, experiences, and best practices around specific topics of common interest. Topics are related to technology, research and development, as well as education, copyright, impact, and outreach campaigns.

There are currently six active Europeana Network communities⁹⁸: Europeana Tech, Europeana Impact, Europeana Copyright, Europeana Research, Europeana Education, and Europeana Communicators group.

The secretariat together with the ENA Management Board established the rules and functional terms of reference for the communities, and accommodating task forces and working groups within those. They were reviewed and formally approved by the Members Council in December 2018.

EuropeanaTech community

⁹³ <https://pro.europeana.eu/blog>

⁹⁴ <https://pro.europeana.eu/post/2018-members-council-elections-we-are-presenting-89-candidates>

⁹⁵ <https://us3.campaign-archive.com/?u=ad318b7566f97eccc895e014e&id=db2972d221>

⁹⁶ <https://pro.europeana.eu/network-association/network-members>

⁹⁷

https://www.linkedin.com/groups?gid=134927&trk=vsrp_groups_res_name&trkInfo=VSRPsearchId%3A1260728031426260127839%2CVSRPtargetId%3A134927%2CVSRPcmpt%3Aprimary

⁹⁸ <https://pro.europeana.eu/network-association/special-interest-groups>

Progress was made on defining an activity on 3D, a more specific task force on the same subject and a task force on interoperability of annotations and user sets.

NISV has published a new EuropeanaTech Insight issue⁹⁹ showcasing highlights from the 2018 EuropeanaTech conference and illustrating the various topics of the newly published Europeana Innovation Agenda¹⁰⁰ - the innovation agenda lays the ground for future innovation efforts (technical and non-technical).

Europeana Impact

A newsletter updating members on recent case studies published using the impact playbook was circulated in December. A new chair and vice-chair of the community will be appointed in January 2019, following the appointment of new Members Councillors in the Elections launched at the AGM.

Europeana Copyright

In November, a newsletter was sent to the community sharing the new vision for the community under the Members Council, and encouraging members to step forward and represent the community via the Council. A new chair and vice-chair will be appointed in January and will contribute to refining the terms of reference and work plan for 2019 of the community.

Europeana Research

The Europeana Research community was launched on 5 December at the ENA AGM in Vienna and registered high interest from the network members. The community board worked on the activity planning for the first half of 2019, including a proposal for a dedicated Research & Cultural Heritage task force.

The European Commission launched a new platform for Innovators in Cultural Heritage¹⁰¹. Europeana Research is setting up its own space and will use it as a communication tool within the newly born Europeana Research Community.

Europeana Education

EF worked closely with the Europeana Education community board members on the terms and conditions of our community as well as the community presentation (in print, online and onsite) at the ENA AGM 2018. As a next step, the community board will work further on the community profile by sending a short survey to all confirmed members in January 2019.

⁹⁹ <https://pro.europeana.eu/page/issue-10-innovation-agenda>

¹⁰⁰

https://pro.europeana.eu/files/Europeana_Professional/Innovation_Agenda/Europeana%20Innovation%20Agenda.pdf

¹⁰¹ <https://www.innovatorsinculturalheritage.eu/>

Europeana Communicators group

Europeana Communicators developed a comprehensive action plan, which was shared with the community via the LinkedIn group¹⁰² and the newsletter 'Let's Talk Culture'¹⁰³ and their input was incorporated into the plan. This democratic approach has led to the cementing of goals and actions, which will be further agreed upon in a general meeting via skype in January 2019. The community, which was launched in September 2018, has now amassed 75 members on LinkedIn, 80 newsletter recipients (with an open rate of 63.8% and click rate of 22.5%).

Task 5.5 Europeana EU presidency events to connect to member states

At the closing conference of the European Year of Cultural Heritage 2018 organised jointly by the Austrian Presidency of the Council of the European Union and the European Commission on 6 and 7 December, EF contributed on day 1 through an engaging co-creation transcribathon at the Austrian National Library where participants transcribed handwritten material from the WWI. On day 2, Harry Verwayen, Executive Director at EF, presented the DX 10: case studies of impact in the age of digital transformation including transcribathon, migration, smartsquare, Glam wiki, SMK open, etc. within the meet-up session 'The Impact of Cultural Heritage: a case study'.

¹⁰² <https://www.linkedin.com/groups/13611314>

¹⁰³ <https://mailchi.mp/59d6ab8cb418/digital-culture-news-from-europeana-518957?e=6b33e76b44>

Work Package 6: Studying the impact of digitisation and reuse of cultural heritage

Work package 6 contributes to the study of impact of digitisation and reuse of cultural heritage by investigating the status of digitisation in Europe and by researching the added economic value of opening up cultural heritage resources for reuse.

Task 6.1. Statistics on digitisation of cultural heritage in Europe

The work on digitisation and reuse of cultural heritage is expected to be based on ENUMERATE surveys, the available statistical data and the digital heritage indicators that ENUMERATE developed. They will be evaluated to see if they offer sufficient intelligence to support conclusions about the reuse of digital cultural content in Europe. DEN represents the ENUMERATE thematic network to improve the quality and usages of intelligence about digitisation within the cultural sector. As such DEN, with the help of the network, will focus on improving the observatory and its interpretation layer of indicators, encouraging the reuse of available statistics, e.g. in national reports, and gathering statistics from other resources.¹⁰⁴

Task 6.2. Study on the cost and funding (per MS) of digitisation of cultural heritage

Costs of digitisation were one of the four themes of the ENUMERATE framework. Statistical data on costs and their development over time are available as a result of four core surveys (2012-2017), including funding, and used to indicate the economics behind digitisation of cultural collections in Europe. DEN will use its network of national coordinators to combine available intelligence with other information sources like national funding programs to improve knowledge on costs and funding sources of digitisation. Insights on the costs and funding of digitisation are expected for the second year of the contract (M20).

Task 6.3. Develop a report on 10 cases on the impact of opening up high quality cultural heritage in terms of reuse and economic benefits

Impact Framework

The impact framework consists of various tools (Europeana Impact Playbook, community) that enable heritage institutions to assess the impact of their activities. EF further develops the impact framework based on findings gathered via case studies¹⁰⁵ and from the experiences contributed by members of the impact task force and impact community.

¹⁰⁴ EF and DEN will report outcomes of the research on statistics on digitisation of cultural heritage in Europe in the deliverables D.2, to be delivered in year two of the contract (M14).

¹⁰⁵ Main developments will be reported on in the D.2 deliverables, to be delivered in year two of the contract (M14).

Reporting on 10 cases of impact

To bring more depth to the analysis of the statistics of ENUMERATE, DEN and EF will select ten examples or case studies demonstrating economic impact. Outcomes of these work are expected for the second year of the contract (M22).

Task 6.4. Cost-benefit analysis

The activity has not started while outcomes are expected for the second year of the contract (M24).

Work Package 7: Governance

Work package 7 states activities related to DCHE/subgroup. Its objective is to report on the status of the Europeana DSI platform, activities and developments as well as to re-prioritise developments of the platform based on received feedback and validation with users.

Task 7.1. Report to the Advisory Committee

EF, as the coordinator of the Consortium, will report to the DCHE/subgroup. EF presented its communication and dissemination plan, as well as the Europeana DSI-4 implementation plan to the DCHE/subgroup on its meeting in November 2018.

Task 7.2. Re-prioritise and re-assign resources based on the received advice

EF will report on the re-prioritisation and reassignment of resources based on feedback received by DCHE/subgroup. This activity has not started, as no direct input was received by EF.

Work Package 8: Phasing-in and phasing-out periods

Since this contract is performed by the current operator of the Europeana DSI, no phasing-in period is required (task 8.1). EF will report to the European Commission on assets and liabilities related to Europeana DSI (task 8.4., 8.5.) and to test phasing-out and transfer processes to a successor supplier (task 8.2., 8.3.) in the deliverables E.1 Transfer of assets and liabilities reports (M1 and M10), E.2 Transfer process report (M1 and M10), and E.3 Employed staff reports (M1, M6 and M12).

Work Package 9: Project and Programme Management

Work package 9 provides high-quality project and programme management for Europeana DSI-4 and manages good relations with Europeana DSI Generic Services projects.

Task 9.1. Project management of Europeana DSI-4

EF coordinated Europeana DSI-4 as described in the implementation plan. For more information on progress towards objectives, updates of milestones, progress on KPIs, derivations and adjustments from the implementation plan, balance of efforts, progress on deliverables, communications and dissemination activities, risk assessment registry, and pre-existing rights to material used by Europeana DSI-4 participants, is provided in the Activity reports (B.3 deliverables, submitted every 2 month starting in M2 together with the periodic report, B.2 deliverable).

EF is currently preparing a proposal for an updated reporting structure. The updated structure aims to make reporting more efficient (avoiding overlap and redundancy of information) and more specific by introducing concrete metrics towards the individual activities to evaluate performance. EF aims to use the new reporting structure in accordance with the updated implementation plan starting in February 2019.

Task 9.2. Relations with Europeana DSI Generic Services projects

EF maintains relations with the Europeana DSI Generic services projects and facilitates the integration of their results into the Core Service Platform.¹⁰⁶

¹⁰⁶ EF will report on activities and developments towards the integration of the projects into the Core Service Platform in the A.1 Platform reports (M10).