

# EUROPEANA IMPACT COMMUNITY WORK PLAN

# TABLE OF CONTENT

1. Steering Group composition	3
2. Community aspiration for 2021	4
3. Priority areas	5
4. Task Forces	7
5. Activities	8
6. Budget	10
7. Reporting	11

# 1. STEERING GROUP COMPOSITION

## Chair

- Maaike Verberk

## Vice-chair

- Dafydd Tudur

## Community Manager

- Ad Pollé

## Community Advisor

- Nicole McNeilly

## Steering Group members

- Jenny Kidd
- Maja Drabczyk
- Olivier Schulbaum

## 2. COMMUNITY ASPIRATION FOR 2021

To host a visible increase in discussions between practitioners & observers around the topic of impact assessment by the end of 2021.

# 3. PRIORITY AREAS

- Increasing the relevance of the Playbook by supporting and providing feedback on:
  - The completion, implementation and distribution of phase 2
  - The design of phase 3
  - The design of phase 4
  - Any updates that will be made to phase 1 and phase 2
- Invigorating the Europeana Impact Community and consolidating how we communicate and share news and resources. At present, we have the following platforms which will be evaluated for their effectiveness:
  - Newsletter
  - LinkedIn group
  - inDICES platform
  - Europeana Pro (via blogs and the Impact Community page)
  - Basecamp

- Frame our approach to impact assessment within a contemporary social, technological (remote working) and environmental context, including increased connections relating to social outcomes and social justice movements and equality.
  - Impact Lite Task Force
  - Collect case studies in this topic and disseminate and discuss these widely
  - Equitable data collection practices (gender etc), approaches to impact assessment (decolonisation and equality etc)
- Expanding the application of the impact framework - using impact as a force for change in strategic conversations - as (for example) a tool to have discussions with your funders and to influence policy-making and processes of change, by:
  - Collecting case studies
  - Supporting EF to develop Europeana initiative case studies
  - Supporting the inDICEs project
  - Organising webinar(s)/workshop(s)
  - Developing additional resources (where possible) that are complementary to the Playbook approach

## 4. TASK FORCES

- No new TFs planned for 2021
- The work on the current TF Impact Lite will continue in 2021:
  - Olivier Schulbaum (TF lead), Maria Drabczyk & Dafydd Tudur (SG members); Antje Schmidt, Malene Lombolt-Busch, Lowri Jones, Raúl Gómez Hernández, Cristina Vazquez, Nicole Emmenegger, Marco Streefkerk and Dana Kaplani (volunteers); Ad Pollé (EF liaison)
  - After an introductory meeting for the volunteers on Wednesday 18 November the TF intends to meet on a monthly basis and will communicate in a dedicated Slack channel.

# 5. ACTIVITIES

## Outreach and communications

- Marketing support from Europeana Foundation colleagues has been offered. They will support how the steering group wants to share the services available to professionals and engage them in future activity. The plan is:
  - Q1 - communications plan agreed (SG and EF)
  - Q2 - implementing
  - Q3 - implementing
  - Q4 - review and planning for 2022
- Standardise communications with the Community (monthly or bi-monthly or as necessary newsletters)

## Educational or community events

- Webinars (final two webinars in the series)
- Webinars - discussion events/presentations of case studies
- Impact and Research Symposium (March 2021 tbc)



### **Increasing engagement beyond the theory to encourage new practitioners**

- How the Impact Lite TF / InDICEs programme can work with the wider community (e.g. online awareness workshops, assessment workshops), responding from requests
- Developing user profiles of user/practitioners
- Training the trainers
- Attending and presenting at conferences as invited and proactively finding opportunities to share the framework

### **Support and provide feedback to enable publication of resources:**

- Phase three of the Impact Playbook published (by August 2021)
- Phase four of the Impact Playbook in draft (Dec 2021)
- Standardised question bank published (early 2021)
- Case studies (ongoing)
- Published Europeana initiative and external impact assessments and relevant reports/deliverables (summaries and full reports)
- Translations of Playbook resources in new languages to be explored (aiming to use e-translation) and to publish and promote existing translated resources

## 6. BUDGET

- Budget required: 5.000€ (including reserve list of activities in case there is extra budget by July 2021)
  - Conference fees to present the Europeana Impact Framework to professionals and impact practitioners, to widen engagement and grow the impact community (amount tbc)
  - Resource to support engagement at online events:
    - Speaker or facilitation fees (up to 1500 euros)
  - Video development to encourage engagement with the Impact Playbook and available resources, and to widen the Impact Community, by introducing:
    - Participatory ways to engage (e.g. on the InDICEs participatory platform)
    - The materials that resulted from the Impact Lite TF
    - Newly-developed or revised Playbook resources
  - No physical meeting planned, however as soon as regulations allow this should be budgeted for

# 7. REPORTING

- Periodic Community Reporting to the MB and the MC
- Using the existing template, every 3 months there will be a short community report against the work plan including any changes that have occurred to the initial plan



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