Europeana Foundation Governing Board Meeting

15 June 2017
16h30 – 18h00 CEST
Teleconference

Generic Services 2018 & Adjustment to 2017 DSI
Action proposed: Board to send these suggestions to respective CEF Telecom Committee contacts where possible before 13 June

The debates on CEF Work Programme for 2018 generic services are advancing with the European Commission. The programme is now open for comments and amendments before they vote in the [CEF Telecom Committee](#) in October. We need the Committee to be fully aware of Europeana's suggestions. We are asking, therefore, for the Board's help to raise support from the Committee. Board Members can do this by contacting the CEF Telecom Committee member from their respective country on [this CEF Telecom Committee list](#) **before the upcoming discussion on June 13th**, and share these suggestions and request to change the proposed financing of the core service under work programme 2017.

CEF Work Programme suggestions for 2018 Generic Services and request to change proposed financing of the core service under work programme 2017

> *"by October 2017, to switch the funding method for the Europeana DSI under the CEF to a combination of procurement and grants. Under this model, EU procurement will fully cover the core service platform **to ensure stability and interoperability**, whilst EU grants (up to 75% of eligible costs) **will be** available for related user-oriented projects (i.e. generic services under the CEF) which Member States can co-fund on a voluntary basis, either directly and/or through participating national organisations;" Council Conclusions, May 2016*

The following are suggestions for input to the CEF Work Programme 2018. They cover 1) a proposal to adjust financing for the core service and 2) the content of generic services for 2018

1. Financing of Europeana Core Service Platform

It is understood that the Commission will request a 4 year (subject to funding) Open Procurement under the 2017 work programme. At the same time some consideration

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should be given to the total amount of core financing and/or the period it is intended to cover.

In real terms between the budget of 2015 and 2016 we have seen a drop of €2 million euros from €10 million spread over 14 months to €8 million over 12 months, nearly 15%. The proposal in Work Programme 2017 (see Appendix 1) is for a further drop to €7 million per annum or 14%.

We have looked at ways of cutting costs, such as hosting the platform elsewhere (it is half the cost in the US than Europe) but politically this is not feasible. The costs of running the core platform do not diminish over time. New development for the platform comes on top of maintenance, which is known industry wide to cost annually at least 60% of the original development costs. Additionally as the platform grows in content and in the markets it services, these also come at a price. We have reduced the costs of aggregation of material to be able to boost the amounts spent on access to markets and creation of partnerships for the distribution of Europeana content to education, research and the creative industries. We pay very little in office costs, receiving accommodation from the National Library of the Netherlands at levels well below market prices. Wage levels are very moderate, in line with the Dutch CAO for Research Institutions, and no overtime is paid despite most staff working regularly 50 hour weeks.

We would therefore like to see a restitution of the budget to €8 million per year. We are continuing to find alternative sources of funding but we cannot "sell" content that doesnt belong to us and services cannot be driven by advertising revenue. Our impact has been considerable on the cross border use and recognition of cultural heritage. MS have contributed funds for 2016 and 2017 and we have earnt money from consultancy for other digital libraries such as Brazil. We have set up a joint venture with the DPLA which is funded by other continents. India, Australia and New Zealand to date. We have also enabled four start ups this year: StoryPix, ArtFaces, Cinemacina and Europeana Radio and are currently raising matching funds for three more.

€8 million per year will mean that we can continue this work without needing to scale back on the ambitions set out in the updated Strategy 2020. If this is not possible in the existing documentation then we suggest a reduction in the time period the money is to cover from a minimum of 24 months to a minimum of 21 months to accommodate the 14% smaller budget.

2. The content of generic services for 2018

For the Generic services section of the Work Programme it is important that suggestions are in sync with platform and market development. As we have increased our technological capacity in line with new developments the data has not kept up and our experience is that neither MS nor Cultural Heritage Institutions themselves are motivated to create pan European exhibitions or collections in practice. Generic services could therefore usefully support: improved data quality, as this would be to the benefit of the individual institutions online presence and would vastly improve the services Europeana can offer; encouragement of the reuse of Europeana data in particular in education systems; and the measurement of impact of cultural heritage.

The following are some suggestions

A. Improving data quality

Much of the digitisation and descriptive metadata created by CHI's in the early years of the 21st century does not work well with today's technologies. CHI's need help to update their data and ensure that it is not lost to the next generation. More automated ways of doing this including text extraction for metadata creation and the addition of basic data required for search engines and application such as time and place will improve vastly the access to this data and the user experience on Europeana.

i. **Metadata and content improvement,** ownership for instance of the production of LOD by the institutions themselves, data quality improvements especially updating metadata for "what, where, when" to be based on multilingual vocabularies , data fit for purpose in education, preparation of education datasets – all in conjunction with the content strategy and following of the Europeana Publishing Framework, but to the advantage of institutions who get better data for themselves.

ii. **Enrich descriptions (crowd-sourcing)**: external development to contribute to extending the Europeana Annotation API and Europeana Collections (incl. Europeana Radio) to better support users in helping to improve the Europeana database by annotating objects, transcribing texts, audio and video and correcting automatically generated metadata *e.g.* OCR:ed texts and automatic semantic enrichments.

iii. **Updating media files** to comply with non-proprietary formats that are also optimised for consumption over the web. Updating hi-res imagery to IIIF. Converting files in formats that are proprietary and can't be played/viewed in browsers without plugins to ones that are non-proprietary and work in all browsers and on mobile devices. This is especially needed for video and 3D. For text, converting texts and PDFs to ePub would make them easier to read in eReaders.

B. Reuse of Europeana data in Education, Research and the Creative Industries

The work to improve the data quality, followed by its semantic enrichment within Europeana and the application of machine readable rights labels means that Europeana has a reasonable pool of good quality data that can be used to create new services tailored for MS education systems, or to be incorporated in research platforms or for use by creativ industries. Encouraging this type of take up will have a multiplier effect on the use of our cultural heritage across Europe. Of particular interest is:

Encouraging europeana take up in education systems - to include active creation and sharing of datasets, moocs on the use of CH in education. MS ministries of Education to implement the use of Europeana as a resource in their education systems. Encouraging, at the same time, Cultural Heritage Institutions to deliver content of use to education.

C. Measurement of the Impact of Cultural Heritage

To be able to understand the return on investment both Europe and the MS put into digitisation and access to cultural heritage better mechanisms are needed to record what

the potential market size is and the ability to measure use of the material in third party systems.

i. **Registry of Cultural Heritage Institutions** as a source database for demand led digital content acquisition per country would have multiple benefits from the speedy inclusion of data that users are looking for to allowing researchers access to non-digital material. Such a database could include a standard or kitemark saying if the CH is prepared to give researchers to access to non-digital material creating an easy look up mechanism. There is potential for such a registry to make use of Linked Data to connect to databases of research and researchers.

ii. **Development of new applications that allow the measurement of use of CHI material.** This could include being able to count usage of CH material via API's or Wikipedia connected to standard traffic reporting to show worth of CH opening up material and its contribution to Education, Research, Creative Industries etc.

Circulation:
Europeana Foundation Governing Board Members & Observers

Classification:
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APPENDIX :

Appendix

Copy of budget section from:
CONNECTING EUROPE FACILITY (CEF) TRANS-EUROPEAN
TELECOMMUNICATIONS NETWORKS
WORK PROGRAMME 2017 - 12 January 2017

3.1.1.1 Type of financial support

The Europeana Core Service Platform will be funded via procurement/service contract for a minimum duration of two years. Tenders may be submitted by single organisations or by consortia composed of several organisations.

Title:	Access to digital resources of European heritage – Europeana – Core Service Platform
Indicative total budget for 2017:	EUR 14 million
Type of financial support:	Procurement
Indicative duration of the action:	24 months minimum
Indicative call publication date:	Q4 2017

Generic Services will be financed through grants. Proposals may be submitted by consortia composed of a minimum of three organisations based in three different Member States and/or EEA countries participating in the CEF Telecom programme.

Title:	Access to digital resources of European heritage – Europeana – Generic Services
Indicative total budget for 2017:	EUR 2 million
Type of financial support:	Grants – call for proposals
Funding rate:	Up to 75% of the total eligible cost
Consortium composition:	minimum of three organisations three or more eligible countries
Eligible organisations:	any
Indicative duration of the action:	12 -24 months
Indicative call publication date:	June 2017
Indicative call closing date:	November 2017

2018 Generic Services Proposal