As an initiative of the European Union, the Europeana DSI-3 project was implemented by a consortium of 28 partners with Europeana Foundation, as coordinator.

Contents

Online access to Europe's cultural heritage

The Core Service Platform of the European Digital Infrastructure (DSI) showcases and provides online access to Europe's cultural and scientific heritage. As an initiative of the European Union, Europeana DSI-3 is the project that operated the DSI services between September 2017 and August 2018. The project was coordinated by Europeana Foundation and consisted of 28 partners.

We collaborated with the Europeana Network Association (ENA), a strong and democratic community of 2000+ experts working in the field of digital heritage. We further collaborated with our network of data partners, domain and national aggregators, as well as three Europeana DSI generic services project partners to achieve the goals of the Europeana strategy.

Together with the European Commission and the Member States, we fulfilled the European Union's promise to enable easy access to digital culture and resources, for citizens, academic research, and the cultural and creative industries.

Europeana DSI-3
The project enabled access, interoperability, visibility and the use of European cultural heritage in our target markets. With the content provided from cultural heritage institutions across Europe, we managed data for use in education, research and creative industries, and engaged European citizens by providing access to Europeana Collections and Europeana thematic collections.

In light of our strategic plan, we made it easy and rewarding for Cultural Heritage Institutions to share high-quality content; we scaled with partners to reach target markets and audiences in Academic Research and Creative Industries; and we engaged European Citizens on our websites and via participatory campaigns.

More specifically, our main objectives were:

- Discovery, use and engagement for users in defined target markets, against user feedback, by operating Europeana as a pan-European web-based digital cultural platform
- Optimise our data and aggregation infrastructure and improve metadata and content quality
- Foster reuse of digital cultural heritage resources by improving content distribution mechanisms
- Foster reuse of digital cultural heritage resources by improving distribution channels through partnerships
- Coordinate, sustain and grow the network of data partners and experts
- Maintain an international interoperable licensing framework
- Implement and develop new strategies, services and business models
- Make necessary dispositions to host the results of the Europeana Generic Services Project

Market 1 - Cultural Heritage Institutions
The consortium worked with the cultural heritage sector to feel rewarded for their involvement in Europeana, to connect them with peers and to make their collections available in high quality, with standardised rights statements that allow for reuse.

Market 2 - European Citizens
We shared great cultural heritage material with the people who love it and want to find it, be inspired by it and use it. This was done locally through Europeana Collections and elsewhere through partners, social media and our pan-European campaigns. We engaged with European citizens via creative competitions - culture-lovers created GIFs, shared photos, and transcribed documents.

Market 3 - Academic Research
Digital humanities researchers used cultural heritage material to develop knowledge and insights. We reached out to research communities and infrastructures and invited researchers from all over Europe to send in research proposals for our Europeana Research Grants Programme to fund projects that used Europeana data.

Market 4 - Education
Digital cultural heritage helped shape innovative, collaborative and inspiring classrooms. We embedded Europeana Collections material on external platforms and collaborated with teachers to create learning activities, rich online courses, webinars and MOOCs. We collaborated with educational publishers and worked to influence educational policy to use more digital cultural heritage in school curricula.

Market 5 - Creative Industries
We raised awareness of the resources available on Europeana Collections, and via our APIs for creatives who want high-quality open cultural heritage material to develop new products. We organised online competitions (Europeana Challenges) to identify and fund the best creative projects with high potential for social and economic impact using Europeana content.

Europeana DSI-3 Consortium at the kick-off meeting in Egmond aan Zee, Netherlands, October 2017 by Europeana, CC BY-SA.

Discovery, use and engagement for users in defined target markets

Europeana Collections provides access to over 58 million digitised cultural heritage objects from more than 3,500 institutions: libraries, museums, archives and audiovisual collections. 42% of the objects are in the public domain or licensed for free reuse while 21% allow for some kind of reuse; for example, educational purposes. High quality material is featured in ten thematic collections, 130 galleries and 37 exhibitions. We also serve our audiences by publishing blogs and encourage user participation via Transcibathon.eu.

Europeana thematic collections

Europeana 1914-1918
Europeana Art
Europeana Fashion
Europeana Manuscripts
Europeana Maps and Geography
Europeana Migration
Europeana Music
Europeana Natural History
Europeana Photography
Europeana Sport

Europeana Pro is Europeana's main communication tool for our professional markets and the wider Network of data partners and experts. Cultural heritage institutions, creative industries, academic research and education all have dedicated spaces on Europeana Pro.

User satisfaction
To receive feedback from users, we measured user satisfaction as well as Net Promoter Score (NPS)[1] of Europeana Collections quarterly. On average, 93% of the Europeana Collections users surveyed, rated as being satisfied, very satisfied or totally satisfied with the website. Europeana Collections also achieved an excellent NPS score, with an average of 57.

Usage[2]
In the past year, our products (Europeana Collections and blogs, transcribathon.eu) reached close to an average of 1.2 million impressions each month. Our products also reached approx. 350,000 site[2] visits per month which is below the target of 500,000 visits per month. We concluded that this was caused by a change in Google's algorithm for search and retrieval.

63% of the traffic (visits) on Europeana Collections came from Google leading directly to record pages. In 2017, Google changed its algorithm which caused a notable decrease in traffic coming from Google searches to Europeana Collections. To rectify this, we enhanced linking e.g. from big Linked Open Data sources and published Schema.org metadata alongside our pages. We also made it easier for Google's crawlers to access our records in the highest quality and only submitted records that have high-quality metadata to Google for indexing. Previously, we submitted all Europeana pages to Google for indexing (over 53 million pages). By cutting the lower quality pages from the sitemap by around 80%, we achieved a 20% increase in the number of indexed pages (January 2018).

The biggest increase in indexed pages occurred following the release of entity pages in September 2017. These records describe topics, time periods, people and places. As all records on Europeana Collections are aggregated from other institutions, they are not unique on the web. On the contrary, entity pages are developed by Europeana and are therefore unique content only available on Europeana Collections. Google assesses pages based on quality, uniqueness, and relevance when deciding which pages to feature for a search result. For this reason, entity pages play an important role in our Search Engine Optimisation (SEO) strategy.

Comparing the following two periods, September 2016 - August 2017 and September 2017 - July 2018, we have seen a 20.26% increase in the number of users, a 20.08% increase in new users, and a 0.26% increase in the number of sessions per user. This shows that the combined effort of our development activities under Europeana DSI-3 had a positive impact on traffic to Europeana Collections.

Engagement[2]
User engagement worked particularly well on Europeana thematic collections, with an average of 19.3% returning visitors on all thematic collections. Compared to Europeana Collections, we found that visitors to thematic collections bounce less and are more highly engaged.

Europeana Collections faced a bounce rate of about 59%. The majority of incoming traffic (63.2%) arrived via Google searches that led to item pages. We intend to reduce the bounce rate through redevelopment of the item pages and through cross-promotion of other content available on Europeana Collections. We believe by doing this we will entice users to further engage with the website.

Europeana Pro
Europeana Pro pages received in average about 98,000 pageviews and approx. 15,000 visits each month.

Europeana Collections

59%	Bounce rate[2]
10.6%	Returning visitors[2]
3.4	Pages/session[2]
2:15 min.	Session length[2]
259,000	Downloads[3]
640,000	Click-throughs to data partners website[3]
961,000	User viewed an image, played a sound or video or read a text[3]

Europeana thematic collections[2]

15.8%	Bounce rate
19.3%	Returning visitors
12.7	Pages/session
7:49 min.	Session length

Europeana Pro[2]

15%	Bounce rate
37%	Returning visitors
4.3	Pages/Session
2:16 min.	Session length

1 A NPS is calculated based on responses to a single question: 'How likely is it that you would recommend our company/product/service to a friend or colleague?' A NPS that is positive (e.g. higher than zero) is felt to be good while an NPS of +50 is excellent.
2 Average figures are calculated by taking monthly metrics recorded between 1 September 2017 and 31 August 2018. Figures are rounded.
3 Total number taking monthly metrics recorded between 1 September 2017 and 31 August 2018. Figures are rounded.

Product development

We developed new thematic collections on the themes of migration, manuscripts and newspapers. In particular, our efforts focused on a new user-generated-content (UGC) functionality for Europeana Migration and the storing, indexing and delivering of full-text for the Europeana Newspapers thematic collection. We also redesigned the item page and introduced 'entities' to Europeana Collections to facilitate a more mature and intuitive browsing experience. Primary development focus was on the release of Metis, our new data ingestion and aggregation service, as a Minimum Viable Product (MVP).

Europeana Pro: a new site for professionals

In September 2017, we launched the new Europeana Pro website which harmonised three websites into one by integrating Europeana Labs and Europeana Research into the original Europeana Pro website. The site now provides access to all of Europeana's professional services in one place. This includes specific sections for our target markets: cultural heritage institutions, education (Europeana Education), academic research (Europeana Research) and creative industries (Europeana Labs). Content, navigation and tone of voice is now presented in a harmonised and consistent way. From its launch in September 2017 to the present (August 2018), the site has received over one million pageviews.

We undertook user research to determine satisfaction with the website. The results obtained led us to redesign Europeana Pro. We investigated the findability of content and how satisfied users were with the website. A few months after the new site went live, we asked our users the same three user-satisfaction questions as we did on the old website. Compared to the old Europeana Pro website, users were more satisfied with the new website when surveyed in three areas: ease of use, navigation and expectations of the website[4].

Propositions	Old Europeana Pro	New Europeana Pro
Ease of use	27.8% Promoters[5]	36,2% Promoters
Ease of navigation	27.8% Promoters	35,6% Promoters
Expectations are met	33.8% Promoters	35.6% Promoters

Welcome to new Pro
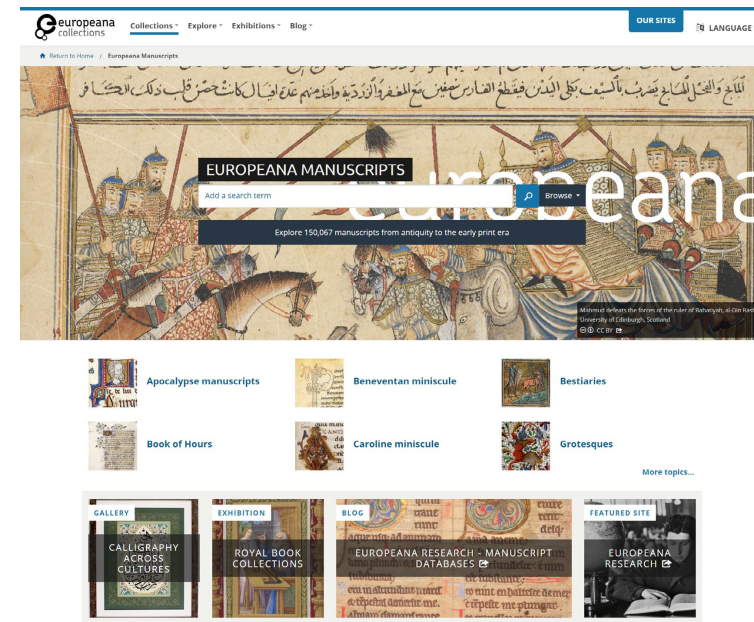*by Europeana,*
CC BY-SA
Click on the image to see the trailer.

New thematic collections

We launched two new thematic collections, Europeana Manuscripts (May 2018) and Europeana Migration (December 2017) while a third thematic collection, Europeana Newspapers, is under active development. These thematic collections are co-created with partners of the Generic Services projects 'Rise of Literacy' and 'Migration in the Arts and Sciences'. Over time, these collections will grow to include newly digitised or improved content from the project partners, supported by dedicated editorial content such as blogs, galleries, exhibitions and browse-entry points.

Europeana Manuscripts

Europeana Manuscripts gives access to more than 150,000 manuscripts from antiquity to the early print era, provided by almost 400 institutions across Europe. Visitors can explore curated exhibitions and discover content through various browse-entry points and galleries. 40% of the content is available for free reuse while 35% allows for some kind of reuse (e.g. for educational purpose or non-commercial reuse).

Europeana Manuscripts
by Europeana,
CC BY-SA

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4 More users surveyed rated the new website with 9 or 10, using a 0-10 NPS scale.

5 Promoters (score 9-10) are enthusiastic and loyal users who will keep returning to the website and referring others, fueling growth.

Europeana Migration
Europeana Migration provides thematic access to more than 213,000 items on the topic of migration to, from and within Europe. These items are provided by over 700 institutions across Europe. The collection showcases photographs, artworks, documents, sounds, videos and more.

The collection is complemented by objects with related stories contributed by the public. These were collected in participatory events (collections days) across Europe in the context of the Europeana Migration campaign, running as part of the European Year of Cultural Heritage 2018. In the context of the campaign, a new functionality was added to Europeana Collections to collect user-generated content (UGC). There are now more than 225 stories related to Migration online - covering a range of time periods and places (spanning all continents).

On the site, users can explore illustrated stories related to migration curated in exhibitions and discover content through various browse-entry points and galleries. 11% of the content is available for free reuse, while 25% allows for some kind of reuse.

To increase interoperability, multilinguality and standardisation of data provided by cultural heritage institutions, we developed a Europeana Migration vocabulary containing over 60 terms. Together with a volunteer crowdsource campaign on Wikidata, we asked volunteers to translate the terms into 24 EU languages, a task which proved to be efficient, effective, and also popular. By volunteers' request, 15 other languages were included (e.g. Welsh, Catalan, Norwegian, Ukrainian, Serbian, Macedonian). Alongside the translation of terms, short definition descriptions were also translated, as well as the name of the group to

which the term belonged in the ontology - ensuring greater findability and integration into the database.

Europeana Newspapers
Primary development focus for the Europeana Newspapers thematic collection was the Europeana Newspapers API. This adopts IIIF specifications for the display and search of newspaper items with full-text content, a differentiating aspect from the existing Europeana APIs. Besides this, the main API is now able to display all of the Newspaper item's pages using the IIIF-manifest. For this to happen, a significant effort was made to improve the quality and extent of the metadata. This was completed so that newspaper titles were distinguished from their issues and that these were properly referenced, and also to make all direct links to the full resolution images (served via IIIF) part of the metadata.

The design and configuration has started on a search engine that will be deployed with support for newspaper full-text search. Further, an EDM-profile for full-text is in the draft state. It will be used as source for both storing and indexing metadata and full-text to EDM patterns, paving the way for a future newspapers ingestion pipeline. Europeana Newspapers is expected to be released in December 2018.

Europeana Newspapers	
Datasets	10
Titles	612
Issues	1,67 million
Pages	8,58 million
Full-text pages[6]	5,29 million

6 Pages that have restricted licenses cannot be offered and used as full-text pages on the Newspaper thematic collection. A much higher amount of full-text was available from the Europeana Newspapers project, but in the meantime one third of the pages were relabelled with a restrictive license and therefore the corresponding full-text was left out from the MVP. This results in a lower number of pages available in the upcoming Newspaper thematic collection as only pages that allow for full-text search will be integrated.

New item page

To facilitate a mature and intuitive browsing experience on Europeana Collections, and to help users find similar content, we are working on a redesign of the item page. The current item page does not promote related Europeana content. We aim for the redesign to also reduce the bounce rate on the item page by motivating users who come from Google to further explore content on Europeana Collections. The new item page is expected to be released in November 2018.
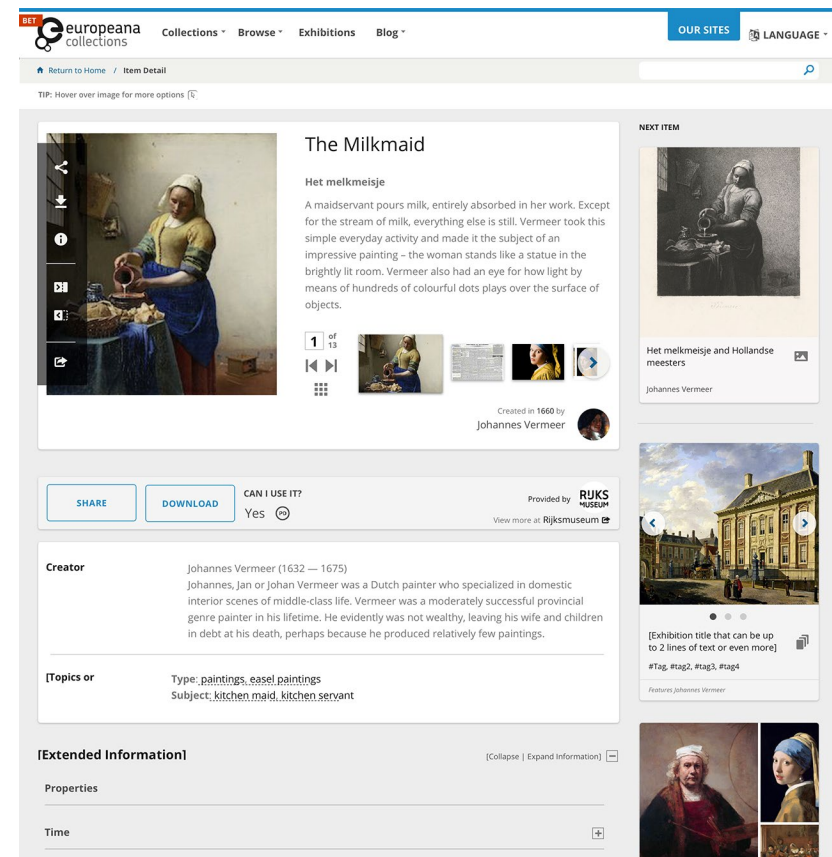

Design of new item page with suggestions for related content in prominent places on the page

Entities pages

2017 saw the introduction of 'entities' to Europeana Collections. Entity pages combine objects associated to a particular person or concept. At the moment, Europeana Collections displays over 382,000 entities. These pages create unique browsing experiences to our visitors. Instead of searching, visitors can go straight to an automatically curated page to discover related and high-quality content. The pages help with multilingual searching too. When an item is connected to an entity, it gains the multilingual search terms associated with that entity. Entity pages also benefit Search Engine Optimisation (SEO) as these unique pages have a higher value for indexing, and therefore rank higher in Google searches.
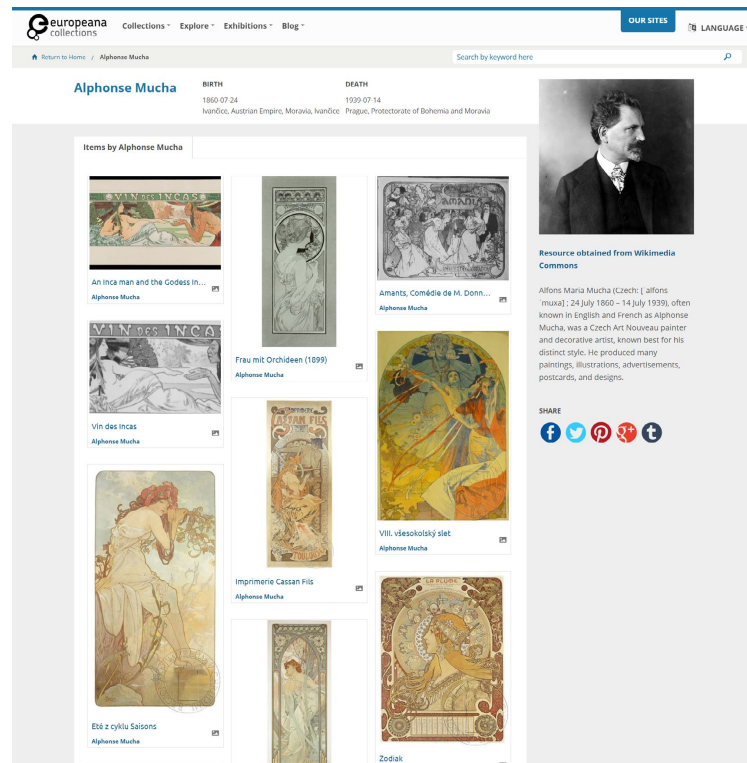
*Example of entity page on Alphonse Mucha*

Metis - ingestion and aggregation service

We developed a new data ingestion and aggregation service called 'Metis' to enable data partners and cultural heritage institutions to easier provide metadata of cultural heritage objects to Europeana. The service offers greater automation, better reporting and simpler publication. The Metis service contains tools and mechanisms to enrich the data, increasing its multilinguality and discoverability, thus automatically improving the data and metadata quality. Metis as a Minimum Viable Product (MVP) is operational by the end of August 2018. For now, this MVP targets Europeana Data Officer user.

Metis as a framework consists of the following components:

- *Metis user interface:* The user interface allows for registration and login, the creation and management of datasets and the organisation of information, as well as the definition, execution and monitoring of data aggregation workflows.

- *Metis services supporting the data aggregation workflow:* Several services can be executed as part of workflows consisting of one step, or a sequence of steps. These are: data import (via OAI and Http), validation of EDM data, mapping and transformation, normalisation, enrichment, generation of thumbnails and extraction of technical metadata, link checking and publication.

- *Metis external services:* These can be used by externals to perform data validation, enrichment, and dereferencing, and includes a data checker to preview data before publication.
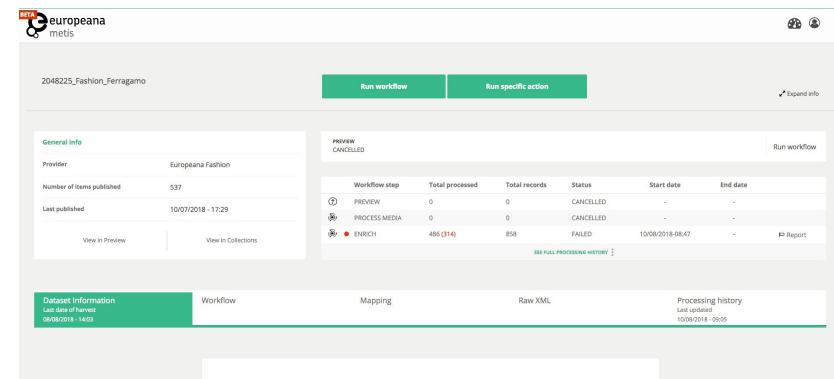
Metis interface

Software and Infrastructure

Europeana provides a highly available and high-performing technical platform. In 2018, we exceeded our uptime goal of 99.5% with an average[7] availability of 99.7%.

We achieved this by:
- Improving software-development practices to increase code quality and simplify developer onboarding.
- Improving documentation of servers and software to support more efficient management.
- Improving deployment procedures to automate software updates and reduce risks of failure when updating our services.
- Improving server deployment process by containerisation for greater efficiency and reduced manual effort.
- Improving monitoring capabilities so that we can take action on issues at an earlier stage

In 2017, we finalised the migration to a new hosting provider, IBM Cloud. Upon this migration, we experienced increased stability of services (Europeana Collections, APIs, etc.). The whole Europeana server park is to be found in one single web application (DCIM). Automating the backup scripts and all other scripts in one centralised server capable of running the scripts and monitor the behaviour.

Application Programming Interfaces (APIs)

We provided access to Europeana data via our APIs that enable content reuse and actively promoted the integration of APIs on external platforms. Several organisations integrated our APIs on their platforms in the past year. Over the last year, on average[8], about 70 API keys exceeded five calls a day and about 70 API keys were active for more than five days in a month.

Award-winning API

At the world's largest API conference - API World 2017 - the Europeana REST API won the Data API Award. From hundreds of nominations, the board selected the Europeana API for its reputation in the API industry, recent media coverage, and innovativeness of the API initiatives. It's a great recognition of the work of all those involved in the development of our APIs.

API World 2017 - Europeana REST API won the Data API Award

API integrations on external platforms

Music Scholarship Online (MuSO) - digital hub for conducting music scholarships

CLARIN - Common Language Resources and Technology Research Infrastructure

Beneylu - digital primary school publisher

Itslearning - digital learning environment

Wikidata added the Europeana SPARQL endpoint to its new federated search system

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7 Average figures are calculated by taking monthly metrics recorded between 1 January 2018 and 31 August 2018.
8 Average figures are calculated by taking monthly metrics recorded between 1 September 2017 and 31 August 2018.
9 Note: the Entity Collection is also used to make organisation data available (i.e. searchable) for Europeana data processes and the Metis tool.

Research and Development

Our research and development efforts focused on improving search and discovery on Europeana Collections and contributed to the innovation of our data and aggregation technologies. We shared our research findings with expert communities regularly by presenting at conferences and publishing papers in scientific journals. In 2018, we contributed to sixteen reference papers or presentations (July 2018). We also continued discussions with key initiatives in our areas, such as Wikidata facilitating synergies (e.g. on RightsStatements.org and the Entity Collection or the eTranslation DSI) on applying existing tools and devising new ones that could be applied to the cultural domain.

Search and Discovery

Research work went into the further development of the search functionality with an emphasis on exploring the effectiveness and completeness of the search-related data (such as the Entity Collection[9]) and algorithms (such as the ranking of Entities in the auto-suggestion). This aimed to clarify where improvements can be made to enhance the user experience on Europeana.

We improved querying within Europeana Collections by adding a new functionality based on entities. The first release of this functionality improved discoverability of persons and concepts. This API is incorporated in the search functionality to auto-suggest entities as potential search results to users. This ensures a more satisfying and reliable search experience, so that users can know they will find the content they are searching for.

We finalised a list of metrics for evaluating the Entity Collection in Europeana, conceiving it as a case of applied "knowledge graph". These proposed metrics evaluate the intrinsic quality of the Entity Collection and the Europeana functionalities that the Entity Collection supports (i.e. the auto-complete features, entity pages). We will monitor performance and usage of the Entity Collection over time.

We also looked at the ranking of objects on the results page. Our efforts focused on showing items that were recently ingested and for which digitised content is available more prominently. In the coming months, we will seek to grant more effect to the completeness of the metadata elements, exploiting metrics currently being worked on in the Data Quality Committee.

We have started analysis of explicit and implicit data for user motivation (such as number of clicks, number of queries, and types of filters used) and are analysing their correlation to users satisfaction and success of the tasks. This task is currently on-going.
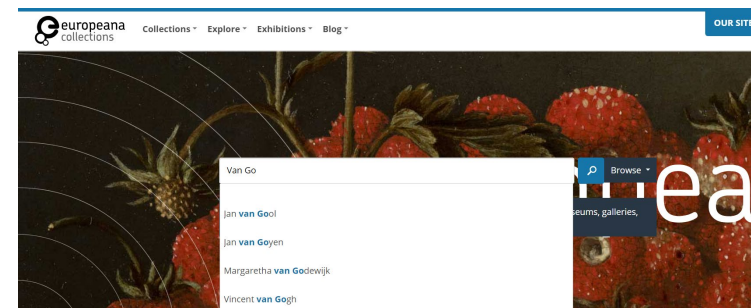
Example of auto-suggest entities as potential search results

Aggregation and data acquisition technologies

The international IIIF (International Image Interoperability Framework) community aims to improve the way cultural heritage institutions present images on their digital collections platforms. Europeana Collections currently provides more than 2,5 million items using the IIIF manifests.

We collaborate with the IIIF community to help establish IIIF implementation across the Europeana Network Association and to forge connections between US and EU-based research and heritage institutions, fostering more direct collaborations in terms of open source software development, data sharing and technical interoperability.

In the last year, in collaboration with the IIIF community, research into how to apply the IIIF technology progressed. The Discovery Technical Specification Group (TSG), co-chaired by Europeana, followed-up with the Europeana use case for discovery of IIIF resources and formalised the definition of an experiment for harvesting and indexing in that context. The group formulated a specification for a ActivityStream-based solution that we are currently prototyping.

We also worked on new channels for discovering and harvesting metadata to experiment with new ways of acquiring metadata from our partners. We carried out a case study on Linked Open Data (LOD) and Schema.org harvesting with Netwerk Digitaal Erfgoed (NDE) and the Koninklijke Bibliotheek (KB) (Netherlands), and started one with the CEMEC project. All proof-of-concept implementations realised IIIF and LOD efforts and are gathered in a Data Aggregation Lab repository.

Vocabularies

To increase interoperability, multilinguality and standardisation of data provided by cultural heritage institutions, we have developed a proposal for a vocabulary for cultural heritage object types which is already being used by partners. We aligned Europeana terms for item types (such as 'book', 'map' or 'sculpture') to the Art & Architecture Thesaurus (Getty Research Institute), DBpedia and Wikidata.

Optimise our data and aggregation infrastructure

We improved processes and further refined our guidelines and frameworks to get higher quality content delivered to Europeana and promoted those to our wide network of data partners. We aim to increase quality over quantity and increase open data, with an ambitious goal of having 80% of content at Tier 2, 3 or 4 of the Europeana Publishing Framework by 2020.

Frameworks and guidelines

Europeana Data Model (EDM)

We improved and extended the Europeana Data Model (EDM) to help providers deliver better data. In October, we published new versions of the EDM Mapping Guidelines and EDM Definitions to implement recommendations of the Data Quality Committee (DQC). In November, we released a Massive Open Online Course (MOOC) aimed at librarians and cultural heritage institutions wanting to bring their collections into Europeana. The course introduces EDM, and explains how existing data is transformed and how it is presented on the Europeana Collections site.

In 2018, we started a task force on EDM-related efforts, with the aim to set principles of a future governance model for EDM mappings, profiles and extensions. We sent a survey to the EuropeanaTech community to better identify their needs with respect to the way EDM is maintained and we are currently analysing results. We finished a first draft of the EDM full-text profile for the upcoming Europeana Newspapers thematic collection, adapting modeling practices from the IIIF Community. Finally, we revised the mapping from EDM to Schema.org, which is going to be used to enhance the visibility of Europeana for major search engines (as described above).

Europeana Publishing Framework and Publishing Guide

The Europeana Publishing Framework (EPF) and Publishing Guide clarify technical requirements for material to be ingested to Europeana. The Europeana Publishing Guide saw its latest update in September 2017. Currently, we are working on a metadata quality component for the EPF as the current tiers are based solely on the quality and licensing of media. This metadata quality component is developed in collaboration with the Data Quality Committee (DQC). The amendment of the EPF including metadata requirements is expected to be published in 2018.

Helpdesk services and expert hubs

The consortium provided individual and domain-specific support for cultural heritage institutions. Aggregating partners updated websites, online documentation and training materials to ensure institutions have access to up-to-date information and guidelines. In the past year, over 130 cultural heritage institutions from 34 countries (July 2018) received individual support from the aggregators on data ingestion and preparation of high-quality datasets with advice and guidance on best practices.

We were involved in a number of events with training sessions and national workshops. A template agenda for national workshops is available that can be adapted to the individual situation of the country and the needs of the local partners. Presentations and interactive sessions on aspects of the Europeana Publishing Framework and data quality are key parts of the agenda, to elaborate on the challenges and opportunities of sharing digital cultural heritage online and with Europeana.

National workshops
Croatia (Ministry of Culture, November 2017)
Finland (National Library of Finland, February 2018)
Lithuania (National Library of Lithuania, April 2018)
Bulgaria (Pencho Slaveykov Public Library, Varna, May 2018)
Hungary (Petőfi Literary Museum, June 2018)

Events
Archaeology and Architecture in Europeana (University of Lund, Sweden, 2018)
Photoconsortium Annual Event 2018 (Generalitat de Catalunia - GENCAT, Spain, 2018)
EUscreen General Assembly meeting and network meeting (Madrid, Spain, 2018)

Technical barriers and copyright questions, as well as aspects related to the aggregation landscape in their specific country, are discussed with aggregating partners and cultural heritage institutions. International guest speakers are invited to present case studies and best practice examples from other countries. This concept has worked very well so far and we have received very good feedback from the participants of the workshops.

In the last year, we were involved in five national workshops in different countries and three events, including training sessions.

We concluded our work on a concept for a standardised training programme in February 2018. The aim of the training is to raise awareness and build capacity within cultural institutions on the benefits and challenges of opening up their collections of cultural heritage online. The training includes advocating the benefits of publishing open, high quality cultural heritage content online on Europeana Collections. A major part of the training is on Intellectual Property Rights (IPR). The training programme consists of a playbook and references to be used at training events and workshops.

Improve metadata and content quality

Improving metadata and content quality was one of our key objectives in the past year. We revised and updated datasets, and worked on data cleaning. Due to significant clean-up work in the database, e.g. removal of collections with broken links we had a reduction in the amount of records at the beginning of the project. Some of the removal was temporary - before updating a dataset we first had to deactivate the set.

Compared to September 2017, we now have about 4,7 million records more in Europeana Collections (September 2017: about 53,5 million; August 2018: 58,2 million). This increase is due to many new collections being submitted by aggregators in May and June

Amount of records between September 2017 and August 2018
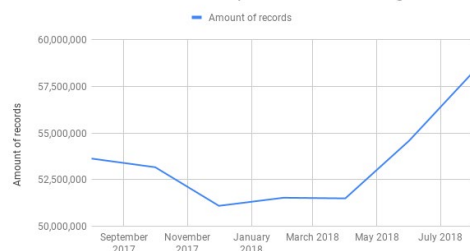
Developments of amount of records on Europeana Collections. Due to significant clean-up work in the database we had a reduction in the amount of records in the beginning of the project.

2018. The largest quantity of these submissions came from OpenUp! with about five million high quality (tier 4) records.

Aggregating partners worked extensively on data quality improvements of their collections. Data quality plans were developed with all partners for implementation with both their current and new content providers. An important part of the data quality planning was the evaluation of legacy data to identify areas of improvement such as adding language descriptions or contextual information. We also worked on updating records to match current quality criteria or solving technical or maintenance issues (e.g. working on increasing the size of thumbnails and solving broken links issues).

We surpassed our goal of over 40% in tier 2+ material by 8 percent points and our goal of 20% in tier 3+ material by 3.1 points. Since projects start non EPF compliant material has declined by 9 percent points.

Data quality on Europeana - August 2018

Tier 1	35.5%
Tier 2	24.9%
Tier 3	4.1%
Tier 4	19.0%
Non EPF compliant	16.5%

Data quality on Europeana[10] - September 2017

Tier 1	39.6%
Tier 2	17.0%
Tier 3	5.5%
Tier 4	12.4%
Non EPF compliant	25.5%

Content highlights
Mauritshuis, Netherlands
Finnish National Gallery[11], Finland
Vänersborgs museum, Sweden
Slovak National Gallery, Slovakia

Highlights

In the past year, we received new content in Tier 4 quality of the EPF with high resolution images and items for free reuse. Tier 4 material is of pa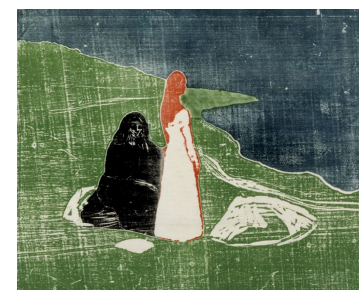rticular value for any reuse in our target markets of education and creative industries. We can also promote this content actively on social media such as Facebook and Pinterest.

Women on the Beach, Edvard Munch, 1898, Finnish National Gallery, CC0
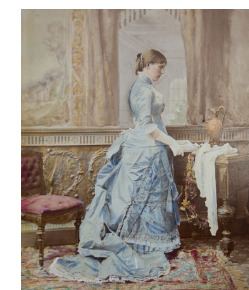
Handkolorerad bild, Vänersborgs museum, CC BY-SA

10 Data quality is evaluated based on the Tiers of the Europeana Publishing Framework (EPF).
11 The Finnish National Gallery adopted an open rights statement, a major shift from its previous 'In Copyright' licensing policy.

Improve content distribution mechanisms

We shared high quality cultural heritage material with the people who love it and want to find it, be inspired by it and use it on Europeana Collections and elsewhere through partners, social media and our pan-European campaigns.

Curation and promotion of Europeana content to users

To facilitate content discovery and user engagement we published new exhibitions, galleries, browse-entry points and blogs on Europeana Collections and the thematic collections. We published blogs highlighting Europeana content themed around individual artists, artworks or institutions, new features/functionalities, Europeana campaigns or other topics of interest. We promoted content in our curated galleries on specific themes, resulting in over 40 new galleries published in the past year. Our end-user newsletter in two languages (French, English) reaches about 52,000 subscribers each month highlighting the latest news and content of Europeana Collections and thematic collections.

We liaised with data providing institutions and invited guests to support curation through galleries and exhibitions. One highlight was the collaboration with the Finnish National Gallery

Most popular blogs
Winner of GIF IT UP 2017
#ColorOurCollections and Europeana EYCH Colouring Book
2017: Top 20 searches on Europeana

Most popular galleries
Treasures of the Mauritshuis
Calligraphy across cultures
Albert Edelfelt

Most popular exhibitions
Visions of War
(8,500 visits Feb - Aug 2018)

An Ecstasy of Beauty
(7,400 visits Dec 2017 - Aug 2018)

Music and Mechanics
(4,700 visits Nov 2017 - Aug 2018)

which resulted in a major new art exhibition 'An Ecstasy of Beauty' on Europeana Art. The exhibition traces the journeys of Finnish artists from the 1880s to the 1930s, across north Africa and the Middle East to New York and New Mexico. The exhibition was accompanied by new galleries on several Finnish artists.

'Europeana offers a good chance to reach even more audiences and viewers from all around the world, increasing international visibility. It gives us one more way to connect Finnish cultural heritage to that of other European countries, and to showcase it in an excellent and active international context' -
Hanna-Leena Paloposki, Chief Curator and Archive & Library Manager at the Finnish National Gallery

Exhibitions

In the past year, we released six new exhibitions. So far, all exhibitions received an excellent NPS-rating. Most visited were the exhibitions Visions of War (NPS 53), An Ecstasy of Beauty (NPS 54), and the exhibition Music and Mechanics (NPS 58).

Social Media activities

We made extensive use of social media to share cultural heritage material with our audiences. Ongoing social media activities reflected key tactics such as tapping into wider social conversations and themes for resonance and reach (e.g. following popular hashtags on Twitter). Besides promoting high-quality content we engaged our audiences in campaigns such as the monthly, cover image votings while the winning artwork was shown for one month as banner image on social media and Europeana Collections.

In the period between September 2017 to August 2018 we increased our followers on Facebook by over 3,000 fans, on Twitter by around 3,400 followers and on Pinterest by approx. 1,100 follows.

In 2017, we exceeded our yearly target of total impressions on social media by far with over double of the anticipated number of impressions reaching a total of over 172 million impressions (target December 2017: 75 million impressions). Our collaboration with GIF IT UP and GIFs created with Europeana content trending on GIPHY with about 82,6 million impressions was particularly successful. Users were also highly engaged on social media with over 500,000 shares and likes of Europeana posts in 2017. This exceeded our target of 318,000 engaged users.

What our users say

'The combination of art and war is so special, terrifying, moving, quite contradictional, showing the remarkable force of humans to discover some beauty or warm feelings in hell. Hoping never to get in something like this war.' - Vision of War exhibition user from the Netherlands

'A good range of sources - I particularly liked the artillery drawings as artwork. As an ex-sniper, we were often required to produce similar battlefield studies, which were required to be accurate and informative. Never thought of them as art' - Vision of War exhibition user from the Netherlands

'Interesting texts, rare images' - An Ecstasy of Beauty exhibition user from Italy

'Finnish art has many overlaps with Canadian art of the same period. It is interesting to see where the two converge and diverge' - An Ecstasy of Beauty exhibition user from the Netherlands

'Love mechanical music and discovered so much!' - Music and Mechanics exhibition user from the UK

'You have the best photos about music history' - Music and Mechanics exhibition user from Romania

'The whole (...) is very interesting and I learned a lot, especially as I'm not very musical.' - Music and Mechanics exhibition user from Peru

2018 is off to a good start with over 65 million impressions on social media by July achieving approx. 80% of our yearly target (target December 2018: 82 million impressions). One highlight this year was related to Valentine's Day (14 February 2018). Europeana had a guest blog post on the DailyArt Magazine (which was promoted by Creative Europe), an artwork in the app and featured love GIFs on GIPHY which generated over 3.5 million views. Up to July we had a total engagement of almost 326,000 shares, likes and comments on social media achieving about 93% of our yearly target (target December 2018: 350,000).

Followers/fans on social media[12]	
106,500	Facebook fans
32,800	Twitter follower
12,500	Pinterest followers

Engagement on social media[13]	
172 million	Impressions
517,000	Shares/likes/comments
156 million	Impressions on third party platforms

We maximise our reach to the general public by developing strong partnerships with social media hubs (Wiki, DailyArt, Art Up YourTab). In 2017, we achieved a total of almost 150 million impressions on third party platforms exceeding our target by 120% (target 2017: 125 million impressions). By July this year we already reached almost 93 million impressions, 62% of our total target (target 2018: 150 million impressions).

Grand Prize Winner of GIF IT UP competition, 2017: this entry was created by Kristen Carter and Jeff Gill from Los Angeles, California using the source material from the Bibliothèque municipale de Lyon (CC BY-SA)

Click on the image to see the gif moving.

Thematic Campaigns

Two major campaigns are running under the European Year of Cultural Heritage (EYCH) 2018 localised and co-managed by Member States and cultural heritage institutions - a campaign on migration and cultural heritage and a campaign on Europeana 1914-1918. Our main contributions as part of the EYCH 2018 is to engage European citizens with cultural heritage in participatory events. We collected personal stories and memorabilia contributed by the public related to Migration and engaged people in transcribathon events.

Campaign on Migration and cultural heritage
During 2018, we are undertaking a campaign on Migration and cultural heritage with the main focus on the topic of migration. A new thematic collection on Migration as well as a functionality to collect user-contributed content (UGC) was developed. We worked on additional relationships with institutions to contribute to the upcoming thematic collection and to participate in the campaign. The latter aims to involve institutions in a series of public engagement events that promote user participation by organising collection days.

So far, we have held seven collection days events and a further eight are planned for autumn and winter 2018. To date we collected more than 225 stories with nearly 400 digitised objects. The stories cover over 72 countries.

Visitors participating in the collection days were surveyed at the event (and also online). Looking at the results so far, every visitor surveyed indicated their experience of sharing their story as being very positive or positive (71% very positive, 29% positive). Visitors expressed positive changes towards feeling more confident, more self aware, and that the event encouraged them to learn more about their heritage.

Colouring book dedicated to the EYCH 2018. The book was downloaded c. 2,000 times. The book was also distributed at Europe Day events in Washington, Brussels, Luxembourg

'I shared a picture of my father's childhood home. It is a very special place for the whole of our family and me and my cousins feel it has a lot to do with our identity. I was also interested to see this project because I am a history teacher and my students collect family memories. This could be one way of doing it' - Female, 35-49, lives in Finland, has experience of migration in her family

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12 Total August 2018. Figures are rounded.

13 Totals recorded between 1 September 2017 and 31 August 2018. Figures are rounded.

Campaign on Europeana 1914-1918
As part of the EYCH 2018, the Europeana 1914-1918 Centenary Tour kicked off in March to commemorate the centenary of the end of the First World War. The campaign started with the launch of a new online exhibition Visions of War, which brings together archive material from Europeana 1914-1918 and artworks held in museum collections.

The campaign encourages public participation by organising on and offline events. A main component of the events is the transcription of digital material via Transcribathon.eu. Transcribathon.eu is a crowdsourcing initiative for the transcription of digital material from the First World War compiled by Europeana 1914-1918.

A series of Transcribathon events saw teams competing to digitally transcribe documents and link them to other historical sources. So far, we had two physical events and one online event themed on 'Love letters'.

Migration Collection days
House of European History, Belgium
Hungarian National Museum, Hungary
EPIC The Irish Emigration Museum, Ireland
Instituto Cervantes Library, The Netherlands
Wales Millennium Centre, United Kingdom
University Library Lucian Blaga, Romania

Trancribathon events
Filmoteka Narodowa – Instytut Audiowizualny (FINA), Poland
National Historical Museum of Greece Greece

Trancribathon.eu[14]
1,600   Registered users
11,200   Transcribed documents
10,700   Documents in progress

Transcribathon interview by Europeana, CC BY-SA   Click on the image to see the interview.

Clara Röpke, highschool student from Berlin-Weißensee, and winning participant of the Transcribathon Berlin Campus in June 2017, was invited to the European Culture Forum in December, kickstarting the EYCH 2018. She spoke very eloquently in front of a large audience at the Forum and shared her experiences of the Transcribathon project.

Improve distribution channels through partnerships

One of Europeana's priorities is to build and nurture large scale distribution partnerships with organisations that already have strong and loyal communities of users in our target markets of education, research and creative industries. In Europeana DSI-3 there was an emphasis on the use of Europeana content in education. The strong partnerships with networks and systems used by teachers both at European and national levels as well as with educational publishers are key.

Education

Europeana has a community of educators who believe that cultural heritage material can enhance digital learning by enriching digital educational resources, creating engaging learning experiences and improving digital competences. We promoted the reuse of cultural heritage material in education by developing relationships with education networks, publishers, educational providers, policy makers and national ministries. Activities included the integration of Europeana resources into educational resources and systems and the co-organisation of workshops and webinars for educators.

We attended ten international and global events, fairs and conferences in eight countries contributing with presentations, workshops, and panel discussions to the topic of cultural heritage in education.

Educational partnerships
In the past year, we developed eight new educational partnerships that showcased or dynamically integrated Europeana resources for education on their portals.

Educational partnerships that integrated Europeana resources

Ministries of Education
Edu.fi - National portal for education and community teachers, Finland

Portal da escolas - National educational portal by the Ministry of Education, Portugal

Procomun - National educational platform by the Ministry of Education, Culture and Sport, Spain

Noncommercial educational partners
EPALE - Electronic platform for adult learning in Europe, European

DiCultHer - Network of 60+ organizations, incl. universities, research institutions, schools, cultural institutes, associations, public and private companies, Italy

Commercial educational partners
Eliademy - Free e-learning platform, Finland/global

Beneylu - Digital primary school resource publisher, French/global

Itslearning - Cloud-based e-learning platform, Finland/global

14 Total August 2018. Figures are rounded.

Educational communities outreach

The Europeana Education community has a dedicated space on Europeana Pro and we regularly publish updates on educational topics (e.g. Europeana guide for educators available in English, French, Spanish, Italian, and Portuguese). The Europeana Education LinkedIn group continues to grow and has registered around 250 new members (total 319 members) in the past year.

We increased the awareness of Europeana's educational value towards educators by co-organising ten webinars and twelve dedicated workshops in the past year. The main goal was to introduce educators to Europeana resources for digital learning and inspire them to explore and use these resources in their classrooms.

We conducted nine surveys with teachers participating in the events to collect useful feedback on their experiences and needs with regard to Europeana resources for education. In total, over 300 educators responded to the question: 'On the scale from 1 to 10, how likely are you to recommend Europeana among your peers?', giving an excellent aggregated Net Promoter Score of 63. Another very positive finding was that 60 teachers gave an aggregated score of 7.9 (out of 10, 10 = very likely) on the question: 'How likely are you to use Europeana in your classroom?'.

In 2018 we registered 65 learning resources using Europeana data with a target of more than 40 by the end of the year. These

resources were a result of our collaboration with European Schoolnet, EUROCLIO, the French Ministry of Education and TU Europeana.

Our partnership with the Ministry of Education of France included a collaboration with selected secondary education teachers to develop new learning resources with Europeana content which are relevant to the French curriculum. The work was coordinated by Reseau Canope, the Ministry's partner for publishing of educational materials, and resulted in 15 learning scenarios available in a print version as well as (soon) online on the Edutheque portal.

In 2017, Europeana partnered for the second time with TU Europeana, an initiative of FINA (National Audiovisual Institute) and Ministry of Culture of Poland to encourage creative reuse of digital cultural collections. As part of the TU Europeana campaign, a two-day event coordinated by the PSNC EduLab took place in late November 2017 in Poznan. The workshop invited secondary education teachers to create interactive teaching activities using modern technologies and Europeana archival content. As a result, two educational games (in Polish) were published.

European Schoolnet

In the past year, European Schoolnet (EUN) set up and coordinated two educational groups, the Europeana Teacher Developer Group (TDG) and Europeana Education User Group, dedicated to the development of learning activities and professional development materials with Europeana content.

In October 2017, we launched the Europeana Teacher Developer Group (TDG) with 18 teachers from six European countries (France, Spain, Italy, Portugal, Poland and Finland), with one secondary and one primary teacher per country. Through three workshops, the group created learning activities with digital cultural content. The 18 learning scenarios and datasets of the teachers can be accessed on

EUN's Future Classroom Lab (FCL) directory (search by keyword Europeana). Additionally, the group prepared a series of professional development materials for teachers consisting of one or more videos in which they discuss the classroom implementation of their learning scenario, lessons learned, and recommendations for other teachers wishing to integrate the same learning scenario in their classrooms.

The work by the TDG formed the basis for the first Europeana Massive Open Online Course (MOOC) helping teachers use digitised cultural heritage material in their classrooms. The 'Europeana in your classroom: building 21st-century competences with digital cultural heritage'[15] MOOC was launched in April 2018 on the European Schoolnet Academy website. Through this course, participants learned how to navigate the Europeana Collections website, explored and became familiar with the various Europeana apps, tools and materials, and learned how to build learning activities using Europeana Collections resources. The course ran over a six week period, with one module opening per week. Over 2,000 participants from more than 50 countries registered to the course. Around 50% of them came from Turkey and Italy.

We also provided community and online support to the Europeana Education User Group (UG Education) consisting of sixty teachers from fifteen European countries (Croatia, Czech Republic, Finland, France, Bulgaria, Albania, Greece, Italy, Lithuania, Poland, Portugal, Romania, Serbia, Spain, Slovakia). The group tested learning activities created by the DG teachers, gave feedback on the MOOC, and provided practical recommendations on the sustainability of the Europeana Education community of teachers.

15 The e-learning activities are accessible upon account registration on European Schoolnet.

Historiana eLearning Environment

The work for the Historiana eLearning Environment aims to make it as simple as possible for history educators to enrich their teaching materials with Europeana's digital cultural heritage content. EUROCLIO worked on and delivered a Teacher Training Package with Europeana content for the training of history educators. The core of this package is a series of challenges in which (trainee) teachers are asked to create their own eLearning activities with selected Europeana source collections towards certain learning outcomes (such as developing a sense of time, writing like a historian, etc.). In the past year, a video tutorial, twelve source collections and fourteen exemplar eLearning activities[16] using Europeana content were published on Historiana eLearning Environment. The creation of learning resources with Europeana content was facilitated by organising six specialised workshops for teachers and two eTwinning webinars (with over 270 participants).

In November 2017, the Historiana eLearning Environment was recognised as best practice in the field of education and innovative pedagogy by being awarded the LLL Award 2017 on education in a digital world during the Lifelong Learning Week in Brussels.

Historiana eLearning Environment received the LLL Award 2017 on education in a digital world

eTwinning

We worked with eTwinning that made 'cultural heritage' its theme for 2018 in the context of the EYCH 2018, on events, materials and datasets that are of use to their communities. In the past year, we held five workshops and three webinars with educators. The webinars were attended by nearly 700 educators.

The webinar held in February 2018, had nearly 300 teachers from 22 countries. It was positively received: over 97% rated the webinar quite useful and very useful and over 90% rated the information received very good and excellent (with over 60% for excellent). The average rating for Europeana as an educational resource was 8.9 (in the scale from 1 to 10), with a Net Promoter Score of 62 on 'would you recommend Europeana to a colleague?'.

Europeana was also the topic of a keynote speech at the eTwinning Professional Development event in Greece in April 2018 with over 100 participants. An interview introducing Europeana's offer and value for education was recorded and published on eTwinning channels.

Europeana records were used in a virtual treasure hunt within the eTwinning Spring 2018 campaign (15 March - 9 May 2018). Almost 2000 eTwinning teachers took part in the online game and recreated paintings and artworks from Europeana Collections (see highlights).

Interview introducing Europeana's offer and value for education by eTwinning, CC BY

Click on the image to see the interview.

Open Education Consortium

In September 2017, as part of the Year of Open Initiative by the Open Education Consortium, we launched a month long feature on Open Culture with a series of interviews with open culture advocates from around the world. The feature was complemented by an Europeana Pro blog series. In 2018 the Open Education Award for Excellence (OEA) in the category of Open Culture recognised Europeana's contributions in the Open Education community.

'It is wonderful that the Open Education Awards have recognised Europeana's work, especially in 2018, the European Year of Cultural Heritage. Our mission is to transform the world with culture by contributing to an open, knowledgeable and creative society. We bring together the organisations that have great open material with the people and sectors that need it, and it is particularly special to be recognised by the education sector which is a key focus for Europeana'
- Harry Verwayen, Executive Director at Europeana

16 The e-learning activities are accessible upon account registration on Historiana.

Creative Industries

We foster the creative reuse of cultural heritage material in new products and services inspired by or developed with Europeana content. We built up the community of cultural heritage developers and digital innovators on Europeana Labs and engage them via a dedicated Twitter (approx. 1,200 followers) and a monthly newsletter with regular updates on topics of interest to creative industries.

During Europeana DSI-3, we counted 20 new products/services inspired by or developed with Europeana content (including the challenge winners). A good example is the Platsminnen (in Swedish "Place Memories") iPad app that uses cultural heritage as a resource for reminiscence activities and communication in dementia care. The app is a way for people living with dementia to actively participate in the dissemination of cultural heritage.

We fostered relationships with partners who already work with creative industries (i.e. innovation labs, data platforms, and large scale events). We focused on the promotion of cultural heritage as a resource for creative communities and supported competitions, workshops and growth opportunities.

In October 2017, Europeana joined cultural institutions, publishing houses and technology companies in Frankfurt, Germany, as a partner of THE ARTS+, a creative business festival. During five days of innovation and inspiration, we championed areas of interest for creative businesses. In a panel, we invited speakers from world renowned cultural heritage institutions to discuss digital transformation, we fostered partnerships for digital cultural heritage reuse in THE ARTS+ Business Hub, and showcased interactive installations at a Pop Up Museum.

In December 2017, Europeana supported Game Jam with History, an event for creative professionals within the TU Europeana initiative. Amateur and professional designers

and video game developers were tasked to reuse First World War archival content from Europeana Collections and Polish online repositories (National Digital Archive, the National Library and the National Film Archive-Audiovisual Institute). 32 participants created 11 new games in less than 48 hours.

In 2018, Europeana partnered with the MashUp Film Fest 2018, a digital and participatory festival dedicated to promoting open data and archives through MashUp films created with digital tools. All entries in the archive category made use of Europeana content.


Winning entry titled 'Digital Girl Dream Opera' by Aurelio Cárdenas using Europeana content

Our partnership with the Italian startup Art Stories and winner of the Europeana Challenge 2016 continues to yield positive results. In January 2018 Art Stories released a new and significantly improved version of the educational game Art FACES. Since then the app registered over 35,000 downloads, mostly from the USA and Canada, followed by Europe, Asia Pacific and Latin America.

Europeana growth services

In January 2018 we launched the Europeana #edTech challenge, with 30,000 euro prize fund for the best products, services or businesses that bring together digital cultural heritage and educational technology with high social and economic impact potential. The Europeana #edTech challenge closed at the end of
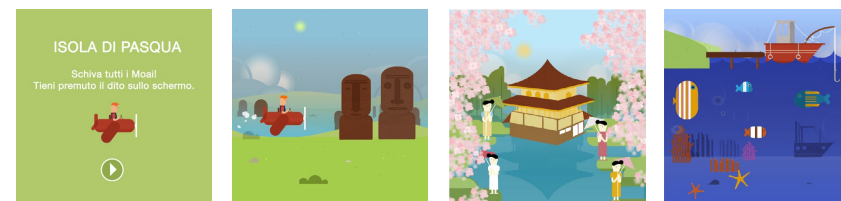
Prototype images of the app 'Wonders of the World'

February 2018 with nearly 80 applications from across the world. An international panel of experts selected two projects for further development. The two challenge winners delivered the first prototypes of their projects - the 'Wonders of the World[17]' app by the Italian startup Art Stories and 'Birdie Memory[18]' hybrid learning solution by startups from France.

Makers market pilot

In 2017, we started to investigate makers as a business development opportunity in a small pilot. We conducted initial market research followed by an industry consultation with practitioners and cultural institutions that have experience with maker communities. Our 'Makers market pilot report', published February 2018, details our findings and proposes not to pursue the maker market, with a review in two years.

Academic Research

Digital humanities researchers can use cultural heritage material to develop new knowledge and insights. A dedicated space for the research community on Europeana Pro invites researchers to explore Europeana datasets (over 170 open datasets). We made available latest news within and beyond the Europeana Network on Europeana Pro and a dedicated Twitter account (approx. 2,200 followers). The work of Europeana Research is supported by the Europeana Research Advisory Board.

Representatives of Europeana, Europeana Research partners and Advisory Board attended and presented at various events which provided excellent opportunities to expand our outreach to research communities. Examples include the CLARIN Annual Conference (September 2017, Hungary), the EUDAT conference (January 2018, Portugal), and the Open Science & The Humanities conference (June 2018, Spain).

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17 'Wonders of the World' (provisional title) is an educational app that teaches primary school kids about world cultural heritage. An animated character, a child with a backpack, will lead kids on a discovery tour of 13 sites around the world. Each site will present architectural and historical content from Europeana (maps, photographs, paintings) and will challenge kids in a playful way.

18 'Birdie Memory' is a hybrid education project for primary school children on birds and their songs. The project aims to teach younger generations about the diversity of wildlife and strengthen their relation to nature while improving the children's visual observations skills and sound memory.

Partnerships with research projects and infrastructures are important to raise the awareness of cultural heritage material as a valuable resource for researchers and, respectively, to encourage its reuse in research projects. In September 2017, CLARIN, the Common Language Resources and Technology Infrastructure, integrated Europeana data (over 760,000 records) into its infrastructure.

We also conducted a pilot project with the European Common Data Infrastructure, EUDAT, that investigated the use of EUDAT services to share the Europeana Newspaper corpus for research purposes. We identified requirements for research use which may have an impact on how data is aggregated in the future. A paper on this work was presented at the IEEE International Conference on Big Data.

Furthermore, Europeana Research contributed resources on Linked Open Data, rights statements, the Europeana Data Model, and to a new training module geared towards digital humanities researchers developed by PARTHENOS.

Europeana Research Grants programme

In collaboration with the Europeana Research advisory board, we delivered the Europeana Research Grants Programme for the academic year 2017-2018. The focus for this year's grant proposals was intercultural dialogue in its broadest sense. Digital humanities researchers applied with projects that used Europeana data to address specific research questions on this topic. The programme ran between September and November 2017 and concluded successfully with over 60 submissions from 21 countries and 45 different research institutions. Grants were awarded to three projects. The projects outcomes of two projects are available as online databases: 'A Visual History of Roma in Romania' and 'Intercultural Dialogue and Multilingualism in Post-Conquest England: A Database of French Literary Manuscripts produced between 1100-1550'. A third grant enriches the Venice Scholar, an online platform for Venice historiography, with a module to search Europeana for relevant content references through the Europeana Search API.
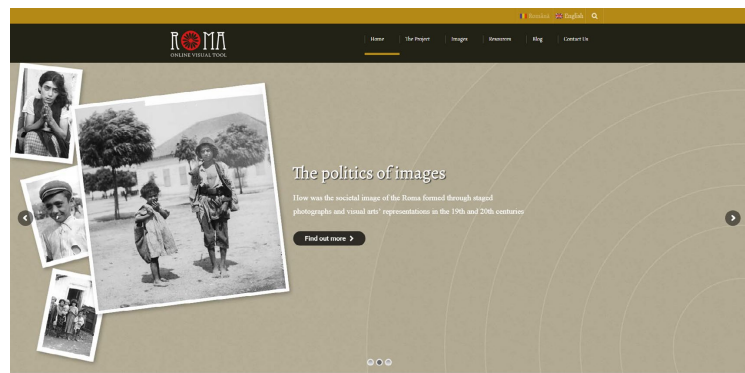
Online databases: 'A Visual History of Roma in Romania'

Coordinate, sustain and grow the network of data partners and experts

We supported activities of the Europeana Network Association (ENA) and of our network of data partners and expert communities to achieve the goals of the Europeana strategy.

Europeana Network Association

The Europeana Network Association's (ENA) Secretariat facilitated communications between members, Members Council and Management Board, Working Groups, Communities and Task Forces activities, campaigns and Europeana's and the Network's involvement in EYCH 2018.

We kept our audiences informed on latest developments on Europeana Pro and published blogs and a monthly newsletter. Communications were relayed through various channels such as the Europeana Network LinkedIn (over 4,000 members), Twitter and Facebook.

The long-term sustainability through increasing public awareness and use and the active engagement and enlargement of the Network Association has been and will remain one of our focal points. The current membership number of the Association stands at approx. 2,000 individuals.

In December, over 200 members of the ENA gathered for the Annual General Meeting 2017 in Milan, Italy. At the AGM, the Association members came to collaborate, transfer knowledge, and make recommendations for the future of Europeana. The meeting focused on assessing the value that culture has for European society, and how it can be measured, making use of the newly published Europeana Impact Framework. Projects presented by Network members had the possibility to win support by Europeana for an impact assessment. Ten projects were presented and attendees voted for the winning project. The Transcribathon.eu project received the largest support.

Group photo of Europeana Network members at the AGM 2017 in Milan by Europeana, CC BY-SA

Members Council and Management Board

The Members Council is the elected governing board of ENA (composed of 36 members). In December, the 2017 Members Council elections saw 26 candidates competing for eight places on the Europeana Network Association Members Council. The #EuropeanaElects social media hashtag reached an audience of almost 29,000 people. We recorded a 44% participation rate in the elections - higher than the 2016 elections (29%). New representatives to the Members Council are Sara Di Giorgio, Peter Soemers, Kate Fernie, and Marco Streefkerk, re-elected were the councillors Ellen Euler, Laura Carletti, Marco De Niet, and Stephan Bartholmei.

Task Forces

The Network Association members are able to take on specific subjects or areas of common interest by participating in the Task Forces. In the past year we supported seven Task Forces while three already ended.

Communities

We fostered communities of transnational networks of experts and specialists in the fields of creating, preserving and publishing digital cultural heritage online. Currently, we have several special interest groups in place for audiences interested in EuropeanaTech, Impact, Copyright, Research, Creative Industries (Europeana Labs) and Education. We communicated towards these audiences on dedicated spaces on Europeana Pro and via newsletters.

19 Totals August 2018. Figures are rounded.
Note: the number of Labs newsletter subscribers and Copyright newsletter subscribers has dropped significantly due to GDPR compliance in May 2018.

Task Forces

TF Advanced documentation of 3D Digital Assets (ended December 2017)

TF Impact assessment 2017 (ended October 2017)

TF Network Participation Framework (ended October 2017)

TF Europeana Migration (ended June 2018)

TF Europeana Resource Citation and Object Identity Standardization (ends August 2018)

TF Creation and Governance of EDM mappings, profiles and extensions (ends October 2018)

TF Impact Assessment 2018 (ends August 2018)

Communities[19]

Europeana Tech
3,600   Twitter followers

Europeana Impact
560   Newsletter subscribers
250   LinkedIn followers

Europeana Copyright
185   Newsletter subscribers
1,000   Twitter followers

Europeana Labs
550   Newsletter subscribers
1,200   Twitter followers

Europeana Education
320   LinkedIn followers

Europeana Research
2,200   Twitter followers

EuropeanaTech conference

The EuropeanaTech Conference 2018 held in May 2018 in Rotterdam, The Netherlands - an important event for Europeana and its Network which takes place every other year. The was attended by 277 developers, researchers, technologists and data specialists with cultural heritage interests to share innovative progress, transfer knowledge, and forecast the technical future of Europeana and digital cultural heritage. We received 49 submissions for a call for presentations (and selected 16). Headlines include over 21,500 views of all event pages, and over 2,800 views of all promotional blogs. A post-conference survey showed a Net Promoter Score of 56 (excellent). The programme of the conference, the list of all the keynote speakers, presentations, photos and tweets are published on Europeana Pro.

The Wikimedia Foundation recognised the significance of the event as a forum for meeting key technical people in European cultural heritage. They had a strong presence at the conference through several talks in the main program, a keynote presentation, and a pre-conference workshop day, attended by over 50 participants learning (more) about Wikidata and structured data on Wikimedia Commons.

Europeana Aggregator Forum

Europeana Aggregator Forum meetings provide the opportunity for aggregator communities to share experiences, resolve issues, formulate best practices and co-develop guidance for institutions on technical and legal requirements. Two meetings were organised in the last 12 months. In November 2017, in cooperation with the Croatian Ministry of Culture, we organised the autumn edition of the meeting in Zagreb. In March 2018, we ran the spring edition of the meeting in Berlin, Germany. We worked on aggregator challenges, the implementation of frameworks, and the development of the white paper 'A new landscape for Aggregation'. The proposal to elect a Steering Group for the Aggregator Forum was approved in Berlin with the aim to investigate how to reboot the Aggregator Forum.

EuropeanaTech 2018 - Why it mattered to me by Europeana, CC BY-SA

Click the image to view the trailer.

Maintain an international interoperable licensing framework

We maintained and promoted the Europeana Licensing Framework and Rightsstatements.org with the aim to standardise and harmonise rights related informations and practices for cultural heritage.

Rightsstatements.org is a joint international initiative founded by Europeana and the Digital Public Library of America (DPLA) to deliver internationally interoperable rights statements for use throughout the global cultural heritage sector. In the past year, three new partners joined the initiative - the Library & Archives Canada (LAC), the National Digital Library of India (NDL) and Trove (National Library of Australia). Based on its 2017 activities, the Steering Committee set in place a vision in order to further the embedding of rights statements in cultural heritage institutions globally. The four goals to reach are further described in the business plan in 2018.

To support the development of the rights statements, editorial and translation policies were developed and as a result the statements are published in English, German and Estonian in the past year with a further six languages in the pipeline. These additional translations are being undertaken by members of the network which will further support the wide scale implementation of these statements at national level.

RightsStatements.org statements were also integrated in Wikidata and will begin being modelled alongside the Creative Commons suite of terms.

RIGHTS ⊟ STATEMENTS

# Implement & develop new strategies, services and business models

We used various tools (e.g. Impact Playbook) to get feedback on what is working and what needs revising in the current practice of Europeana. We held meetings with various stakeholders (e.g. DCHE representatives) and the Europeana DSI-3 consortium to work out new strategies, services and business models. New developments, within the remit of Europeana's 2020 strategy, are covered in the Europeana 2018 Business Plan - Democratizing culture which outlines the achievements we are planning for the year 2018.

Impact toolkit for the cultural heritage sector

The Europeana Impact toolkit helps cultural heritage institutions develop a better understanding of the changes their activities bring to audiences. In October 2017, with support of the Impact Assessment Taskforce we published the first version the Europeana Impact toolkit. The components developed consisted of a guide for cultural heritage organisations to assess their impact - the Europeana Impact Playbook supported by a video explainer, a website, blogs and newsletters (560 subscribers) and a community of impact professionals on LinkedIn. Since the launch the Impact landing page was visited over 12,600 times and the Impact Playbook was downloaded over 1,900 times. Visitors have come to the landing page from 95 countries around the world.

Together with impact consultants Sinzer, we carried out impact assessments on Europeana Fashion, Europeana Photography and Europeana Research to test the impact toolkit and to develop a better understanding of our impact 2017. We used our experiences to further refine the Impact Playbook to take cultural heritage professionals through the first

phase of impact assessment - designing impact. We also worked on five case studies which will apply the methodology explained in the playbook. Partners involved in the case studies are the National Library of Wales (LLGC), SmartSquare, Statens Museum for Kunst (SMK), and Transcribathon. Additional, we investigated the economic impact of digitised cultural heritage resources in another five case studies.
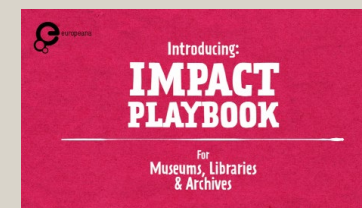
Introducing: Impact Playbook by Europeana, CC BY-SA
Click on the image to see the trailer.

Presidency events of the European Union

In October 2017, together with the Ministry of Culture of Estonia, we organised 'Developing impact goals for cultural heritage' - an event focusing on high-level policy priorities for education, cultural heritage and impact. During the event we took early steps towards validating the role of impact assessment in the cultural heritage sector.

In May 2018, together with the Pencho Slaveykov Public Library (Varna, Bulgaria) we organised a high level discussion to set 'A vision for European cultural heritage 2025'. As a contribution to the legacy of the European Year of Cultural Heritage 2018, and in line with one of the key priorities of the Bulgarian presidency for culture.

Host the results of the Europeana Generic Services projects

Three projects under the Europeana Generic Services call (CEF work programme 2016) ran during Europeana DSI-3, namely Migration in the Arts and Sciences, Rise of Literacy, Byzantine Arts and Archaeology. In the past year, we supported the project partners in the process of content selection, ingestion and curation of three new thematic collections. Two of them, Europeana Migration and Europeana Manuscripts, are already online while Europeana Newspapers is still under active development.

Migration in the Arts and Sciences
The project creates a Europeana thematic collection about migration to, from and within Europe and about the impact of migration on European culture. The project selects, digitises and ingests new content to Europeana. Visitors can explore illustrated stories related to migration curated in exhibitions and discover content through various browse-entry points and curated galleries.

Digitisation of content by the projects partners started and the first items are already available on Europeana Collections. So far three galleries (e.g. famous migrants) and 19 blogs posts (e.g. A tale of Spanish migration and creating a home abroad) were published on Europeana Migration. Crowning the editorial efforts for the project in 2018, the Migration exhibition (anticipated launch in October 2018) will feature a multi-chapter narrative highlighting the (positive) impact of Migration on everyday life: from urban architecture to food trends and fashion.

Rise of Literacy
The project looks at the use of written text in Europe over centuries (from the sixth to the twentieth century) and tells users the story of the rise of literacy in European culture, as a

manifestation of a European-wide cultural movement. The project selects, digitises and ingests new content to Europeana as well as curates browse entry points and exhibitions showcasing cultural treasures relating to the theme. The project delivers content and editorials for two thematic collections, Europeana Manuscripts and Europeana Newspapers, while the latter is still under active development.

Digitisation of content by the projects partners is ongoing and content is expected to be ingested to Europeana by the end of 2018. So far, three galleries (e.g. 'Children Reading') , four blog posts and seven browse entry points (e.g. Apocalypse manuscripts) were published related to the project (e.g. Reading habits in the past). The project will see two online exhibitions related to the theme 'Rise of Literacy'.

Byzantine Art and Archaeology (BYZART)
The project will make 75,000 new digital objects accessible online through Europeana Collections. During the project photos, video and audio content, as well as 3D surveys and reconstructions about Byzantine history and culture are being digitised. The digitised data will enhance Europeana's artistic content by adding to the Byzantine art and archaeology material already available on the platform. This is expected to reach about 115,500 items related to Byzantine art and archaeology on Europeana Collections.

Project partners are proceeding with digitisation and cataloguing of their collections, while ingestion to Europeana Collections is expected by the end of 2018. The content will be accompanied by narratives that aim to capture users' attention and provide them with a rich online experience.

Balance of efforts

Planned division by activity
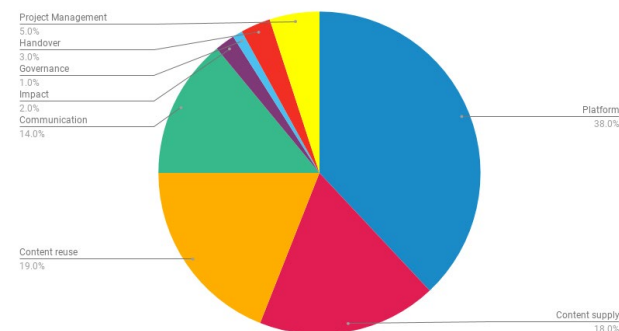
Actual division by activity from September 2017 - August/September 2018
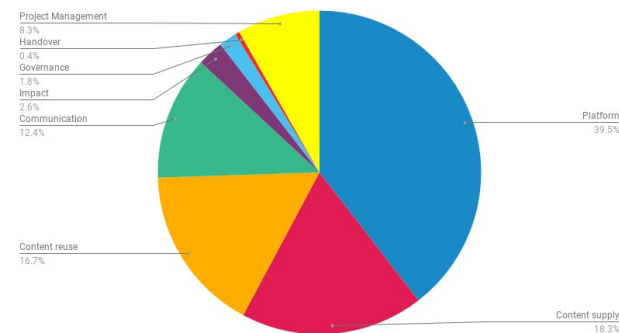
Europeana DSI-3 was funded, for the first time, under procurement by the European Union. Its funding was 8 million euro for the period 1 September 2017 - 31 August 2018. The work was performed in eight separate activities: 1) Platform maintenance and development 2) Fostering content supply 3) Fostering content reuse 4) Communication and dissemination 5) Studying the impact of digital cultural heritage 6) Governance 7) Handover 8) Project Management.

The charts state the percentages of resources allocated to each of the eight activities, within the consortium, both as planned and as actual realisation. The realised division is close to the expected division from the Tender, with the exception of Project Management and Handover. This is because most of the activities for handover were over-estimated and the actual work for reporting and management proved to be more work as foreseen. This has not affected the overall work.