

Europeana



DEEP IMPACT

Digital transformation with
high quality data

Henning Scholz, Europeana Foundation

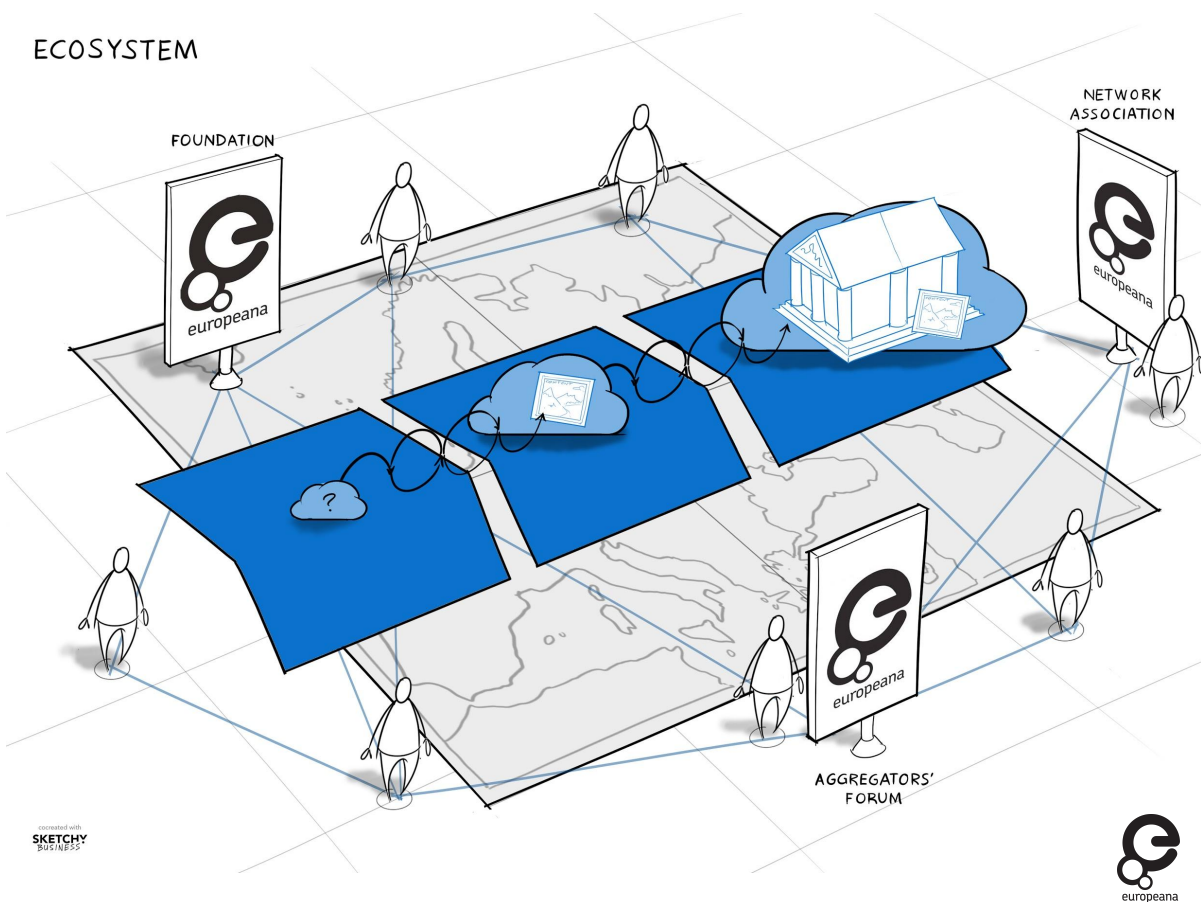


AN EU INITIATIVE

Europeana is an initiative of the European Union, financially and politically supported by the European Commission since its launch in 2008.

ECOSYSTEM

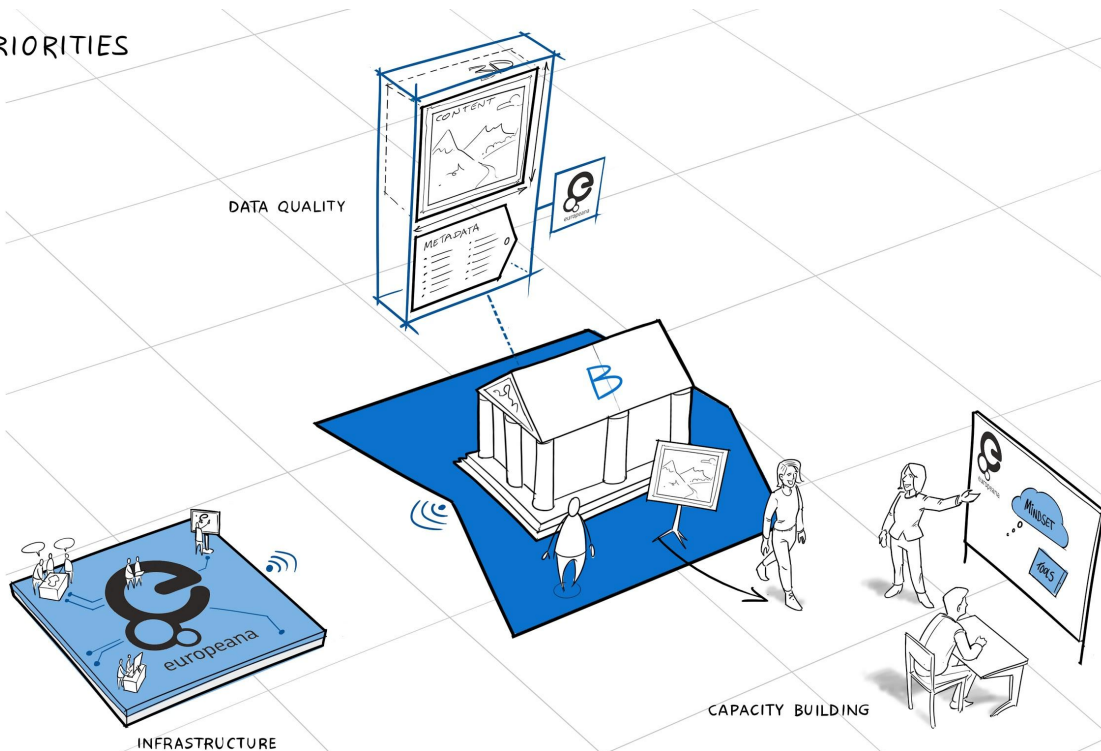
Three organisations with different experts and experience make up the Europeana Initiative.



PRIORITIES

1. Strengthen the infrastructure
2. Improve data quality
3. Build capacity

PRIORITIES

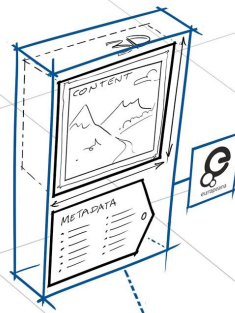


PRIORITIES

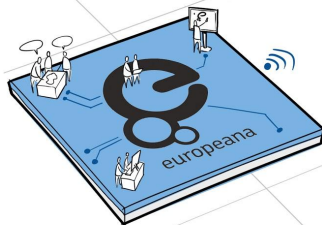
1. Strengthen the infrastructure
2. Improve data quality
3. Build capacity

PRIORITIES

DATA QUALITY

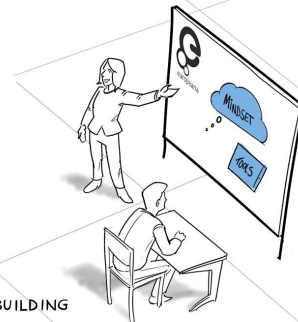


EUROPEANA PUBLISHING FRAMEWORK



INFRASTRUCTURE

CAPACITY BUILDING



WHAT DO YOU WANT TO GET OUT OF YOUR ONLINE COLLECTIONS?

WHAT YOU WANT

QUOTE JANUARY 2014

"We would be very happy if you can think about some promotional activities. The publication on the Europeana Pro Blog sounds quite interesting, as well as the idea of a virtual exhibition."

WHAT YOU GIVE



WHAT YOU GET

QUOTE JANUARY 2014

SORRY!
CURRENTLY NOT POSSIBLE

"We would like to have some promotional activities. The idea of a log sounds quite interesting, and an exhibition."

WHAT DO YOU WANT TO GET OUT OF YOUR ONLINE COLLECTIONS?

IT IS ALL ABOUT YOU

WHY PUBLISH ONLINE?

- Fulfil your mission
- More visibility (awareness, traffic, social media)
- Reach specific audiences (education, research)
- Partner with organisation & join campaigns
- Improve brand and reputation
- Part of a culturally connected Europe
- Encourage co-curation, transcriptions, annotations
- Anything else?

IT IS ALL ABOUT YOU

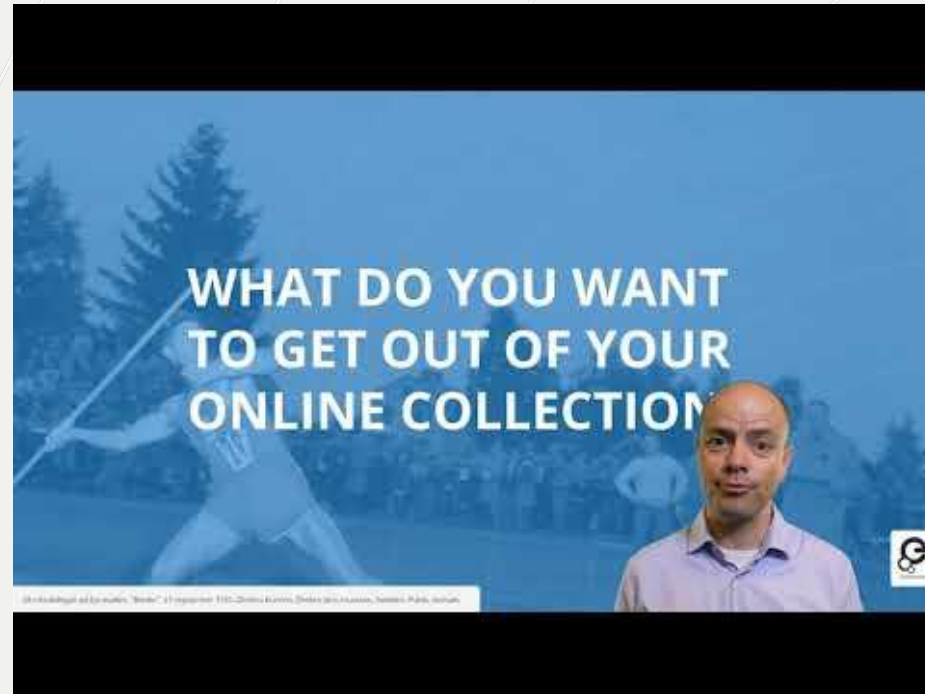
WHAT PUBLISH ONLINE?

- Everything in the collection
- Everything in the public domain
- National masterpieces
- Vulnerable objects
- Demand driven digitisation

PUBLISHING FRAMEWORK

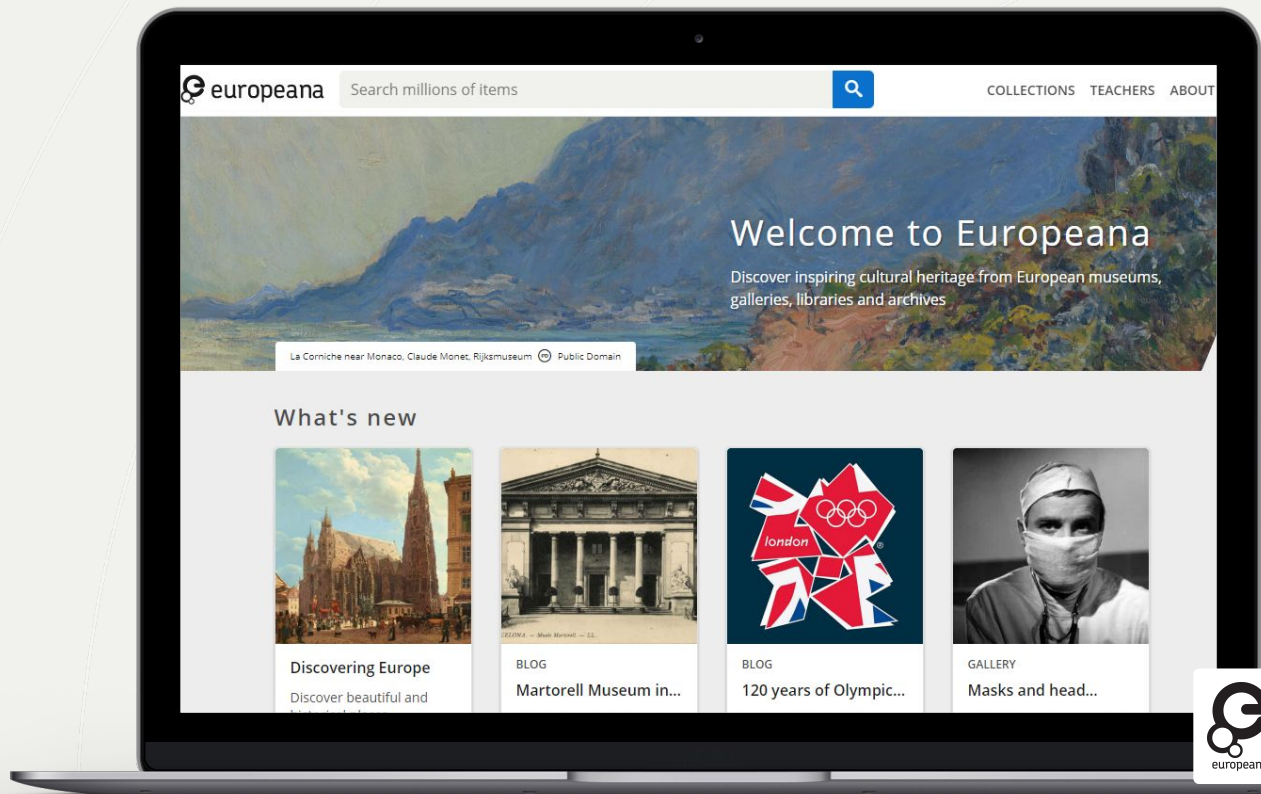


PUBLISHING FRAMEWORK



COLLECTIONS

Inspiring cultural heritage
from across Europe at your
fingertips

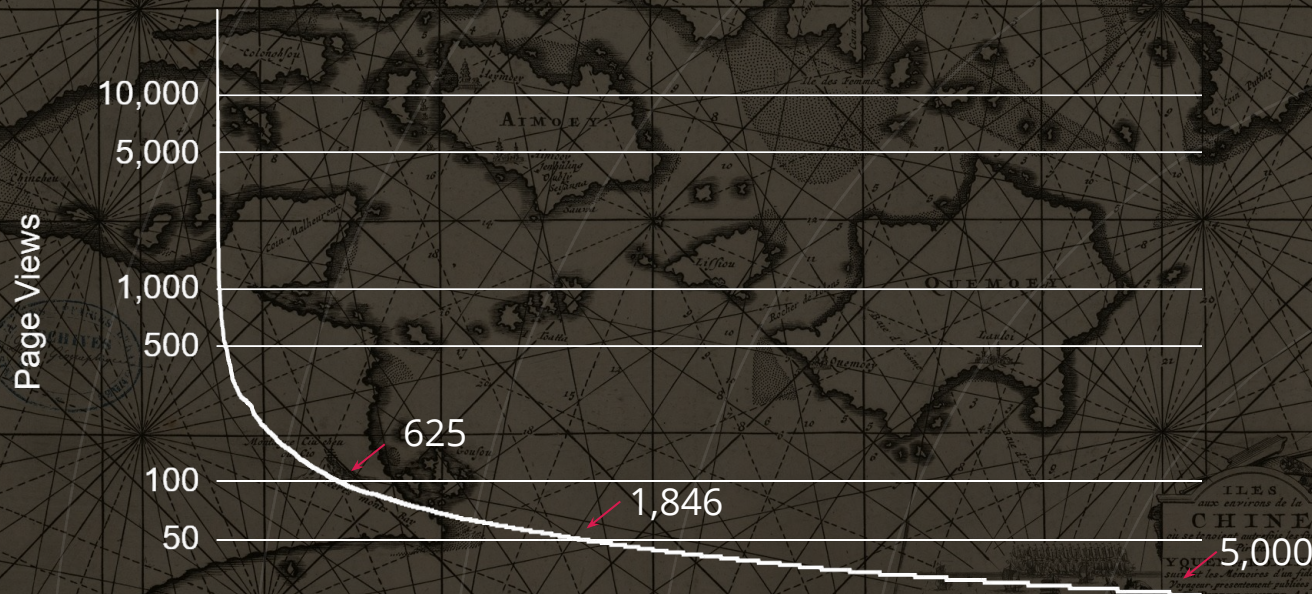


VISITED MORE THAN

500,000

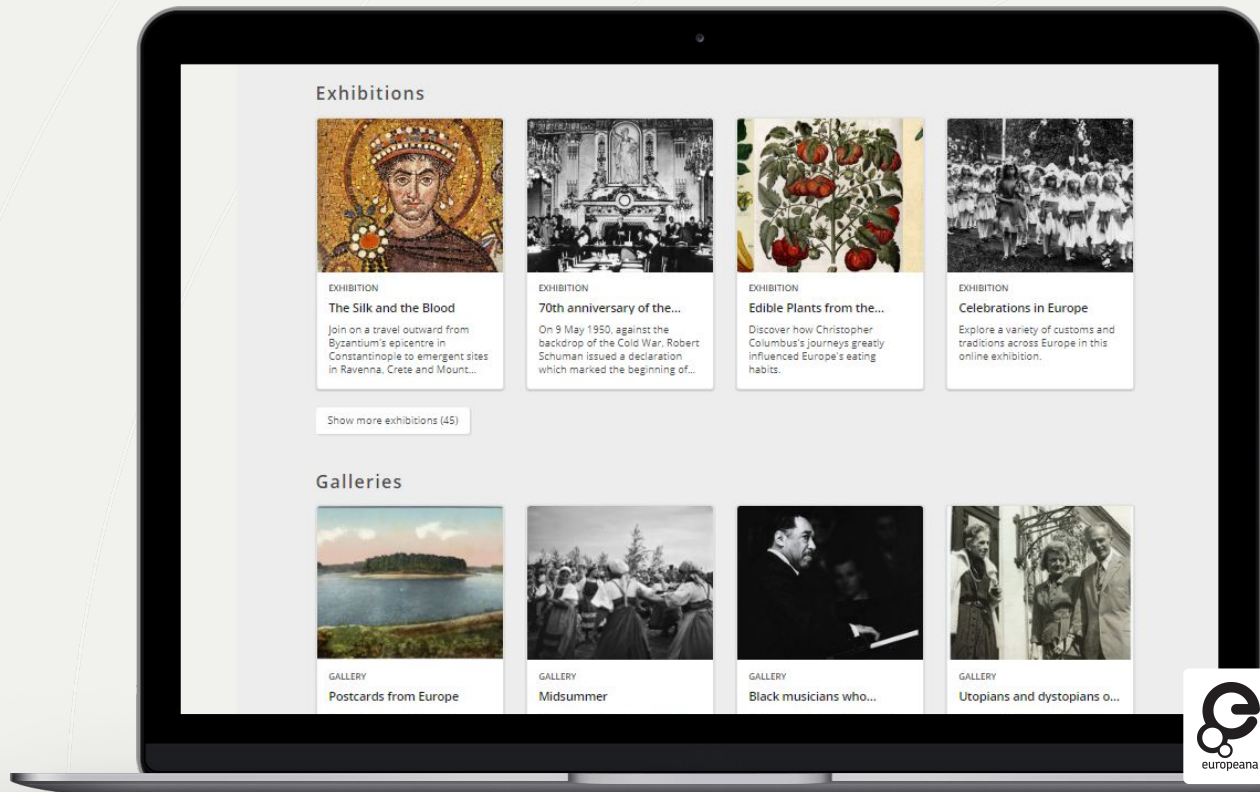
TIMES EVERY MONTH

VISIBILITY: VIEW OF ITEMS



EDITORIAL

Engaging stories on an amazing variety of subjects, from social history to fashion, and architecture to the environment.



BROADENING EXPERIENCE

'This has been a wonderful idea, to introduce paintings and photographs from a number of different museums and galleries that many of us would not be able to visit. Thank you for broadening my experience.'

Comment on a Europeana collections blog.



COMMON CULTURE

EDITORIALS

62
editorials
published

34 blogs

27 galleries

1 exhibition

COMMON CULTURE

SHOWCASING CULTURAL HERITAGE

Contributed by
27 different
organisations

1,686 digitised
cultural heritage
objects
showcased

From c.320
cultural heritage
institutions

In
35 countries

COMMON CULTURE

ENGAGING USERS

'Very nice blog. I like Jacobs' biscuits, didn't know much about their history. Thank you!'

'That is so cool!
Nice story!'

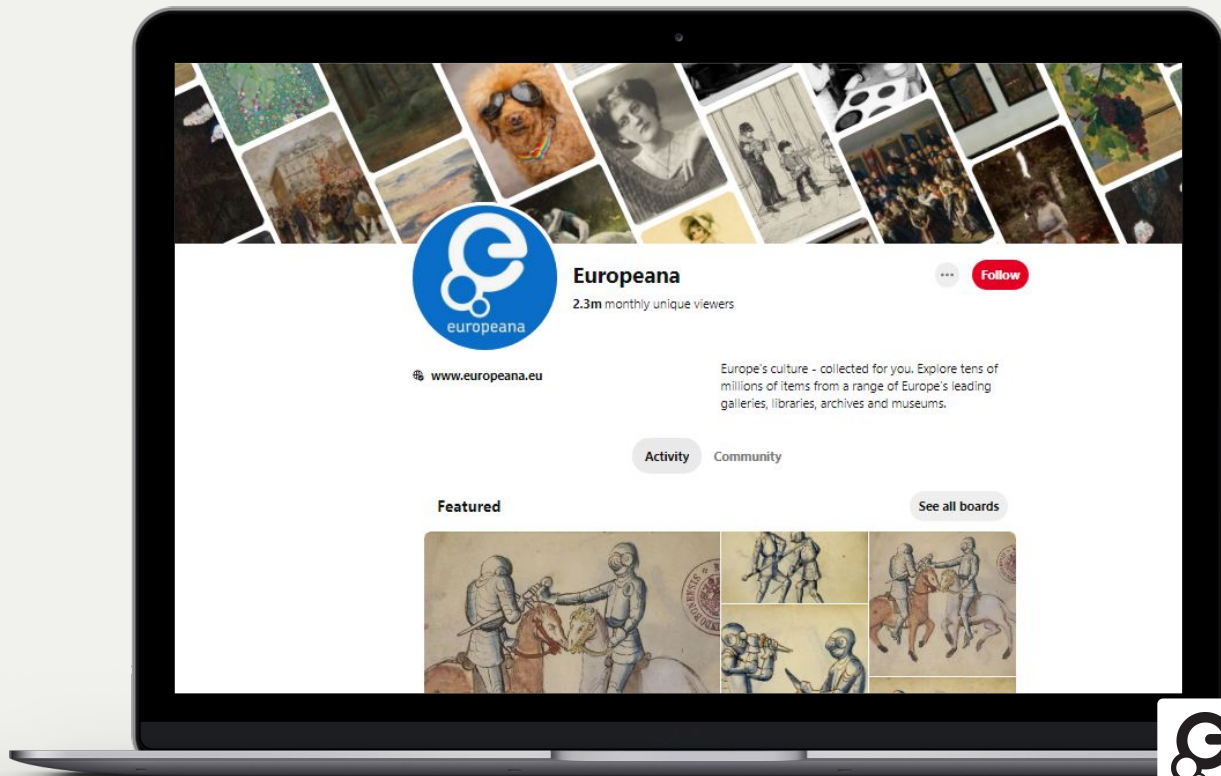
'Beda Hallberg's work was so needed and it's wonderful to see the accolades she deserves.'

'I enjoy how it's a reflection of the richness and variety of European culture'

SOCIAL MEDIA

MAKING CULTURAL
HERITAGE PART OF
DAILY LIVES AND
CONVERSATIONS

- Facebook
- Instagram
- Pinterest
- Twitter



MORE THAN
210,000

PEOPLE FOLLOW EUROPEANA
ON SOCIAL MEDIA

GIF IT UP COMPETITION

An annual competition from Europeana, the Digital Public Library of America, Trove and DigitalNZ, GIF IT UP challenges people to reuse digitised cultural heritage material to produce and share unique gifs.



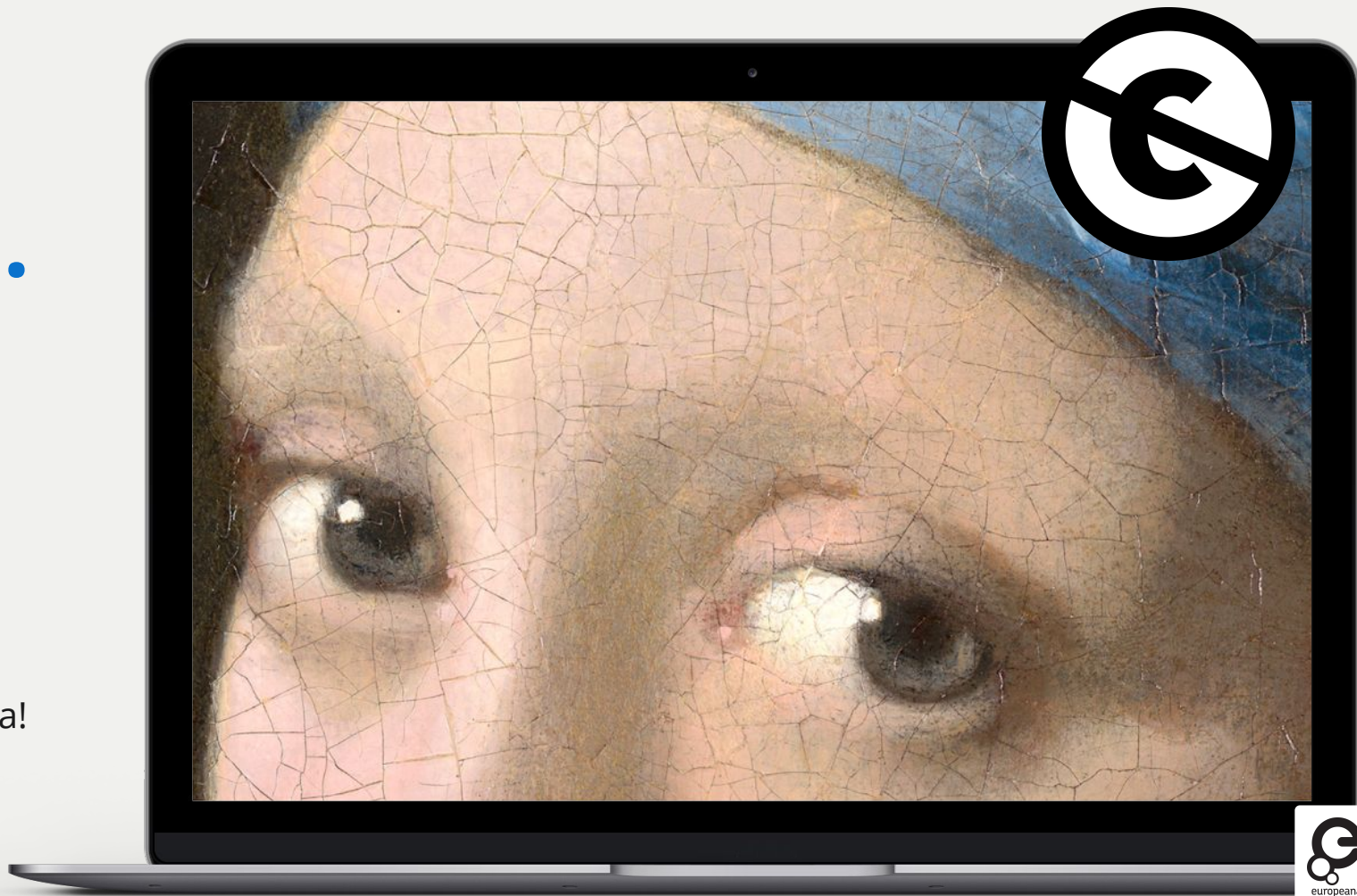
**YOU
GIVE...
YOU
GET**

- Website?
- Editorials?
- Social media?



YOU GIVE... YOU GET

- Website!
- Editorials!
- Social media!



ENRICHING BY CROWD

HARNESSING PEOPLE POWER

- Enrich Europeana
- CrowdHeritage
- 50s in Europe Kaleidoscope
- ...

ENRICHING BY CROWD



[View image](#)

Servizio fotografico Italia, 1958

Catalogato in SIRBeC

Servizio fotografico : Italia, 1958 / Paolo
Monti. - Buste: 6, Fototipi: 6 : Negativo b/n,

ge
10
id
20
pa
11

Keywords (provided by the community)

industrial engineers ; job work ; Modernist ; blue collar
workers ; gas turbines ; industrial design ; mechanical
engineering ; metal ; machine

scatola identificata con la numerazione
20069-20184. Sulla scatola manoscritto
con pennarello nero: "Tosi/ 750-1080". La
scatola è a sua volta contenuta in una
scatola grande col coperchio giallo.

ENRICHING BY CROWD

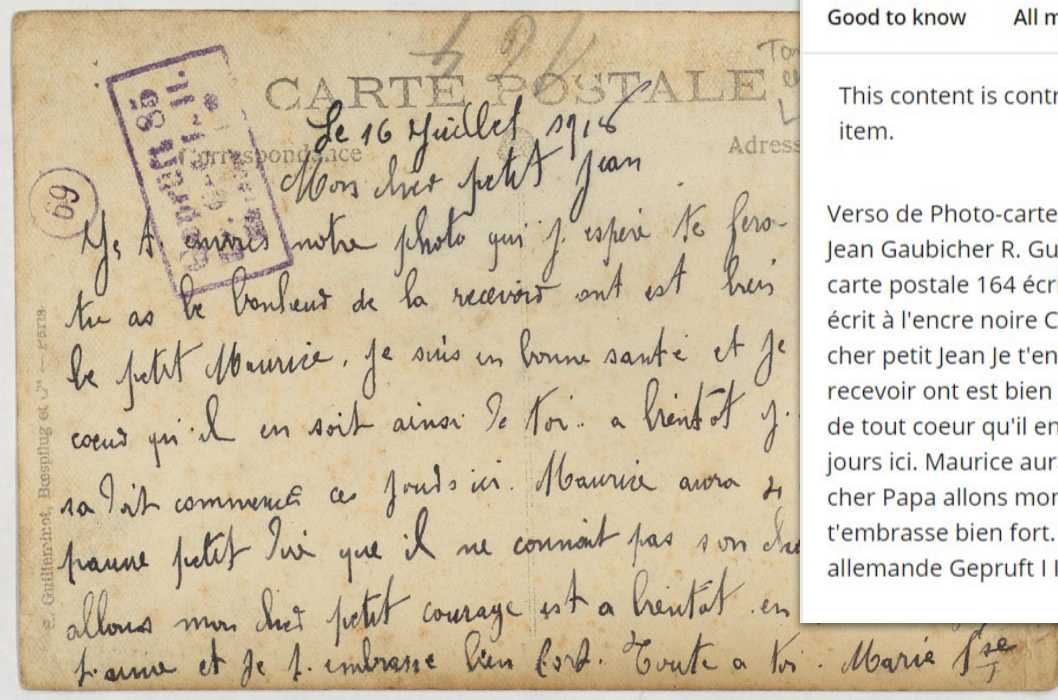
Good to know

All metadata

Transcription

This content is contributed by the public, not by the institution that provided this item.

Verso de Photo-carte postale de Marie-Françoise Lorvellec, épouse de mon grand-père Jean Gaubicher R. Guilleminot, Bœsptug et Cie. Paris imprimée vers le bas côté de la carte postale 164 écrit au crayon Tante Ursule et Marie Françoise LORVELLEC Mauri écrit à l'encre noire CARTE POSTALE Correspondance Adresse Le 16 Juillet 1918 Mon cher petit Jean Je t'envoie notre photo qui j'espère te fera plaisir si tu as le bonheur de la recevoir ont est bien réussi surtout le petit Maurice. Je suis en bonne santé et je désire de tout coeur qu'il en soit ainsi de toi.. a bientôt j'espère te revoir sa l'ait commencer ces jours ici. Maurice aura 4 ans vendredi pauvre petit lui que il [SIC] ne connaît pas son cher Papa allons mon cher petit courage est [SIC] a bientôt. en attendant je t'aime et je t'embrasse bien fort. Toute a toi. Marie Fse



WHAT DO YOU WANT TO GET OUT OF YOUR ONLINE COLLECTIONS?

IMPACT

- Contextualise?
- Annotate?
- Transcribe?
- Reuse? (InC)



METADATA QUALITY

europeana



[View image](#)

Váza

Váza

Medium	Materiál: porcelán
Provider	eSbírký
Providing country	Czech Republic
Rights statement for the media in this item (unless otherwise specified)	http://creativecommons.org/publicdomain/mark/1.0/
Rights	Uměleckoprůmyslové museum v Praze
Place-Time	Evropa
User generated content	false
Collection name	2024017_Ag_CZ_UPM
Timestamp created	2017-02-24T08:27:00.224Z
Timestamp updated	2017-02-24T08:27:00.224Z
Extent	Rozměr: v. 16,5
Format	Technika: malba
Relations	Porcelán a keramika

METADATA QUALITY

- Language tags
 - dcTitle - it - Facce
- Enabling elements
 - dcCreator - def - Blu
- Linked Open Data vocabularies
 - dcSubject - def - <http://vocab.getty.edu/aat/300056477>
 - dctermsSpatial - def - <http://sws.geonames.org/3169070/>

ENTITY COLLECTION

 You're viewing this item in the new Europeana website. [View this item in the original Europeana.](#)



[View image](#)

Facce

Gigantesco murale a sfondo sociale, realizzato senza alcuna autorizzazione ufficiale e interamente finanziato dagli occupanti dell'Ex Caserma dell'Aeronautica militare nel quartiere Ostiense. Durante i due anni impiegati per realizzare il murale, l'artista ha lavorato e vissuto nell'edificio.

CONTENT YOU MIGHT LIKE

Blu (artist)

SHARE

DOWNLOAD

 CC BY 

View at [Associazione culturale GoTellGo](#) 

ENTITY COLLECTION

 europeana

Blu (artist) x Search millions of items 

COLLECTIONS TEACHERS ABOUT US

Blu (artist)

Type of media ▾ Can I use this? ▾ Providing country ▾ More filters

Results: 10  



Gigante sdraiato
Blu
Associazione culturale GoTellGo



Capita



Spirale della storia della terra



Il carcere di Rebibbia

 Feedback

THE MORE YOU GIVE...

DATA QUALITY

- Direct links to high quality media
- As open licenses as possible
- Rich metadata incl keywords
- Links to LOD vocabularies
- Language tags

...THE MORE YOU GET

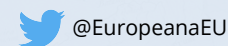
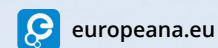
IMPACT

- Thematic Collections / Entity Collections
- Exhibitions, Galleries
- Education, Research, Creative Industries
- Social media outreach
- Co-curation, crowdsourcing, contextualisation
- ...

LESSONS LEARNED

PUBLISHING FRAMEWORK BEYOND EUROPEANA

Relationship between the quality and openness of data and the impact it can have - the higher the quality of the data, the more benefits can be created - whenever institutions make material available on the web.



Co-financed by the Connecting Europe
Facility of the European Union