



europa  
think culture

# Making Culture Available to All

Europeana Strategy 2015-2020

Joris Pekel

Budapest 05/11/2014

 @jpekel



---

# What is Europeana

- Found in 2005
- Launch in 2008
- “Access to all of Europe’s heritage”
- European Identity
- Bring culture together and give access from one point

# Europeana Aggregation Model

## Domain Aggregators

## National initiatives



Libraries



Archives



Audiovisual collections



Thematic collections



National Aggregators



Regional Aggregators



e.g. Culture Grid, Culture.fr

e.g. Musées Lausannois

e.g. Judaica Europeana, Europeana Fashion

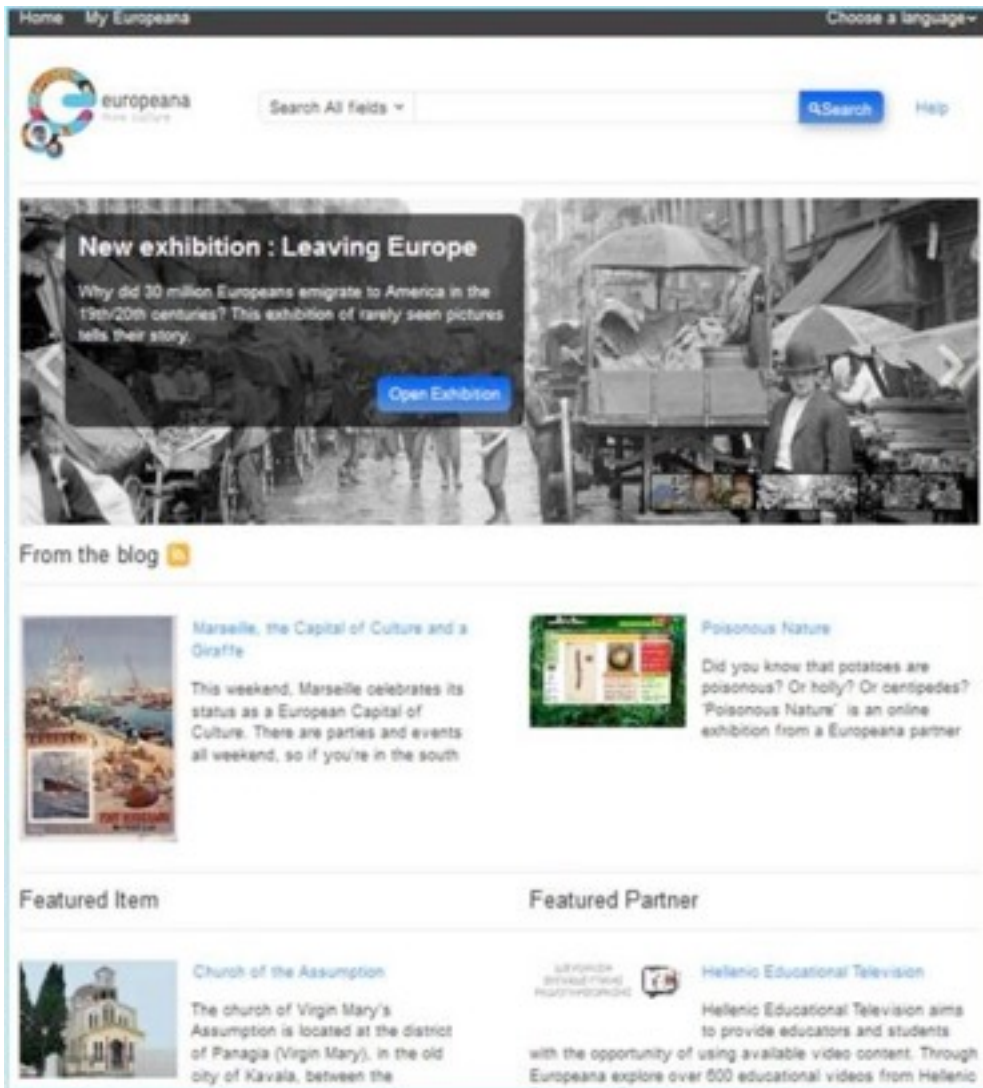


e.g. The European Library

e.g. APEX

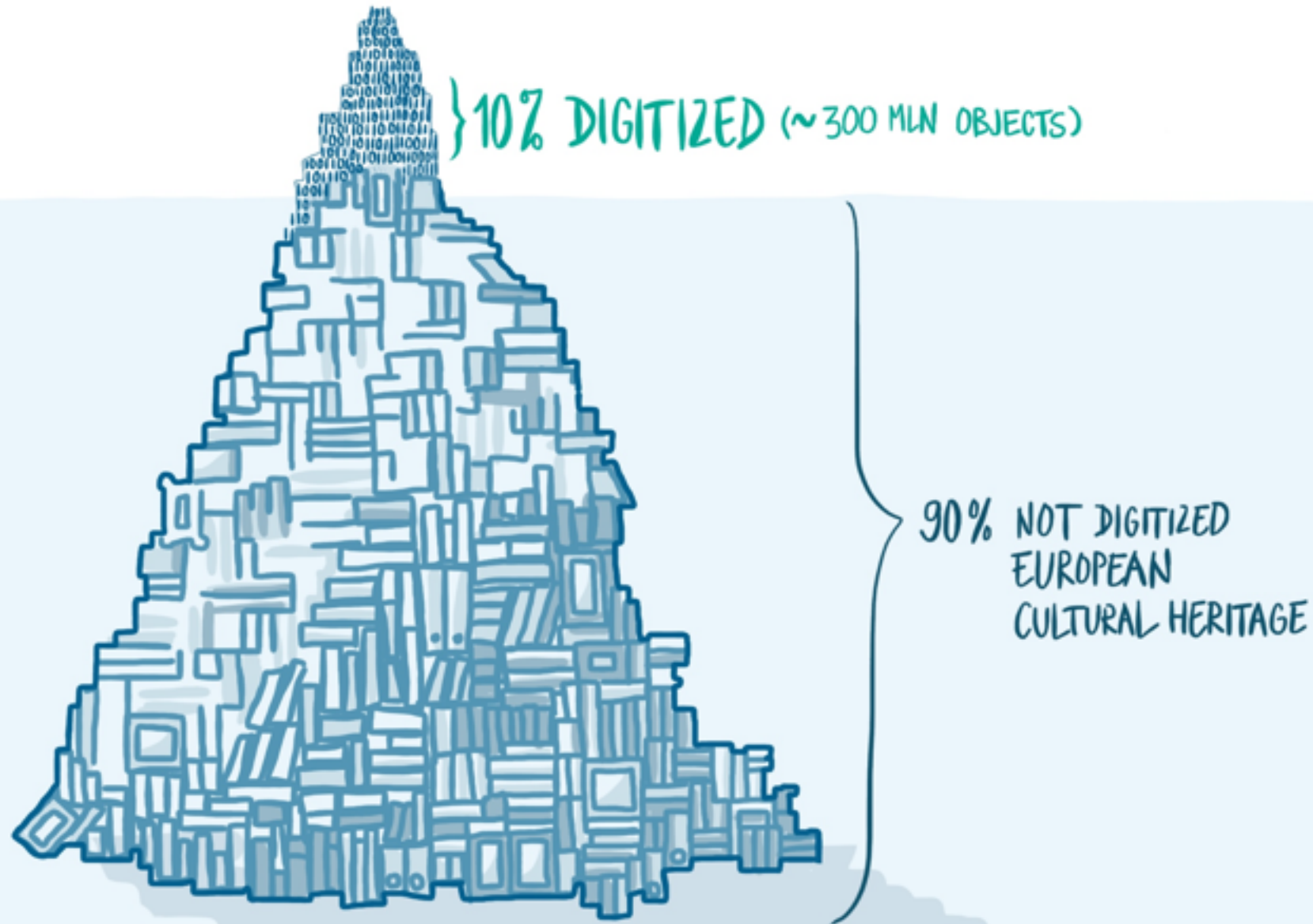
e.g. EUScreen, European Film Gateway

# Where are we now?



- 32m records from +3000 European galleries, museums, archives and libraries
- Books, newspapers, journals, letters, diaries, archival papers
- Paintings, maps, drawings, photographs
- Music, spoken word, radio broadcasts
- Film, newsreels, television
- Curated exhibitions
- 31 languages





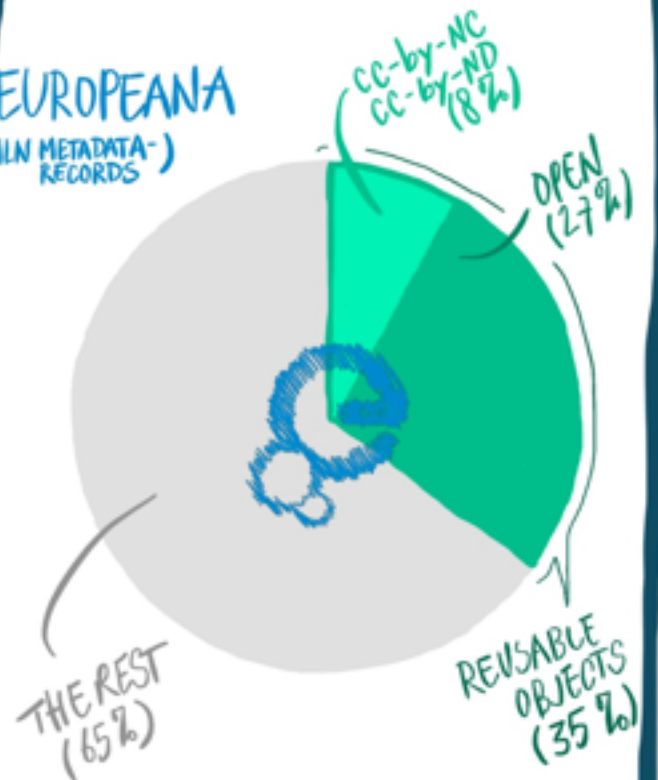




ITIZED (~300 MIL OBJECTS)

} 10%

12% IN EUROPEANA  
(32 MILN METADATA-  
RECORDS)



# 'We transform the world with culture'

## Europeana Strategy 2015-2020

JOIN

DOWNLOAD PDF

SHARE

## Introduction

Europeana started 5 years ago as a [big political idea](#) to unite Europe through culture by making our heritage available to all for pleasure. A deeply felt belief that our shared cultural heritage fundamentally belongs to all of us, and is therefore too important for market forces alone to digitise and make available. We still believe in this big idea. We are Europeana, the [network](#) for the cultural heritage in Europe, and we think we are in a unique position to make these ideals come true. We are expanding our network with thousands of institutions, politicians, tech entrepreneurs, open data activists, developers and researchers all with one thing in common: [A shared world](#) where every citizen will have access to all cultural heritage. We transform the world with culture

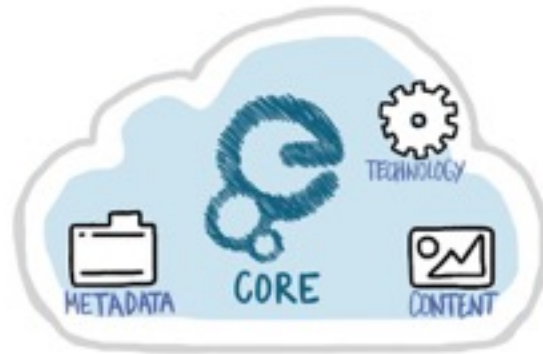
---

# From Portal to Platform

**‘Portals are for visiting,  
platforms are for building on’**

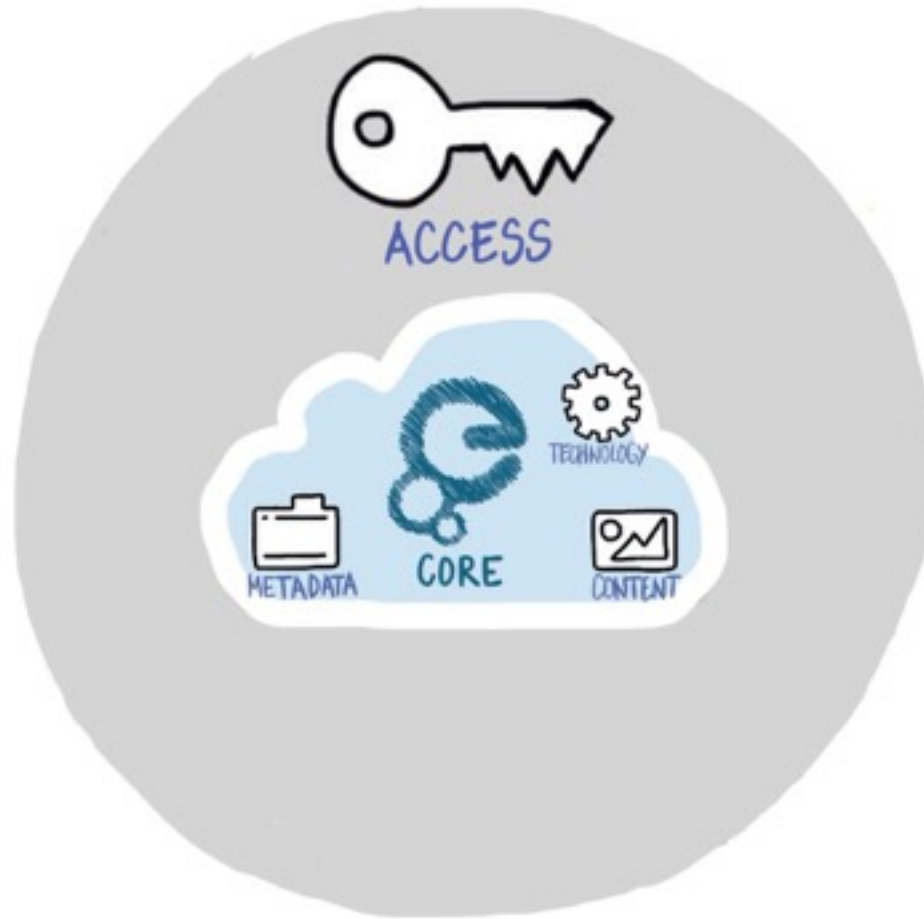
Tim Sherratt, Trove





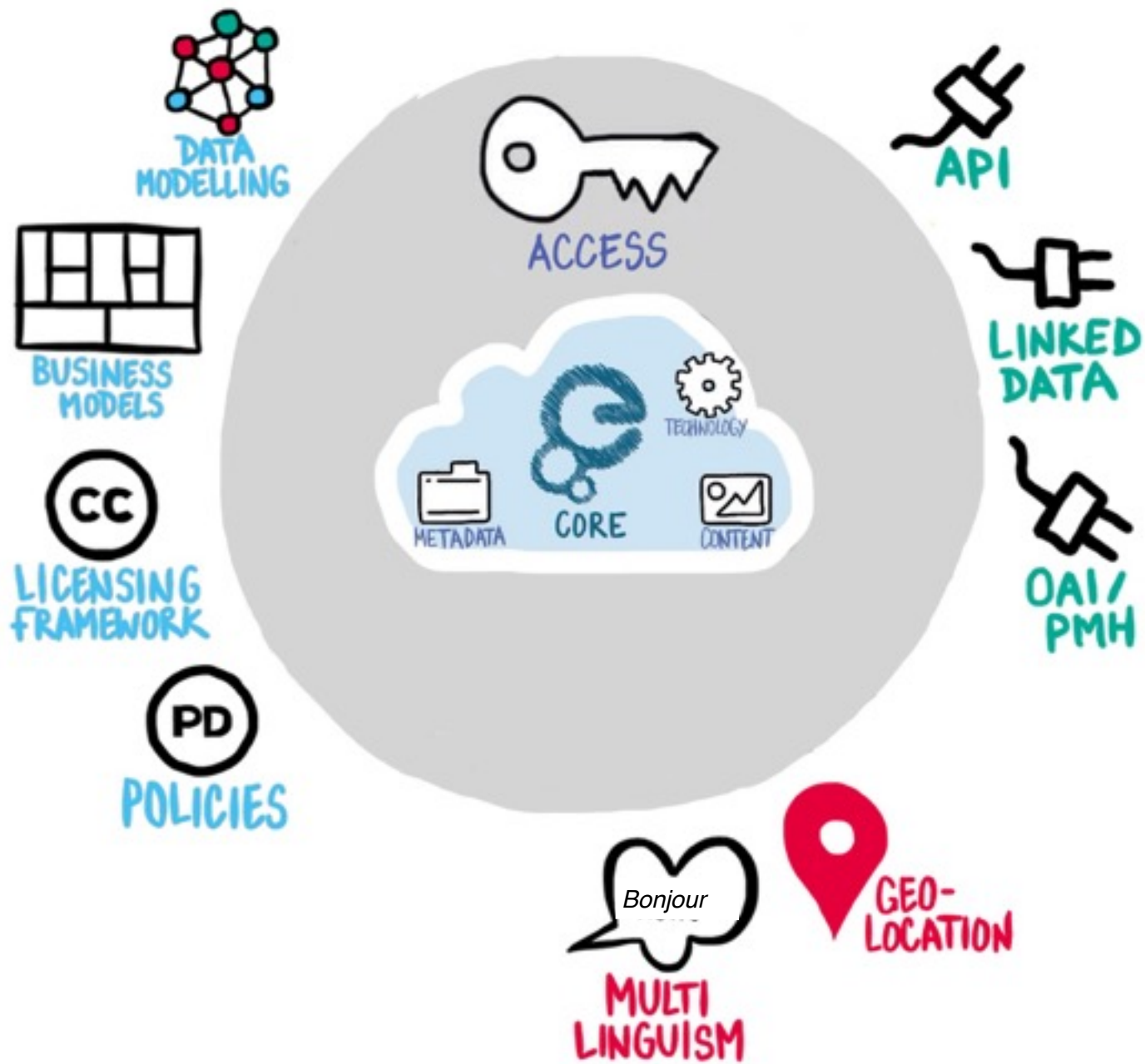
1: Core



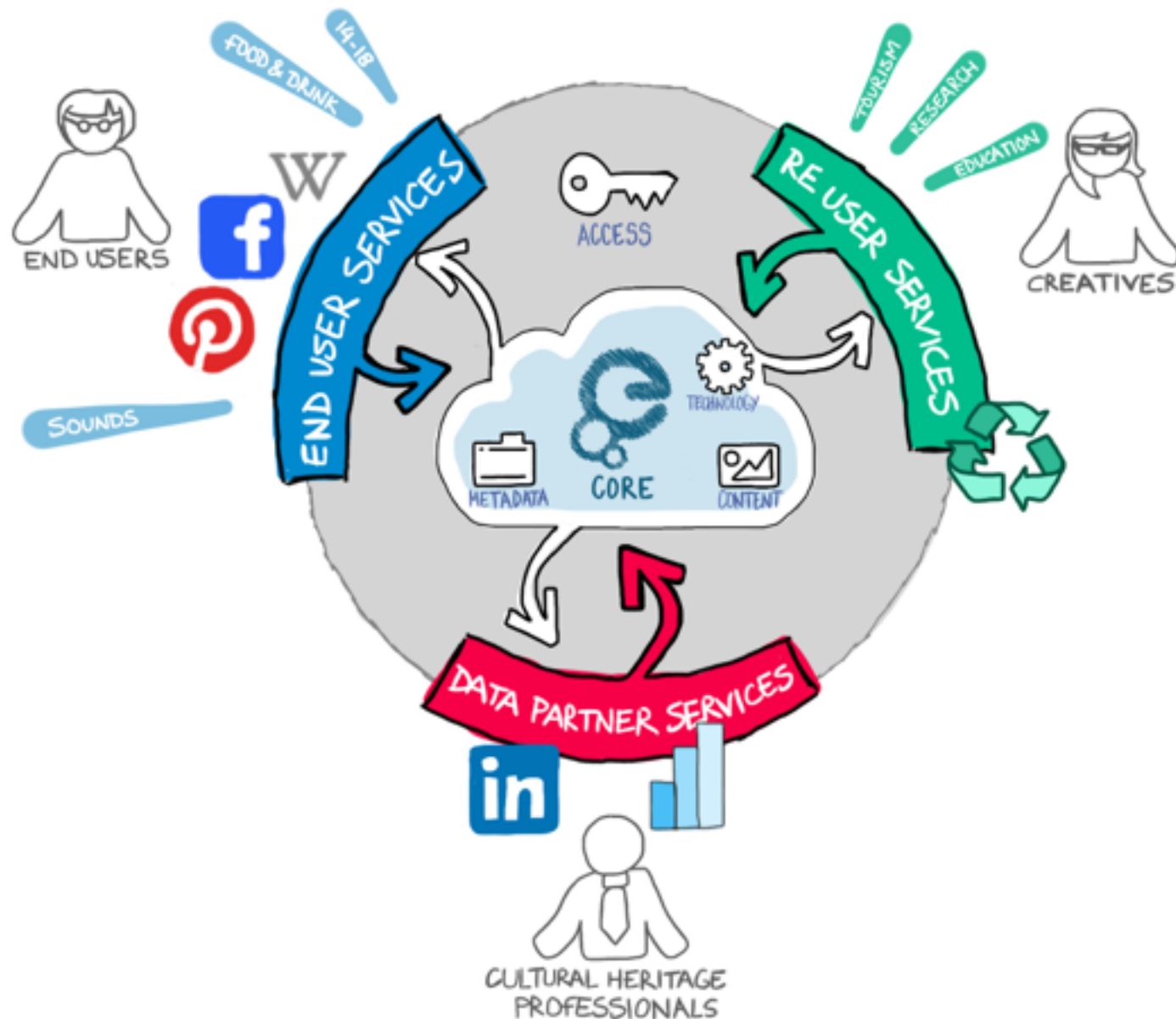


## 2: Access

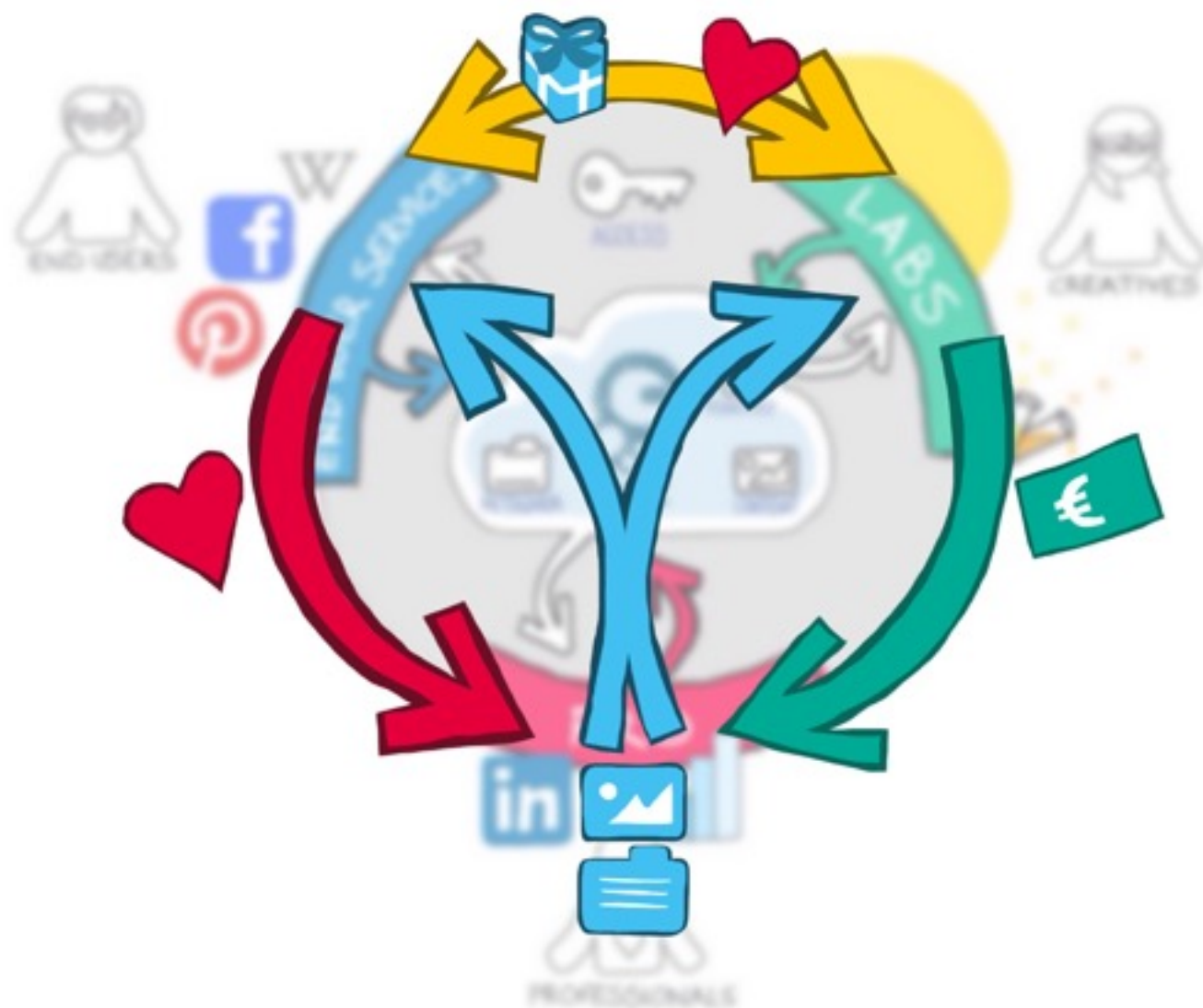




# Multi-sided platform







Innovate supply chain



Correct rights information



# Priority #1: improve data quality



Develop (premium) cloud services




Less of this



[Return to search results](#)



© Free access - no re-use

View item at  
[Norsk Oljemuseum](#) 

 Share

## Tekst mangler....

**Description:**  
Tekst mangler....

**Type:**  
[StillImage](#)

**Subject:**  
[#Ekofisk1](#)

**Is part of:**  
Norsk Oljemuseums samling i Primus

**Data provider:**  
[Norsk Oljemuseum](#)

**Provider:**  
[Arts Council Norway](#)

**Providing country:**  
Norway

**Other items you may be interested in:**



## No access

Access for this resource is closed

[Social History Services](#)

More of this





Search ▾

Search

Help

[Return to search results](#)

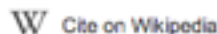
&lt; Previous Next &gt;



Public Domain marked

View item at  
[Rijksmuseum](#)

Share



Cite on Wikipedia



Translate details

Select language ▾

Powered by Microsoft® Translator

## Zelfportret op jeugdige leeftijd

**Description:** Zelfportret van Rembrandt op jeugdige leeftijd. Buste naar rechts, het gelaat in de schaduw, met krullend haar.

**Creator:** schilder: Rembrandt Harmensz. van Rijn

**Contributor:** Aankoop met steun van de Vereniging Rembrandt, de Stichting tot Bevordering van de Belangen van het Rijksmuseum en het Ministerie van CRM

**Date:** tweede kwart 17e eeuw

**Date of creation:** ca. 1626 - ca. 1628

**Type:** schilderij

**Format:** image/jpeg; schilderij: hoogte 22.6 CMcmm; schilderij: breedte 18.7 CMcmm; lijst: hoogte 33.2 CMcmm; lijst: breedte 29.3 CMcmm; lijst: diepte 5.9 CMcmm; paneel: olieverf

**Subject:** Iconclass code: 48C513

**Identifier:** SK-A-4691; RM0001.COLLECT.5236

**Language:** nl

**Publisher:** Rijksmuseum, Amsterdam

**Data provider:** Rijksmuseum

**Provider:** Rijksmuseum

**Providing country:** Netherlands

### Search also for:

**Title**  
Zelfportret op jeugdige leeftijd (1)

**Who**  
Aankoop met steun van de Vereniging Rembrandt, de Stichting tot Bevordering van de Belangen van het Rijksmuseum en het Ministerie van CRM (1)  
schilder: Rembrandt Harmensz. van Rijn (29)

**What**  
schilderij (15719)  
Iconclass code: 48C513 (526)  
image/jpeg (2813921)

**Provider**  
Rijksmuseum (111657)  
Rijksmuseum (111657)









Implement content  
checker



*Influence copyright  
directive*



# Priority #2: Improve access conditions

Develop new business  
models

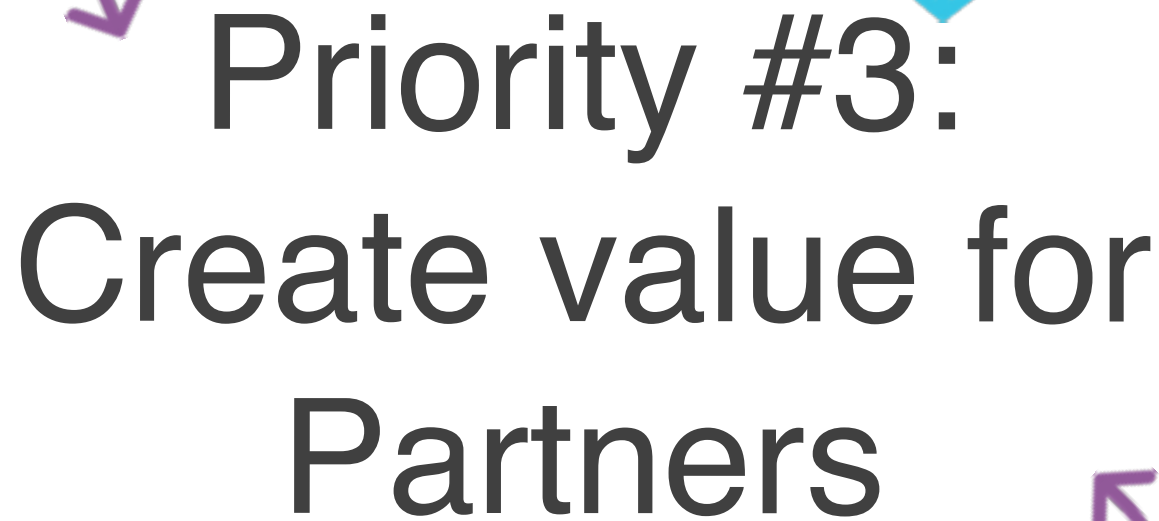


Invest in R&D  
(multilinguality)



Increase visibility

Get expertise and help

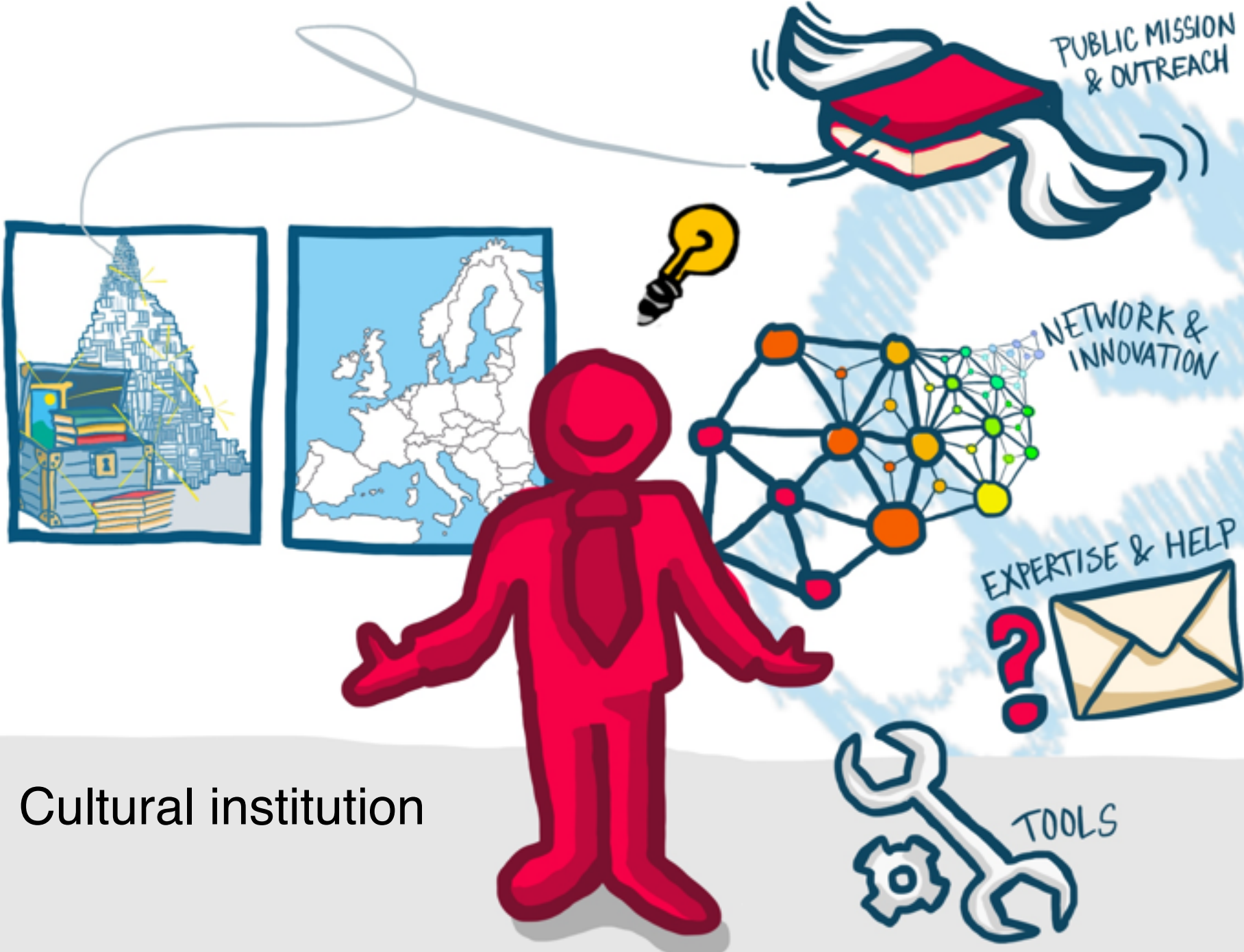


# Priority #3: Create value for Partners

Develop standards

Join the Network





Cultural institution



# Changing the Governance Structure

- Make Europeana more democratic
- The Network collectively owns Europeana and will be represented on the Members Council (50) and Governing Board (15)
- First 25 can be voted for right now!
- <http://pro.europeana.eu/cast-your-vote>
- Closes on Friday the 7th of November

---

# Questions?

→ ?





europeana  
think culture

# Thank you

Joris Pekel

[Joris.pekel@europeana.eu](mailto:Joris.pekel@europeana.eu)

 @jpekel

