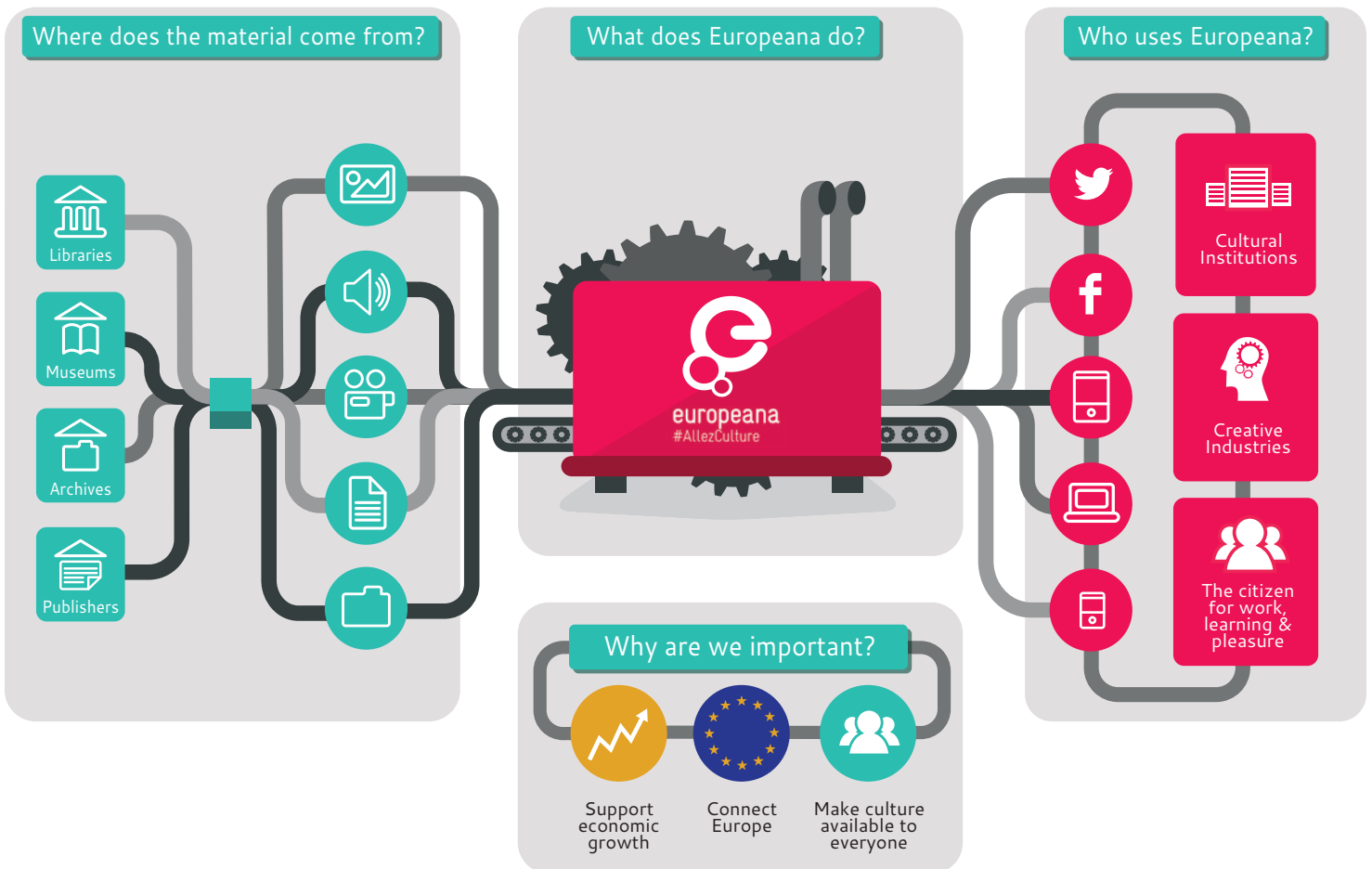# Europeana – the case for funding

What is Europeana?

The infrastructure supporting Europe's free digital library, museum and archive

Where does the material come from?

Libraries

Museums

Archives

Publishers

What does Europeana do?

europeana
#AllezCulture

Who uses Europeana?

Cultural Institutions

Creative Industries

The citizen for work, learning & pleasure

Why are we important?

Support economic growth

Connect Europe

Make culture available to everyone

Europeana is a catalyst for change for cultural heritage.

Why?

– Because we make cultural heritage accessible online.

– Because we have standardised the data of over 2,200 organisations, covering all European countries and 29 European languages.

– Because we provide creative industries and business start–ups with rich, interoperable material, complete with copyright information.

– And because we ensure that every citizen, whether young or old, privileged or deprived, can be a digital citizen.

Europeana has been transformative in opening up data and access to cultural heritage and now leads the world in accessible digital culture that will fuel Europe's digital economy. Through Europeana today, anyone can explore 27 million digitised objects including books, paintings, films and audio.

Raise your voice to support Europeana

Help us secure Connecting Europe Facility funding

Our three central arguments:

1 Europeana supports economic growth

Creative industries in Europe are growing fast; they are increasingly important to our economy[1] and they need fuel. Europeana provides it. Creative and technology businesses, software developers and app designers, particularly those from the learning, tourism and games sectors, are building new and ever more innovative ways of re-using Europeana's open information and code. Through these creative partnerships, we are also building a shared virtual research environment which will significantly reduce costs for the university and research library sectors. Europeana's openness encourages and enables creative re-use of its collections, which in turn multiplies the ways in which the people of Europe can engage with their heritage.

By unleashing the potential of data for re-use, Europeana provides Europe's content-reliant creative industries and SMEs with trustworthy material, promoting innovation and enabling growth.

Impact indicators

– To date, 770 businesses, entrepreneurs, educational and cultural organisations are exploring ways of including Europeana information in their offerings (websites, apps, games etc.) through our API. See examples such as inventingeurope.eu and www.zenlan.com/collage/europeana.

– Digital heritage creates jobs — in Hungary, for example, over 1,000 graduates are now involved in digitising heritage that will feed in to Europeana. Historypin in the UK predicts it will double in size with the availability of more open digital cultural heritage.

– Rival continents North America (the Digital Public Library of America) and Asia (Korea Copyright Commission) have both signed agreements to copy Europeana's model.

– Over the past five years, initial EU investment of 150 million euros has resulted in 70 million euros of co-funding from Ministries in 21 countries.

– To date, Europe has collectively invested over 1.2 billion euros in digitisation. Europeana is the only platform that brings this data together and offers it for unlimited use.

2 Europeana connects Europe

A level-playing field of open, democratised access to culture helps all communities of Europe to understand the past and to appreciate cross-cultural differences and communalities. Europeana brings people together across borders and generations by helping them to share their personal and family stories of WW1 and the fall of the Iron Curtain in 1989. Personal stories, in their original languages, combined with established historical narratives connect people's own pasts with the wider European history.

As well as connecting the individual across the continent, Europeana brings cultural organisations together through standardised models. This means that cultural data from all organisations is aligned across Europe.

'People often speak about closing the digital divide and opening up culture to new audiences but very few can claim such a big contribution to those efforts as Europeana's shift to cultural commons.' Neelie Kroes, Vice President of the Commission

Impact indicators

– 27 million objects are available through Europeana. It is truly multilingual and cross-cultural, with records available in all European languages and from all 27 EU countries.

– To date, 50,000 objects and stories relating to the First World War have been collected, and over 2,500 people have come to our Family History Roadshows.

3 Europeana makes Europe's culture available for everyone

By making Europe's cultural heritage open and free, in a range of ways and places, those who cannot and do not travel (the young, socially excluded or post-conflict communities) can still access all that Europeana has to offer. There are no barriers to who can explore culturally significant places, objects, artworks and stories on Europeana. In 2012, all 20m Europeana records were released under a Creative Commons Zero public domain dedication making them available for re-use both commercially and non-commercially.

Our website itself is responsive, adapting its display for computers, mobiles and tablets.

Our social media channels take our collections to the places people visit online, engaging groups that might not access the portal directly.

Our digital literacy and family programme encourages generations to work together and share their experiences of life in Europe with others.

Our partnerships with Promethean Planet and Euroclio provide resources for teachers throughout Europe.

Impact indicators

– All major online and emerging digital channels, e.g. Wikipedia, Facebook, Tumblr, are connected.

– Use of mobile and tablet versions is growing.

– Last year, we reached over one million views on Wikipedia from a single Editathon event, our newsletter achieved 110,000 opens, and we had an average of 17,000 Facebook impressions per post.

Europeana's CC0 release is a 'coup d'état' that *'will help to establish a precedent for other galleries, libraries, archives and museums to follow – which will in turn help to bring us that bit closer to a joined up digital commons of cultural content that everyone is free to use and enjoy.'* Jonathan Gray, Open Knowledge Foundation.

What would Europeana do with the investment, should it receive it?

– Maintain Europeana as the world-leading digital service for cultural heritage, strengthening its infrastructure and reaching more people.

– Attract commercial investment.

– Meet users' needs by developing more audiovisual content – this is 10 times more likely to be visited by our users than other types of content.

– Make content more responsive to users' needs and interests.

– Act as a catalyst in helping the cultural heritage sector to build and develop its offerings so that it can engage new generations.

What are the consequences of Europeana not receiving the EU funding required under the Connecting Europe Facility?

– Commercial opportunities generated through Europeana will effectively cease, which will have wider consequences for economic progression of cultural and educational industries.

– Europeana, and therefore Europe itself, currently leads the world in open data — this position as a cultural and technological global leader will be lost.

– Progress towards digital standardisation, interoperability and harmonisation of IPR (Intellectual Property Rights) not just in Europe but across the world would be lost.

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1 Creative industries account for 3.3% of EU GDP and 3% of employment in the EU. Source: European Competitiveness Report 2010. The creative industries are growing at a rate of 7% per annum.