Europeana Foundation Governing Board Meeting

23 June 2016
16h30 – 18h00 CEST
Teleconference

Status of KPIs against Business Plan 2016
Action proposed: For information and Q&A

Circulation:
Europeana Foundation Governing Board Members & Observers

Classification:
Public

Co-financed by the European Union
Connecting Europe Facility

Insects and Fruit
Jan van Kessel
1660 - 1665, Rijksmuseum
Netherlands, Public Domain

europeana

Business Plan 2016

KPIs

June 2016 Board meeting

Co-financed by the European Union
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Performance Indicators

GOAL: CREATE VALUE FOR PARTNERS

KPI 1:
we aim for
a 4 or 5 star rating
for our products
by >60%
of our partners
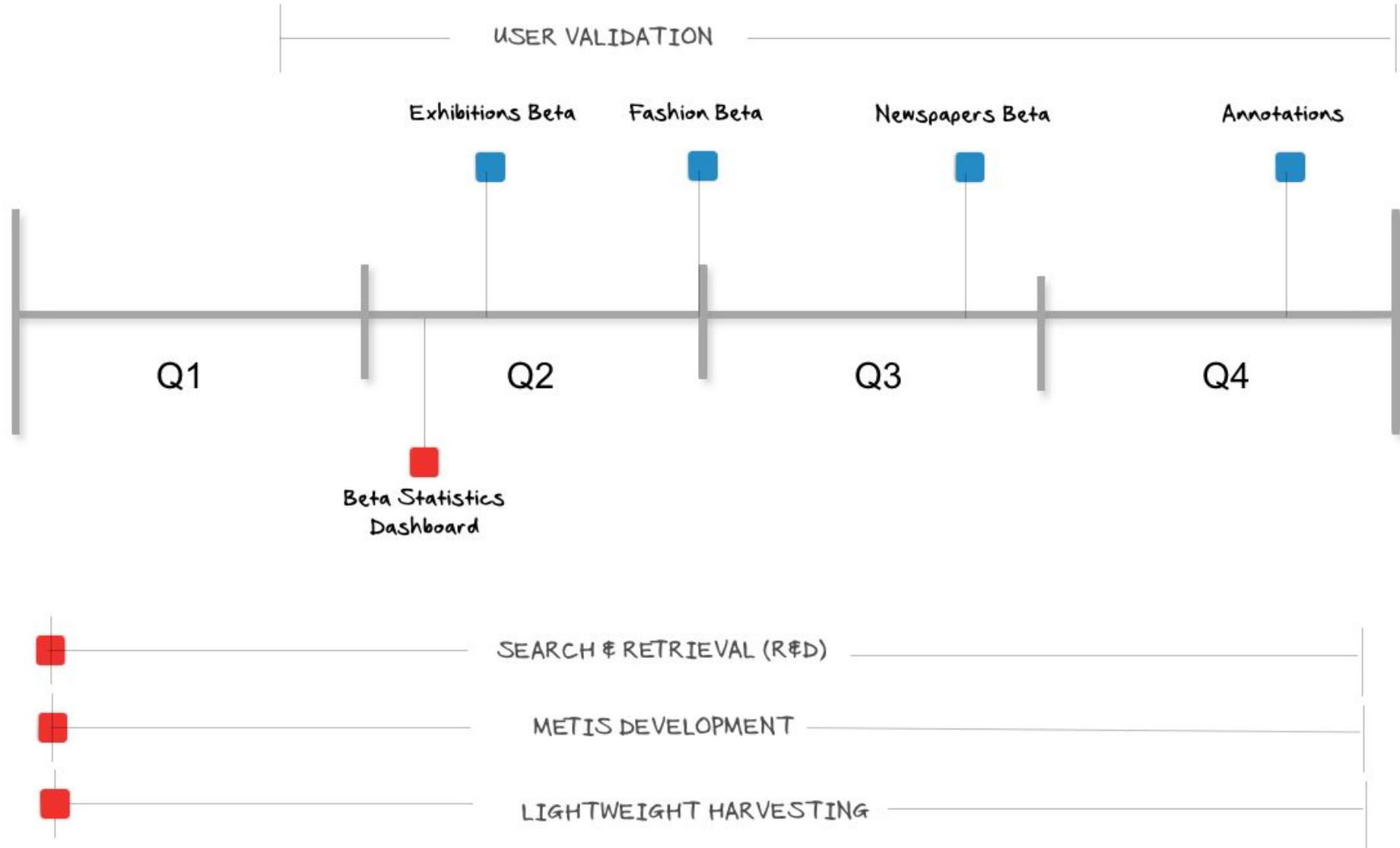and customers.

June 1 2016 status

- [User research](#) about Europeana Collections performed by User Intelligence marked us just under target (57%) and gave us useful suggestions on how to improve the service.
  - Music Collections, 68% rating the the product as Good or Excellent
- (End-) User survey of Europeana Pro at 50% rating the site Good or Very good
- Measurement of customer satisfaction will happen through surveys and focus groups for the products Collections (again), Art History Collections, Music Collections (again), and Labs/APIs during the second half of the year
- + We are currently executing a user validation programme (ending in June) to give us deeper insight into user needs (culture vultures, developers, cultural institutions)
- + Several new features are lined up (like the User annotations service, November) that will increase user participation
- *Note: in 2016 we are measuring customer satisfaction of the 3 main products. Not the service experience overall.

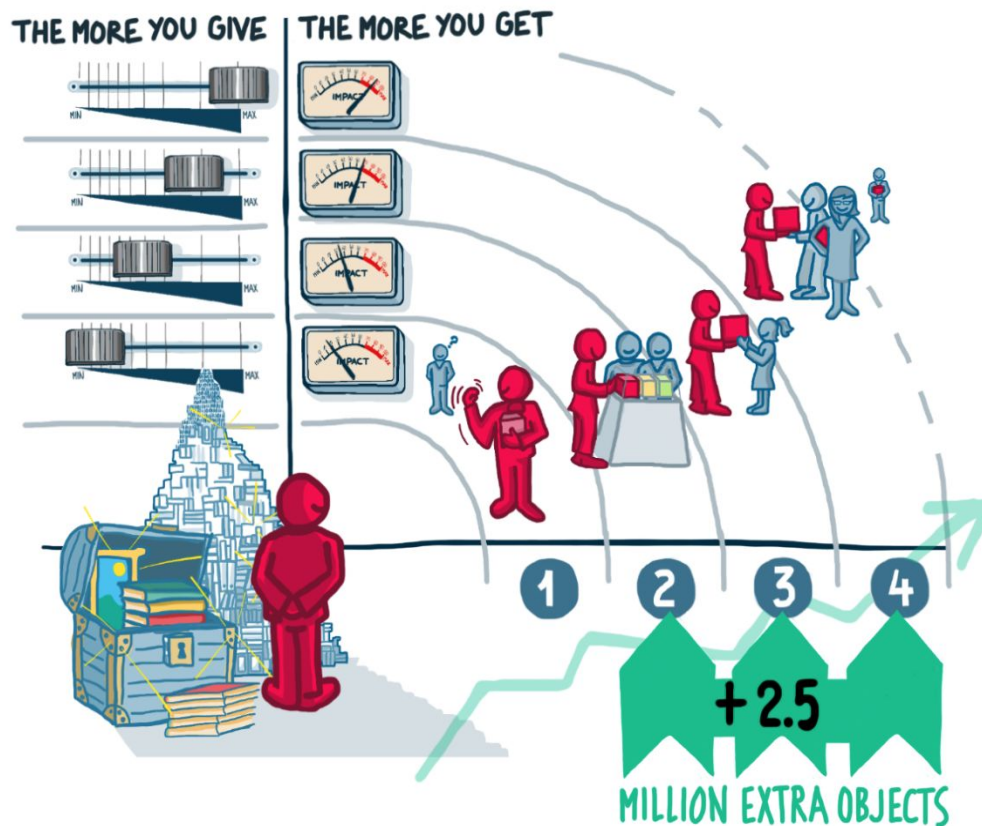# Main conclusions from the user research on Europeana Collections

- Almost all users appreciate the Europeana initiative and particularly value our mission, our content, our trustworthiness and the new version of the portal.
- Search is the key area where Europeana should improve, to better help users find what they are looking for.
- The concept of a Thematic Collection has a lot of potential, but is not always clear to users, and should thus lead to Europeana improvements in the information architecture and possibly stronger visual differentiation between Collections as a whole and the Thematic Collections

VALUE FOR PARTNERS

USER VALIDATION

Exhibitions Beta

Fashion Beta

Newspapers Beta

Annotations

Q1

Q2

Q3

Q4

Beta Statistics
Dashboard

SEARCH & RETRIEVAL (R&D)

METIS DEVELOPMENT

LIGHTWEIGHT HARVESTING

Performance Indicators

GOAL: IMPROVE DATA QUALITY

THE MORE YOU GIVE   THE MORE YOU GET

+2.5 MILLION EXTRA OBJECTS

KPI II:
we aim to add at least
2.5 million records to
tier 2, 3 or 4 of the
Europeana Publishing
framework.

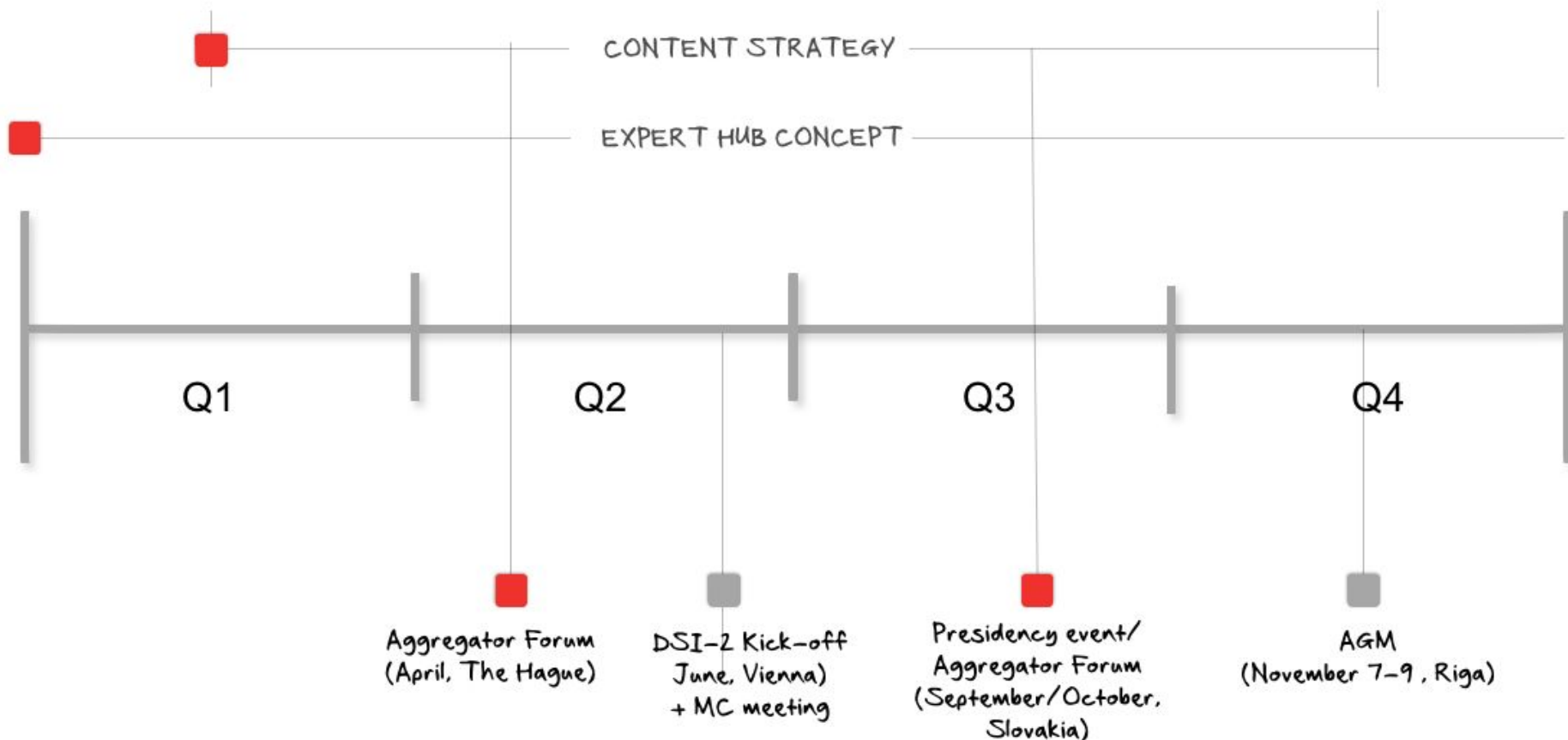# June 1 2016 status (see content report for more detail)

- The numeric increase in tier 2+ content since January is 2 million, but this increase is mainly reflecting the increase in available technical metadata across the database. Due to issues with the media file checker we have not yet been able to set the baseline for this performance indicator (increase in tier 2/3/4). As the media file checker is still processing data, we propose to set a new baseline once processing is done and measure progress against this baseline in the 2nd half of 2016
- + For the first time we are able to give a more precise estimate how much data with direct links and reasonable content quality are accessible
- Examples of tier2/3/4 data: Europeana 280, National Brewery Heritage Trust

June 1 2016 status (see content report for more detail)

- + Data partners (incl aggregators) have started to communicate the Europeana Publishing Framework to their communities and some even translated the Europeana Publishing Framework into the language of their country; helping to raise more awareness and bring in better data
- + a content strategy for Europeana is being developed. To be presented at the AGM in Nov 2016. A good content strategy should help our organisation and our partners to identify what kind of content is needed by users.
- + The new (thematic) collections website aim to encourage organisations to provide their very best content. We have shortlisted some institutions in the area of art history to pitch the idea and work on best ways to either improve existing collections and/or get in new data
- + The Europeana art 280 campaign is a great example what is possible with high quality data. We need to build on this experience to encourage more institutions to provide better data.

IMPROVE THE DATA QUALITY

CONTENT STRATEGY
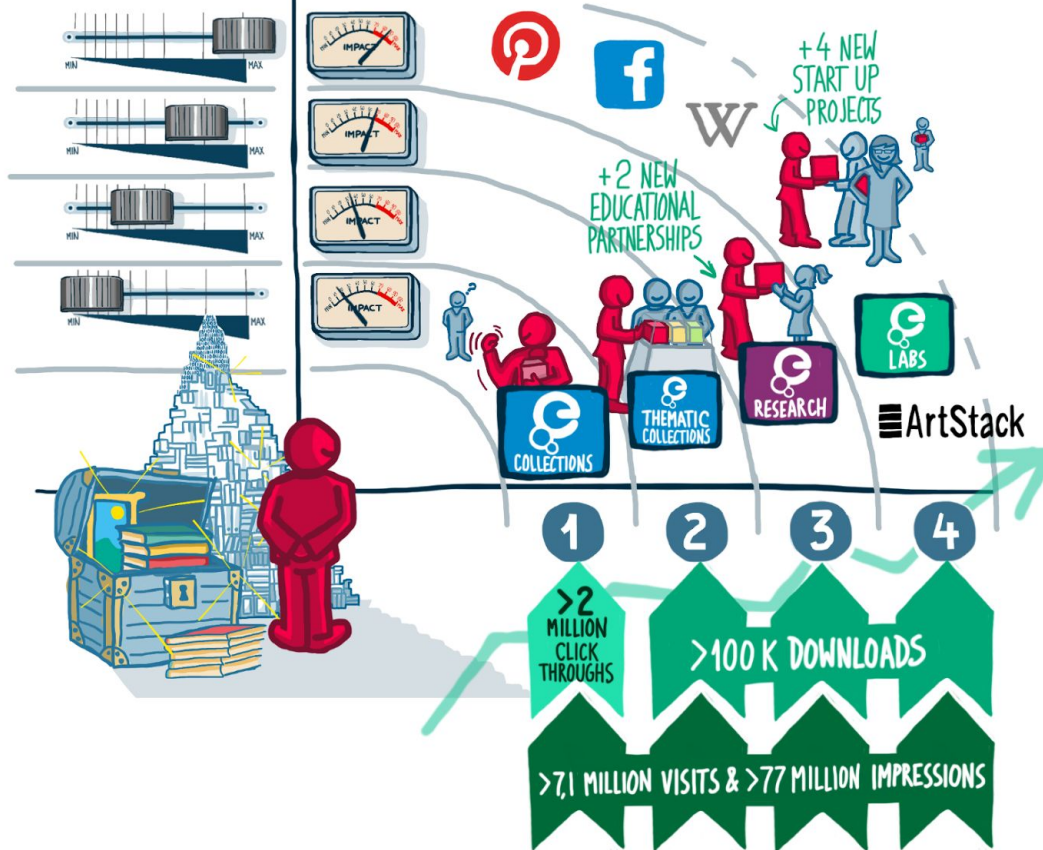
EXPERT HUB CONCEPT

Q1　　　　Q2　　　　Q3　　　　Q4

Aggregator Forum
(April, The Hague)

DSI-2 Kick-off
June, Vienna)
+ MC meeting

Presidency event/
Aggregator Forum
(September/October,
Slovakia)

AGM
(November 7-9 , Riga)

Performance Indicators

June 1 2016 status (see web traffic report for more detail)

+ Number of downloads exceeds expectations. 83.971 items were downloaded between January and May. We have increased the internal target from 100.000 to 200.000
+ Reach via third parties such as wikipedia is exceeding expectations: 33 million impressions between January and May, for a year target of 40 million.
- Impressions, visits and click-throughs on Europeana Collections are behind target, part of this can be attributed to 17 million missing thumbnails in Q1 (resolved now), the hardware problem causing a four-day downtime in April, and a drop of the number of indexed pages in Google. Remedial actions being taken.
+ Social media reach and engagement way beyond their targets.
+ In Q2, we carried on Facebook and AdWords to highlight strong content areas and collect newsletter subscribers.
+ The Europeana Art 280 Campaign seems to have contributed to a steady rise in traffic on Europeana Art History Collection.

June 1 2016 status (continued)

+ The [first Europeana innovation challenge](#) in Feb 2016 received a great number of applications (56) from across the world (Europe, Turkey, USA, Canada, Australia)
+ Five winning competition projects in total were granted funds and consultancy for their further development:
  - Virtual Reality Quiz & Language of History (Creative Estonia competition)
  - Europeana Art Stories, StoryPix & CineMacina (Europeana challenge)
+ Two start-ups - Virtual Heritage OU (Estonia) and StoryPix B.V. (Netherlands) - were set up as a result of the re-use competitions
+ Education: Europeana launched a partnership with EMMA, the European Aggregator for Multiple MOOCs (Massive Open Online Courses)

OPEN THE DATA

LAUNCH RIGHTSSTATEMENT.ORG (DPLA FEST)

ART 280

LAUNCH MUSIC

LAUNCH RESEARCH

Sounds final event
(October, Vilnius)

Q1

Q2

14-18 CROWDSOURCING
(BOSNIA, POLAND,
TSJECH)

IMPACT VALIDATION

Q3

Q4

Creative Europe info day
(Feb, Brussels)

LAUNCH ART HISTORY

LAUNCH FASHION

CREATIVE CHALLENGE (1)

CREATIVE CHALLENGE (2)

END-USER RESEARCH

RESEARCH GRANTS

Performance Indicators

GOAL: STRENGTHEN THE EUROPEANA ECOSYSTEM

KPI IV:
we aim that
by the end of the year
there is agreement between
the European Commission
and the Member States
about structural funding
for Europeana
until at least 2021

COMMITMENT   CONTRIBUTIONS

June 1 2016 status

+ KPI is met. There is agreement between Member States and Commission re structural funding, with conversion to a procurement from a grant model. Funding for the longer term is dependent on evaluation of Europeana and the next multi-annual framework.
+ Council Conclusions of the Dutch Presidency were very positive thanks to great input by the Members Council and the Europeana Foundation Board and the work of the Dutch Ministry of Culture.
+ #AllezCulture campaign increased general awareness of Europeana through I am @Europeana campaign. Statistics for April and May commitment and tweeting were strong, with 2,250 tweets generating over 10 million impressions.
- Target of 625 k to raise from Member States this year has been helped enormously by additional work of the Dutch Ministry of Culture

STRENGTHEN THE ECOSYSTEM

Members Council Meeting
(Feb 22/23, Copenhagen)

Presidency event NL
(research)
(April, KB)

Presidency event OCW
June 30, Amsterdam

Sounds final event
(October, Vilnius)

Q1

Q2

Q3

Q4

Creative Europe info day
(Feb, Brussels)

Aggregator Forum
(April, The Hague)

Kick-off business
plan 2017

DSI-2 Kick-off
June, Vienna)
+ MC meeting

Presidency event/
Aggregator Forum
(September/October,
Slovakia)

AGM
(November 7-9, Riga)

ELECTIONS

TASK FORCES & WORKING GROUPS (6-10)

#Allez Culture sustainability campaign