



→ Support for Europeana and its ecosystem in the *Connecting Europe Facility* (CEF)

Europeana¹ is the **most visible representation of European cultural heritage online**. After three years of innovative work since the portal was launched at the end of 2008, Europeana now gives access to **a European treasury of 23 million books, pictures, films, maps, archival records, museum objects and sound recordings** from over 2,200 of Europe's memory institutions.

Europeana and its ecosystem create value for Europe through aggregating cultural heritage, promoting technology transfer, knowledge sharing and policy development. It connects content providers, end-users (citizens accessing the portal) and re-users (creative industries) and contributes directly and indirectly to growth.

Digitised cultural material has the potential to be a core resource for European cultural and creative enterprise. According to the European Competitiveness Report 2010, creative industries **account for 3.3% of EU GDP and 3% of employment in the EU**. Digitisation and online accessibility of Member States' cultural heritage contributes to economic growth and job creation and to the achievement of the digital single market through the increasing offer of new and innovative online products and services.

OECD calculation models show that **direct and indirect economic benefits will surpass the investment in making cultural heritage accessible digitally**. In addition, there are **social benefits** not easily quantifiable, such as the use of Europeana as a **vehicle for inclusion, supporting teachers and the growth of multimedia literacy**, as well as **underpinning European identity** by contributing to the retention of culture and the **sharing of cultural diversity**.

The Europeana Foundation runs the core service platform of Europeana and requires 5 €M per year (2011 level) gradually rising to an estimated 7 €M by 2020. Current funding by the EU for the Europeana service platform and its ecosystem **totals some 30-35 €M per year**.

¹<http://www.europeana.eu/portal/>



Europeana – A Catalyst for Innovation, Growth and Convergence towards a Digital Single Market

Europeana is a **trusted source of Europe's collective memory**, celebrating its cultural diversity. It provides a space in which people can reflect on their European identity, stimulating the development of shared ideas and values and an inclusive society.

Connecting the repositories of cultural institutions in 27 Member States, Europeana **enhances the value of their digitised objects** for the user by **presenting them together with objects from other countries and different types of cultural institutions**. It also **avoids digitising the same item twice**.

By 2025 Europeana aims to **open up access to all of Europe's digitised cultural heritage**, making an active contribution to the delivery of the objectives of the *Digital Agenda for Europe*.

Europeana **promotes trans-European interoperability and cross-border interconnections**. Founded on a strong and vibrant network of museums, archives and libraries across Europe, The Europeana portal is the result of unprecedented collaboration across the cultural heritage sector. It fuels innovation in the sector **through knowledge transfer**, fostering research and development of digital heritage applications.

Europeana **creates conditions for social and economic growth from culture**. It fosters the re-use of cultural material, in full compliance with copyright and related rights. It pioneers new methods of access and encourages the use of its content in untried situations, in sectors that include tourism, leisure and education. Europeana stimulates digital enterprise and offers inspiration and content to the creative industries as a driver for growth.

Capitalising primarily on the cross-border benefits it provides, Europeana advocates open standards to stimulate the knowledge economy and **remove bottlenecks which hinder the development of the Digital Single Market**. It plays a pivotal role in forwarding the debate about copyright harmonisation in Europe, about multilingualism, the public domain and the creation of a European Cultural Commons.

Successfully established as an operational service, Europeana **continues to improve its service to users**. Making more content accessible through the site will help to achieve greater efficiency in digitisation across Europe and realise the full potential of creative reuse.

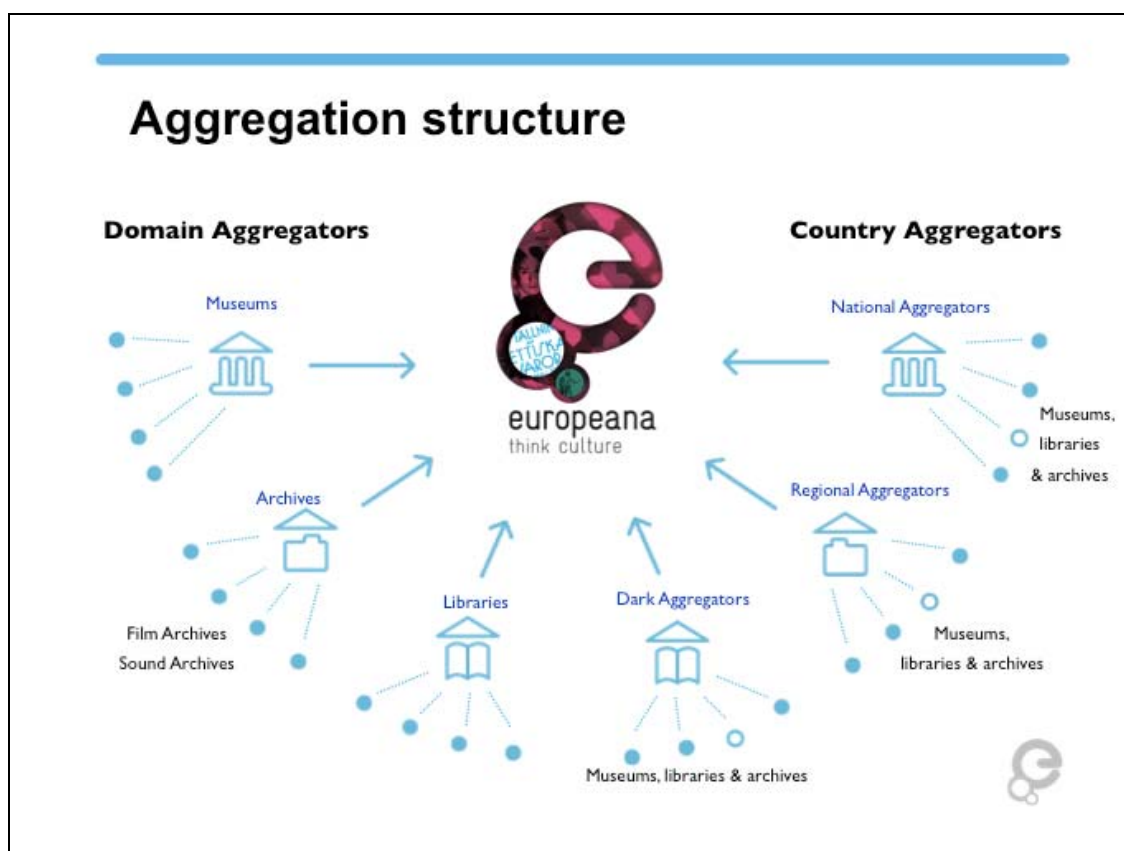
Europeana – A Model for a Digital Service Infrastructure under the Connecting Europe Facility (CEF)

The European Union currently supports much of the **extended network of aggregators transmitting content and services to Europeana**.

The business models driving these aggregators vary, but all make use of EU funding to innovate and ensure complete interoperability and standardisation of their content for use in Europeana and sectors such as education, the creative industries and cultural tourism.



Portals dedicated to single domains such as the *European Film Gateway*, archives (APEX) or TV collections (*EUScreen*) rely on European project funding.



Member states contribute to this structure by funding established **national aggregators** like *Cultura Italia*, *Culture.fr* and *Hispana* and rising ones like the *Digital Library of Finland* and the *German Digital Library*. **National governments** also sustain the Europeana ecosystem **by funding digitisation in their memory organisations** and **by co-financing EU projects supporting domain aggregation**.

Europeana – 2014-2020 Budget and Funding Rates to Support its Further Development

In May 2012, the Education, Youth, Culture and Sport Council underlined the vital importance of **ensuring the long-term viability of Europeana and its ecosystem**. It invited Member States, the Commission and Europeana to continue work on the roadmap for Europeana, promote the use of content accessible through Europeana and further develop Europeana as a user-friendly access point.

Europeana is a clear example of a digital service infrastructure under the Connecting Europe Facility (CEF): it is an area in which a trans-European service platform has gained support from all Member States and participating institutions. Current funding by the EU for the Europeana service platform and its ecosystem **totals some 30-35 €M per year**.



It is proposed to implement digital service infrastructures under CEF by a two-layer approach: **core service platforms** (central elements or hubs ensuring trans-European connectivity, access and interoperability) and **generic services** (functionality and content of digital service infrastructures, connected through core service platforms).

The Europeana Foundation runs the **core service platform of Europeana and requires 5 €M per year (2011 level) gradually rising to an estimated 7 €M by 2020**. The gradual increase relates to increased storage and preservation costs and additional hardware to deal with the forecast traffic, as well as the development of new releases of the service, distribution of the content and engaging users in new ways. It also covers developing the Europeana Foundation's role as a facilitator and catalyst for change in the cultural heritage sector, and the co-ordination of the ecosystem of content providers and aggregators, who provide the generic services.

Core service platforms are the centrepiece of trans-European digital service infrastructures. Their existence and sustainability is a crucial prerequisite for their trans-European functioning and roll-out. **100% funding for Europeana's core service platform** is therefore **justified and does not prejudice the co-financing principle**, when seen as a **package with generic services funded at up to 75% and further investments made by Member States** to facilitate the deployment and take-up of digital service infrastructures (**art 10(4) of CEF**).

Member States put large investments in extensive digitisation projects in order to make Europe's collective memory accessible in digital form. At a wider European level, the return on this investment is greatly increased by Europeana's position as core service platform and generic services provider.

Generic services proposed to be funded in the framework of CEF are

- a. Aggregation of content – held by cultural institutions and private content holders in the Member States;
- b. Crowd-sourcing facilities – encouraging interactivity and enabling users to make an active contribution to the site;
- c. User-friendly services for the portal – addressing issues such as search and browsing improvements as well as cross-language access;
- d. Exchange of rights information and licensing infrastructures;
- e. Competence centres on digitisation and preservation of digital cultural heritage;
- f. Content repositories for cultural institutions and user-generated content and their long-term preservation.

Support from CEF of the same order of magnitude as the current funding for Europeana-related activities would be **necessary to sustain and enhance Europeana's activities for the benefit of the Member States and their cultural institutions**.

Please do not hesitate to contact us should you want more information about Europeana.

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