europeana
foundation

# AUSTRIA
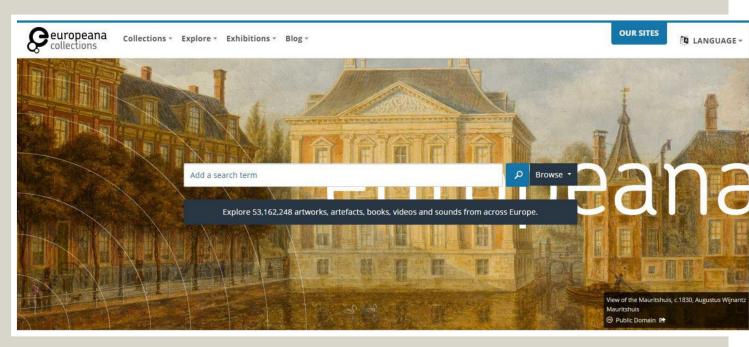# AND EUROPEANA
An overview

**1 July 2019**

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# Intro

The Europeana Initiative drives digital transformation and is responsible for Europeana Collections - Europe's platform for digital cultural heritage. It is financed by the European Union's Connecting Europe Facility and European Union Member States.

Austria and its cultural heritage institutions are indispensable partners, supporting the Europeana Initiative and Europeana Foundation financially, and contributing to the diversity of content available through Europeana Collections. With content from every EU country (and beyond), an interface available in every EU language, and an award-winning series of APIs that give access to its content, Europeana Collections is the only place that offers up Europe's treasure trove of cultural heritage to the world. By encouraging open licensing, the Europeana Initiative makes more culture available to more people, so it can be used in education, research and the creative industries.



**Europeana Collections, Europeana, 2018, Public Domain**

# Presidency  of the Council of the European Union

During the Romainan Presidency, on 17-18 April 2019 Europeana held meeting with high level policymakers to discuss the challenges and opportunities of preparing a common European approach for member states to locally support the digital transformation of cultural heritage. The meeting aimed to highlight the impact of exposing cultural heritage online, and to provide a platform to discuss the importance of national strategies and infrastructures.

During the meeting delegates shared their perspectives with each other through a series of workshops, presentations and expert panel discussions.

The principal challenges for all countries are identified as the scaling up of facilities to be more effective, efficient and enable collections to be linked together to facilitate use.

Together, delegates developed a broad set of recommendations for developing a common strategic approach;

National Strategies give impetus to the digital transformation of the European Cultural Heritage sector, and should;
- Articulate the impact of its implementation
- Be supported by a policy environment that facilitates the necessary changes
- Be transparent and measurable
Integrating the adoption of international standards enables digital transformation and should be supported by;
- Local translation of standards and supporting resources,
- Pan-sector events to facilitate knowledge sharing

Facilitating co-creation engages stakeholders to deliver sustainable and effective mechanisms towards achieving digital transformation and should be supported by;
- Ensuring local cultures, traditions and perspectives are shared,
- Nurturing personal and collective responsibility for success,
- Providing opportunities for the professional advancement of skills and knowledge.

To facilitate the implementation of the recommendations, delegates identified a series of actions for Ministries, the Europeana Initiative and Cultural Heritage Institutions to undertake. These actions will be published on Europeana Pro.

# Highlights

**Europeana Network Association Annual General Meeting 2018**
On 5 December 2018, the Technisches Museum Wien in Vienna hosted the 2018 Europeana Network Association AGM. The AGM brings together representatives of the Europeana Network Association to inspire each other, transfer knowledge, and make recommendations for the future of Europeana.

**MOOC**
Massive Open Online Course (MOOC) participants in Austria have set up 1 Learning Scenario that will help teachers to use Cultural Heritage content in education.

# Funding and projects

Since 2008, Austria has contributed **€100,000**.

To date, **€3,203,141** from the budget provided by the EU to fund Europeana Initiative projects has contributed to activities in Austria.

Europeana Initiative projects with partial EU funding in country since 2008 are listed below. 4 partners from Austria are currently contributing to ongoing projects, which directly support content, knowledge and technology sharing between libraries, museums, archives, software agencies, university research departments and the Europeana Initiative.

| PARTNER | PROJECT | FUNDING (Euro) | ONGOING/ COMPLETED PROJECT |
|---|---|---|---|
| AIT Angewandte Informationstechnik Forschungsgesellschaft mbH | Europeana Local, DSI3[1], DSI4[2] | 388,924 | DSI4 ongoing |
| AIT Austrian Institute of Technology GmbH | Europeana Creative, Europeana Sounds, DSI2[3], DSI3, DSI4, Enriching Europeana | 1,523,137 | DSI4 & Enriching ongoing |
| Oesterreichische Nationalbibliothek | Europeana Awareness, Europeana Creative, DSI1[4], DSI2, Europeana Food & Drink, Europeana Sounds, Europena v2.0, Europeana v3.0, Enriching Europeana | 1,121,205 | Enriching ongoing |
| Technisches Museum Wien mit Oesterreichischer Mediathek | Europeana Sounds | 68,278 | completed |
| UMA Information Technology GmbH | Common Culture | 101,597 | Ongoing |

# Professional participation - Europeana Network Association

The Europeana Network Association is a strong and democratic community of experts working in the field of digital heritage, united by a shared mission to expand and improve access to Europe's digital cultural heritage.

Currently, 39 people from Austria are a Europeana Network Association member, and as such are involved in a range of activities, sharing best practices, learning and collaborating within the cultural heritage sector.

# Austria's culture showcased in Europeana Collections

Europeana Collections features over 58 million objects of which **2,223,440** are provided by Austrian institutions.

### Aggregation

All objects aggregated by Austria can be found here[5]. The main point of contact for Austria is Kulturpool.

### Cultural heritage institutions

**51** cultural heritage institutions in Austria contribute collections to Europeana. The largest partners are listed in the following table. A full breakdown of institutions and objects can be found here[6].

| DATA PARTNERS | OBJECTS ON EUROPEANA COLLECTION |
|---|---|
| Österreichische Nationalbibliothek - Austrian National Library | 1,525,915 |
| Biologiezentrum der Oberoesterreichischen Landesmuseen | 91,679 |
| Albertina | 74,993 |
| Natural History Museum, Vienna - Herbarium W | 68,223 |
| University of Vienna | 61,843 |
| Vorarlberger Landesbibliothek | 61,719 |
| MAK - Österreichisches Museum für angewandte Kunst / Gegenwartskunst | 36,448 |
| University of Vienna, Institute for Botany - Herbarium WU | 26,826 |
| Ubi erat lupa | 25,604 |
| Kulturpool | 24,812 |
| Theatermuseum Wien | 23,159 |
| Österreichisches Staatsarchiv | 22,517 |
| Österreichische Mediathek | 22,164 |
| Kunsthistorisches Museum | 20,300 |
| IMAGNO brandstätter images GesmbH | 20,003 |
| Institut für Realienkunde | 19,858 |
| VGA | 14,769 |
| Faculty of Arts and Humanities at the University of Graz | 11,365 |
| Filmarchiv Austria | 10,667 |
| University of Graz, Institute of Plant Sciences - Herbarium GZU | 10,116 |

## Openly licensed data

Openly licensed material can be promoted widely, reaching millions more people, and can be used in innovative products, apps and services that bring culture to the classroom, the newsroom, the science lab and the kickstarters.

**30.9%** of the **2,223,440** objects in Europeana provided by Austria are openly licensed[7]. 19.4% of these objects are shown with the internationally accredited Public Domain mark[8], 9.5% is licensed under CC BY-SA[9] and 2% is licensed under CC BY[10].

**Gaschurn - Silvrettahorn, Ochsentaler Gletscher, Hohes Rad, Vorarlberger Landesbibliothek, CC BY-SA**

# How Austria uses Europeana Collections

|  | 2017 | 2018 | 2019 |
|---|---|---|---|
| Visits to Europeana Collections from Austria | 40,363 | 39,458 | 20,801 |
| Total views of objects from Austria worldwide | 212,611 | 231,542[11] | 116,786 |
| Most-viewed object from Austria worldwide | Die drei Lebensalter und der Tod | Alte Frau | Balthasar Denner[12] | Die drei Lebensalter und der Tod[13] |

88% of visits from Austria browsed Europeana Collections in German, 5% in English, while 7% used other languages.

Objects on thematic Collections:
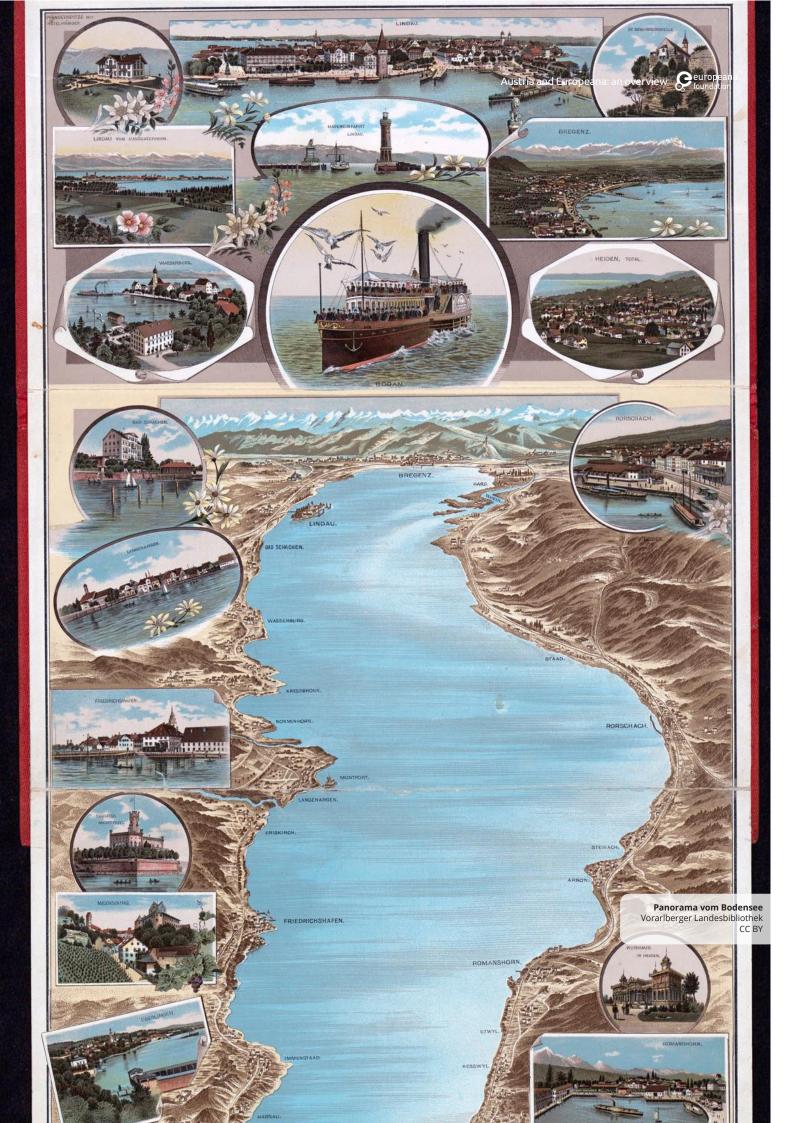Migration: 1,256
1914-1918: 97,940
Art: 73,124
Natural History: 201,052

Organic search provides an important traffic source for Europeana Collections, particularly to item pages. The amount of  organic search traffic we receive depends largely on the amount of pages indexed by Google.  Through 2018, we experienced a drop in the number of indexed pages which contributed to a decrease in overall traffic.

Specific countries may also have been affected by the depublication of datasets that don't meet the minimum requirements.

We made efforts to mitigate the issue by working on the sitemap, introducing more context to the data and making improvements in the curated content. We'll continue this work in 2019 and implement a new editorial strategy which will bring more traffic and visibility to high-quality content.

The engagement and impressions on social media, and the downloads and impressions on third-party platforms perform beyond expectations which proves the power of curation and the potential of high-quality material.

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# End notes

[1] Europeana DSI-3 is a continuation of the previous Europeana DSI projects (Europeana DSI and Europeana DSI-2). The DSI-3 project operates the Europeana core service platform from mid-2017 to mid-2018.
The Europeana DSI-3 consortium consists of Europeana Foundation as coordinator as well as 28 partners from ten different countries represented by aggregators and expert hubs, developers, experts and organisations with relevant distribution networks. - https://pro.europeana.eu/project/europeana-dsi-3

[2] Europeana DSI-4 is a continuation of the previous Europeana DSI projects. Europeana DSI-4 will fulfil Europeana's 2020 strategy and Business Plans as confirmed by the European Commission's Expert Group on Digital Cultural Heritage and Europeana (DCHE), European Commission and Europeana Network Association. - https://pro.europeana.eu/project/europeana-dsi-4

[3] Europeana DSI-2 is our core project which aims to connect, as a Digital Service Infrastructure, the online collections of Europe's cultural heritage institution. - https://pro.europeana.eu/project/europeana-dsi-2

[4] As a Digital Service Infrastructure, Europeana will continue to connect the online collections of Europe's cultural heritage institutions. Europeana DSI is funded by the Connecting Europe Facility (CEF). - https://pro.europeana.eu/project/europeana-dsi

[5] http://www.europeana.eu/portal/en/search?f%5BCOUNTRY%5D%5B%5D=austria&view=grid

[6] http://www.europeana.eu/portal/en/search?f%5BCOUNTRY%5D%5B%5D=austria&view=grid

[7] Open data and content can be freely used, modified, and shared by anyone for any purpose - http://opendefinition.org/

[8] This work has been identified as being free of known restrictions under copyright law, including all related and neighboring rights.
You can copy, modify, distribute and perform the work, even for commercial purposes, all without asking permission. - https://creativecommons.org/publicdomain/mark/1.0/

[9] You are free to:
Share — copy and redistribute the material in any medium or format
Adapt — remix, transform, and build upon the material for any purpose, even commercially. - https://creativecommons.org/licenses/by-sa/4.0/

[10] You are free to:
Share — copy and redistribute the material in any medium or format
Adapt — remix, transform, and build upon the material for any purpose, even commercially. - https://creativecommons.org/licenses/by/3.0/

[11] Due to a technical error in our systems we are unfortunately unable to provide data for the period of October 2018 to December 2018. The issue has been resolved, and we will report accurate data from January 2019 onwards

[12] https://www.europeana.eu/portal/en/record/15502/GG_675.html

[13] http://www.europeana.eu/portal/en/record/15502/GG_2636.html