

Stakeholder(s)	Problem statement	Activity	Sub-activity	Outputs	Short term outcome(s)	Long term outcome(s)
Researchers - postgrads and students	Individual researchers and postgrads do not know about Europeana's cultural data and how it can be used in research AWARENESS There are few funding opportunities for research using cultural data FUNDING Many resources are not yet digitized and available for researchers ACCESS TO DIGITISED CONTENT Copyright issues curtails free reuse in education of cultural heritage data CONTENT DOES NOT SUPPORT FREE REUSE	We develop partnerships with Universities to help promote the reuse of cultural heritage data in research publications and coursework	Promote the use of Europeana material in coursebooks	Increased citations of Europeana content in coursework and coursebooks	Accessing Europeana content (and digital heritage) becomes part of the digital literacy package for students	Europeana data(sets) are used in more publications
			Promote the use of Europeana material in coursework			Europeana featured in educational courses (e.g. Masters in digital humanities)
		We make it easy for researchers to find the digital cultural heritage they need for reuse	Initiate partnerships with universities and university publishers	Higher # of partnerships with universities and university publishers	Europeana content is more visible in research materials and outputs	Partnerships are set up that help mainstream the use of digital heritage data in digital humanities publications
			Identify and publish datasets for free reuse	Increased # of datasets available on Europeana Pro	It is easier for our stakeholders to find relevant data	Europeana Pro is a frequently consulted resource for researchers.
		We improve standards in digital cultural heritage for research purposes	Maintain dedicated research area on Europeana Pro	Increased # of visits to Europeana Pro research page		Researchers have a better user experience on Europeana
			Collect user needs by establishing a feedback loop	# of research users on the Europeana Improvers list	Richer/broader research is completed using Europe's digital cultural heritage	
		We initiate opportunities and provide funding for the reuse of Europe's cultural heritage in research	We promote research-worthy materials to researchers and spread awareness about Europeana Research's offer for researchers	Europeana Grants Programme		EUR leverged via the research grants programme # of new research partnerships for match funding
Explore partnership activities for matchfunding research (or leveraging additional funding)	EUR spent via the research grants programme			Europeana is a go-to resource for digital humanities research		
		Sustained communication plan about Europeana Research offer	Positive increase in social media analytics when sharing Europeana Research news and opportunities	Researchers and students are more aware of Europeana Research		
Research labs (part of libraries and universities)	Research labs search for new data to be used in workshops to bring new insights into research, which Europeana can provide. AWARENESS Content to be used in labs environments must be free to reuse but copyright restricts this. LICENSING Labs need access to networks and other labs to promote opportunities for participation. ACCESS TO NETWORKS	Build relationships with Europe's research labs	Explore existing research labs networks and (re) confirm position within these.	Europeana implemented in the package of offered resources	Europe's research labs act to spread awareness of Europeana Research to researchers	
			Consider building new research labs network is similar network does not exist. Develop informal working group of partners to identify problems and find solutions			
			Give presentations and workshops at conferences.			
			Display partnership working on Europeana Pro (e.g. through blogs)			
Research networks	Research networks act on behalf of their membership of researchers. They need to promote more high potential resources to add value for their members. Their membership do not yet know about Europeana Research. AWARENESS Researcher problem statements are valid here.	Promote Europeana Research's offer amongst Europe's research networks	Promote the availability of cultural data for research use	# of research networks we are part of (but quality and output is better than just being a member)	Networks increase their user base	Stronger appreciation of their services by users
			Build relationships within new and existing research networks	Quality and potential impact of new memberships	Europeana is a number of more research networks	Europeana is recognised as a trusted partner/resource
			Support cross-promotion of information where relevant and appropriate	# of cross-promotional collaborations (or partners with whom we collaborate)	More awareness of potential use and richness of cultural data	More research outputs use cultural data
			Provide and improve access to Europeana's resources for research network members	Collect user needs by establishing a feedback loop	Better provision	Ambassadors for Europeana Research emerge from networks
Policy makers/lobby	Policy makers are not fully aware of the reuse limitations of cultural data for research, or of the problems experienced by researchers at every level of the research ecosystem (e.g. researchers, non-affiliated researchers, University lecturers, students). AWARENESS They are not aware of the potential impact widening access to cultural data could have. There are not enough cases of reuse to advocate for policy reform or more favourable conditions. DEMONSTRATE IMPACT	Identify and address the barriers to making Europeana's content fully available for all research reuse	Review and update if required Europeana Research recommendations	Updated Europeana Research recommendations and sign off by Task Force	Increased awareness of Europeana's role in this field	Policy makers may support or even act as ambassadors for our work in research
			Invest in lobbying as required		Increased awareness of Europeana	
		Improve awareness of Europeana Research as an important resources for Europe's research sector	Increased marketing of Europeana Research that will reach this community (e.g. special issue of a humanities magazine)	# of publications or editorial output on external sources	Policy makers communicate with or consult Europeana	More funding is given to digital humanities research (using cultural data)
			Increase case studies of Europeana data being used in research and by research partners, in Universities	# of case studies delivered	Policy makers consider Europeana's position in documents or recommendations	More funding is given for the digitization of cultural heritage
	Build support of research communities to stand behind proposed research recommendations, or join other policy influencing lobbies	Widen relationships with digital researchers, research networks, research labs, universities, etc.		Europeana is part of a coordinated effort to reform copyright legislation	Conditions of digitising and research in digital cultural heritage improves	