

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

# Europeanana



**THE MORE YOU GIVE  
THE MORE YOU GET**  
The benefits of sharing open data  
Douglas McCarthy | Helsinki, 15 February 2018

J.V. KESSEL. F.

# Overview

- Why publish collections online?
- What do you want to achieve with your collections online?
- What are the benefits of sharing open & high quality data?
- How do we work with copyright?

# Why publish online?

- Part of a culturally connected Europe
- More visibility (traffic, social media, etc)
- Reach specific audiences or markets (education, research)
- Reuse by creative industries
- Anything else - please let me know

# Publishing Framework



[Europeana Publishing Framework](#)

Europeana | CC BY-SA

# Publishing Framework

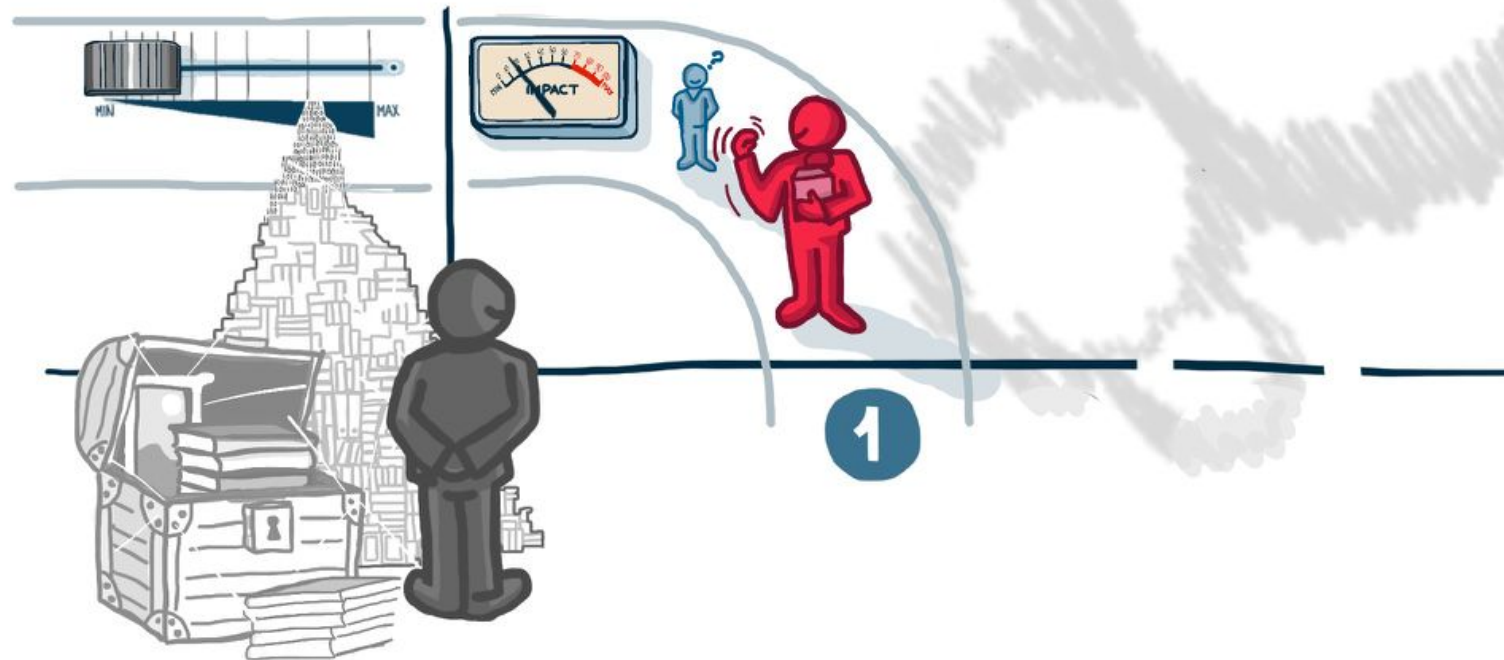
Four tiers of participation - you can use Europeana as:

- A search engine
- A showcase
- A platform for non-commercial re-use
- A platform for free re-use

# Tier 1 - search engine

WHAT YOU GIVE | WHAT YOU GET

Any Europeana rights statement and a preview  
>0.1 megapixel (for image & video collections)



# Tier 1 - search engine

europeana collections

Collections ▾ Explore ▾ Exhibitions ▾ Blog ▾

OUR SITES

LANGUAGE ▾

Add a search term

Browse ▾

europeana

Explore 53,532,722 artworks, artefacts, books, videos and sounds from across Europe.

L'école en plein air, boulevard Bessières, 1921, Agence Rol. Agence photographique Bibliothèque nationale de France

Public Domain

THEMATIC COLLECTION

EUROPEANA 1914-1918

THEMATIC COLLECTION

EUROPEANA ART

THEMATIC COLLECTION

EUROPEANA FASHION

THEMATIC COLLECTION

EUROPEANA MAPS AND GEOGRAPHY

FEEDBACK

[Europeana Collections homepage](#)

Europeana | CC BY-SA

# Europeana Research



**Academic Research**

Creative industries

Cultural Heritage  
Institutions

Education

Advocacy

Member States

Impact

Campaigns

Standardization

Projects

## RESEARCH

### LATEST NEWS



The Playbills of the  
Croatian National  
Theatre in Zagreb



Fostering Digital  
Humanities projects in  
the Dutch heritage  
sector



Europeana Research  
Grants Programme 2017:  
call for submissions and  
guidelines for applicants  
[MORE](#)



Kemp, George Meikle and Thomas Nelson & Sons



### GRANTS PROGRAMME 2017

Click here to apply now for the 2017 Europeana Research  
Grants Programme!

Feedback

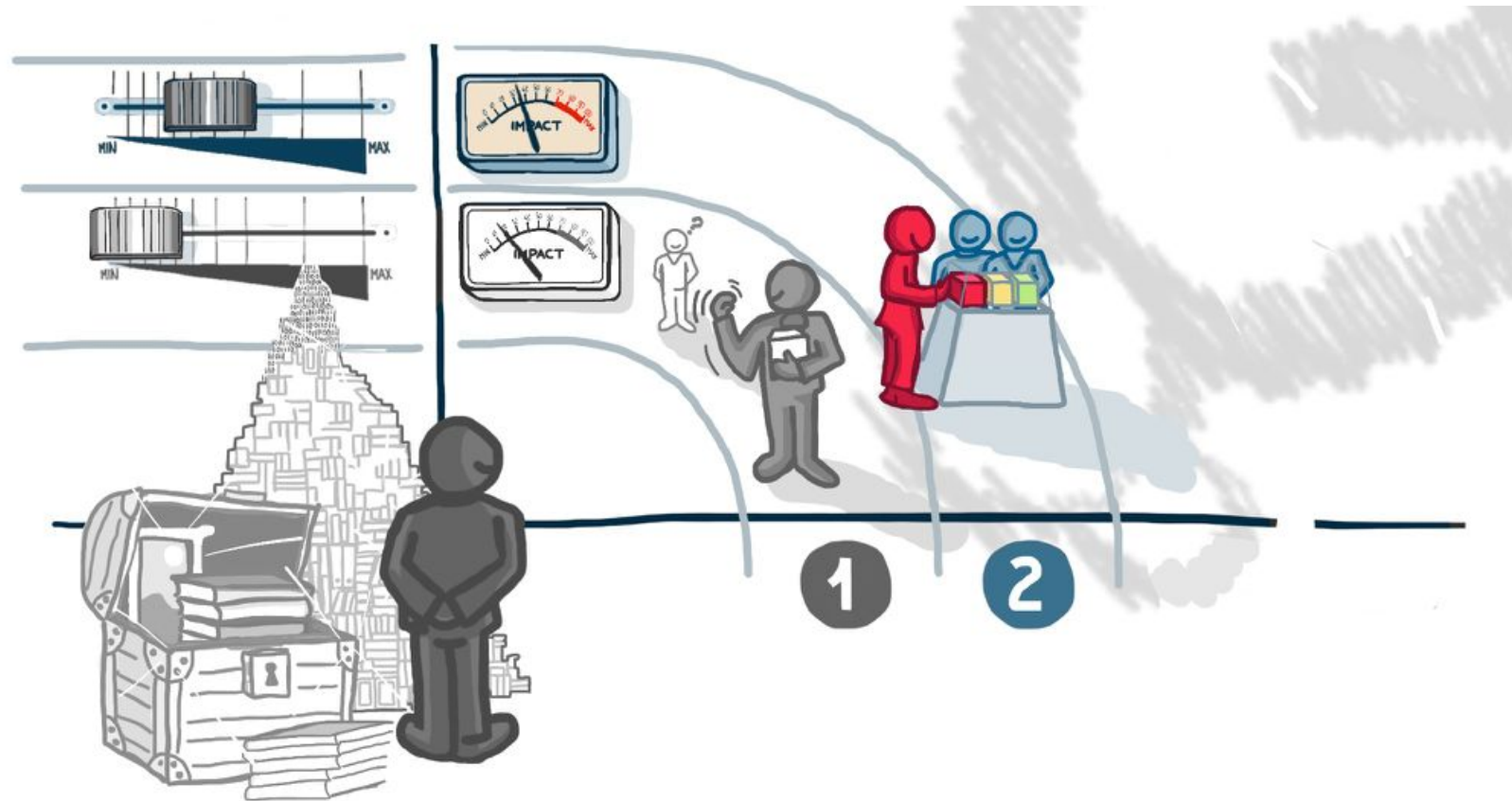


## EUROPEANA RESEARCH



# Tier 2 - showcase

Any Europeana rights statement & direct link to digital object (e.g. >800px wide or high for image collections)



# Tier 2 - showcase

europeana collections

Collections ▾ Explore ▾ Exhibitions ▾ Blog ▾

OUR SITES

LANGUAGE ▾

EUROPEANA MUSIC

Add a search term

Browse ▾

Explore 318,871 music recordings, pieces of sheet music and other music items from across Europe.

Phonoliszt violina | Hupfeld - Rönisch, Musée De La Musique Mécanique

CC BY-NC-SA



Barrel organs



Moogs



Musical boxes



FEEDBACK

[Europeana Music](#)  
Europeana | CC BY-SA

# Thematic collections

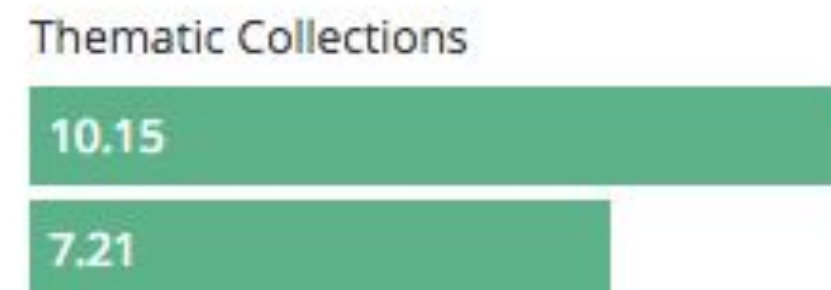
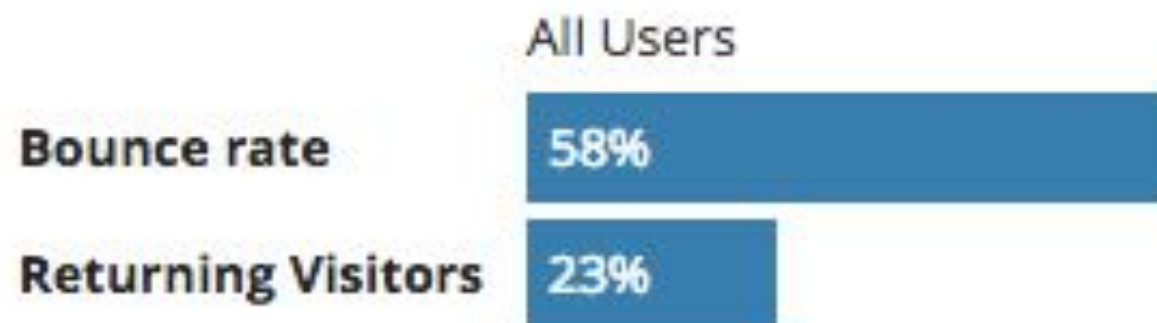
The screenshot shows the Europeana Art collection page. At the top, there is a navigation bar with the Europeana logo, 'Collections', 'Explore', 'Exhibitions', and 'Blog' menus, along with 'OUR SITES' and 'LANGUAGE' options. Below the navigation, a breadcrumb trail reads 'Return to Home / Europeana Art'. The main visual is a painting of two women in long white dresses on a beach. Overlaid on this image is a search bar with the text 'EUROPEANA ART' and 'Add a search term', followed by a magnifying glass icon and a 'Browse' button. Below the search bar, a dark box contains the text 'Explore 1,139,973 artworks from European collections'. In the bottom right corner, there is a small caption: 'Summer evening on Skagen's Southern Beach, 1893, Peder Severin Krøyer, Skagens Museum, Public Domain, CC BY'.

The screenshot shows the Europeana Music collection page. It features the same navigation bar as the Art page. The breadcrumb trail is 'Return to Home / Europeana Music'. The background image is a historical black and white photograph of a harbor with several cranes and ships. A search bar with the text 'EUROPEANA MUSIC' and 'Add a search term' is overlaid, with a magnifying glass icon and a 'Browse' button. Below the search bar, a dark box contains the text 'Explore 371,402 music recordings, pieces of sheet music and other music items from across Europe.'. A small caption in the bottom right corner reads: 'Rotterdam Harbour, 1940, Rijksmuseum, Public Domain'.

The screenshot shows the Europeana Photography collection page. The navigation bar is consistent with the other pages. The breadcrumb trail is 'Return to Home / Europeana Photography'. The background image is a black and white photograph of a street scene in London. A search bar with the text 'EUROPEANA PHOTOGRAPHY' and 'Add a search term' is overlaid, with a magnifying glass icon and a 'Browse' button. Below the search bar, a dark box contains the text 'Explore the history of photography in 2,299,185 items from European collections'. A small caption in the bottom right corner reads: 'George Bretzner and Marius Bauer in a carriage in London, c. 1897-1910, George Hendrik Bretzner, Rijksmuseum, Public Domain'.

The screenshot shows the Europeana 1914-1918 collection page. The navigation bar includes 'OUR SITES' and 'LANGUAGE' options. The breadcrumb trail is 'Return to Home / Europeana 1914-1918'. There are additional links for 'Add your story', 'Register', and 'Sign in'. The background image is a black and white photograph of a military band. A search bar with the text 'EUROPEANA 1914-1918' and 'Add a search term' is overlaid, with a magnifying glass icon and a 'Browse' button. Below the search bar, a dark box contains the text 'Explore the untold stories and official histories of World War I in 702,938 items from across Europe.'. A small caption in the bottom right corner reads: 'Military band, Lorraine 1915, Photographer unknown, Mark Kozmin / Europeana 1914-1918, CC BY-SA'.

# Thematic collections



# Exhibitions

[Return to Home](#) / [Exhibitions](#) / [Picture this! Vintage postcards of Southeastern Europe](#)

## PICTURE THIS!

Vintage postcards of Southeastern Europe



# Editorial features

Bringing the stories of content to life

- [Exhibitions](#)
- [Galleries](#)
- [Blogs](#)
- Browse by [Topics](#) or [People](#)
- Also: timelines, playlists, [Pinterest](#), social media

**⇒ Tier 2 is not sufficient for all editorial features**

# Editorial features



Landscape with flowers

Zolo Palugyay

Slovak National Gallery  
Slovakia, Public Domain

“The painting *Landscape with Flowers* by Zolo Palugyay from SNG was showcased... making it perhaps one of the most visible artworks from our collection online. ... These and other channels are helping us with the mission to make the collections available online as widely as possible.”

Michal Čudrnák, Slovak National Gallery

# Tier 3 - reuse (NC)

WHAT YOU GIVE

WHAT YOU GET



Re-usable licence (incl. CC BY-NC) and a direct link to a digital object (e.g. >1200px for image collections)



# Tier 3 - reuse (NC)

**Priorities**

- Academic Research
- Creative industries
- Cultural Heritage Institutions
- Education**
- Advocacy
- Member States
- Impact
- Campaigns

[Back](#) | [Newsletter](#) | [About](#) | [Resources](#) | [Join us](#) | [News](#)

**EDUCATION** FEATURED RESOURCES

Teachers validation pilot evaluation and recommendations

Europeana Education - an introductory leaflet

Europeana Education - an introductory leaflet

**HELP SHAPE INNOVATIVE AND INSPIRING EDUCATION**

Bring Europe's digital cultural heritage into your learning materials, apps, and educational platforms.

[Feedback](#)



# Europeana Education

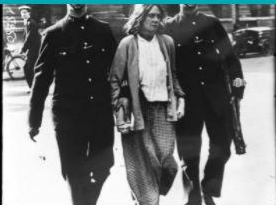


Find ideas and ready-to-use resources for your classroom practice

What are you looking for? Historical thinking Teaching methods Teaching challenges

Filter on All Learning Activities Teaching Strategies e-Learning Activities


**e-Learning Activity**



**Important Moments in the British Suffragette Movement**

This activity lets students weigh the historical significance of certain moments in the British suffragette movement. By comparing and 'weighing' several moments, students have to come up with an evidence-based answer.

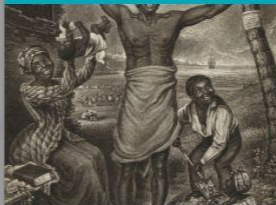
**e-Learning Activity**



**Propaganda Print: 'the Way the Germans Make War'**

This activity helps students think further about how historical events can be represented through propaganda.

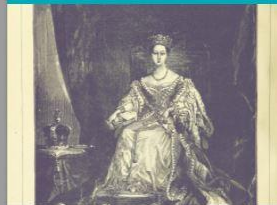
**e-Learning Activity**



**How did the life conditions of enslaved people and their descendants change between 1792 and 1880?**


In this activity, students will look at how representations of slavery reflected changes in both the public opinion of Europeans and the daily realities for slaves, both before and after the abolition of slavery.

**e-Learning Activity**



**What does a portrait reveal about the time it was created?**

In this activity, students compare a portrait of Queen Victoria (who is depicted as empress of India) with a portrait of Napoleon as emperor. The different way of portraying both historical figures are used as clues for students to find out the difference in power that they held.



Europeana and Eliademy collaboration

Overview


1 January - 7 January

Europeana and Eliademy

+ New Topic

Europeana and Eliademy

Working together to add culture to your course!



Self portrait. Vincent van Gogh, 1887. Rijksmuseum, the Netherlands. Public Domain.

To attach files select files from your computer or Google Docs. You can also embed Edu App or upload a video. If you already created few tasks, you can link them to this topic.

Add Culture to your Course

## The Eliademy e-learning platform

## Historiana e-learning activities

# Europeana Education

 MINISTÈRE DE L'ÉDUCATION NATIONALE

**éduthèque** RESSOURCES PÉDAGOGIQUES, CULTURELLES ET SCIENTIFIQUES, POUR LES ENSEIGNANTS

**L'école change avec le numérique** #EcoleNumerique

Accueil > Utiliser >

## EUROPEANA



### Présentation de l'offre Europeana - Éduthèque

À l'occasion de l'année européenne du patrimoine culturel (2018), Europeana propose pour Éduthèque un ensemble de ressources traduites en français issues de ses collections, galeries et expositions, appartenant à des institutions culturelles européennes. Ce sont des images, des textes, des sons et des vidéos, en grande partie téléchargeables et libres d'utilisation et de réutilisation, conformément aux [conditions générales d'utilisation du portail](#).

Nous sommes à la recherche d'enseignant-e-s de collège et de lycée intéressé-e-s pour participer à l'élaboration de scénarios pédagogiques avec les ressources Europeana pour Éduthèque. Pour plus d'informations et pour participer, merci de [remplir ce formulaire](#).



Search engine

natural history

Web Image

About 526,000,000 results (0.34 seconds) Sort by: Relevance

powered by Google Custom Search

**Natural History - Europeana Collections**  
[www.europeana.eu/portal/en/collections/natural-history](http://www.europeana.eu/portal/en/collections/natural-history)  
Discover the animals and plants of the natural world with Europeana Natural History which brings together zoology, botany, geology, paleontology and historical ...

**Natural History | Uniquely New York | Classroom Resources | PBS**  
<https://www.pbslearningmedia.org/collection/natural-history/>  
Uniquely New York is part of the Path Through History initiative. This collection includes over 25 videos geared toward grades 3-5 and is a unique teaching tool ...

**Natural History Discussion Questions | Social Studies | Document**  
[www.pbslearningmedia.org/.../natural-history-discussion-questions/](http://www.pbslearningmedia.org/.../natural-history-discussion-questions/)  
PBS LearningMedia Document for Social Studies for 3-5

# Tier 4 - free reuse



Open licence and a direct link to a digital object (e.g. >1200px for image collections)

# Tier 4 - free reuse



Academic Research

Creative industries

Cultural Heritage Institutions

Education

Advocacy

Member States

Impact

Campaigns

**LABS** FEATURED APPS



Design projects from LUCA, School of Arts, Brussels



Automated image analysis with IIF



RE:VIVE

[MORE](#)



**YOUR PLAYGROUND**

Find the resources and support to make your creative journey easy, inspiring and profitable.

Labs newsletter

[Feedback](#)

[Creative industries on Europeana Professional](#)

Europeana | CC BY-SA

## LESSON LEARNED:

**Relationship between the quality and openness of data and the impact it can have - the higher the quality of the data, the more benefits can be created**

[Nyländska Jaktklubbenin  
soutusatama Helsingissä](#)

Albert Edelfelt

Finnish National Gallery, CC0

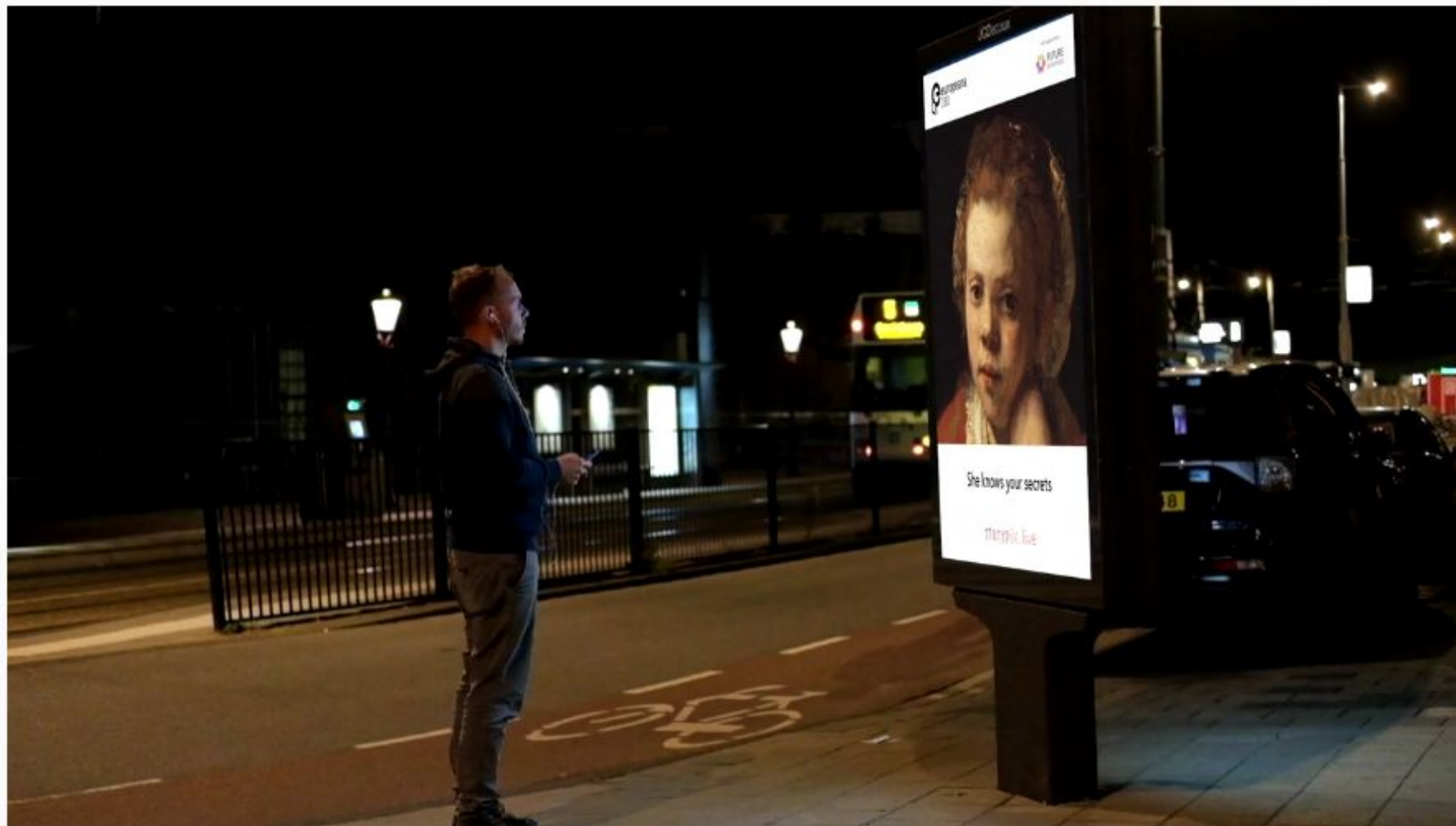
# Creative reuse

Art Up Your Tab



# Creative reuse

## Storypix





# Publishing Framework



[Europeana Publishing Framework](#)  
Europeana | CC BY-SA

# EPF & Finland

	<b>Tier 0</b>	<b>Tier 1</b>	<b>Tier 2</b>	<b>Tier 3</b>	<b>Tier 4</b>
No. of records: approx. <b>1 million</b>	65,641	819,688	11,989	58,102	12,761
% of total	6.2%	87.7%	1.3%	5.4%	1.4%
Avg % for all countries	28%	41%	16%	5.4%	9.47%

# EPF beyond Europeana

- EPF developed for Europeana to facilitate the discussion about quality between Europeana and data partners
- EPF application is not restricted to Europeana and can be much wider - relationship between quality and impact is relevant whenever institutions make material available on the web

**Join a unique digital resource  
where thousands of cultural  
institutions – from regional  
archives to national museums –  
share their own collections**

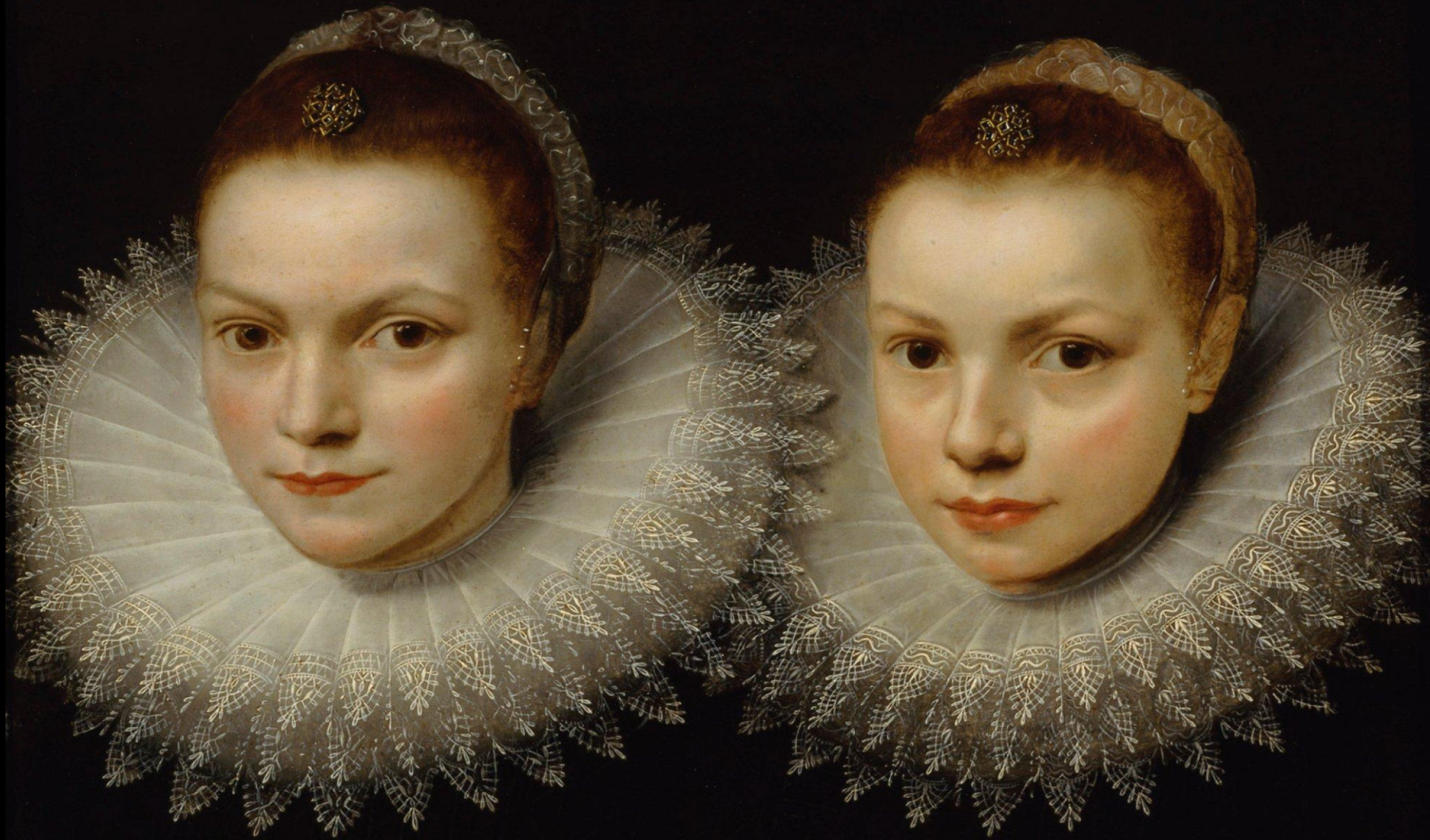


[El Kebir Mosque in Algiers, 1904-05](#)  
Oscar Parviainen  
Finnish National Gallery  
CC0



**Showcase your own collections in  
blogs, galleries, online exhibitions  
and campaigns and benefit from  
Europeana's active followers on  
social media to reach millions of  
citizens across Europe**

Mt. Donia Sabuk, 1909  
Akseli Gallen-Kallela  
Finnish National Gallery  
CC0



**Reach new audiences and make your collections  
available for reuse within research, education and  
the creative industries**

*Spille (Spalato)*  
*Public Domain*  
Two Sisters, c. 1610-1615  
Cornelis de Vos  
Finnish National Gallery  
CC0

2018   
EUROPEAN YEAR  
OF CULTURAL  
HERITAGE  
#EuropeForCulture

**Flowers**  
**Anonymous**  
1700-1799, Rijksmuseum  
Netherlands, Public Domain



europaena

#AllezCulture