



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

# Europeanana

**2018**   
**EUROPEAN YEAR  
OF CULTURAL  
HERITAGE**  
#EuropeForCulture

**The more you give,  
the more you get**

The benefits of sharing open data  
Adrian Murphy | Varna, 30 May 2018



Co-financed by the European Union  
Connecting Europe Facility



# 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?

# A quick introduction



# Why publish online?

- Part of a culturally connected Europe and benefit from partnerships (e.g. Wikimedia)
- More visibility (traffic, social media, etc) and more visitors
- Reach specific audiences or markets (education, research)
- Reuse by creative industries
- Fulfil your mission
- Get the best quality heritage to your audiences

# Publishing Framework



[Europeana Publishing Framework](#)

Europeana | CC BY-SA

# Publishing Framework

Four tiers of participation - you can use Europeana as:

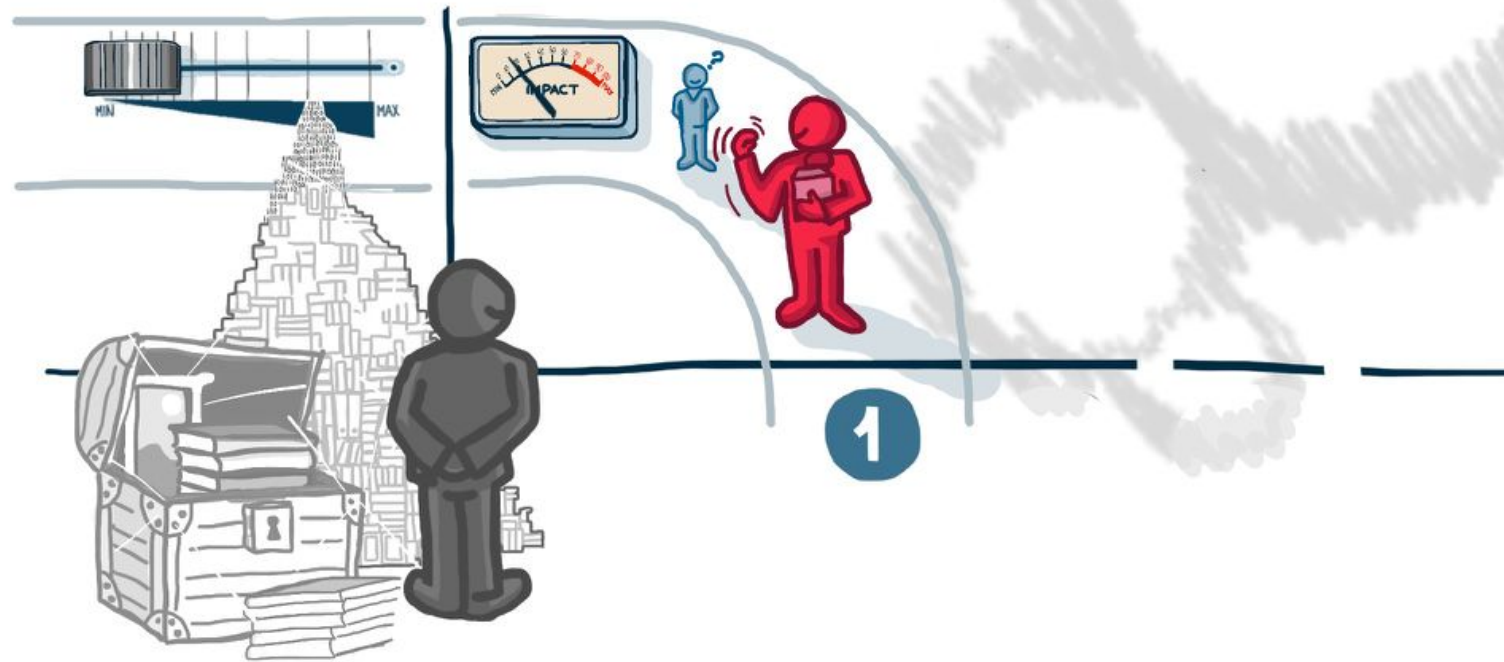
- A search engine
- A showcase
- A platform for non-commercial re-use
- A platform for free re-use



# 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

The screenshot shows the Europeana Collections website homepage. At the top left is the Europeana Collections logo. To its right are navigation links: Collections, Explore, Exhibitions, and Blog. On the top right, there are buttons for 'OUR SITES' and 'LANGUAGE'. The main banner features a large search bar with the placeholder text 'Add a search term' and a 'Browse' button. Below the search bar, a dark bar contains the text 'Explore 53,532,722 artworks, artefacts, books, videos and sounds from across Europe.' The background of the banner is a historical black and white photograph of children sitting on stools in an outdoor classroom setting, with blue wavy lines overlaid on the left side. Below the banner are four thematic collection tiles: 'EUROPEANA 1914-1918' (with a historical photograph), 'EUROPEANA ART' (with a painting of a woman), 'EUROPEANA FASHION' (with a colorful hat), and 'EUROPEANA MAPS AND GEOGRAPHY' (with a historical map). A 'FEEDBACK' button is visible on the right side of the map tile.



# 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!

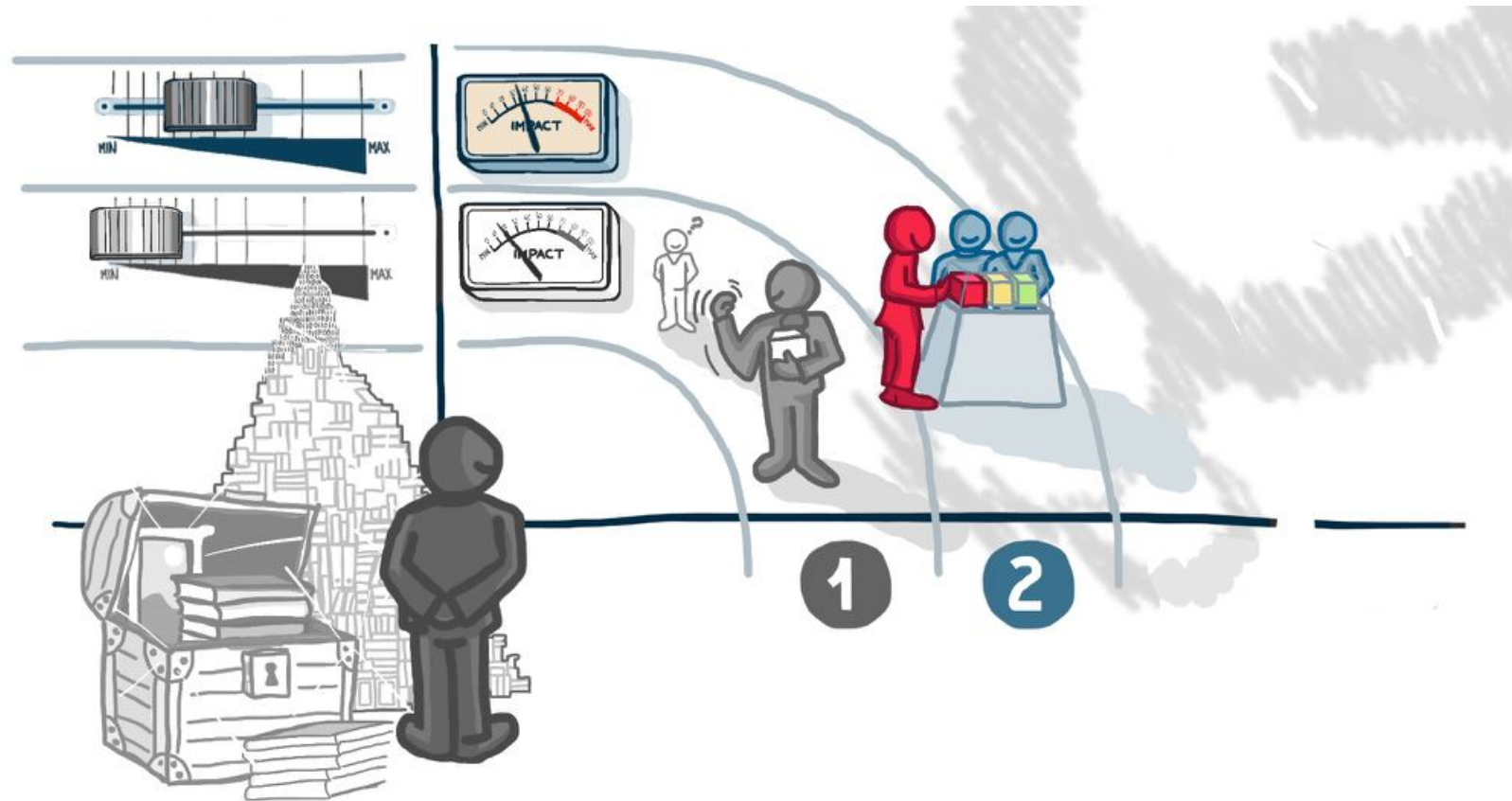
Feedback



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



# Thematic collections

Return to Home / Europeana Art

OUR SITES LANGUAGE

EUROPEANA ART

Add a search term  Browse

Explore 1,139,973 artworks from European collections

Summer evening on Skagen's Southern Beach, 1893, Peder Severin Krøyer, Skagens Museum, CC BY

Return to Home / Europeana Music

OUR SITES LANGUAGE

EUROPEANA MUSIC

Add a search term  Browse

Explore 371,402 music recordings, pieces of sheet music and other music items from across Europe.

Rotterdam Harbour, 1940, Rijksmuseum, Public Domain

Return to Home / Europeana Photography

OUR SITES LANGUAGE

EUROPEANA PHOTOGRAPHY

Add a search term  Browse

Explore the history of photography in 2,299,185 items from European collections

George Bretzner and Marius Bauer in a carriage in London, c. 1897-1910, George Hendrik Bretzner, Rijksmuseum, Public Domain

Return to Home / Europeana 1914-1918

OUR SITES LANGUAGE

Add your story Register Sign in

EUROPEANA 1914-1918

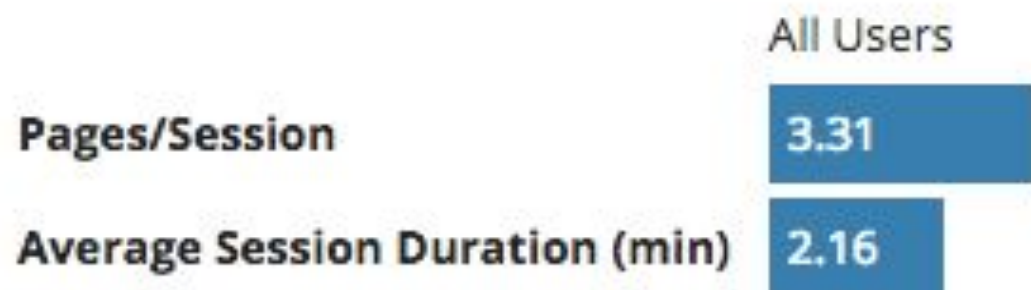
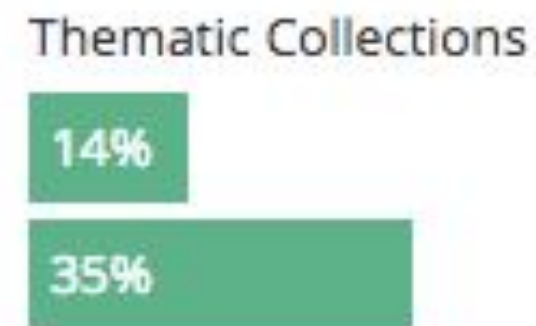
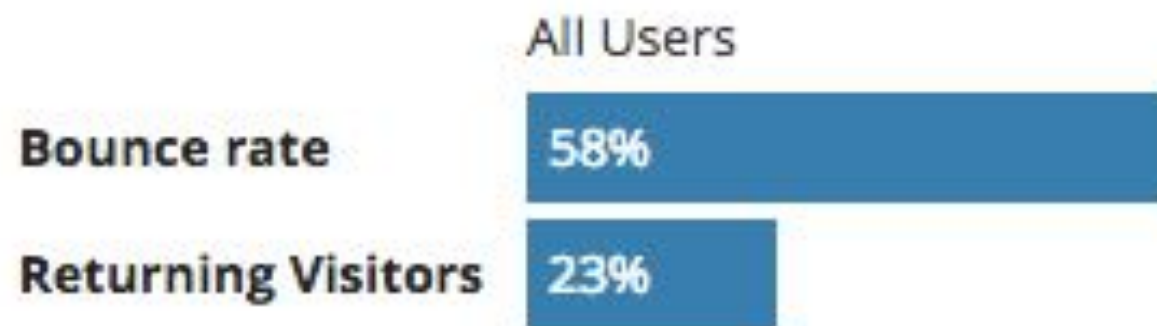
Add a search term  Browse

Explore the untold stories and official histories of World War I in 702,938 items from across Europe.

Military band, Lorraine 1915, Photographer unknown, Markizina / Europeana 1914-1918, CC BY-SA



# Thematic collections









# 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.”

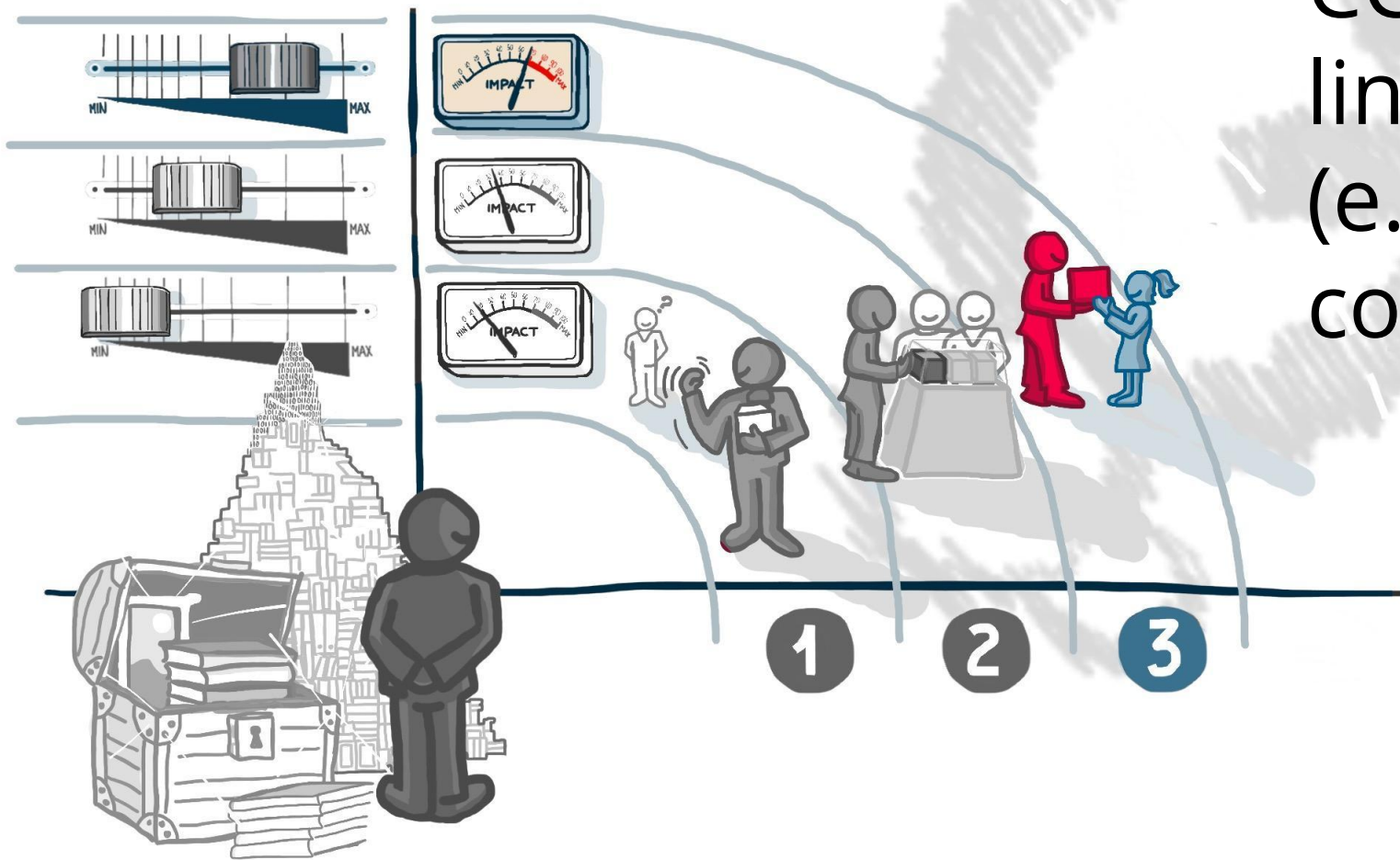
Michal Čudrnák, Slovak National Gallery



# 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)



Academic Research

Creative industries

Cultural Heritage  
Institutions

**Education**

Advocacy

Member States

Impact

Campaigns

**EDUCATION** FEATURED  
RESOURCES



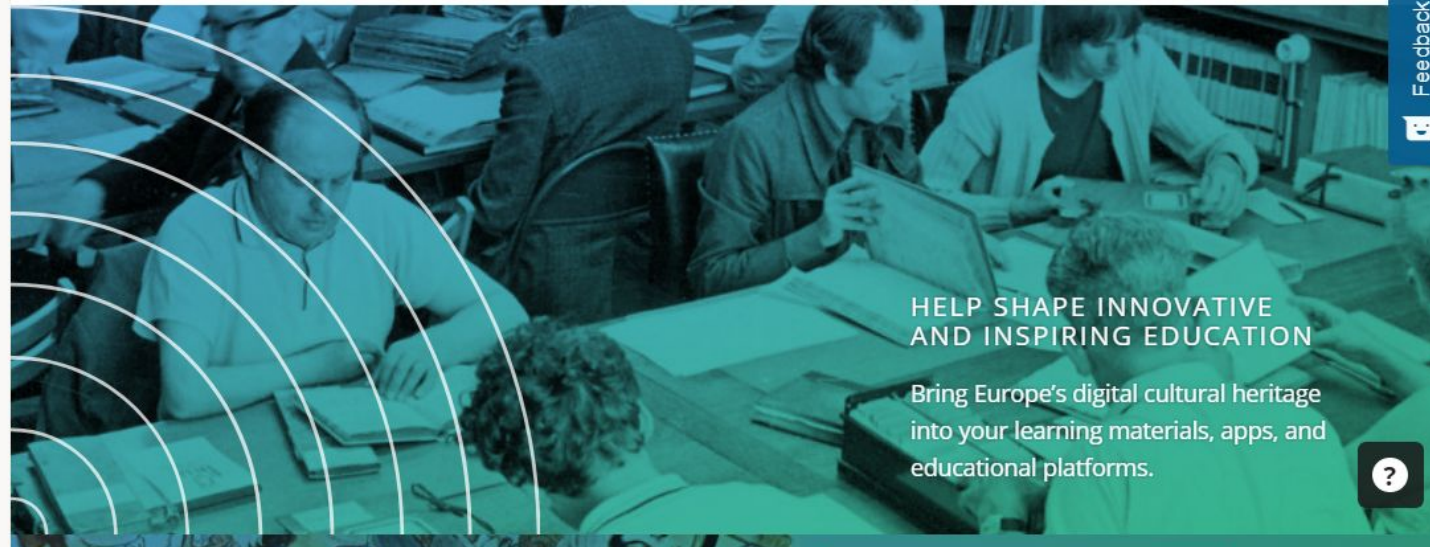
Teachers  
validation pilot  
evaluation and  
recommendations



Europeana  
Education - an  
introductory  
leaflet



Europeana  
Education - an  
introductory  
leaflet



Feedback



[Europeana Education](#)

Europeana | CC BY-SA



# Europeana Education

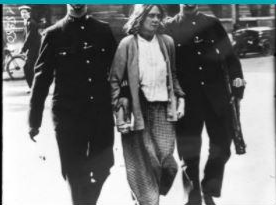


Find ideas and ready-to-use resources for your classroom practice

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.

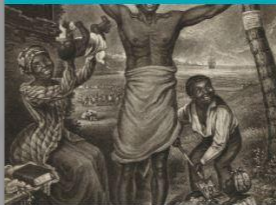
**e-Learning Activity**



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

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

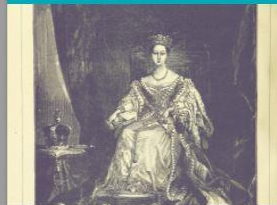
**e-Learning Activity**



**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 >

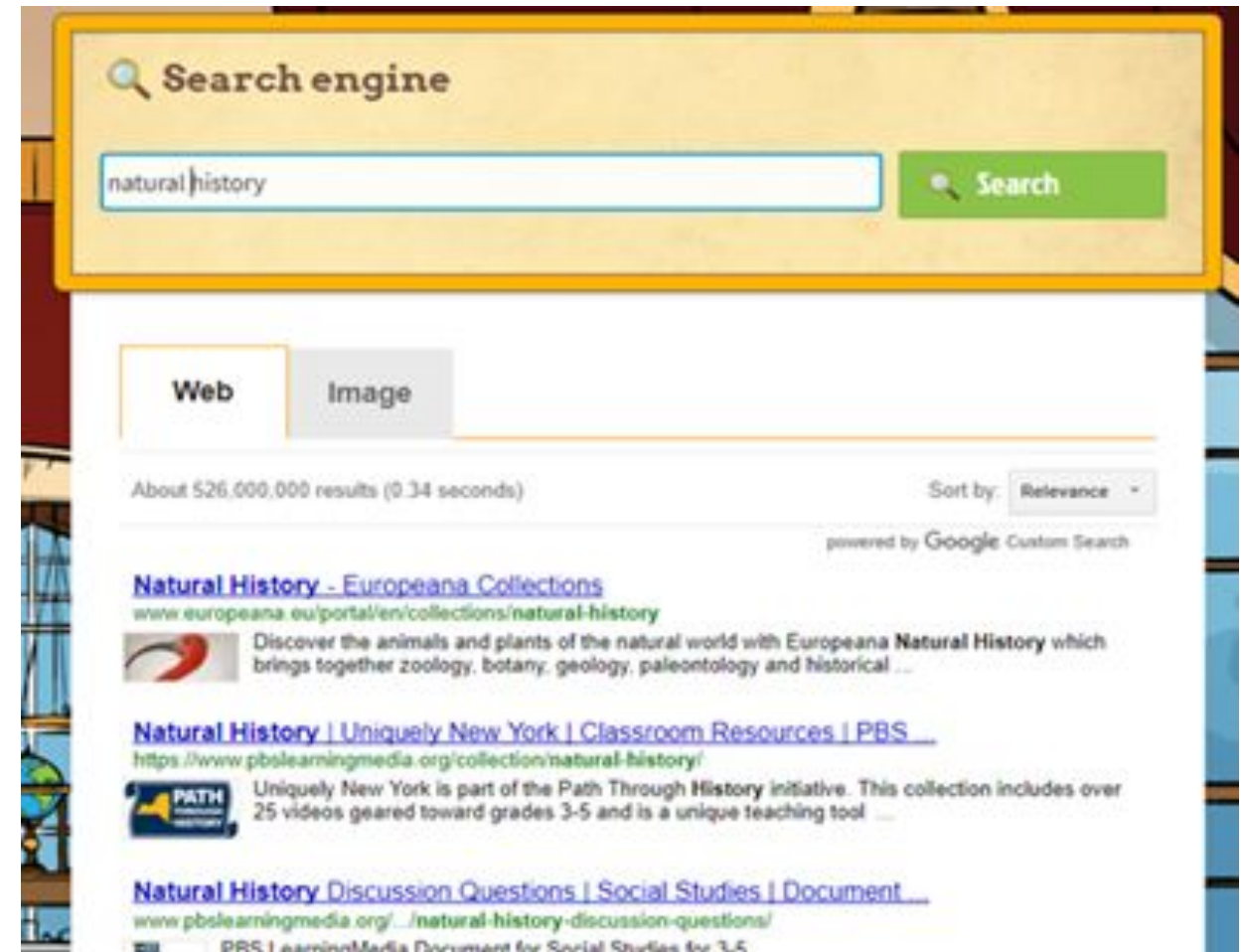
## EUROPEANA



### 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 Search

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**

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**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

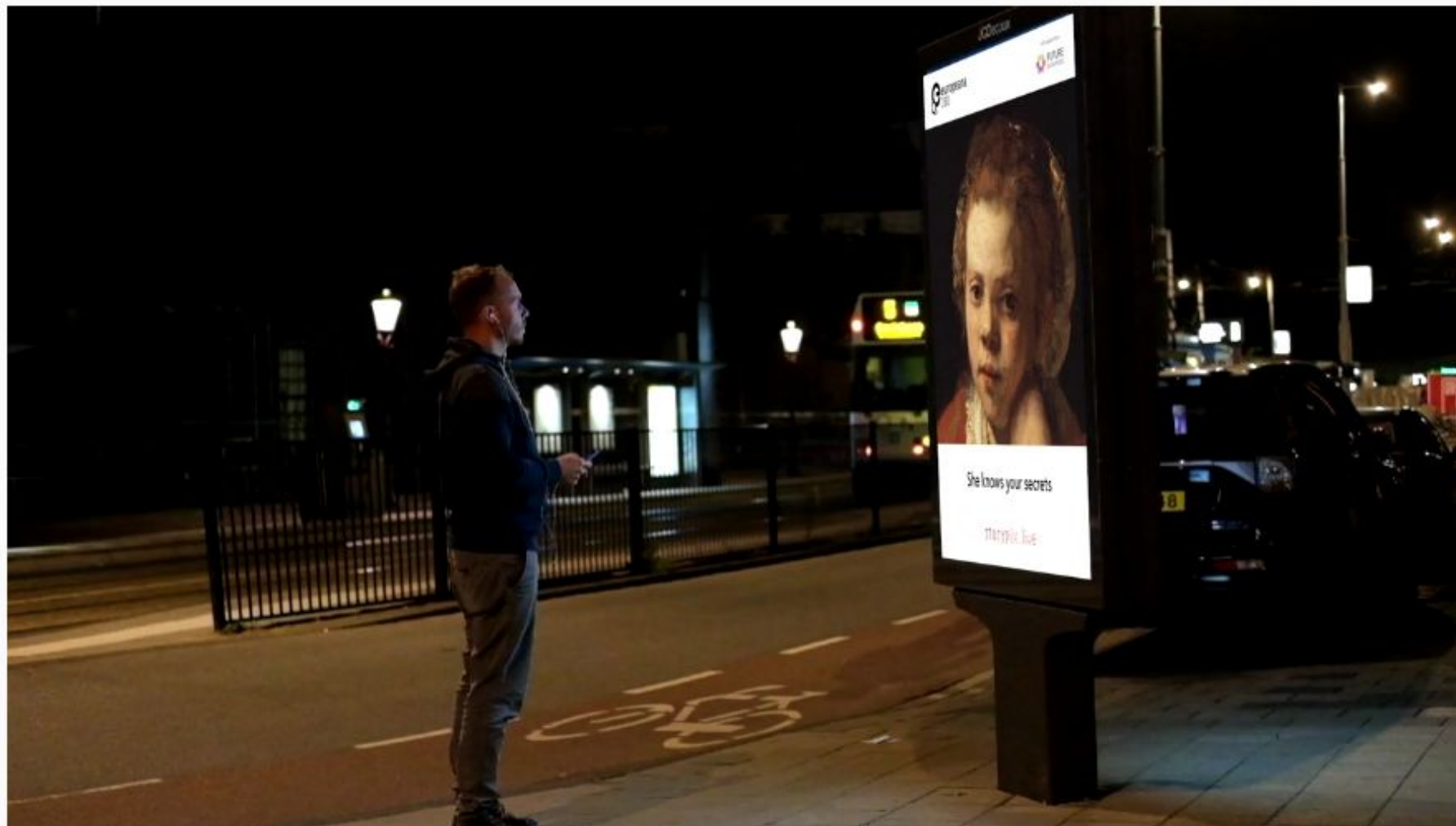
Art Up Your Tab





# Creative reuse

## Storypix



# Publishing Framework



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



# EPF & Bulgaria

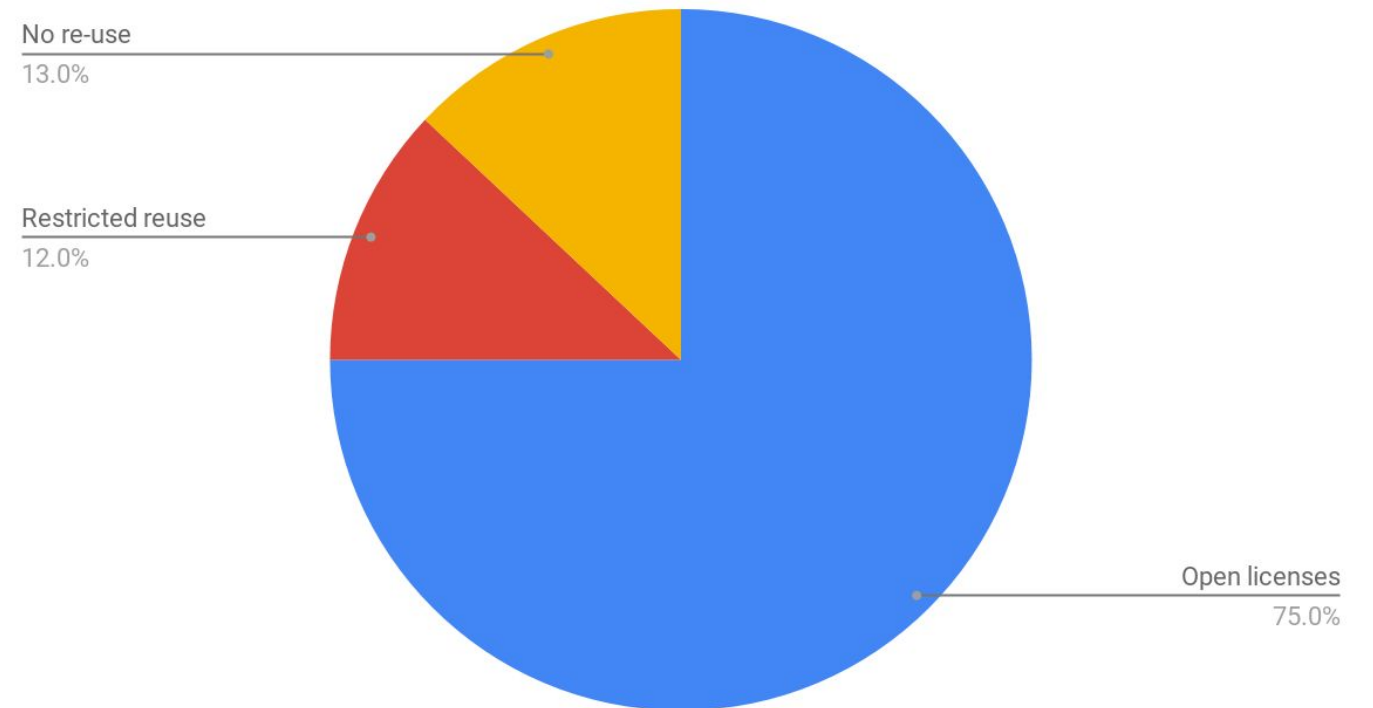
Total records from Bulgaria 116,459

Open licenses 75%

Restricted reuse 12%

In copyright 13%

Re-use of Bulgarian objects in Europeana

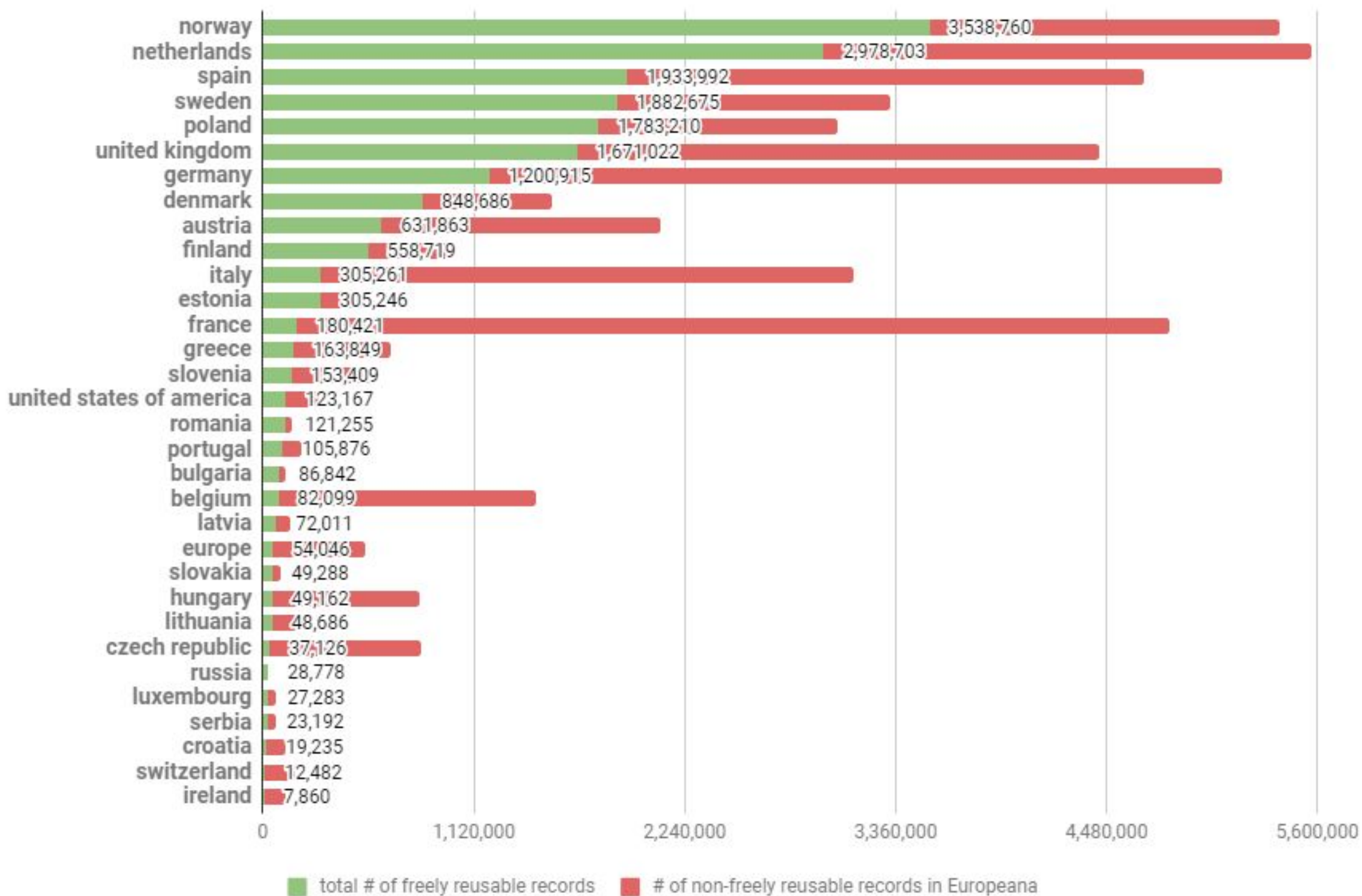


# EPF & Bulgaria

	<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>116,000</b>	7,554	60,275	9,084	523	39,002
% of total	6.5%	52%	7%	0.4%	33.5%
Avg % for all countries	28%	41%	16%	5.4%	9.47%



# Absolute amount of objects in Europeana with an open license, per country





Морски бани — Varna. Les bains maritime

**Marinas**

**Institution**

Regional Library PENCHO  
SLAVEYKOV - Varna

**Rights statement**

© CC0 [↗](#)

[View entire collection](#)



**The resort of Varna**

**Institution**

Regional Library PENCHO  
SLAVEYKOV - Varna

**Rights statement**

© CC0 [↗](#)

[View entire collection](#)



## Dora Gabe, Bulgarian poet and social activist

written by Susan on August 26, 2014 in [Europeana Migration and News](#) with *no comments*

[← older posts](#)

[newer posts →](#)



Dora and her sister Bela. Varna Public Library, CC0.

Today is the 126th birth anniversary of Bulgarian poet, children's writer and social activist Dora Gabe (26 August 1888 – 16 November 1983). Not much information in English exists about this prolific writer. The child of a Russian immigrant, she was born and raised in Dobrogea, Bulgaria. She wrote [poetry for adults](#)

### ABOUT EUROPEANA

[Europeana.eu](#) enables people to explore the digital resources of Europe's galleries, museums, libraries, archives and audiovisual collections. On this blog, you can discover treasures from Europeana's open content archives, as well as information about special events and things we are working on.

### CATEGORIES

Categories

Select Category ▾

### EUROPEANA TRUSTED BLOGGERS





**Автопортрет**

**Creator**

Захари Желев


**Institution**

[Art Gallery of Kazanlak](#)


**Rights statement**

Copyright Not Evaluated


[View entire collection](#)


[Collections](#) - [Explore](#) - [Exhibitions](#) - [Blog](#)

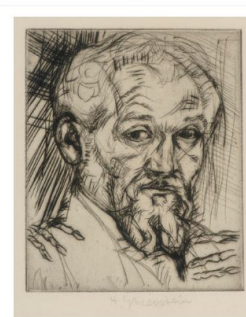
OUR SITES [LANGUAGE](#)




Self-Portrait  
Vilho Lampi



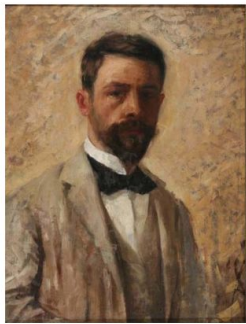
Selbstbildnis am 6. Hochzeitstag  
Paula Modersohn-Becker




Portrait (male (Autoportrait))  
Jan Kopecký



View of Tallinn / Self-Portrait



Self-Portrait  
Henry Glitsenstein (Enrico) (1870-1942)



Автопортрет  
Захари Желев

FEDERICO





Unfollow

# The Black Sea Coast – by the Varna Public Library



33 Pins · 7,839 followers

This board is a co-production of Europeana and the Varna Public Library, one of Europeana's partners in Bulgaria. The Varna Public Library are selecting objects from their gorgeous collection that will be revealed here over the months to come!



Europeana The Black Sea Coast – by the Va...



Europeana The Black Sea Coast – by the Va...



Europeana The Black Sea Coast – by the Va...



Europeana The Black Sea Coast – by the Va...



Europeana The Black Sea Coast – by the Va...



Europeana The Black Sea Coast – by the Va...



Europeana The Black Sea Coast – by the Va...



Europeana The Black Sea Coast – by the Va...



Europeana The Black Sea Coast – by the Va...



Europeana The Black Sea Coast – by the Va...



Europeana The Black Sea Coast – by the Va...



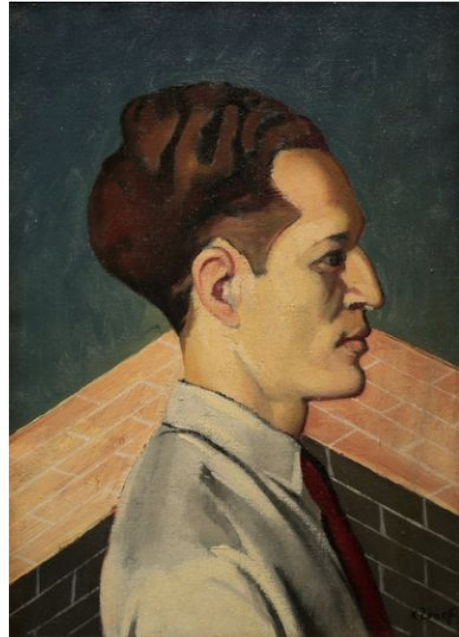
Privacy



# Masterpieces of Bulgarian art

During the Europeana 280 campaign, we asked the Bulgairan Ministry of Culture to select highlights of Bulgarian art. Read how they made their selection.

SHARE THIS GALLERY



Portrait of Eliezer Alshekh  
<http://viaf.org/viaf/96559392>



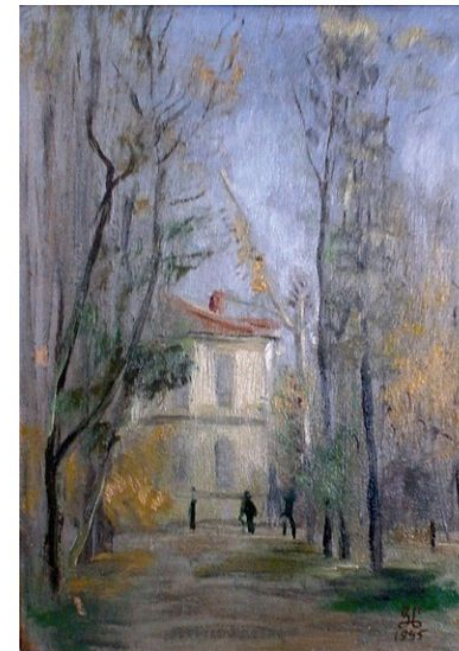
Portrait of Mrs. Stefka Gueorgieva Otmar...  
Aneta Hodina



Cityscape from Tzarigrad  
<http://viaf.org/viaf/12578502>



Erma River by the Town of Tran  
Nikola Petrov



Landscape  
Zlatyu Boyadziev



Lucifer  
Franz von Stuck; Franz Stuck



FEEDBACK



# 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

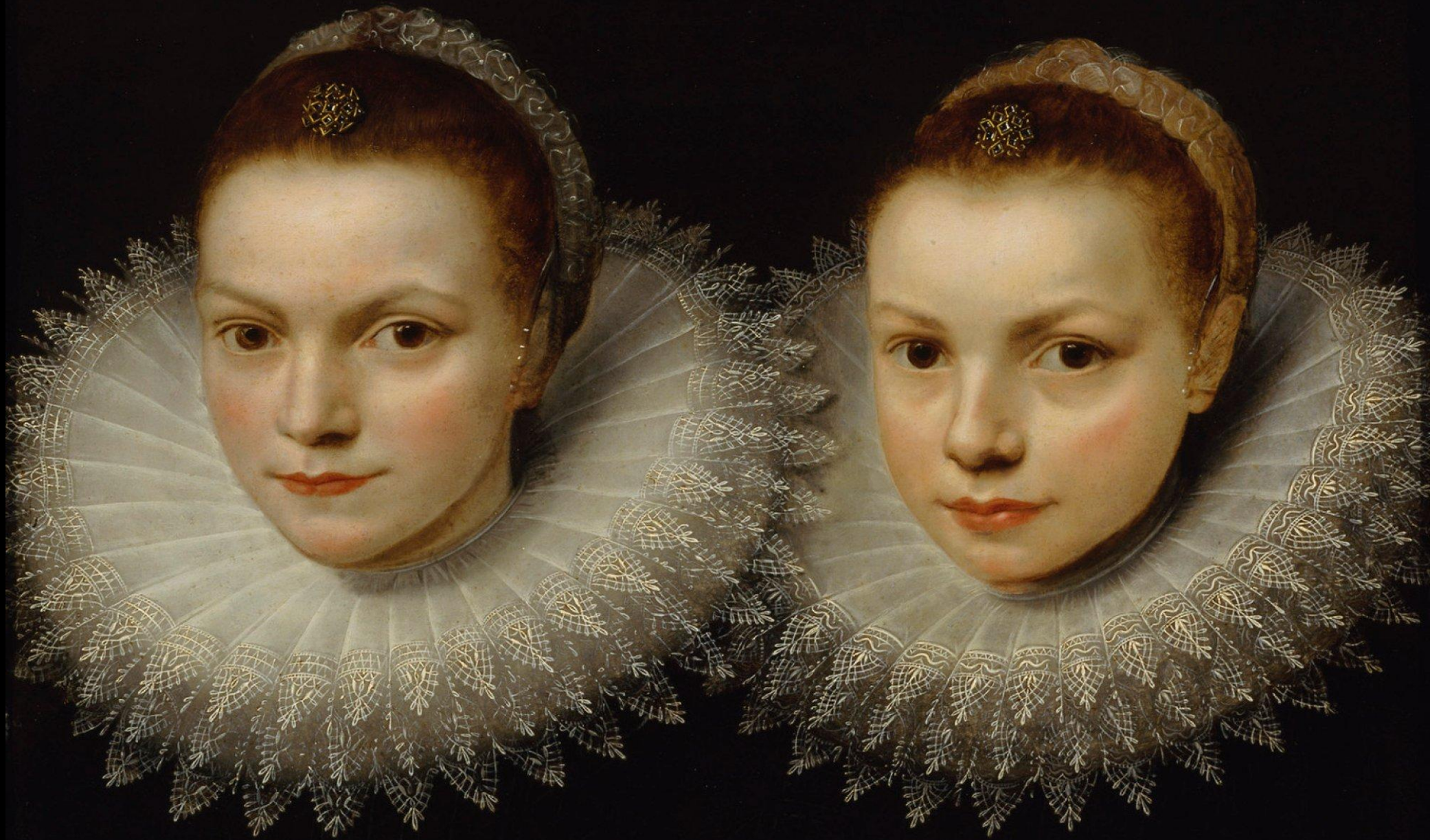




**Showcase your own collections in  
blogs, galleries, online exhibitions  
and campaigns and benefit from  
Europeana's active followers on  
social media to reach millions of  
citizens across Europe**

[Рисунка | Гео Милев](#)  
National Library of Bulgaria  
Public Domain





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

*Spille (Spalato)*  
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