

# européana



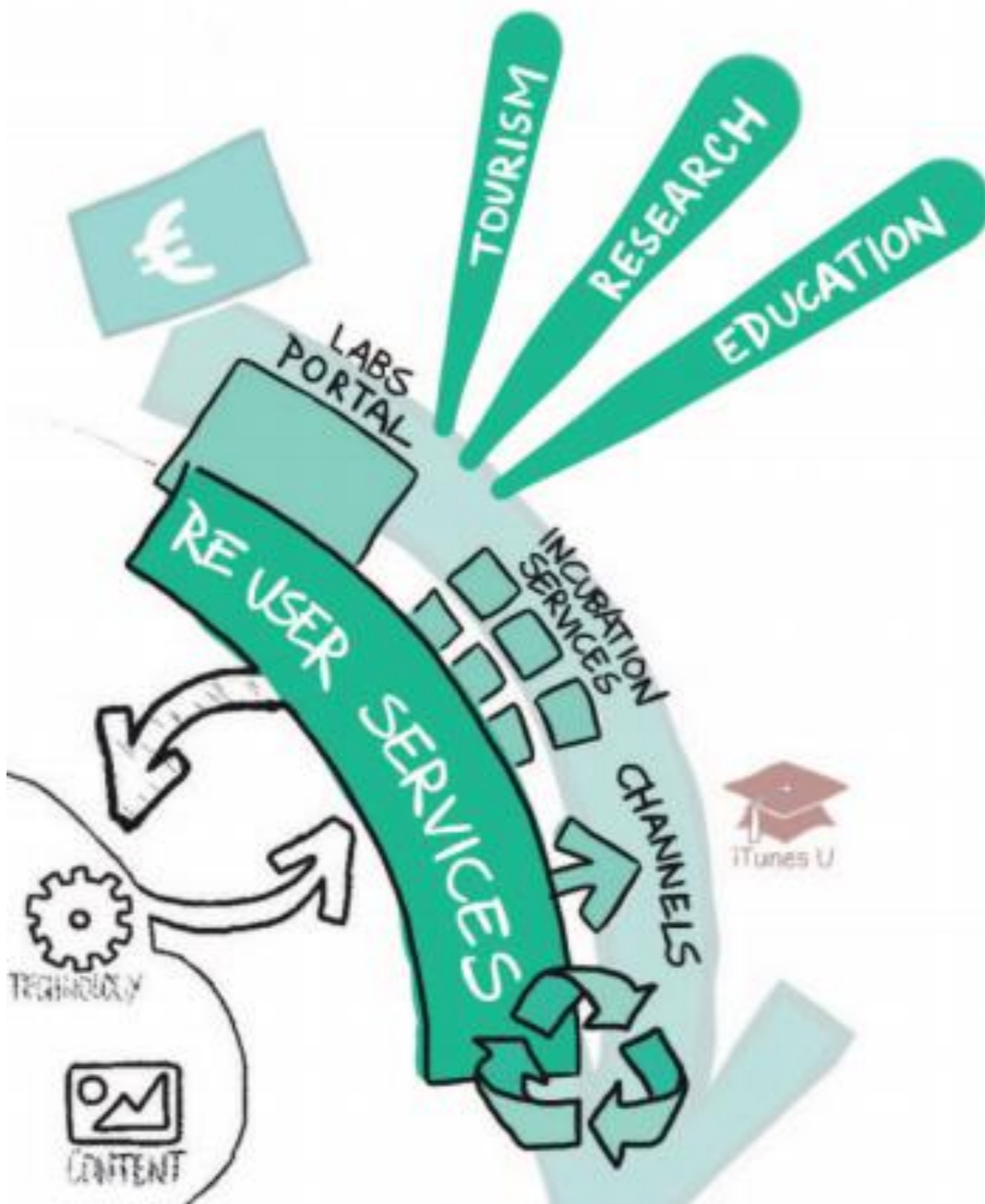
## EUROPEANA4EDUCATION

Milena Popova | Europeana Space event  
'Digital culture and education' 2016

Quadruplettes à Buffalo  
Agence de presse Meurisse  
1909, National Library of France  
France, Public Domain



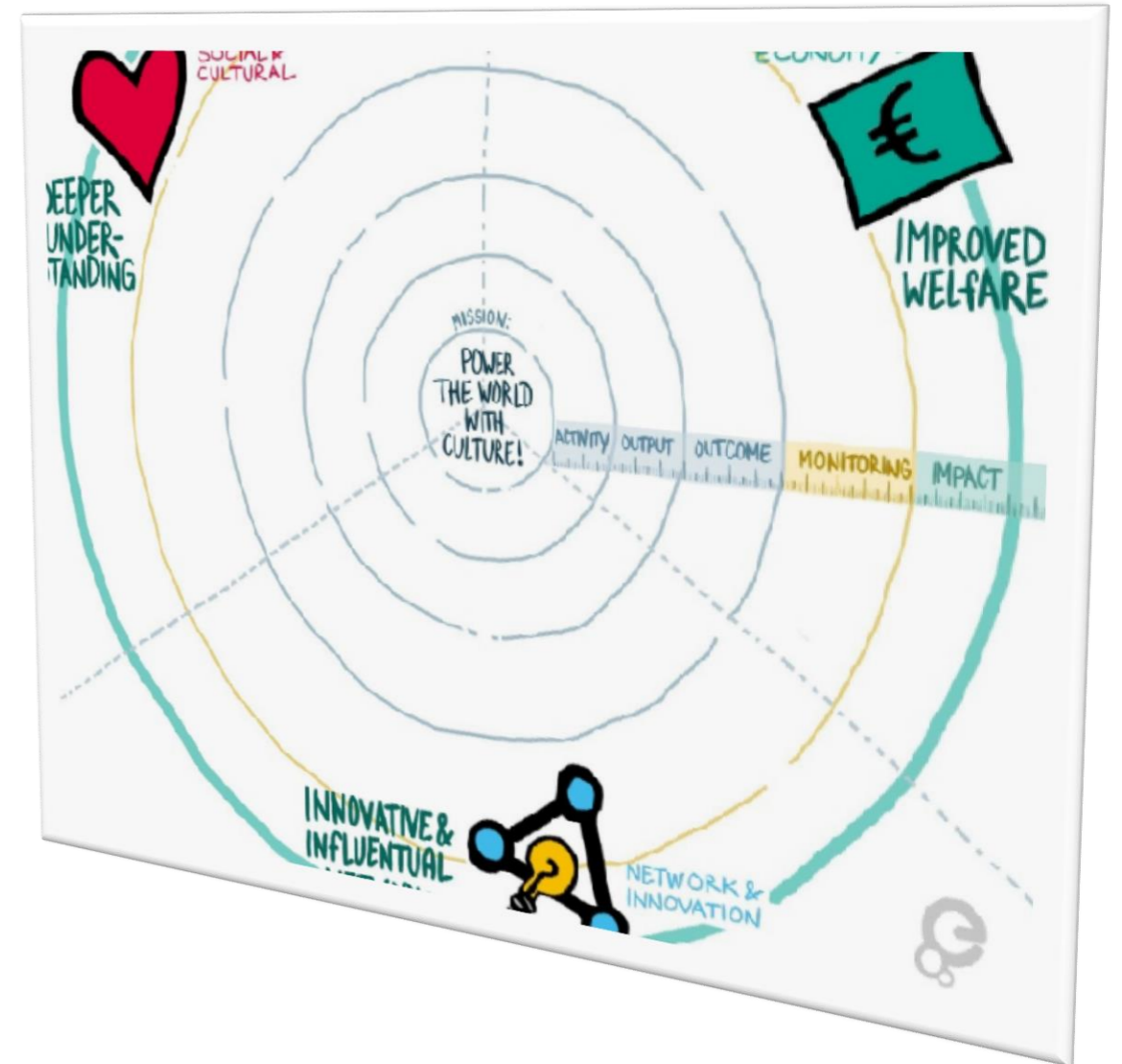
Co-financed by the European Union  
Connecting Europe Facility



# Potential

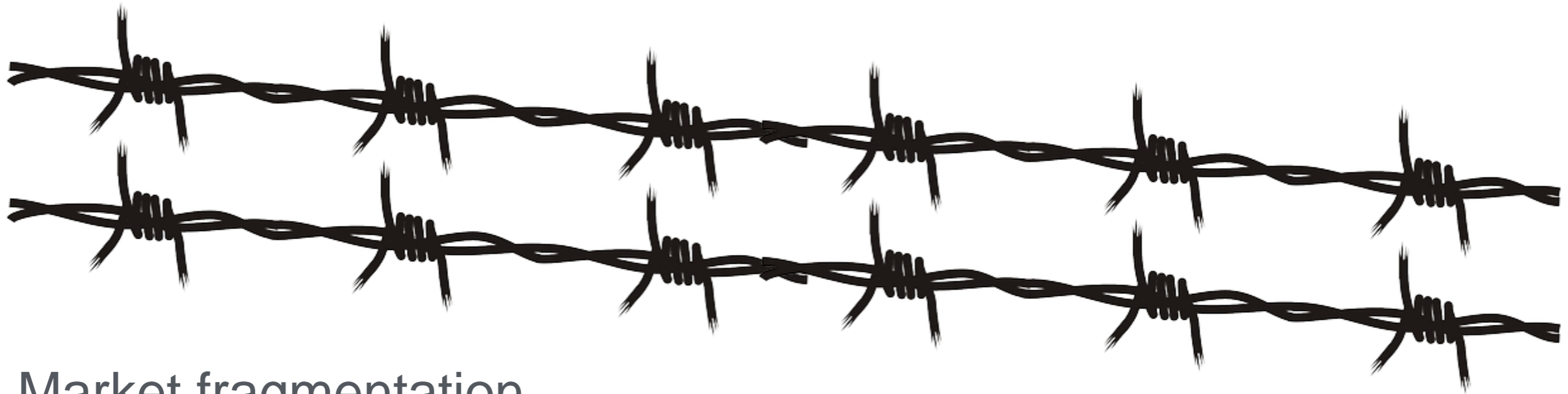
## Market Size & Impact

- Relevance
- Applicability
- Innovation

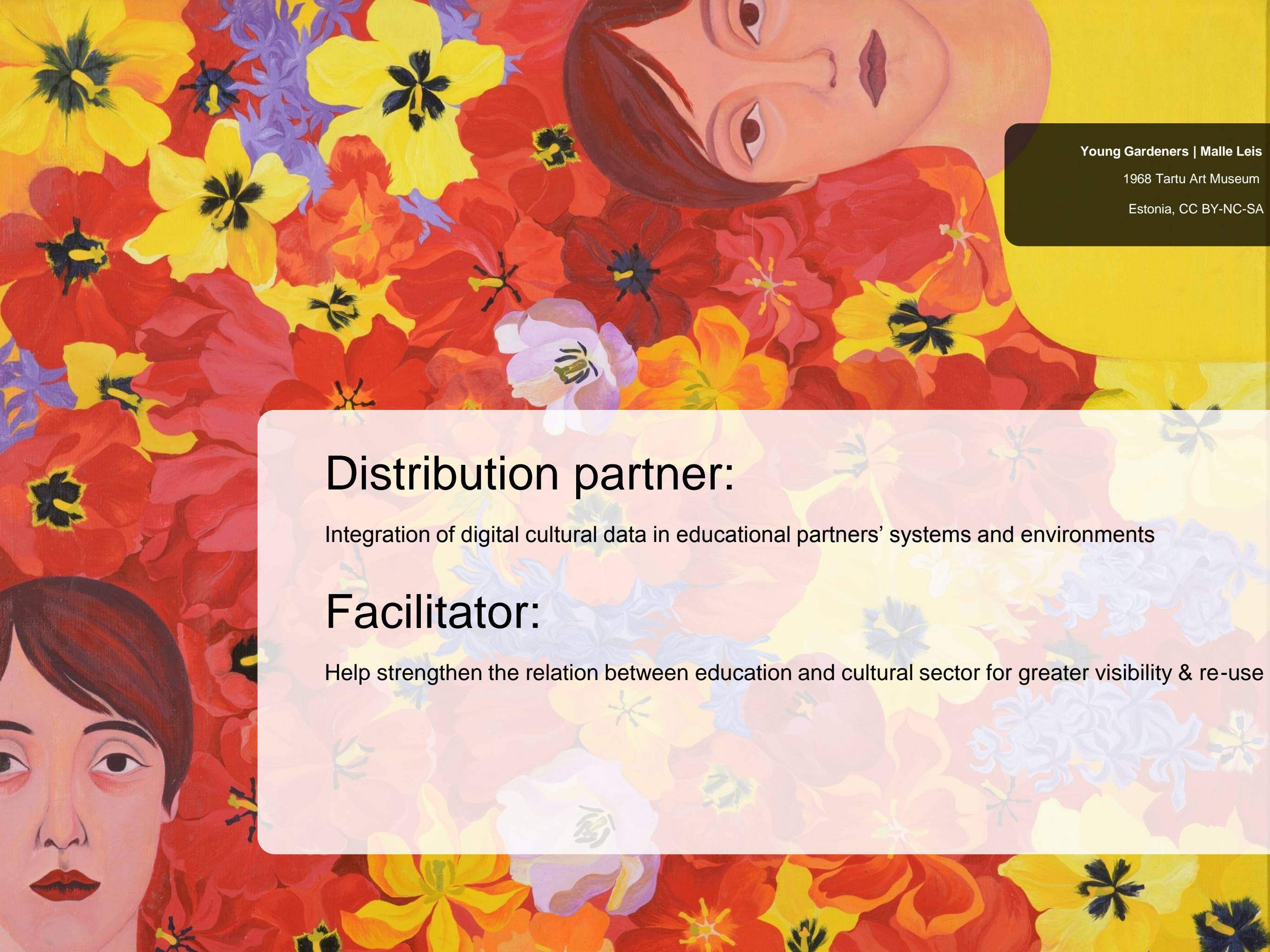


# Challenges

## Entry barriers



- Market fragmentation
- Various stakeholders / users
- Lack of market and user knowledge



Young Gardeners | Malle Leis

1968 Tartu Art Museum

Estonia, CC BY-NC-SA

## Distribution partner:

Integration of digital cultural data in educational partners' systems and environments

## Facilitator:

Help strengthen the relation between education and cultural sector for greater visibility & re-use

# DISTRIBUTION PARTNERSHIPS

ГАСТРОЛИ АРТИСТОВ  
МОСКОВСКОГО  
Ц И Р К А

**Cirque de Moscou**  
**Anonymous**  
Circus Museum  
Netherlands, CC BY-SA

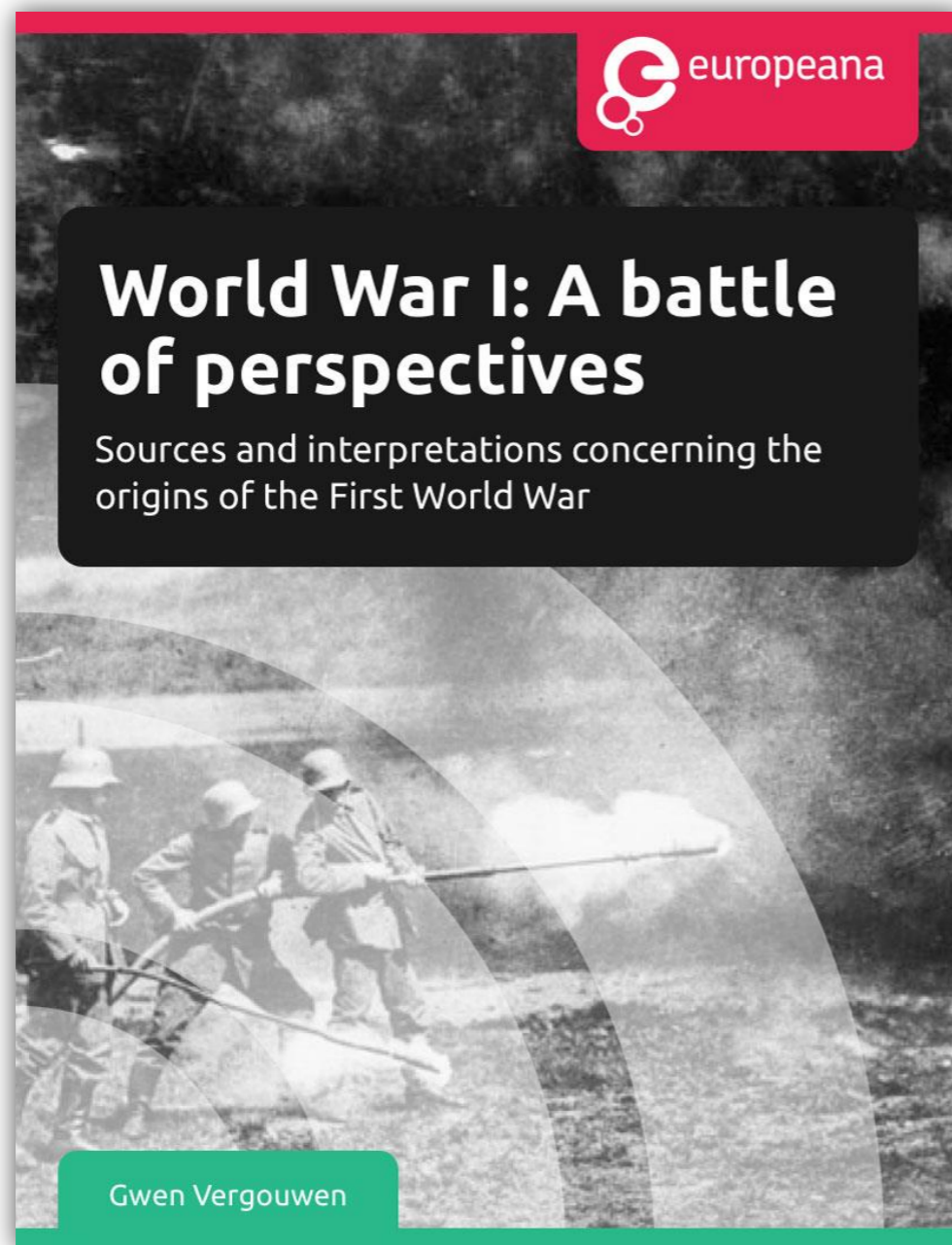
# Distribution partners

- Multipliers – key players with well-established communities of educators in Europe
- Various types:
  - a. Commercial / non-commercial (Apple / EUN)
  - b. Formal / informal education ( DSI1 partners / EMMA)
  - c. General / specialized (EUN / EUROCLIO/ InventingEurope)

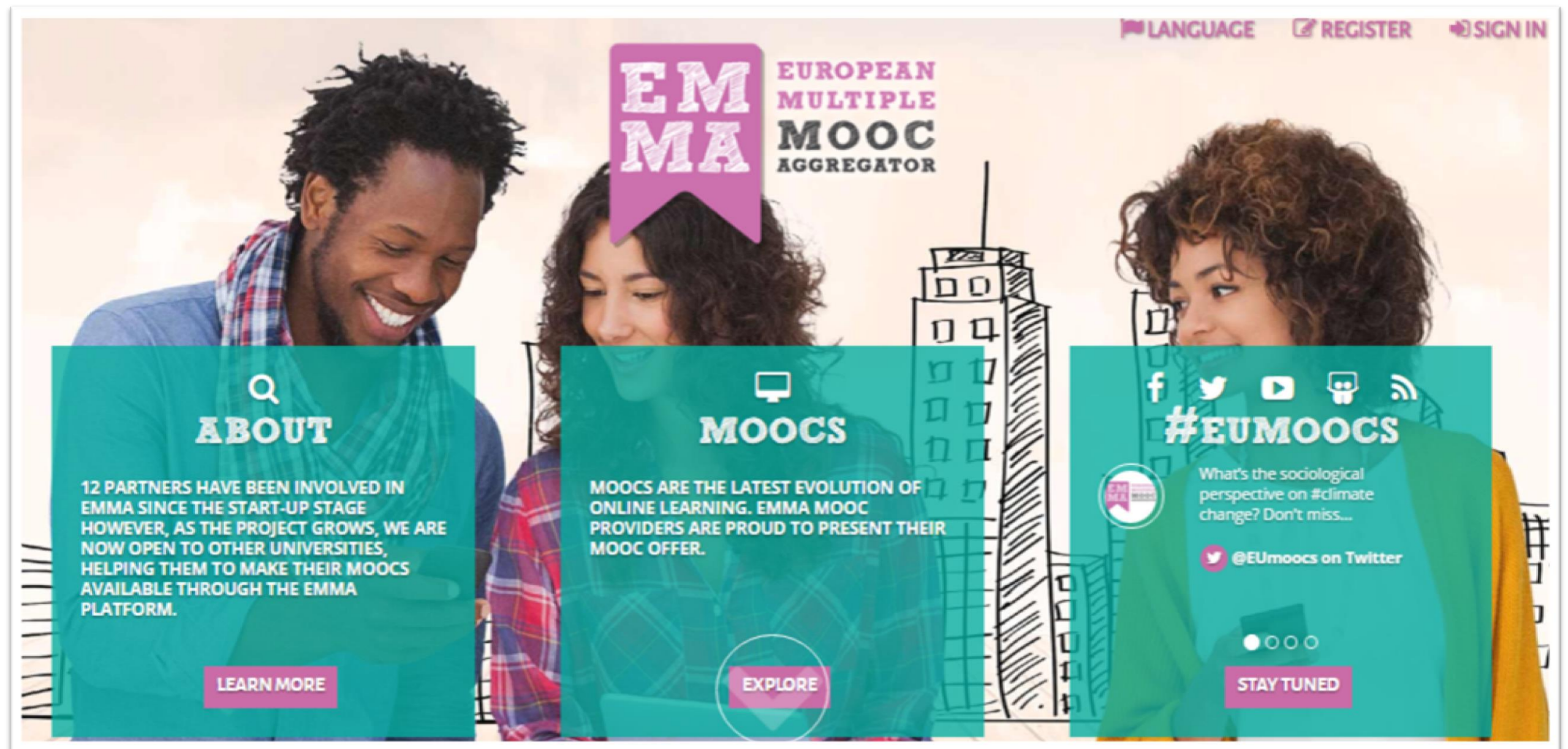
# Success stories: EUN

The screenshot displays the 'Learning Resource Exchange for schools' website. The header includes the logo and navigation links: Home, News, About, Community, eQNet, Using the portal, For content providers, and Topics. The main content area is divided into two columns. The left column, titled 'Find resources', contains a search bar, dropdown menus for 'Languages', 'Subjects', and 'Europeana, Europe', a 'GO' button, and a checkbox for 'Search only travel well resources'. Below this is a 'Find by tags' section with a list of tags including biology, CLIL, Copyright, Cyberbullying, Data security, Digital citizens, Digital literacy, electricity, energy, English vocabulary, foreign languages, geography, History, and Information literacy. The right column, titled 'Search results', shows '(Europeana, Europe) (2075 results)' with a 'Save search' button. It includes filter dropdowns for 'Languages', 'Subjects', 'Resource types', 'Min age', 'Max age', and 'Providers', along with 'Apply filters' and 'Remove filters' buttons. A checkbox for 'Search only travel well resources' is also present. The results are sorted by 'Rating' and show '20 items'. A pagination bar indicates the current page is 9 out of 13. The first four results are displayed as thumbnails with information icons: a book, a cat, a bat, and a mouse.

# Success stories: Apple



# In the making



# FACILITATION



Untitled  
Anonymous  
Circus Museum  
Netherlands, CC BY-SA

# Education & Learning policy recommendations

- Created under the Italian (2014) and Latvian (2015) EU Presidencies
- Facilitated by Europeana, EUROCLIO and European Schoolnet
- Represent the views of 60 experts and policy makers from European Ministries of Culture and Education from 21 countries

# Education & Learning policy recommendations

1. Set up a Europe-wide structural dialogue between policy makers, cultural heritage institutions and educators to improve access and reduce duplication of effort
2. Prioritise the provision of 'Fit for education and learning' content by cultural institutions and ministries
3. Emphasize the development of inclusive and accessible digital learning resources
4. Promote open licenses and improve access and re-use conditions that underpin education and learning

# Education Task Force

- 10 professionals from 9 countries representing educational providers, CHIs, Ministries of Education and NGOs
- Aim: put Education policy recommendations into action by sharing best practice and joint advocacy on European level
- Stakeholder analysis, case studies, strategies to create an enabling environment for educational re-use
- Outcomes: recommendations as seven keys to unlock the potential of re-use of digital cultural content in education

# TF Outcomes

- A template for sharing best practices & case studies
- #Europeana4Education promotion (blog series, social media)
- Partnership ‘incubation’: Europeana & Edutheque
- Europeana4Education community introduction



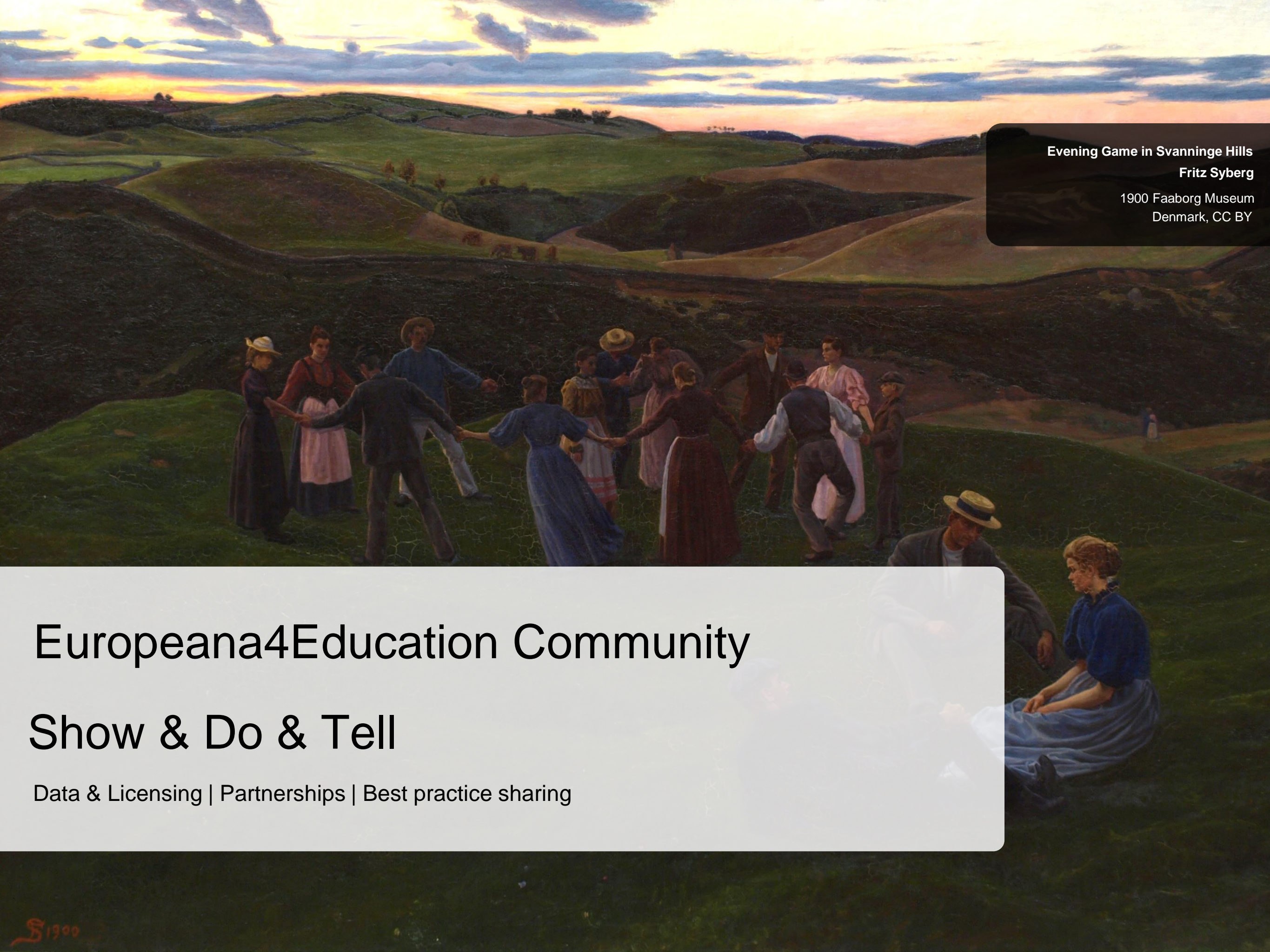
WHAT'S NEXT?

Arrival of a Portuguese ship  
Anonymous  
1660 - 1625, Rijksmuseum  
Netherlands, Public Domain

# Europeana AGM 2015

**THE BIGGEST CHANGE  
EUROPEANA COULD DELIVER  
TO YOUR COMMUNITY BY 2020**

**EDUCATION**



Evening Game in Svanninge Hills  
Fritz Syberg

1900 Faaborg Museum  
Denmark, CC BY

# Europeana4Education Community

## Show & Do & Tell

Data & Licensing | Partnerships | Best practice sharing

**De Chinese markt**  
**Manufacture Royale de Beauvais**  
1767, Rijksmuseum  
Netherlands, Public Domain



europæana

#AllezCulture

# Toolbox (Footer Bars)

## Neutral Colour



**Title here**  
CC BY-SA

## Brand Colours



**Title here - purple is for a research audience**  
CC BY-SA



**Title here - blue is for an end-user audience**  
CC BY-SA



**Title here - raspberry is for an audience of data partners**  
CC BY-SA



**Title here - green is for a re-user audience**  
CC BY-SA

# Toolbox (Footer Bars)

## Other Colours



**Title here**  
CC BY-SA



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CC BY-SA



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CC BY-SA



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CC BY-SA



**Title here**  
CC BY-SA

# Toolbox (Various items)

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