



européana



THE IMPACT OF REUSE

Harry Verwayen and Nicole McNeilly
Cultural heritage: reuse, remake, reimagine

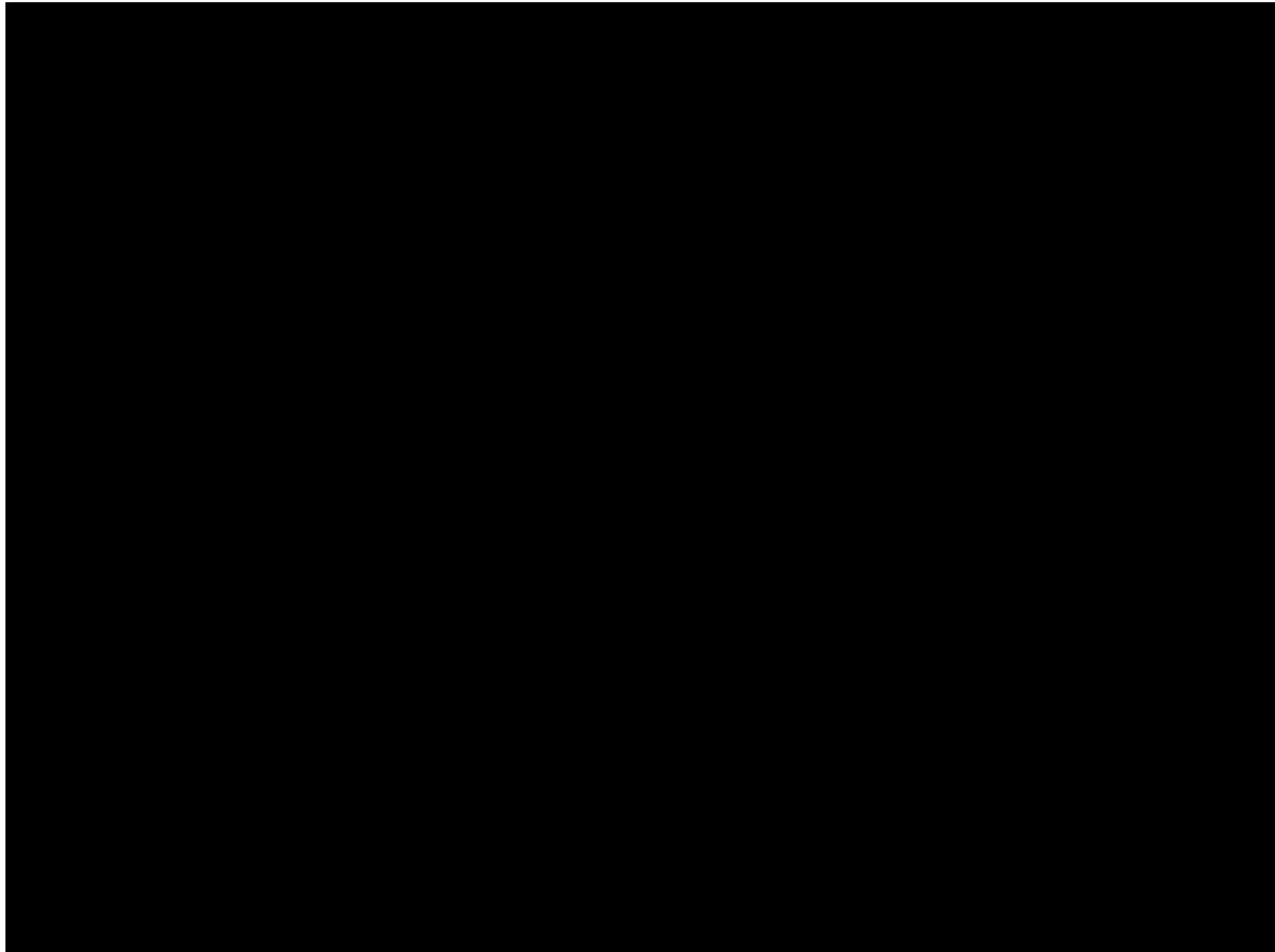
21-22 November 2016

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



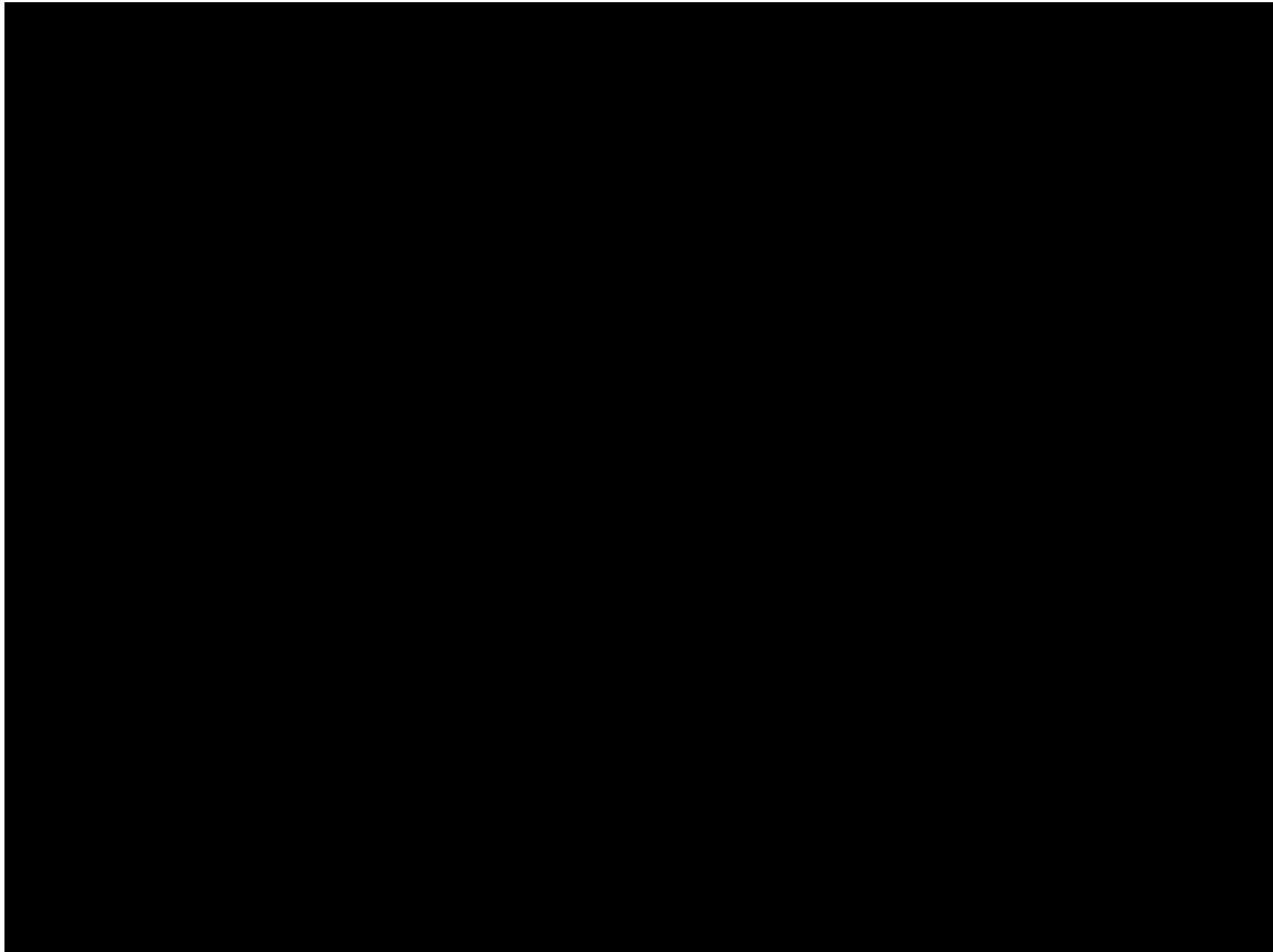
Co-financed by the European Union
Connecting Europe Facility

Europeana at E-Space



Harry Verwayen

Deputy Director, Europeana



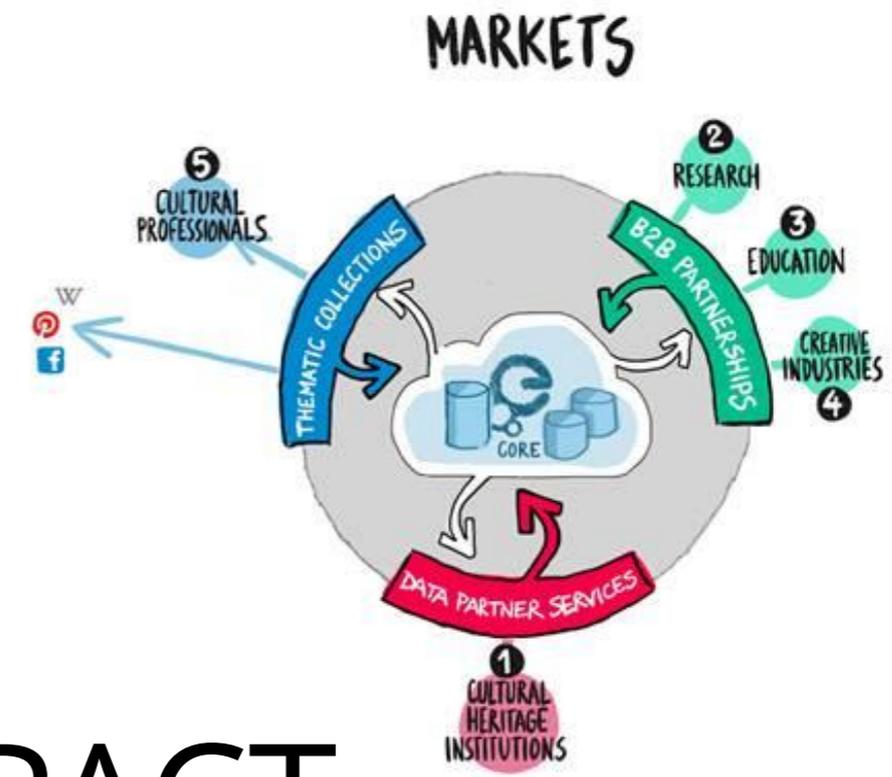
THE IMPACT OF RE-USE

What we've done



D 96 Dancers | Kusakabe Kimbei.
1880-1890. Museum Für Kunst Und Gewerbe Hamburg, Germany. C

THE IMPACT OF RE-USE



IMPACT

- Content
- Partnerships
- Finance

outcomes

actions

CREATIVE INDUSTRIES

D100. Japanese Lantern Makers | Unknown creator.
1880-1890. Museum Für Kunst Und Gewerbe
Hamburg, Germany. CC0

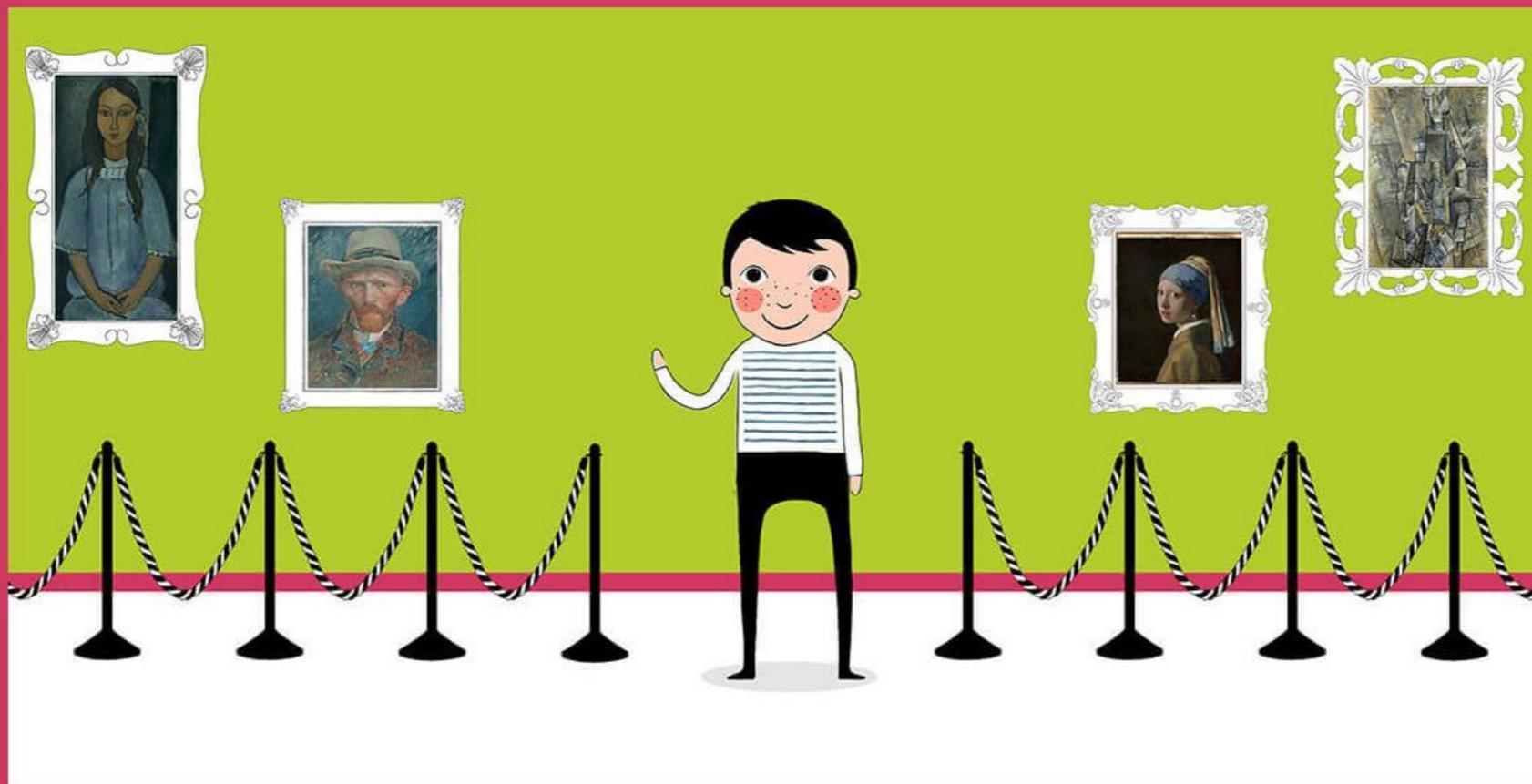
Art Stories FACES



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FACES

FACES is the first test of Art Stories virtual museum: a digital playground where children learn the basics of visual art.



<http://www.artstories.it/en/apps/faces/>

Europeana Challenges

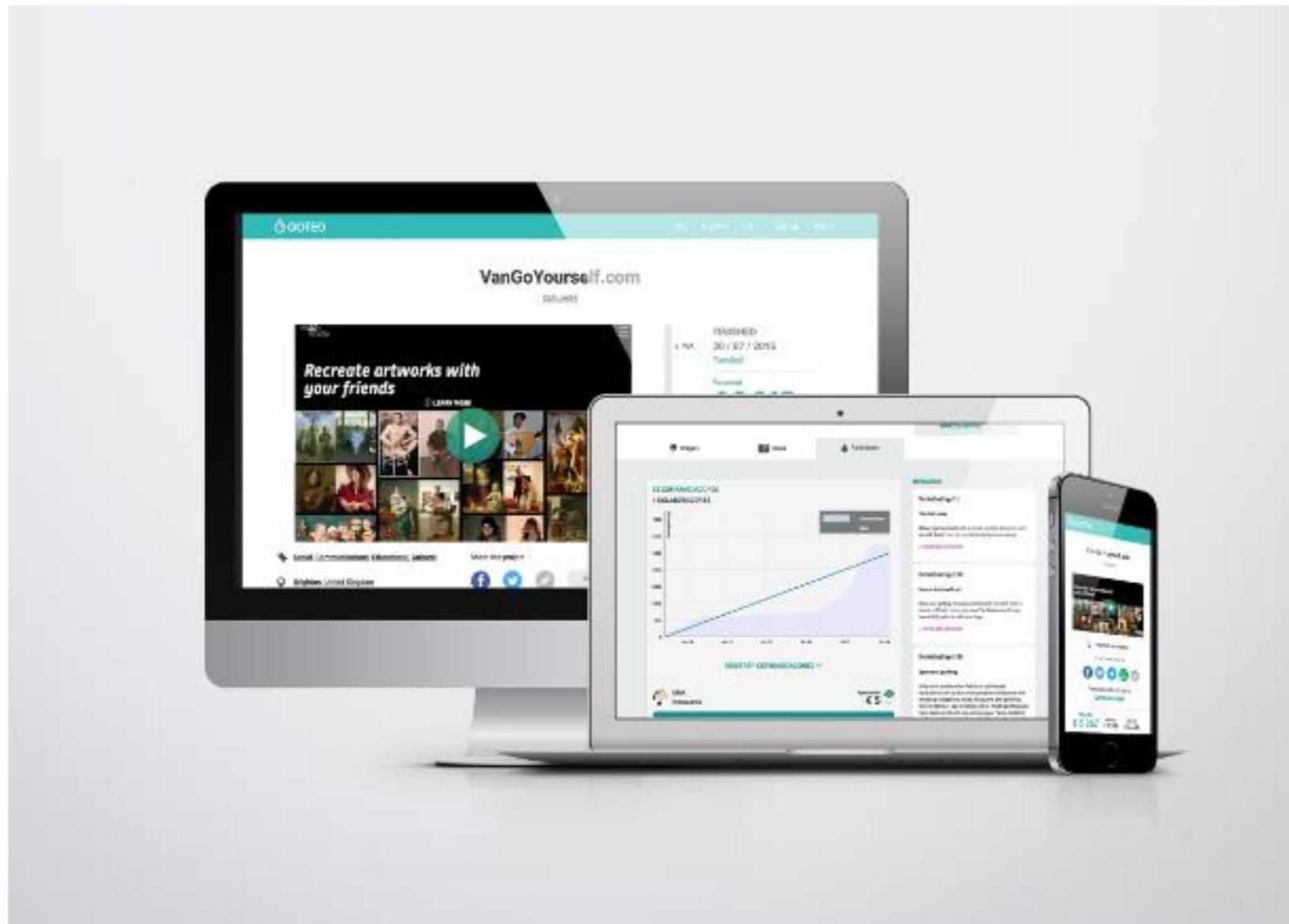


Mode. Hattar. Modeplansch från 1911
© Public Domain

SECOND EUROPEANA CHALLENGE OF 2016
€20.000 - DEDICATED TO FASHION
Deadline 31 October 2016
FIND OUT MORE AT labs.europeana.eu

- Collaboration with Europeana Fashion
- 14 applications taken to expert jury
- Wide European interest

Crowdfunding



<https://en.goteo.org/>

Improved Goteo.org platform, CC-BY-SA Platoniq

Matchfunding for educational reuse



10.000 €

to match-fund **3** crowdfunding campaigns

for:

- Projects of a cultural institution
- + Creative communities

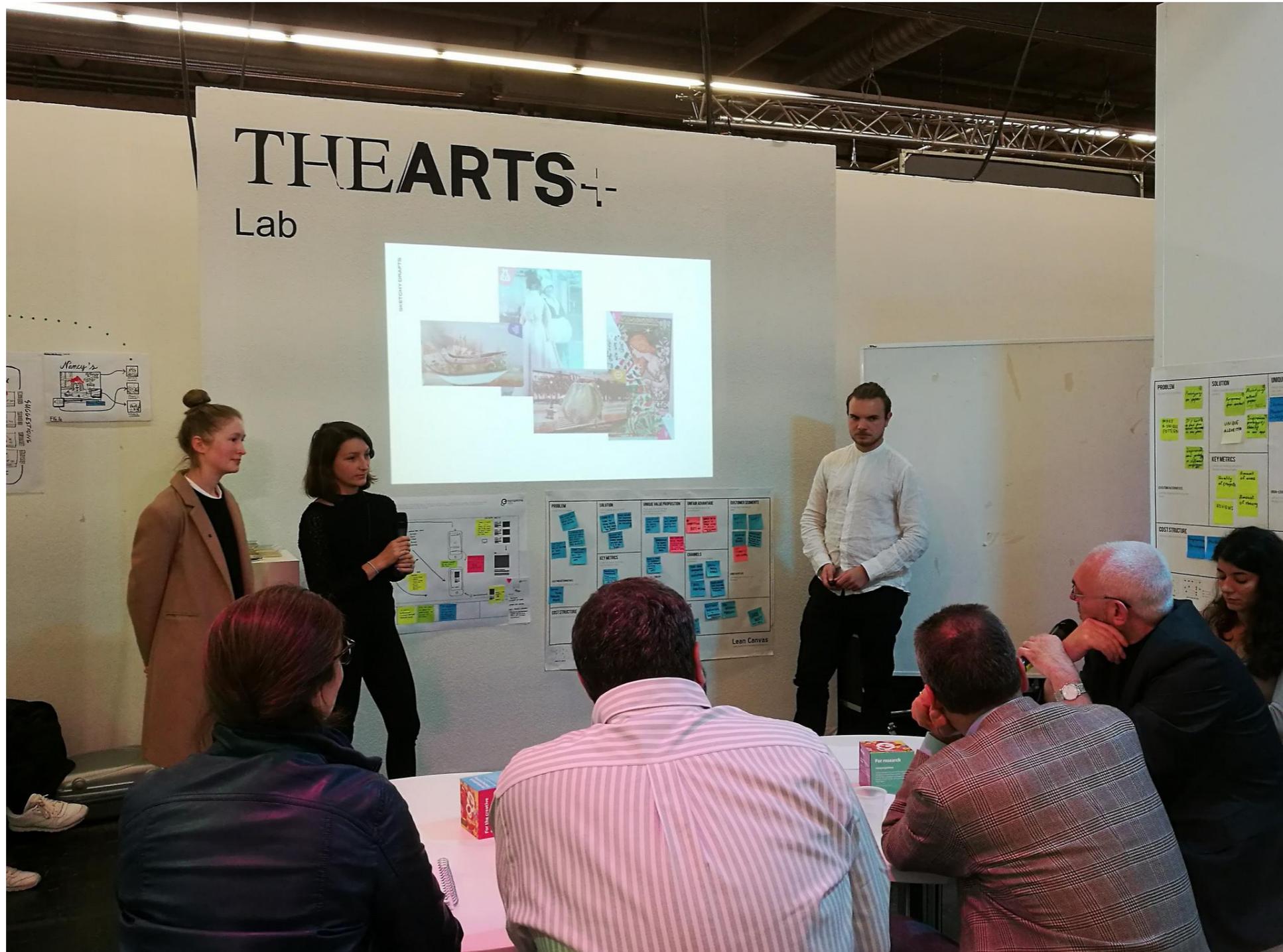
Mission >>> Reuse digital cultural content in Education

... GOTEIO ... europeana

A SOCIAL FUNDS POOL

WITH CONTRIBUTIONS FROM **PUBLIC INSTITUTIONS, BUSINESS AND OTHER PRIVATE INSTITUTIONS, AND INDIVIDUALS** TO ACHIEVE THE MULTIPLIER EFFECT AND THUS ENCOURAGE CO-RESPONSIBLE INVESTMENT IN PROJECTS THAT RELY ON THE SUPPORT OF THE CIVIL SOCIETY.

Investor forum



EDUCATION

Wolsdonkiaan playground in 's-
Hertogenbosch
Paul Humpig
Stadsarchief 'S Hertogenbosch
Netherlands, CC BY-SA



TU Europeana - Poland

<http://www.tueuropeana.pl/>



← Back

More than fifty million digitized
We're reaching out to a specific

[About Europeana](#)

Europeana is Europe's largest collection of digitized



Maggy Szykielewska
@maggyeu

Following

Introducing @Europeanaeu to international students @School_of_Form - great to meet all those creative young people!



RETWEETS
4

LIKES
15



1:53 PM - 15 Nov 2016

Europeana, Europeana Labs and School of Form

← ↻ 4 ❤️ 15 ⋮



Letter size A A A

em? How can we grow them?
informative and educational

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Digital literacy e-commerce
electricity energy
English vocabulary
foreign languages
geography History
Information literacy
interactive maths
Media literacy MFL Online chat
Online identity physics Primary
primary school
Privacy and personal information
Safe searching Science
simulations social networking
Viruses and malware

Highlighted resources



Florence



Hiroshima Peace
Memorial



Independence Hall



Dorset and East
Devon...

Europeana



Church of Panagia Ach...



Monastery of Panagia ...



Monastery of Panagia ...



Rotunda - Spolium (3D)

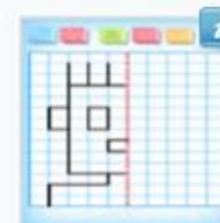
Apps



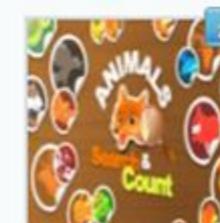
AB Math lite



GeoChampion



Symmetry Exercises
fo...



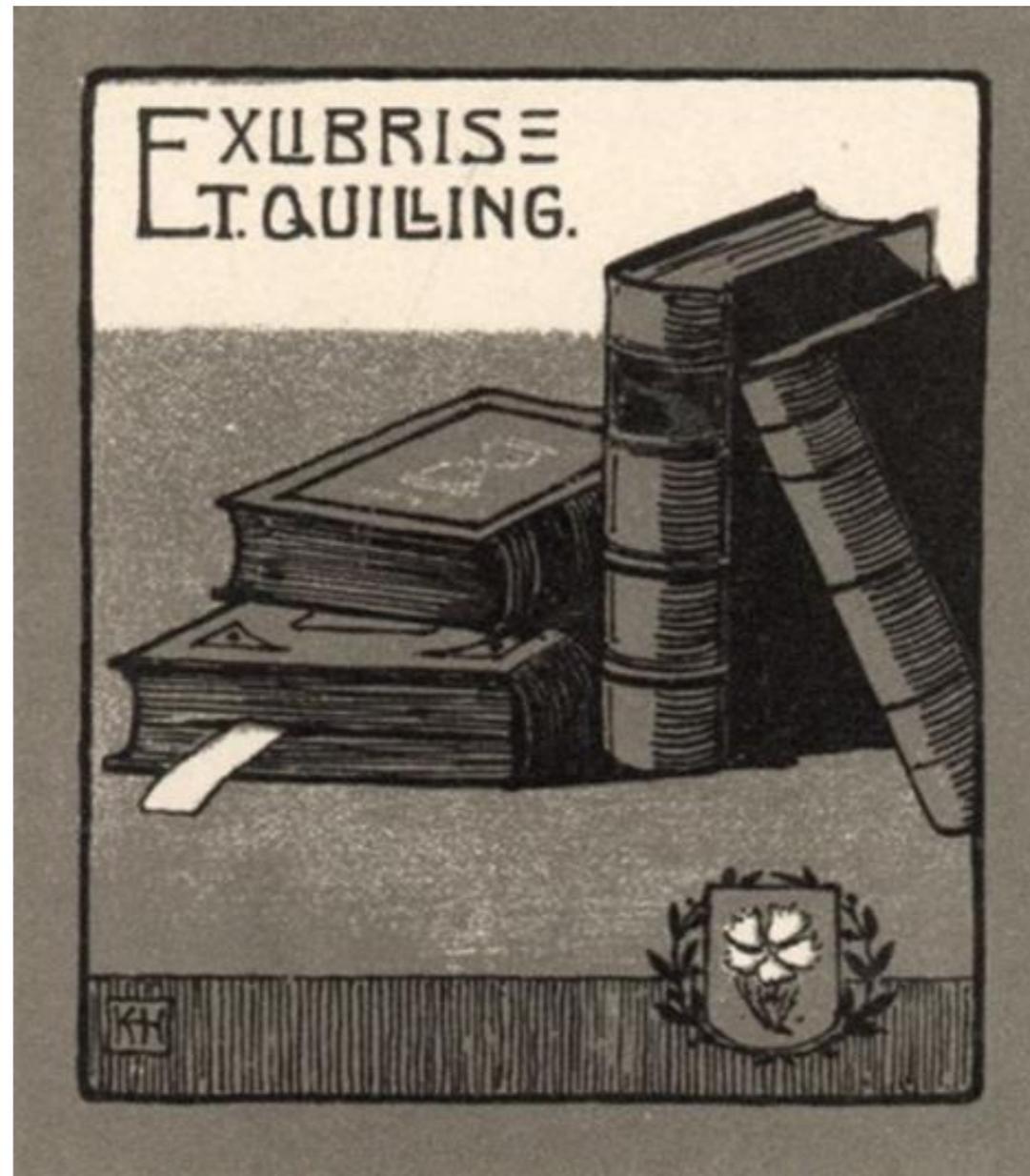
Animales: Search and ...

What do teachers need?



Future
Classroom
Lab

Educational publishers



Bokägarmärke, exlibris. 1929, Malmö museer
Sweden. Public Domain

Content

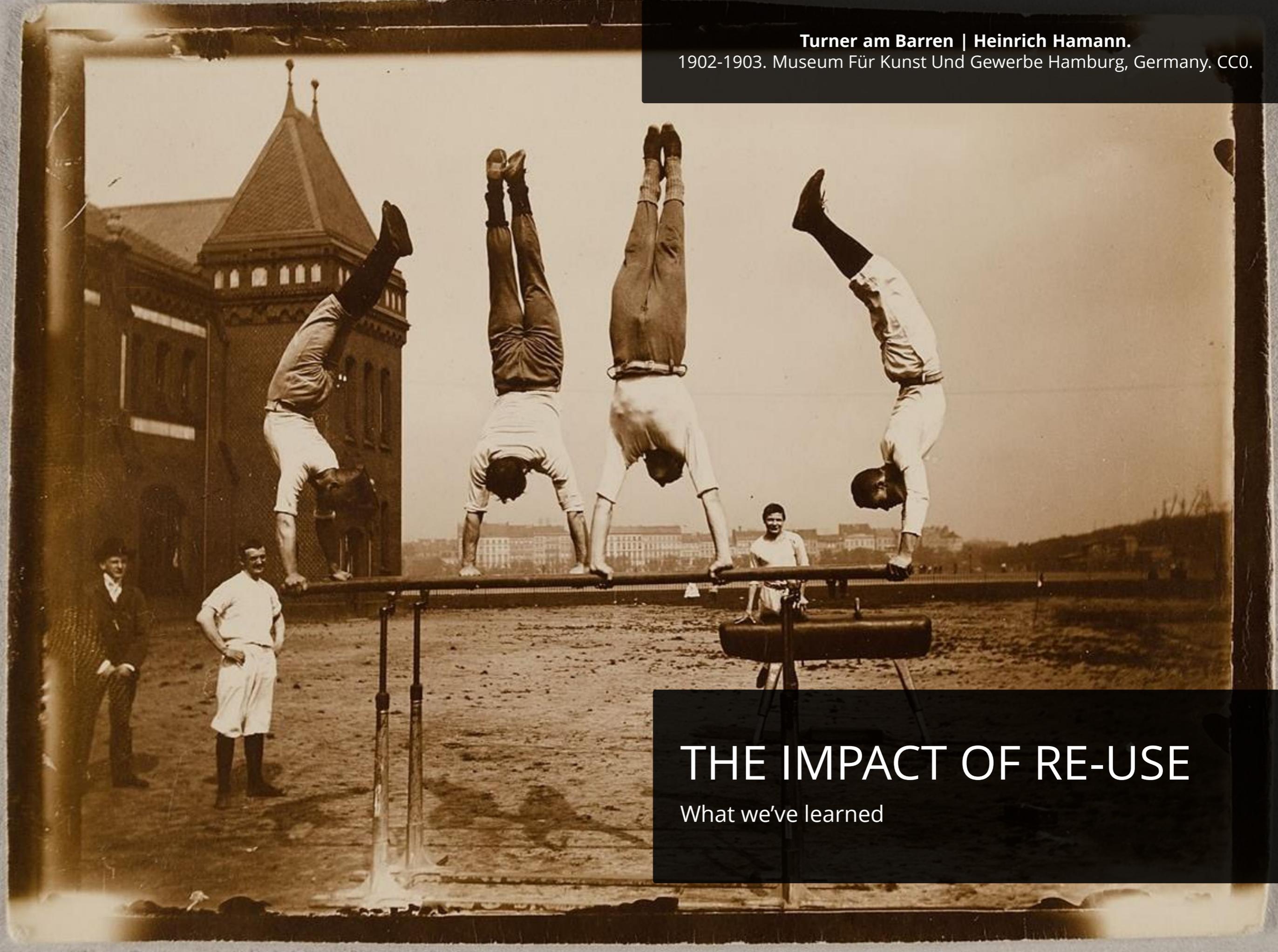
- Success of thematic collections
- Curated materials
- Simpler rights statements for (re)users

Jeannette Mac Donald (artiste de cinéma) avec son chat "Pussums" dans un film : [photographie de presse]. Planet News (Agence de presse). 1932. National Library of France. Public Domain.



Source gallica.bnf.fr / Bibliothèque nationale de France

Turner am Barren | Heinrich Hamann.
1902-1903. Museum Für Kunst Und Gewerbe Hamburg, Germany. CC0.



THE IMPACT OF RE-USE

What we've learned

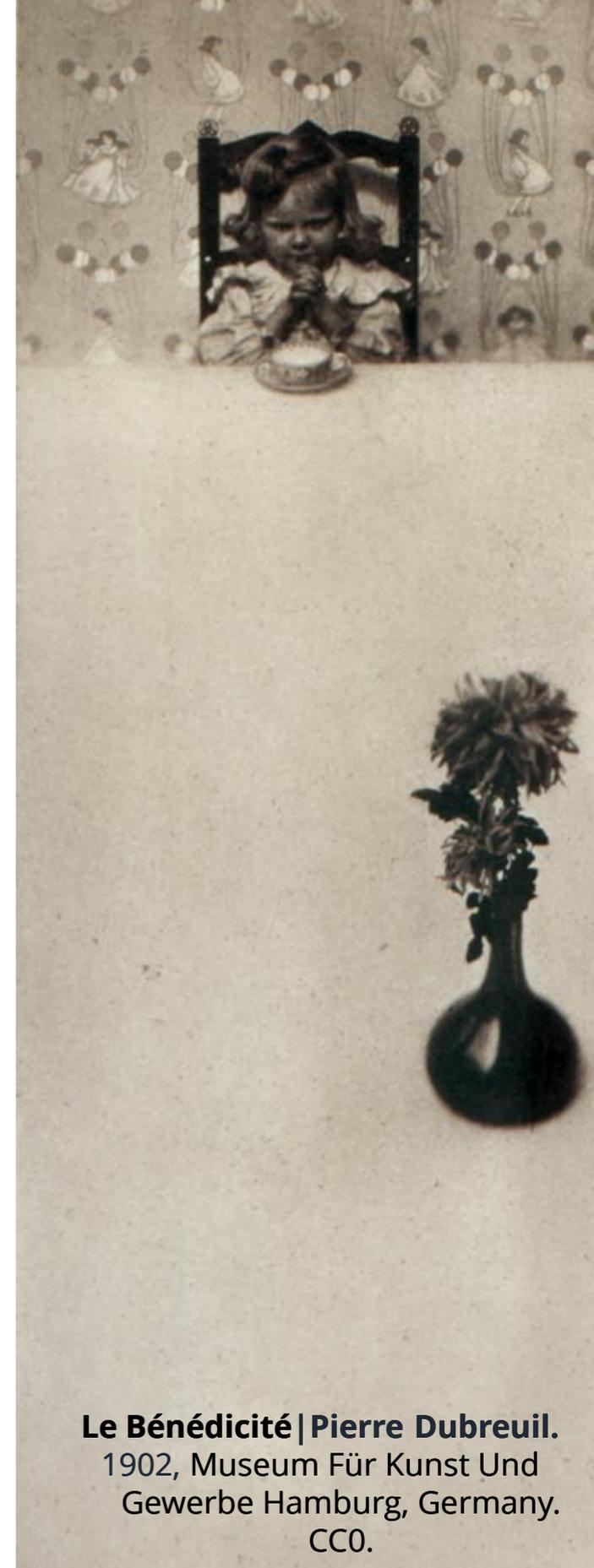
What have we learnt?

Focus on education

Partnership working has potential for great impact

Targeted approach through challenges

Put in place finance mechanisms for projects with the highest potential



Le Bénédicité | Pierre Dubreuil.
1902, Museum Für Kunst Und
Gewerbe Hamburg, Germany.
CC0.

What next?

- Build on successes
- Promote E-Space successes
 - Thematic based cooperation

What else?

Gaby and Courth. The fashionable clowns. Unknown creator.
Unknown date of creation. Circus Museum, the Netherlands.
CC BY-SA.



Thank you - stay in touch!

Nicole.mcneilly@europeana.eu

@EuropeanaLabs @NicoleMcNeilly

Labs.europeana.eu

Flowers
Anonymous
1700-1799, Rijksmuseum
Netherlands, Public Domain



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#AllezCulture