

# **Improving Access to European Cultural Heritage – goals, ways, and means**

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# ***Situation in 2005***

High level **political impetus** to address

- Disparate initiatives
- Lots of projects
- Little political visibility

Co-ordination  
(NRG, Lund)

Co-funding  
(projects)

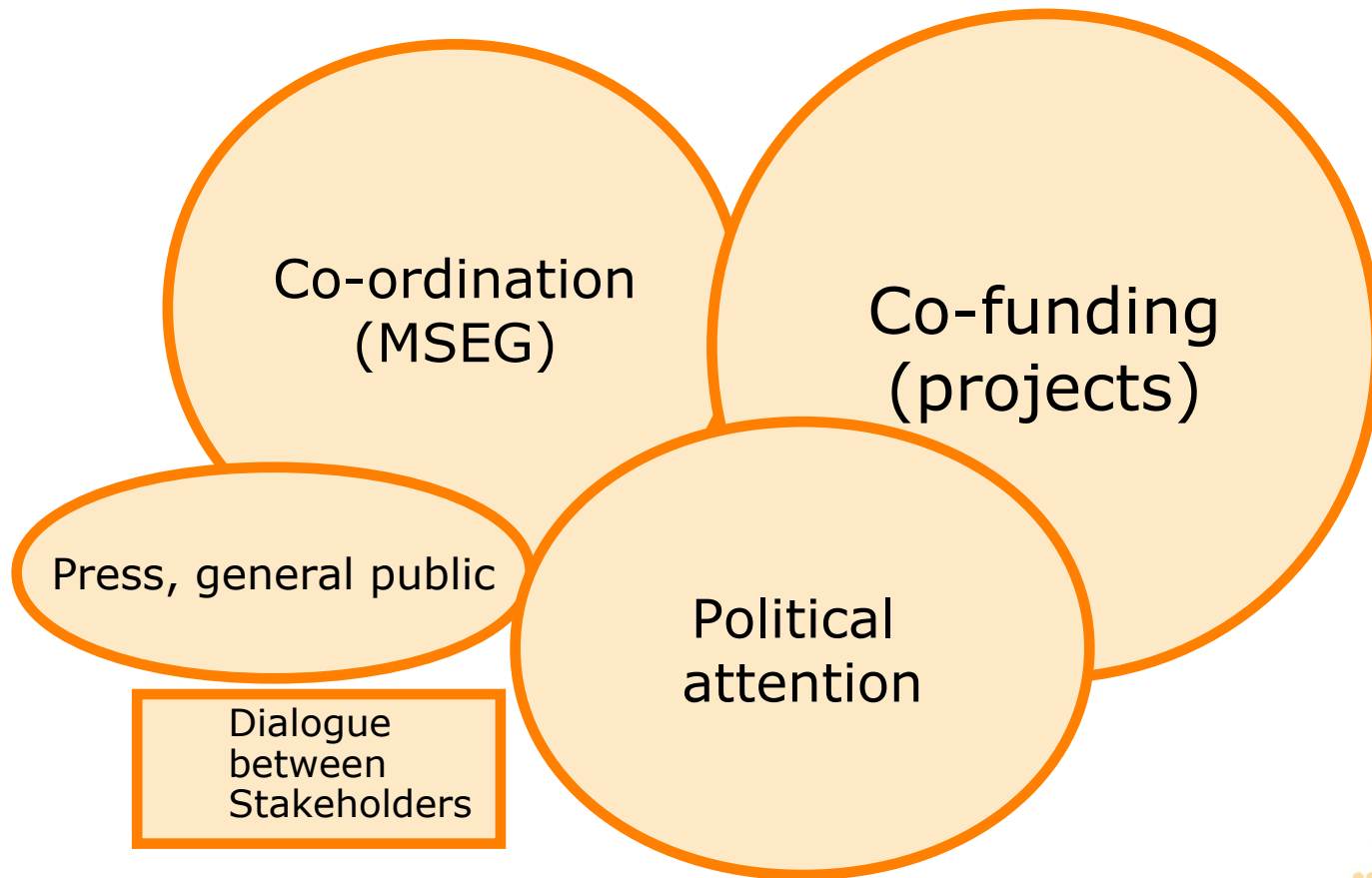
Political attention

Press, general public



# ***Situation in 2009***

## **Coherence – complementarity - visibility**



# Europeana

- Europeana – the visible demonstration
  - 4,6 million digitised objects from Europe's libraries, archives and museums
  - Aim to reach 10 million in 2010
  - Release of Europeana 1.0 in 2010
  - In the coming years gradual improvement of Europeana with new functionalities and services
- A challenging vision
  - Linking materials of different formats
  - Collaboration and cooperation between different cultural organisations, and between public and private sector
  - Promise of single point of access for citizens in their own language



# Stocktaking 2005-2009: policy developments

- Digital libraries initiative, launched in 2005
- Strongly supported by the European Parliament and the Council
  - Council conclusions in 2006 and 2008
- Europeana is the most visible part of the initiative
- Only the tip of the iceberg: sustained efforts on digitisation, online accessibility and digital preservation
  - Framework of reference: Commission Recommendation and Council Conclusions of 2006
  - Work with Member States' Expert Group, reports due beginning of 2010
- Consensus building between stakeholders in High Level Group on Digital Libraries
- Communication on Europeana 2009
- Extensive technical work, co-funded by research programmes and eContentplus/CIP – financial investments



# Post i2010 debate - towards i2020?

- Digital Europe Strategy 2010-2015
- Europeana Communication - adopted on 28-8-2009
- Accompanied by staff working document with a series of questions for public consultation
- Looks at two major areas:
  - More content for Europeana
  - Funding and governance issues
- Access to digital cultural content still very high on the European agenda
- Unsolved issues remain, common approach needs to continue to find solutions
- Public debate on book digitisation:
  - Public private partnerships (PPPs)
  - Reform of Europe's copyright framework



# Digitisation: in copyright works

- Avoid a “20<sup>th</sup> century black hole”
- Collaboration between cultural institutions and rightholders necessary
- Links to sites of rightholders
- Licenses to digitise and make material available
  - Cross-border access is essential
- Problem of orphan works
  - Not enough progress
- Difference with US legislation
  - Cut-off date - 1923 - in US legislation



# Digitisation: Public domain issues

- Commission has underlined the need to keep public domain material in the public domain after a format shift
- In practice this is not always the case
  - Wide range of approaches in Europe
- Legal question about rights created by digitisation
- Issue of principle about locking up public domain material
- Related to the issue of exclusive agreements based on public domain material
  - Report by High Level Group on Digital Libraries
  - Restrictions should be limited, eg in duration
  - Cross border access



# Funding Europeana

- Council Conclusions November 2008: need to find a sustainable funding and governance model for Europeana
- Until end 2013, Commission can continue supporting Europeana through CIP
  - Co-funding from other sources necessary
- For medium term: find right balance between Community funding and other resources
  - Making the end-users pay is not an option
- Public-private partnerships
  - Sponsoring; payment for traffic; drawing upon technological knowledge; furthergoing ppp's
- Public contributions
  - Cultural organisations, Member States, Community funding



# Digital preservation

- Digitising now – what about the future access?
- Long term accessibility – Digital Preservation – is part of the political agenda – Recommendations on digital libraries and on scientific information
- The solutions are both technical and organisational
  - FP6 and FP7 research projects (ie PLANETS)
- Trustworthy repositories
- Positives
  - Well established cooperation among cultural organisations
  - Marriage of political / strategic with operational goals - highly constructive and productive process
  - Discussions with stakeholders towards a recognised European trust label



# Conclusions

- Remaining challenges
  - Address the issues of bringing more content into Europeana
    - Types of content; in-copyright works; public domain materials; PPPs and licencing
    - Digitisation – scaling it up
  - Funding of Europeana – options for sustainable funding



THANK YOU FOR YOUR  
ATTENTION

