

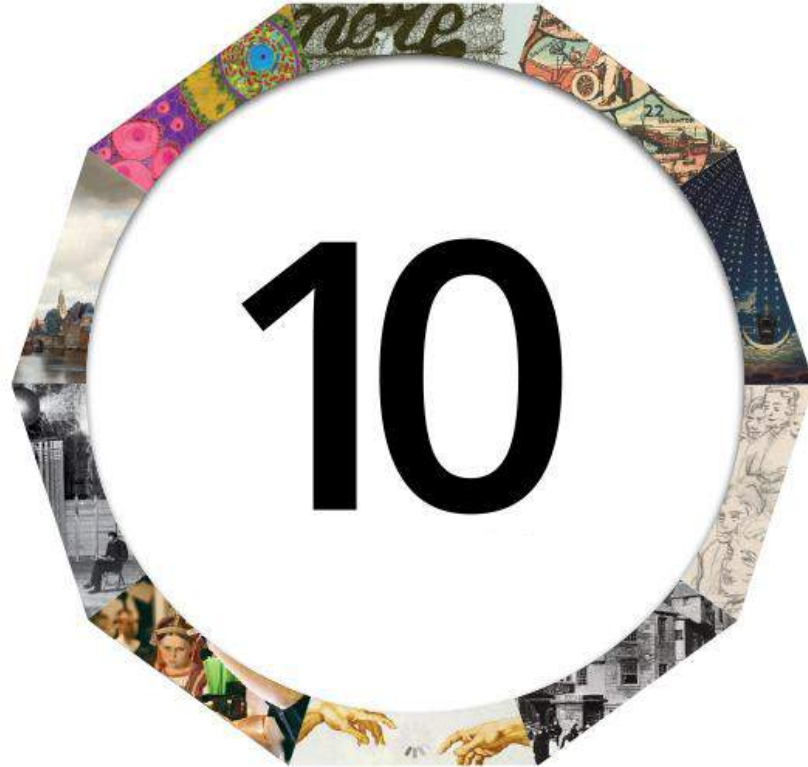


# europeana

## Europeana: enabling digital transformation

BOURNEMOUTH, UK | 19th September 2019

Julia Fallon, Senior Policy Advisor



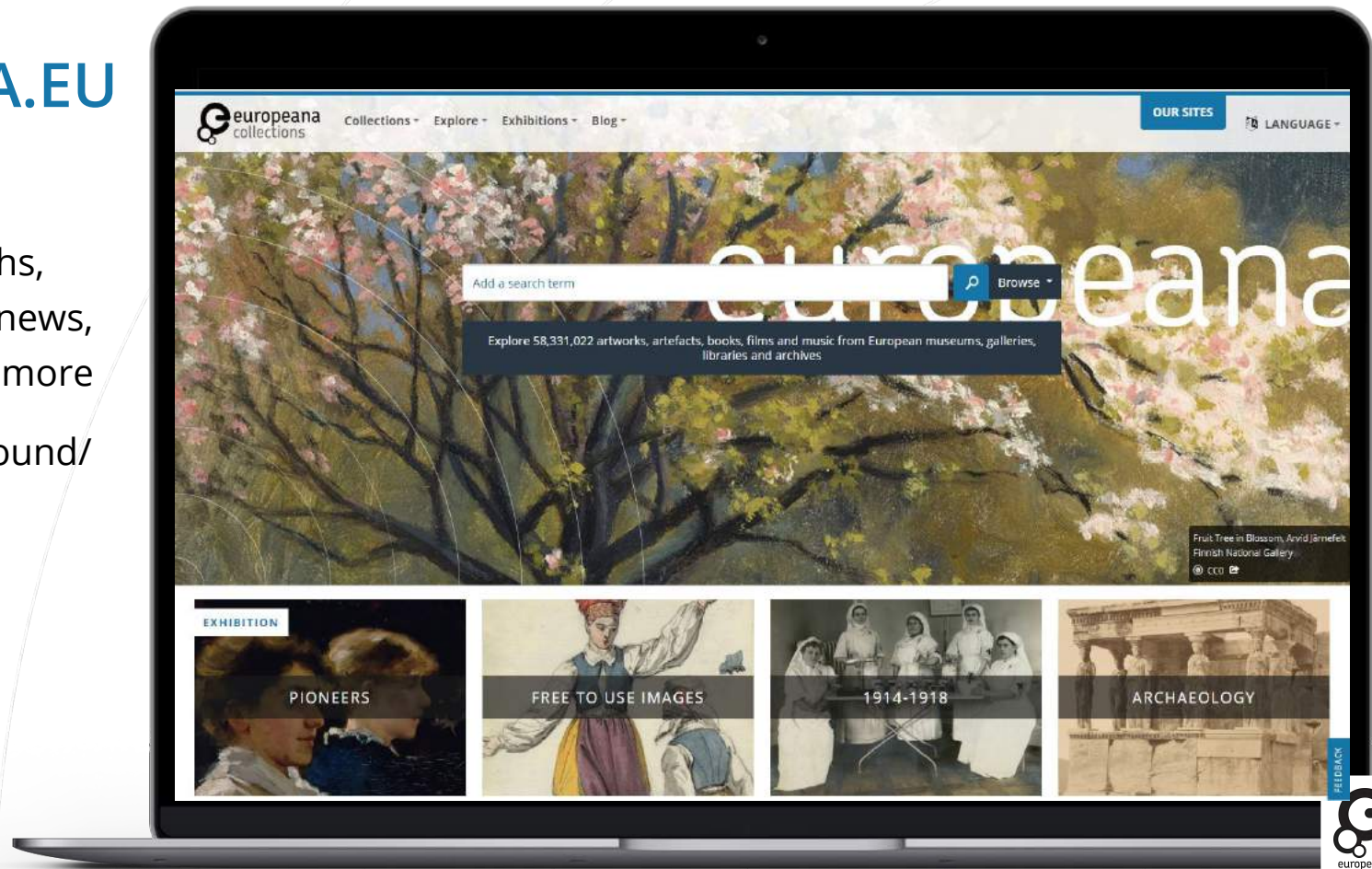
# Who are we

Moving back to Finland: a family at the  
train station, 1959, Anders Bogland  
Örebro County Museum  
Public domain



# EUROPEANA.EU

- Art, photographs, maps, history, news, fashion, film & more
- Images/Text/Sound/Video/3D
- Content in 35+ languages



# Things we like to hear

“I need to thank Europeana for accelerating the discussion and the decision making concerning our licensing policy here at the Finnish National Gallery”.  
Dr. Riitta Ojanperä, Director, Collections  
Management, Finnish National Gallery”

# EUROPEANA MOOC

EN/ES/PT



3,012 registrations  
(33%+ than 2018)

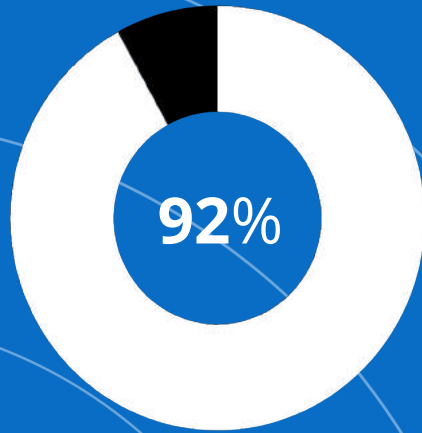


627 certificates  
(52%+ than 2018)

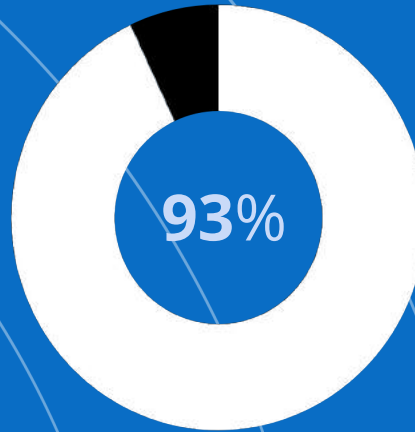


Minimum 50 learning  
scenarios

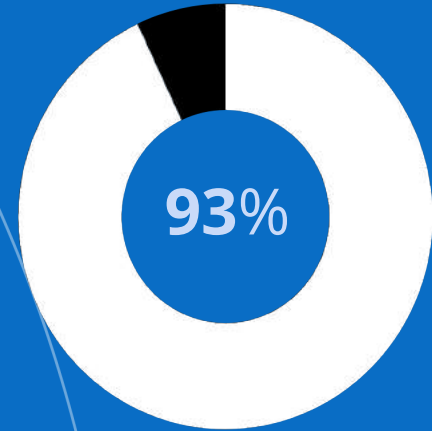
# MOOC IMPACT



**Feel confident and  
able to use cultural  
data for their lessons**



**Understand copyright  
& how to use digital  
cultural data online**



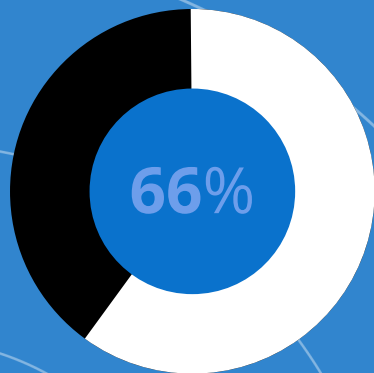
**Aware how to use  
Europeana to teach  
different subjects**



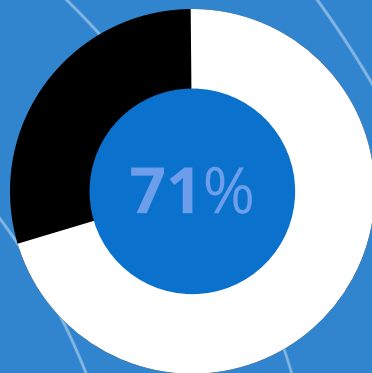




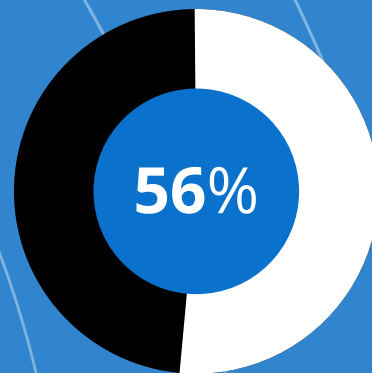
# The impact of The Migration Campaign



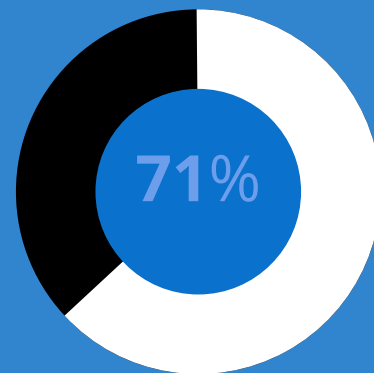
More positive  
view of their  
identity



Easier to express  
themselves



Higher levels of  
self esteem

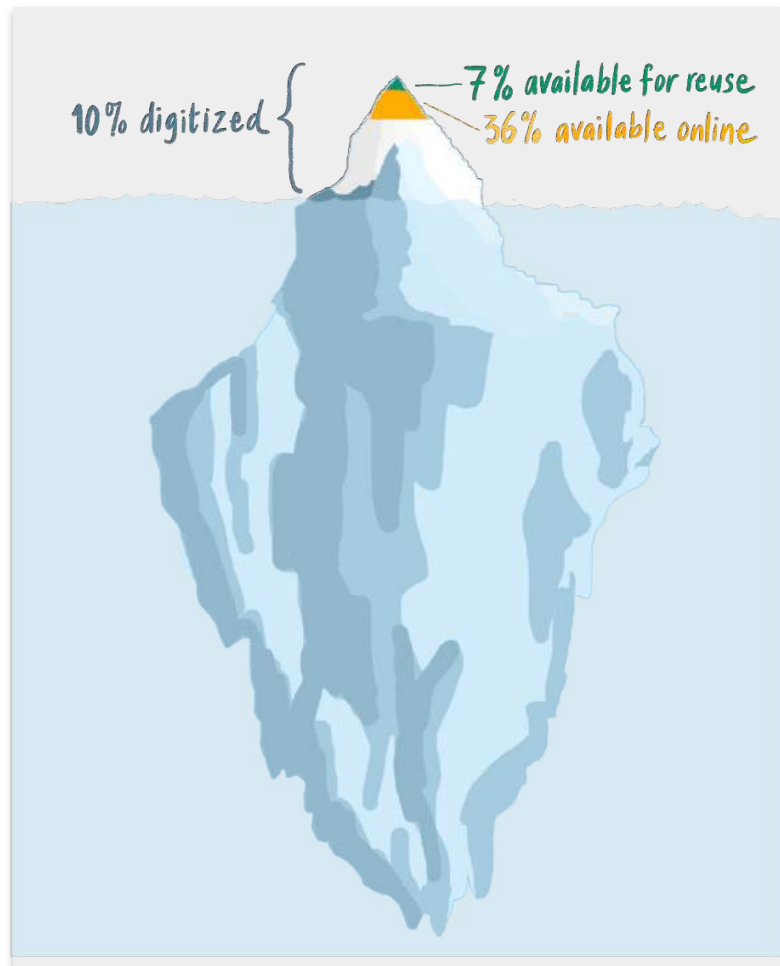


Higher levels of  
self confidence



# So what's next?

Moving back to Finland: a family at the  
train station, 1959, Anders Bøgelund  
Örebro County Museum  
Public domain



# Digitization in Europe

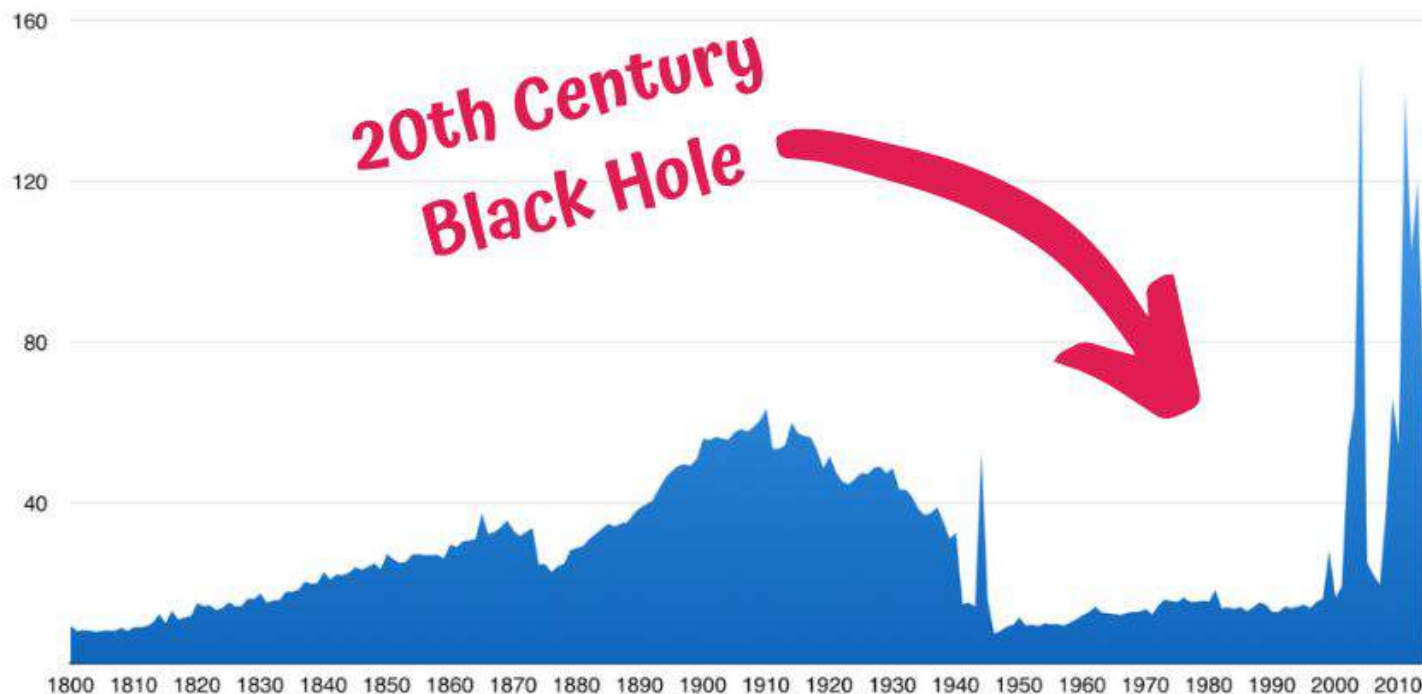
**Europeana: 23% of 58 million records are available for reuse**

*Source: Enumerate report 2017*



# We want to help solve this problem...

Chronological distribution of dcterms:issued values in Europeana dataset (1800-today)



# April 2010: The Europeana Public Domain Charter



## The Europeana Public Domain Charter

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Europeana, Europe's digital library, museum and archive, belongs to the public and must represent the public interest.

The Public Domain is the material from which society derives knowledge and fashions new cultural works.

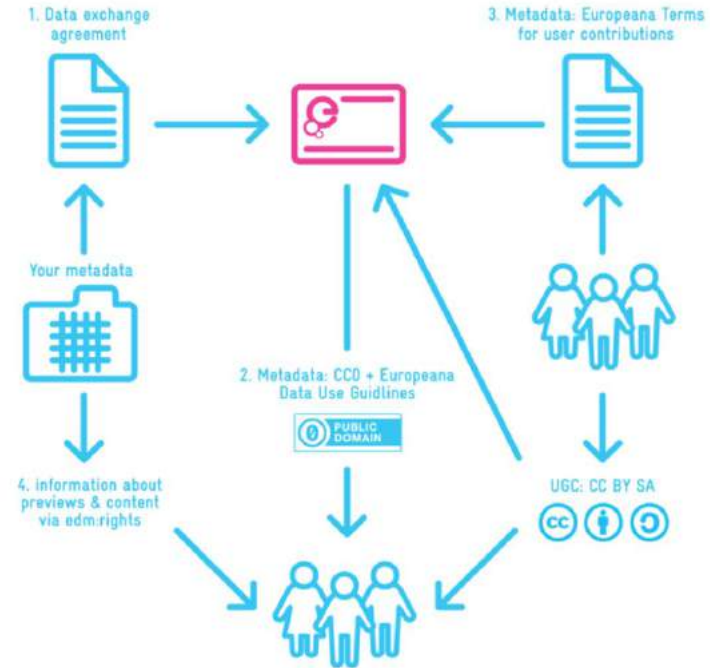
Having a healthy and thriving Public Domain is essential to the social and economic well-being of society.

Digitisation of Public Domain content does not create new rights over it: works that are in the Public Domain in analogue form continue to be in the Public Domain once they have been digitised.



# The Europeana Licensing Framework

Standardising & harmonising  
rights related information  
and practice





# New EU Copyright Rules

THE DSM DIRECTIVE BENEFITS CULTURAL HERITAGE INSTITUTIONS (CHI)

- Allows digital reproduction by CHI for preservation purposes (Article 6)
- CHI & research organisations have an exception to allow text and data mining (Article 3)

# New EU Copyright Rules

THE DSM DIRECTIVE BENEFITS CULTURAL HERITAGE INSTITUTIONS (CHI)

- Allows the digitisation and making available online of works that are in-copyright but out-of-commerce (articles 8-11)

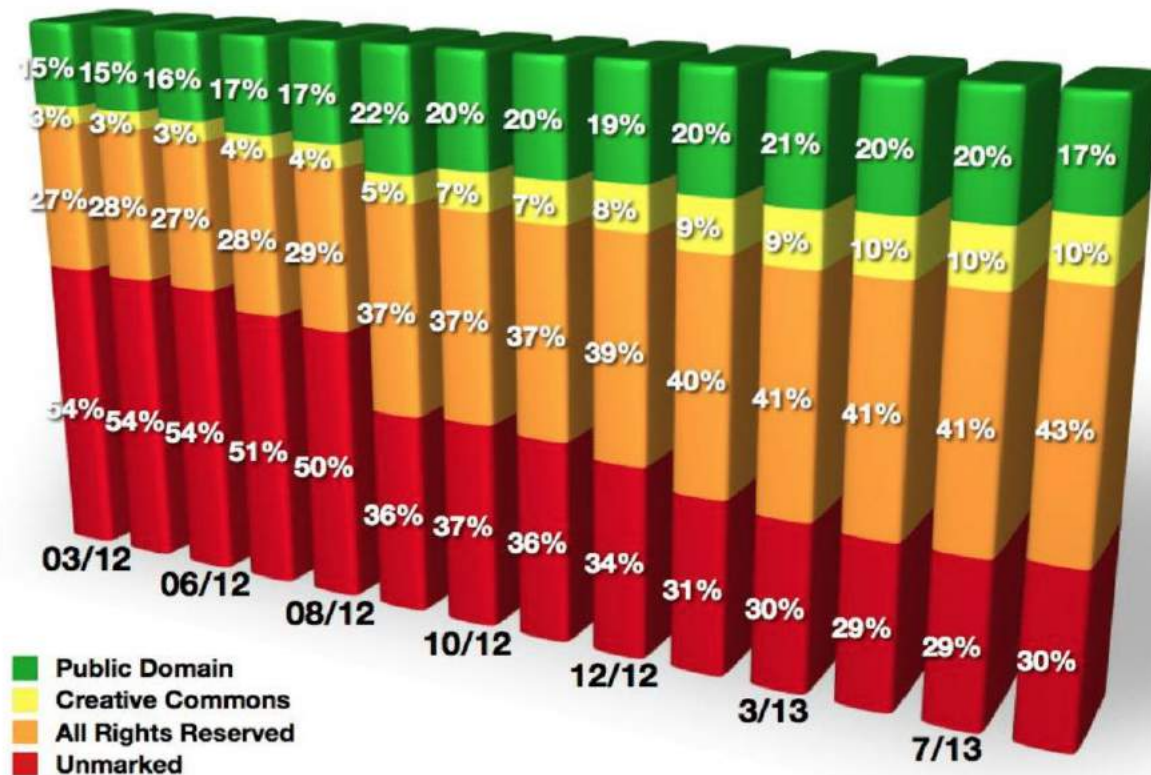
# New EU Copyright Rules

THE DSM DIRECTIVE BENEFITS CULTURAL HERITAGE INSTITUTIONS (CHI)

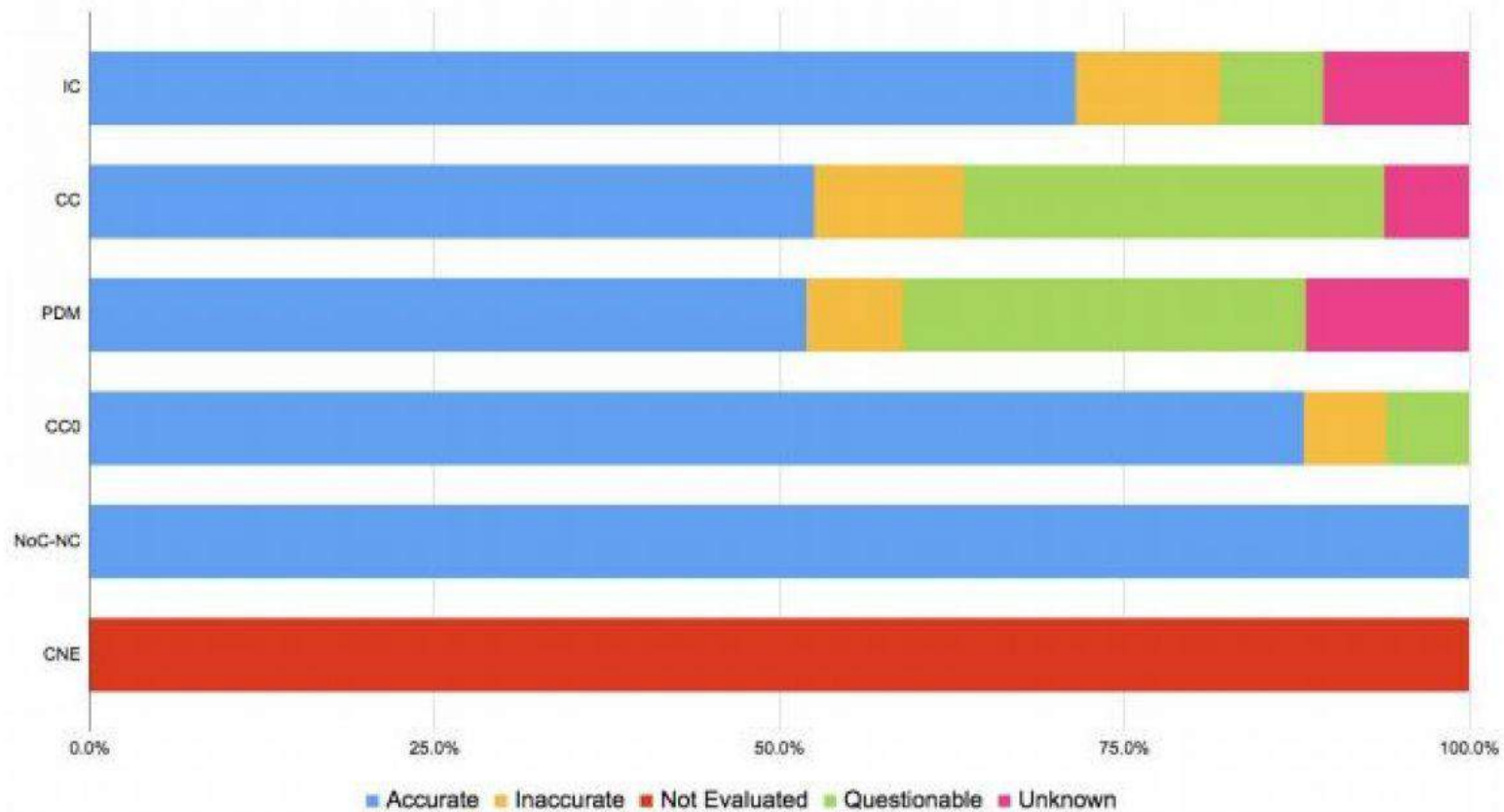
- Member States can introduce Extended Collective Licensing to go beyond the Out-Of-Commerce provisions (Article 12)
- The Public Domain is protected (Article 14)



## November 2013: 17% of Public Domain Content



## Accurate, Inaccurate, Questionable, Not Evaluated and Unknown





EUROPEAN  
COMMISSION

Brussels, 14.9.2016  
COM(2016) 593 final

2016/0280 (COD)

Proposal for a

**DIRECTIVE OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL**  
**on copyright in the Digital Single Market**

(Text with EEA relevance)

{SWD(2016) 301}

{SWD(2016) 302}





# Copyright Community

# our goal

FOR THE EUROPEANA COPYRIGHT COMMUNITY

Together, we can help each other meet the copyright challenges that we all experience in the process of making our digital collections available online for reuse



# our working environment

WE SHARE THE SAME PAINS

- An unfit (but changing) legal environment
- Evolving policies
- Gaps in knowledge & skills
- Fragmented or missing resources

# our work...

## A new phase for the Copyright Community

Each month [our community](#) continues to grow, and experiments with different ways to support each other, sharing



## // Flash update 1st rights statements webinar held 9 September

The webinar presented a broad introduction to rights statements, hosted by Julia Fallon & Pablo Uceda Gomez. You told us that you'd also like to delve deeper and address topics such as differences in national legislation, how copyright & open access can co-exist, and more on working with each individual rights statement. [More soon.](#)



## Explainer: What will the new EU copyright rules change for Europe's



## NEWS

Created: 27 August 2018

## Community effort to translate copyright terms into 5 lang

[Advocacy](#) [Legal standards](#) [Network](#)  
[Research](#) [Cultural Heritage Institution](#)  
[rightsstatements.org](#)

Imagine you've discovered a  
object on Europeana Collecti  
want to use it, but you're not

to do it correctly. Would it be easier for you to understand and share if the copyright a  
information was correct and available in your native language? We believed it would a  
Copyright Community has made it happen.



## NEWS

Created: 11 June 2019

Jurga Gradauskaitė

Juozas Markauskas

## How Lithuania gamified learning about copyright and rights statements for cultural heritage

[Legal standards](#) [Cultural Heritage](#)  
[Institutions](#) [Education](#) [rightsstatements.org](#)

Together with the National Library of  
Lithuania, Jurga Gradauskaitė and Juozas  
Markauskas have developed an innovative  
project that uses teamwork, workshops, and

a smartphone app to engage arts and music students to learn about applying rights statements to  
Lithuanian heritage.

## THE LATEST ON EU COPYRIGHT REFORM

Keep up to date on our advocacy work towards achieving better EU copyright rules



## Europeana Copyright

Issue 3: Apply to join the Members Council and help drive  
our community forward + lots more interesting articles

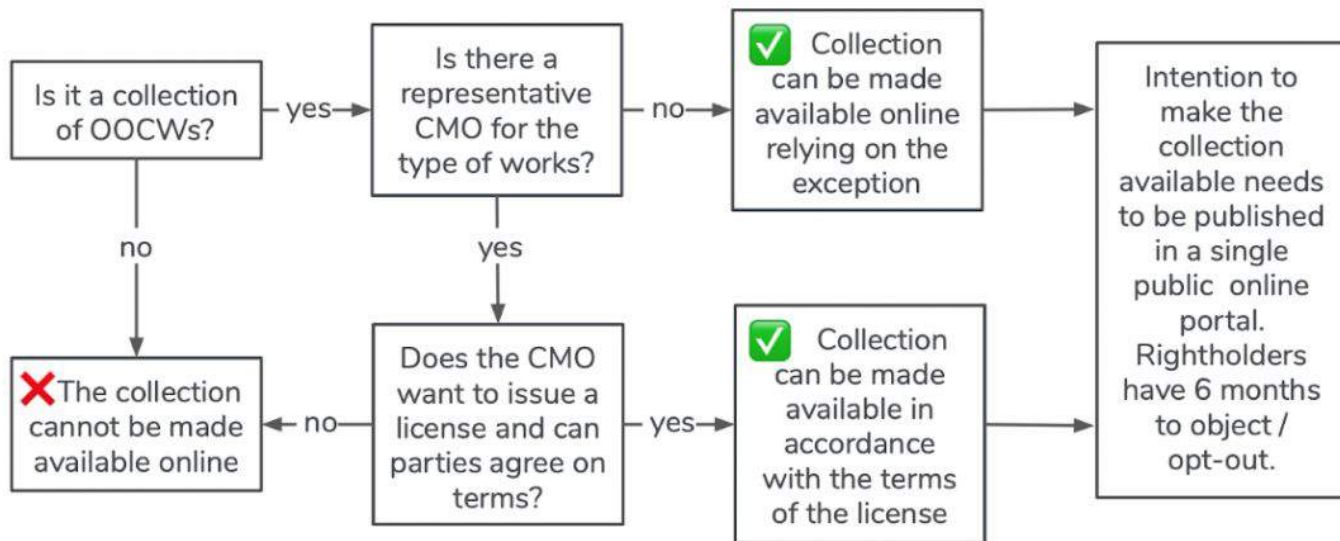




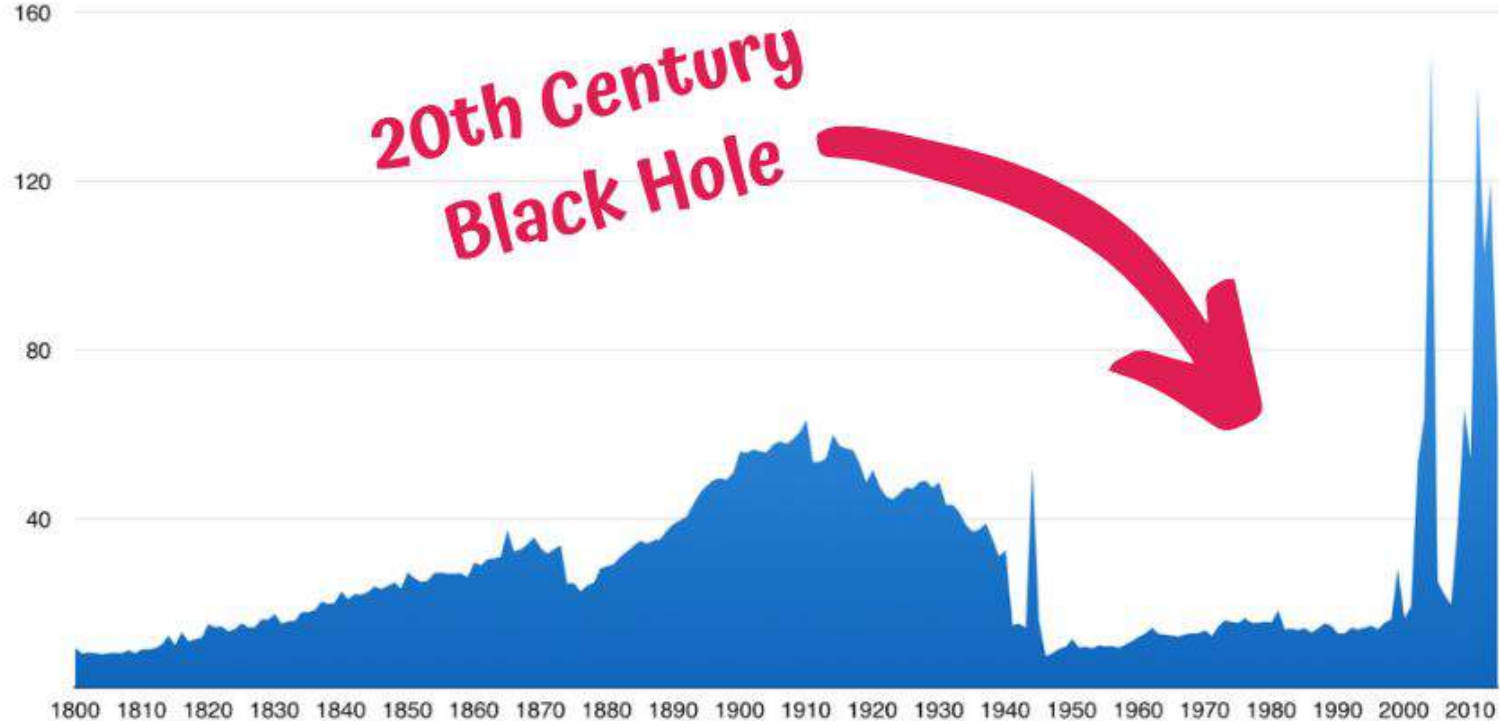
# our work...



# The (new) process for making out-of-commerce in-copyright works available



## Chronological distribution of dterms:issued values in Europeana dataset (1800-today)



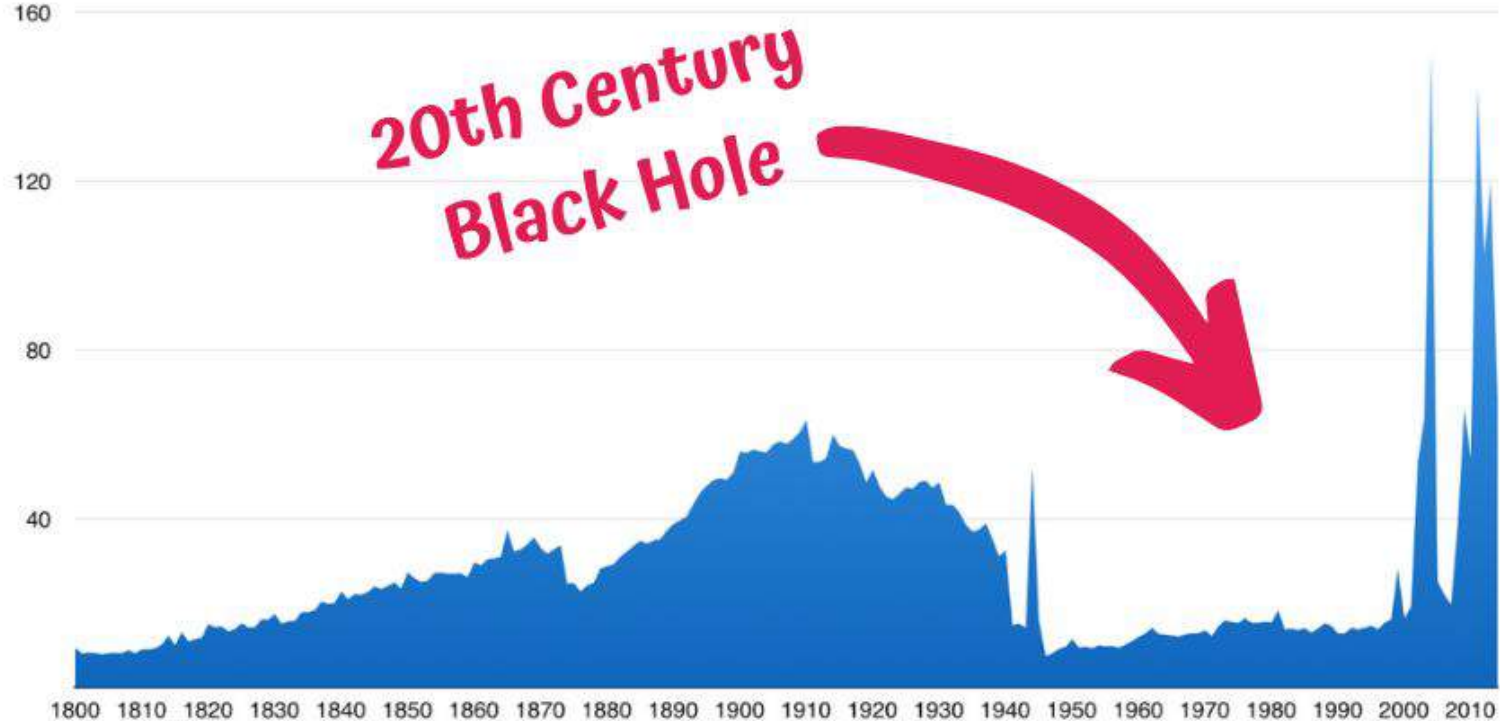


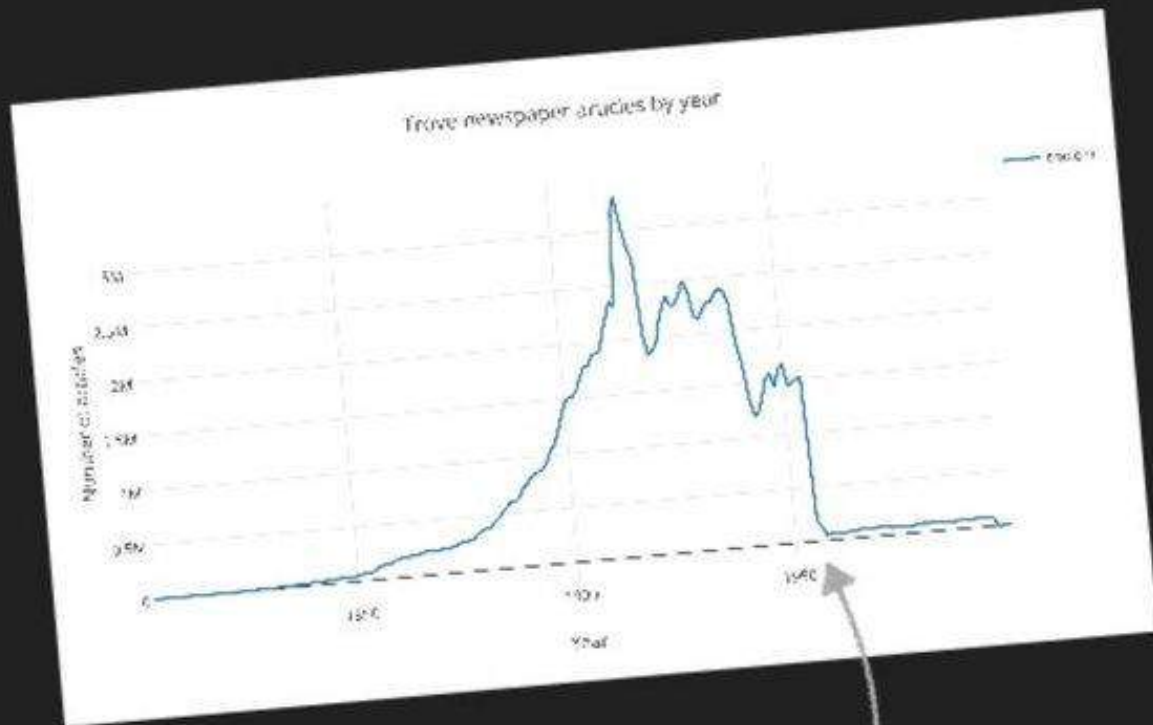
# It's not just us ...

Cyclist on the Prinsengracht in Amsterdam,  
Breitner, George Hendrik 1890 - 1910  
Rijksmuseum, Amsterdam,  
Public domain



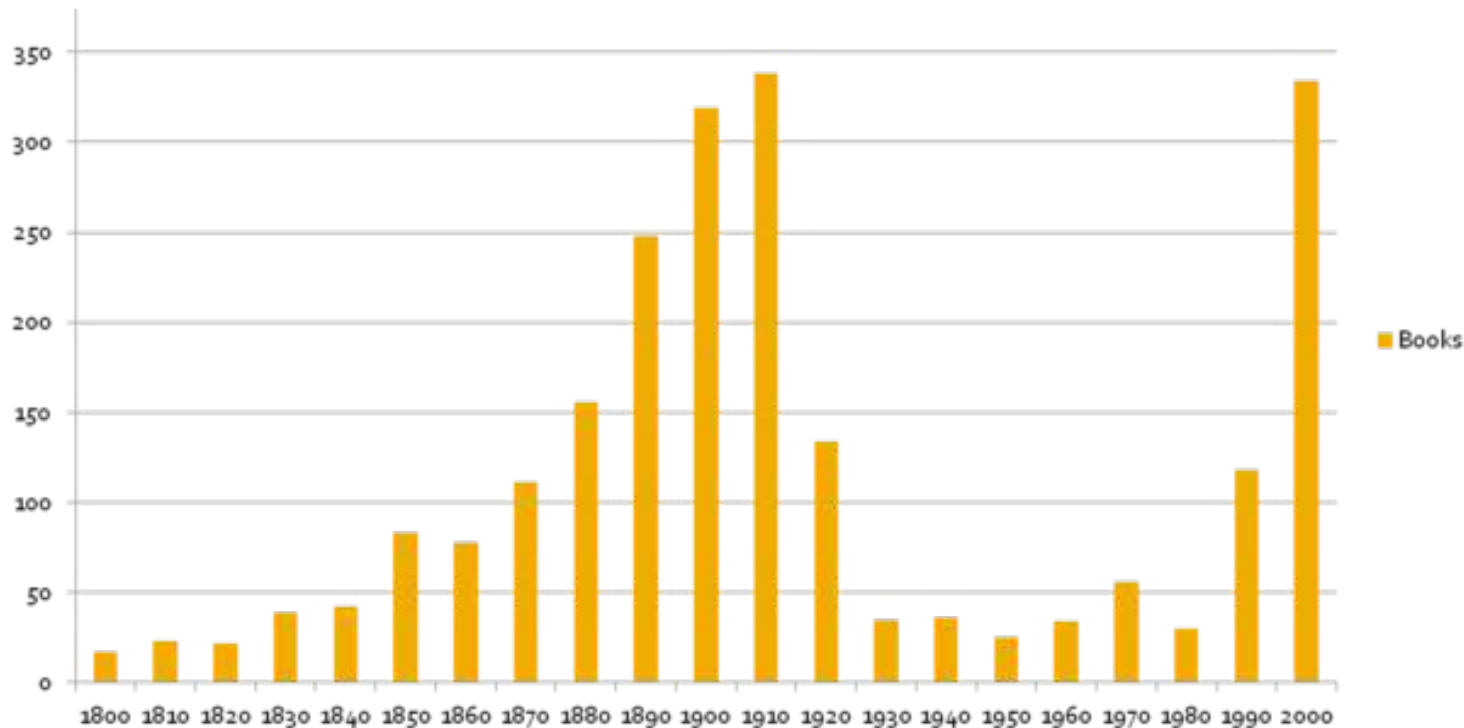
## Chronological distribution of dcterms:issued values in Europeana dataset (1800-today)





COPYRIGHT CLIFF OF DEATH

# The Missing 20th Century: How Copyright Protection Makes Books Vanish



# RIGHTS STATEMENTS





Credit: John Boyd / Library and Archives Canada / RD-000056



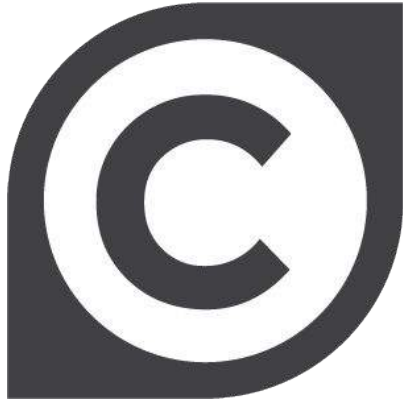
We make it easier for cultural heritage organisations across the globe to share their valuable content online by providing a range of standardized rights statements that communicate the copyright and reuse possibilities.

# Opening up GLAM data

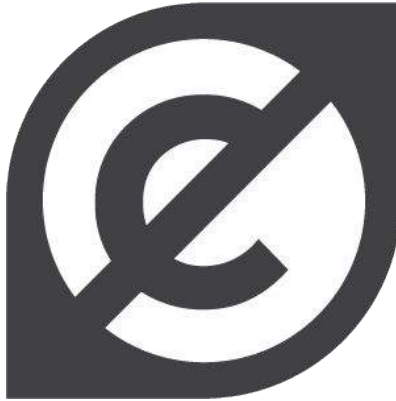
Metadata	Owned by institution	
Collections	Public Domain	
	Third party	
	Owned by institution	
	Unclear	

**The Problem: Creative Commons licenses are not an option for the most common copyright situations faced by GLAMs**

## Three categories: twelve rights statements



5 Statements for  
works that are in  
copyright



4 Statements for  
works that are not  
in copyright



3 Statements for  
works where the  
copyright status  
is unclear



# 5 Statements for in copyright objects



This Rights Statement indicates that the Item labeled with this Rights Statement is in copyright



This Rights Statement indicates that the underlying work of the Item labeled with this Rights Statement has been identified as an 'Orphan Work' under the terms of the EU Orphan Works Directive.



This Rights Statement indicates that the Item labeled with this Rights Statement has been identified as in copyright, but its rights-holder(s) either cannot be identified or cannot be located.



This Rights Statement indicates that the Item labeled with this Rights Statement is in copyright but that educational use is allowed without the need to obtain additional permission.



This Rights Statement indicates that the Item labeled with this Rights Statement is in copyright but that non-commercial use is allowed without the need to obtain additional permission.

## 4 Statements for objects that are not in copyright



This Rights Statement indicates that the Work is in the Public Domain, but the organization that has published the Work is contractually required to allow only non-commercial use by third parties.



This Rights Statement indicates that the underlying Work is in the Public Domain, but that there are known restrictions imposed by laws other than copyright and/or related rights on the use of the Item by third parties.



This Rights Statement indicates that the underlying Work is in the Public Domain, but the organization that has published the Item is contractually required to restrict certain forms of use by third parties.



This Rights Statement indicates that the Item is in the Public Domain under the laws of the United States, but that a determination was not made as to its copyright status under the copyright laws of other countries.

### 3 “Other” statements



This Rights Statement indicates that the data provider has not evaluated the copyright and related rights status of the Item.



This Rights Statement indicates that the organization that has made the Item available has reviewed the copyright and related rights status of the Item, but was unable to determine the copyright status of the Item.



This Rights Statement indicates that the data provider believes that no copyright or related rights are known to exist for the Item, but that a conclusive determination could not be made.

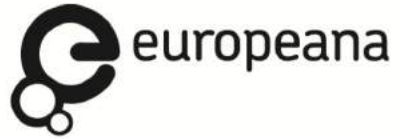
# Multilingual rights information

7 OFFICIAL EUROPEAN LANGUAGES, 5 UNDER DEVELOPMENT

Under Development ( <i>italics = tbc</i> )	Final stages	Published (English +)
<i>Dutch (NL/BE)</i>	Bangla	English
Finland-Swedish	Lithuanian	Estonian
<i>Japanese</i>	Hindi	Finnish
Portuguese		French *NEW*
Swedish		German
		Spanish
		Polish

# The RightsStatements.org Consortium in 2019

## Steering Committee



**Statements  
Working Group**

**Technical  
Working Group**



# Working towards adoption of rights standards

Documenting members & implementers

of statements provided by  
RightsStatements.org.

726 views

[SHARE](#) [EDIT](#)



## Members - by institution

-  Europeana Foundation (Europeana)
-  Digital Public Library of America (DPLA)
-  National Digital Library of India (NDLI)
-  National Library & Archives Canada
-  Trove, National Library of Australia (Trove)

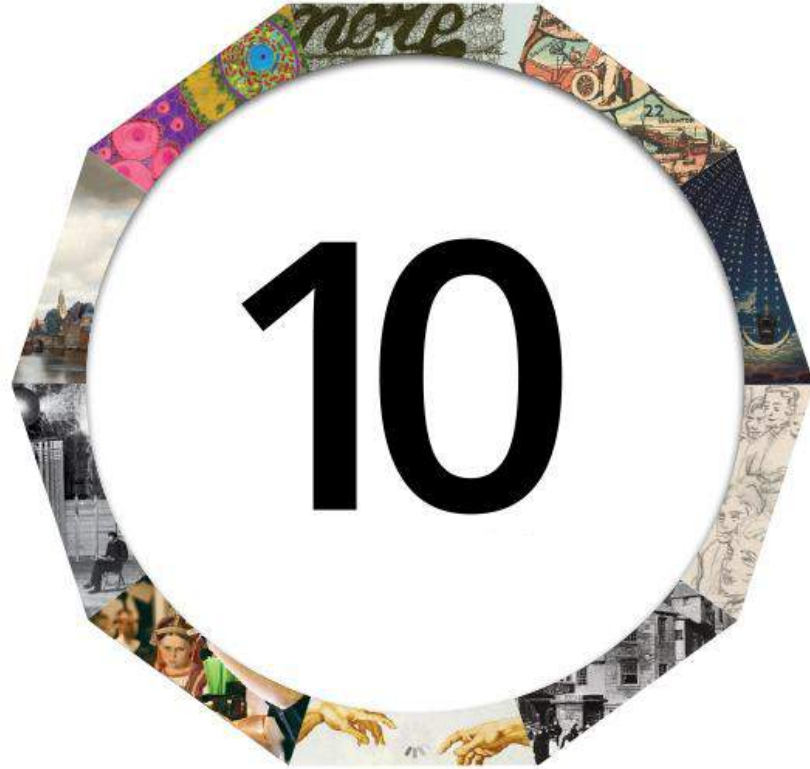


## Translations/ by translation partner

-  German - by Prof Ellen Euler
-  Estonian - by Wikimedia Eesti MTÜ
-  Finnish - by Käännöstoimisto IDE Oy
-  Spanish - by : Museo del Cine Pablo Ducr...

... 7 more







# europeana

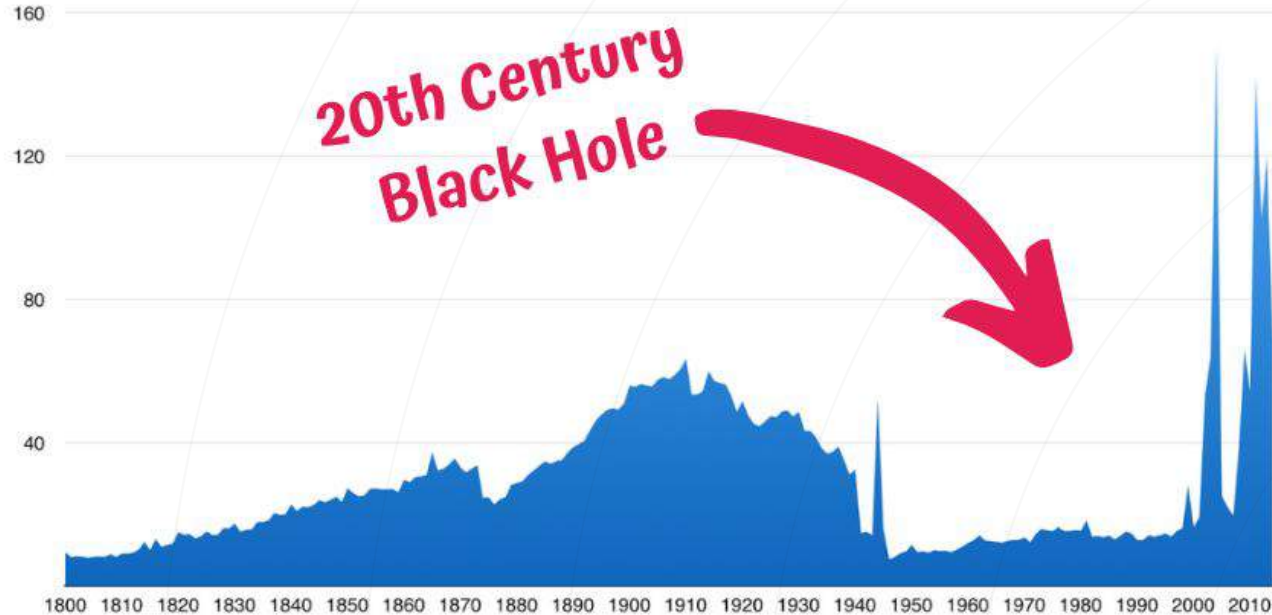
## Using pan-european networks to build capacity to support implementation of CDSM

BOURNEMOUTH, UK | 20th September 2019

Julia Fallon, Senior Policy Advisor

# Problem #1

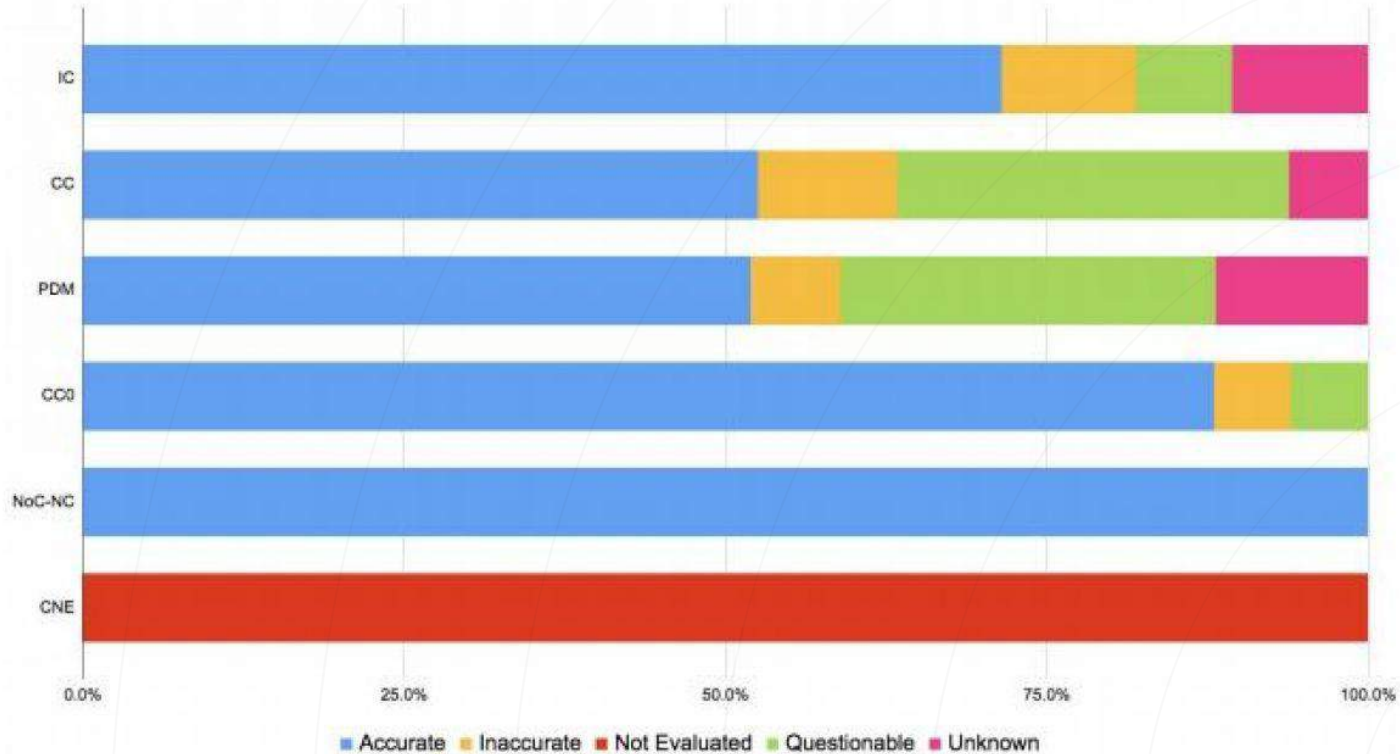
Chronological distribution of dterms:issued values in Europeana dataset (1800-today)





# Problem #2

Accurate, Inaccurate, Questionable, Not Evaluated and Unknown







EUROPEAN  
COMMISSION

Brussels, 14.9.2016  
COM(2016) 593 final  
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Proposal for a

**DIRECTIVE OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL**  
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(Text with EEA relevance)

{SWD(2016) 301}  
{SWD(2016) 302}



# Europeana copyright community

SUPPORTING THREE GOALS TOWARDS BETTER COPYRIGHT PRACTICE



## FOR THE EUROPEANA COPYRIGHT COMMUNITY

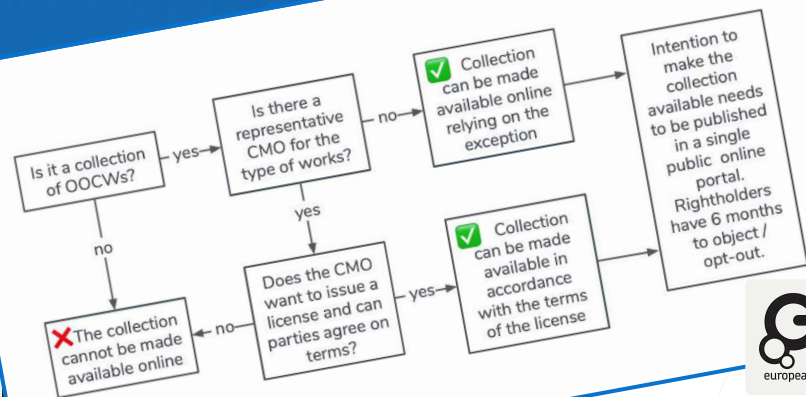
Together, we can help each other meet the copyright challenges that we all experience in the process of making our digital collections available online for reuse

# Europeana copyright community

## SUPPORTING THREE GOALS

### FOR THE EUROPEANA COPYRIGHT COMMUNITY

- **Supporting implementation of DSM Directive**
- Improving skills & training
- Advocating for better copyright pr

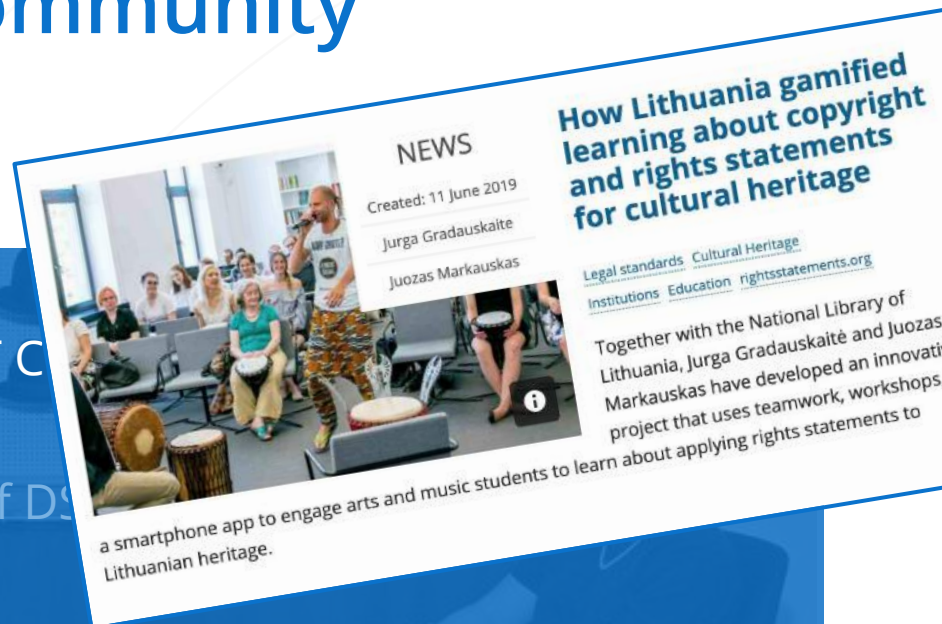


# Europeana copyright community

## SUPPORTING THREE GOALS

### FOR THE EUROPEANA COPYRIGHT C

- Supporting implementation of DS
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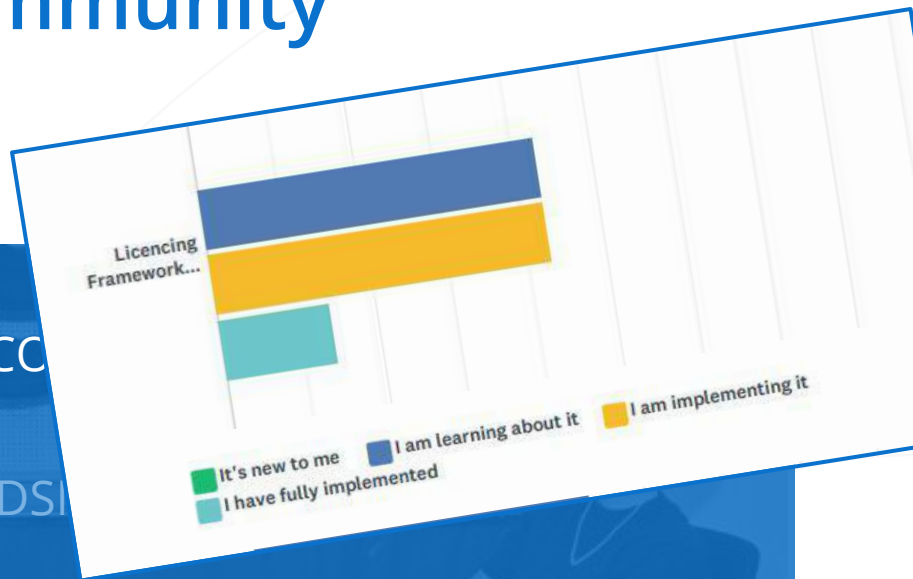


# Europeana copyright community

## SUPPORTING THREE GOALS

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- **Advocating for better copyright practice**



# Working towards adoption of rights standards

Documenting members & implementers

of statements provided by  
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726 views

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Swedish		German
		Spanish
		Polish

# Problem #1

Chronological distribution of dterms:issued values in Europeana dataset (1800-today)

