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foundation

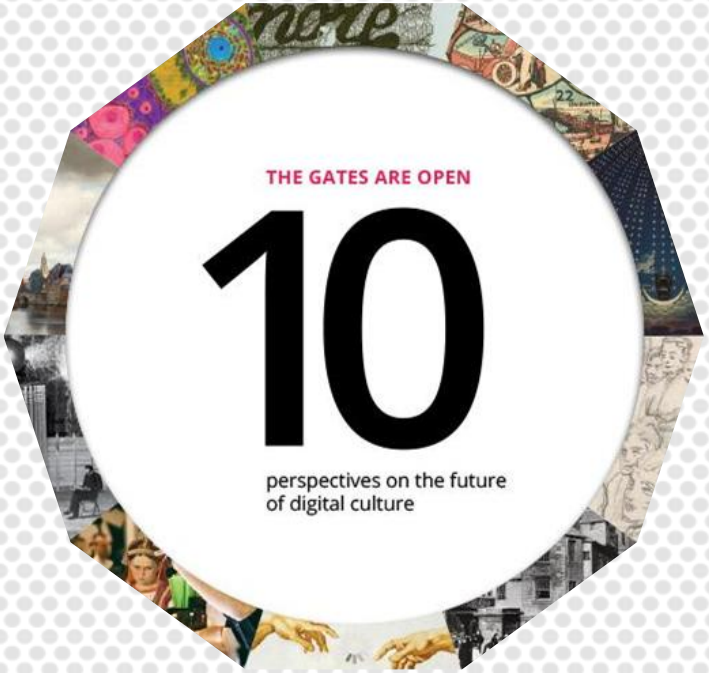
Horizon for Heritage Research

Johan Oomen| March, 2019

@johanoomen

Co-financed by the Connecting Europe Facility of the European Union

Europa [Material cartográfico] : Nach den vorzüglichsten Hülfsnitteln, Götze, Johann August Ferdinand, 1773-1819 Biblioteca Digital de Madrid Spain, Public domain



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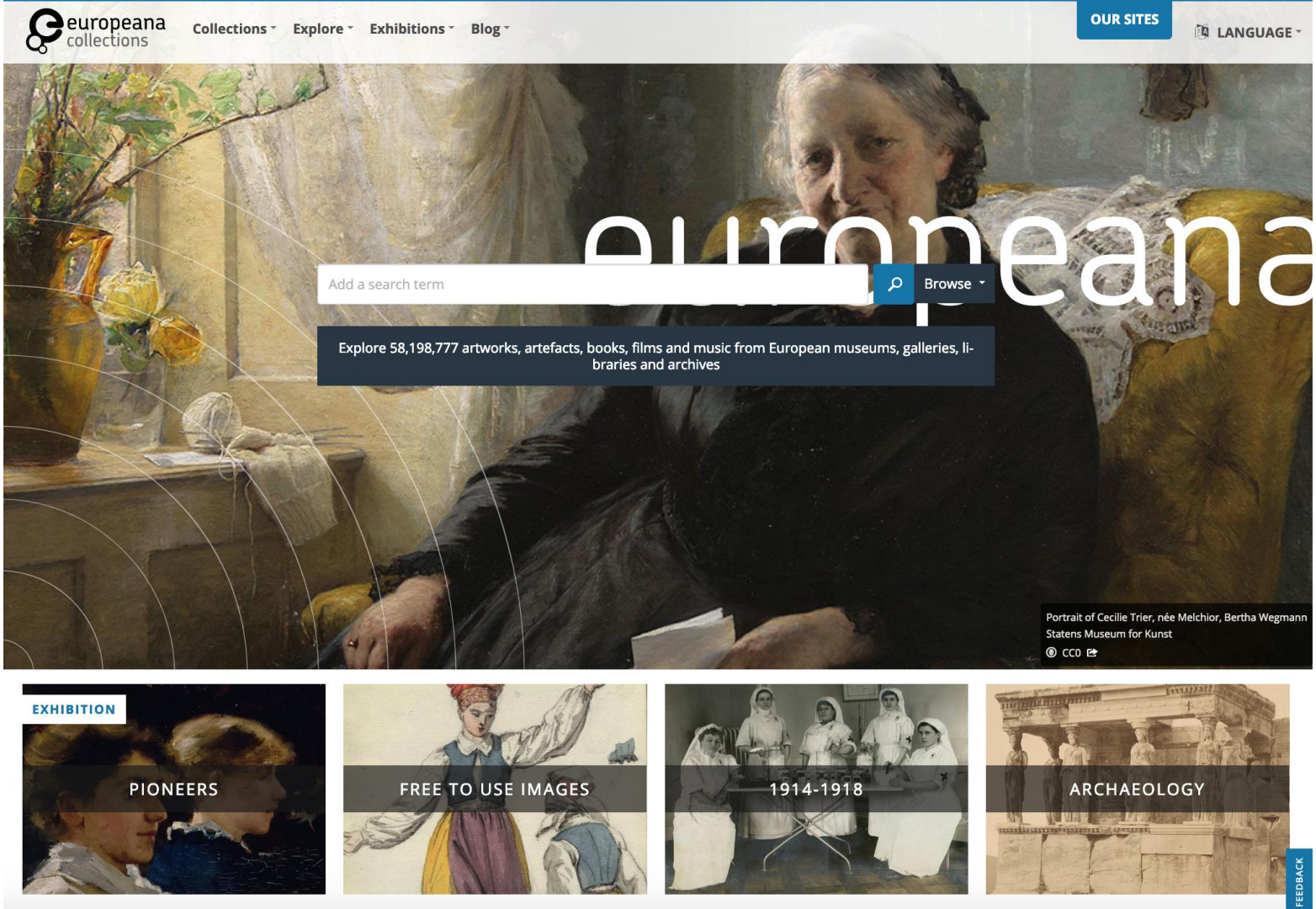
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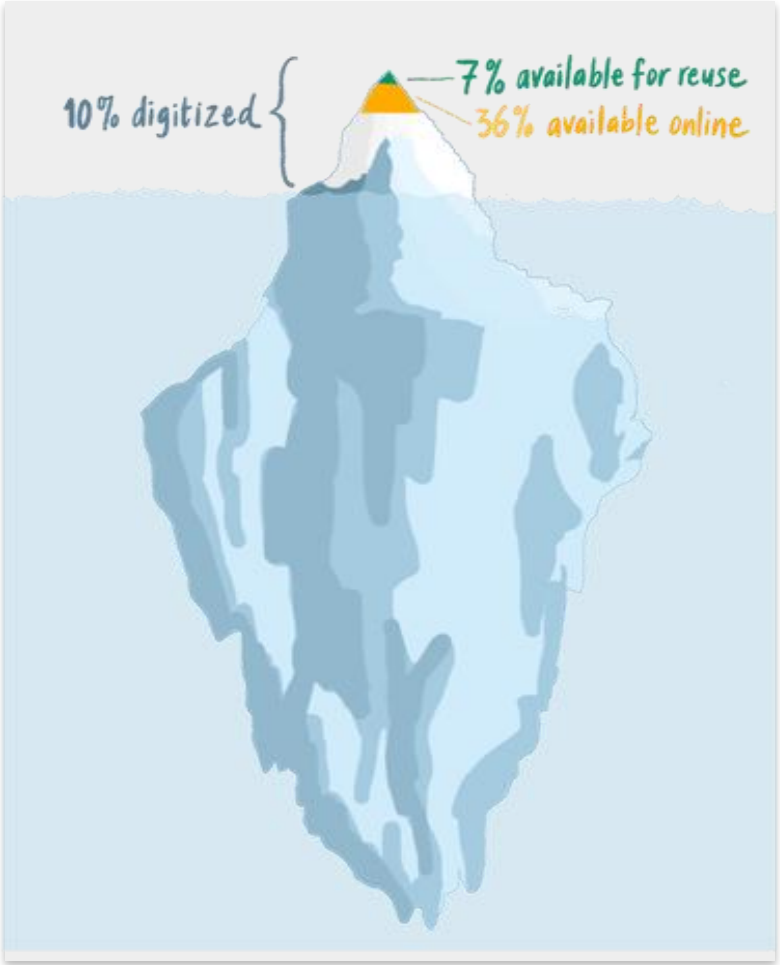

Digitization in Europe

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

(following the Europeana Publishing Framework)

Source: Enumerate report 2017

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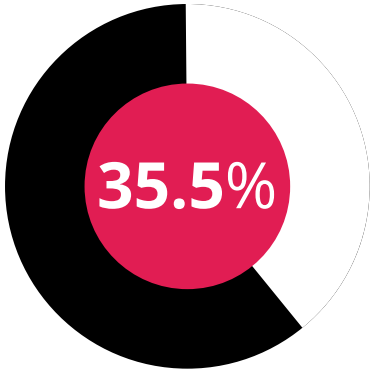

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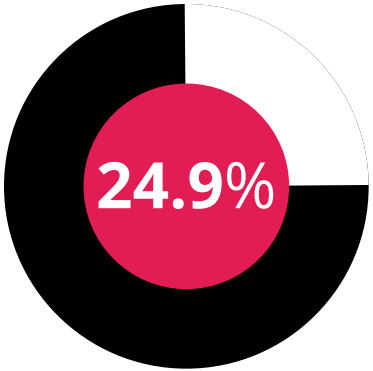

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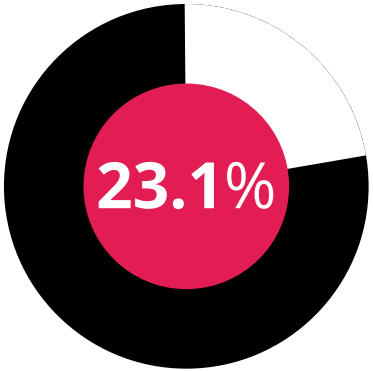

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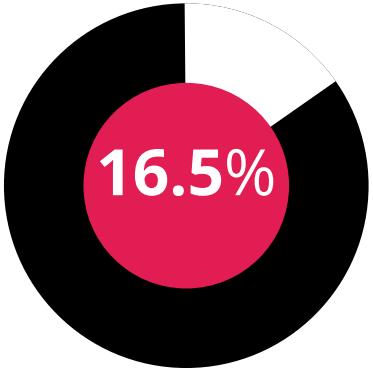

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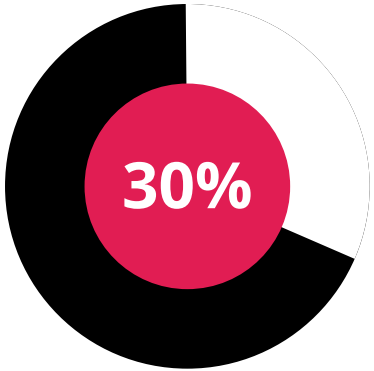
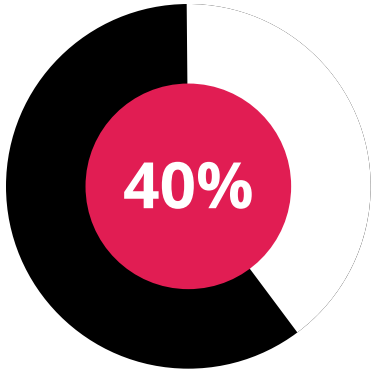
Aims



Tier 1



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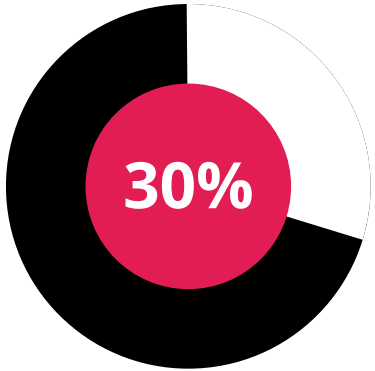

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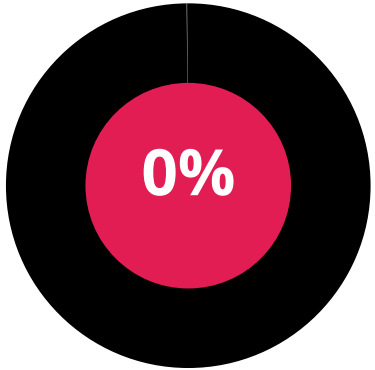

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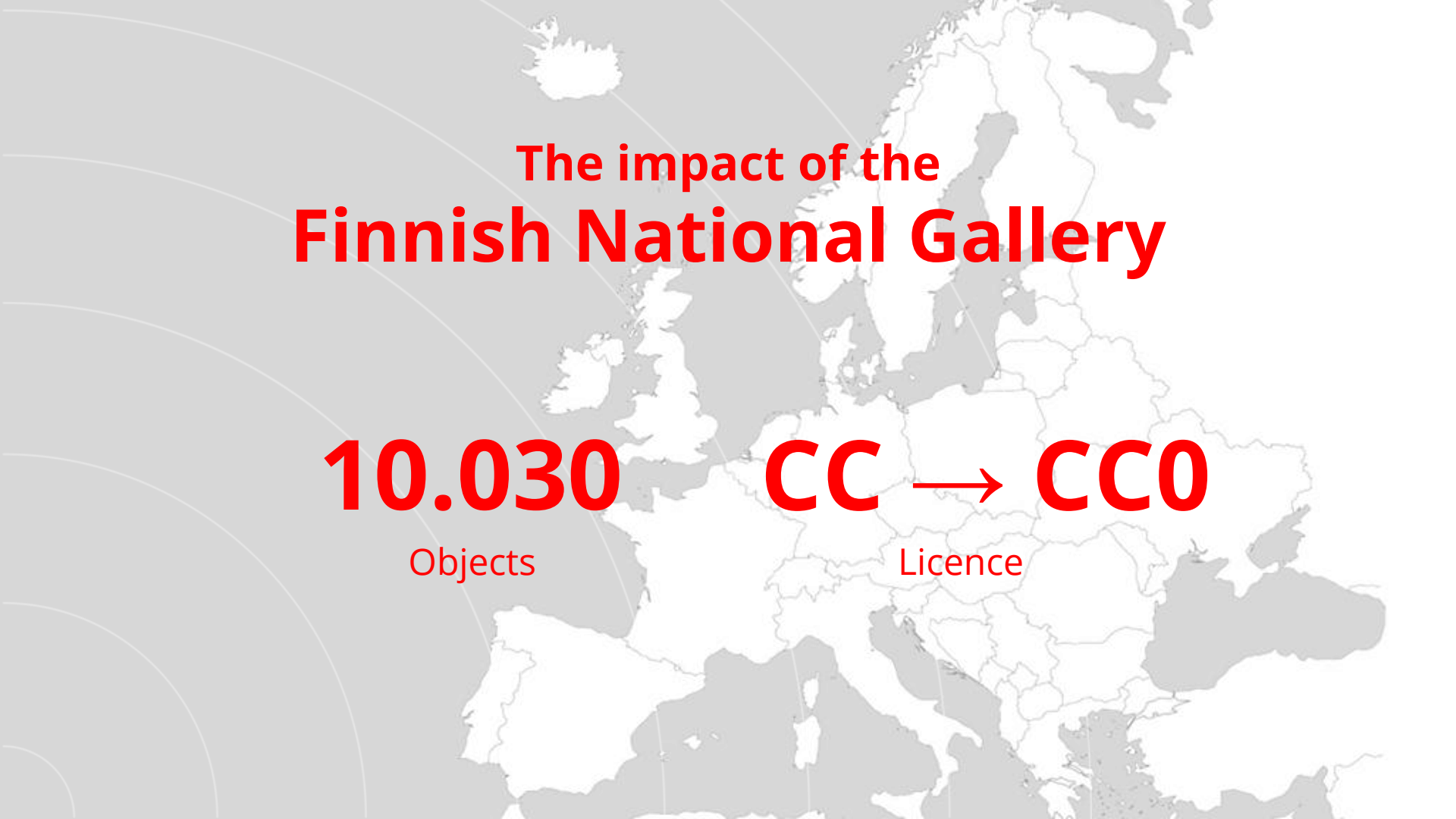
“I need to thank Europeana for accelerating the discussion and the decision making concerning our licensing policy here at the Finnish National Gallery.

Dr. Riitta Ojanperä, Director, Collections Management, FNG

How it was amazing to study in Łódź, José Ignacio Larreche 2016
José Ignacio Larreche
CC BY-SA



The impact of the Finnish National Gallery

10.030

Objects

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Licence

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1 - 12 of 10,030 results

Per page: 12 GRID LIST

Maria de Ron, née von Breda (1...

Breda, Carl Fredrik von

Jean Martin de Ron (1802)

Breda, Carl Fredrik von

Francis Annesley (1803)

Wyatt, Matthew Cotes

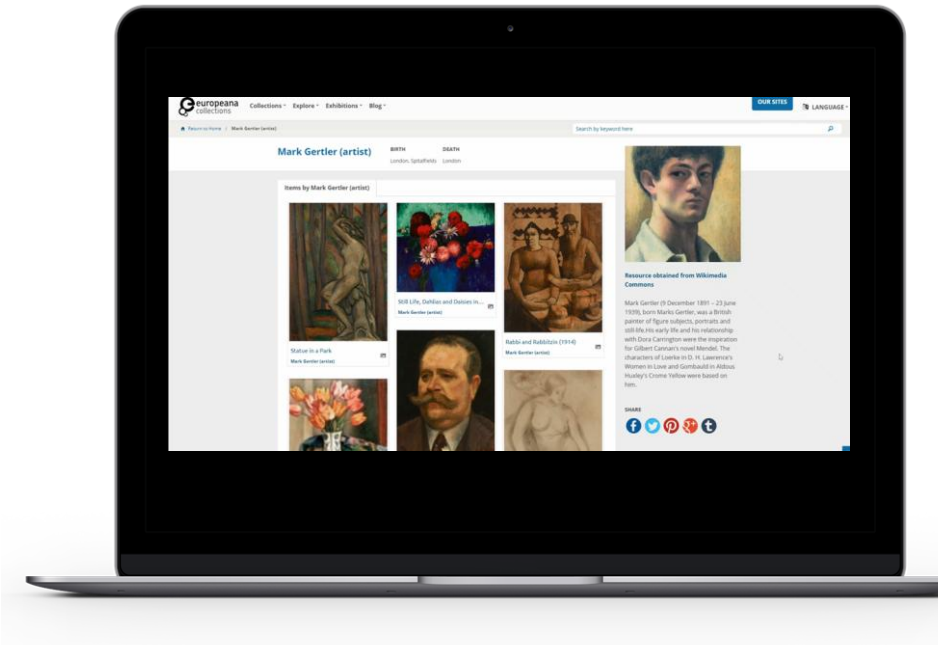
FEEDBACK

Engagement targets

Target: 500.000 visits/month (January 413.000, rising)

Target: 30% returning visitors

(Currently 13%, but rising)



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Women innovators season

Two Women in Profile, 1881
Helene Schjerfbeck
Finnish National Gallery
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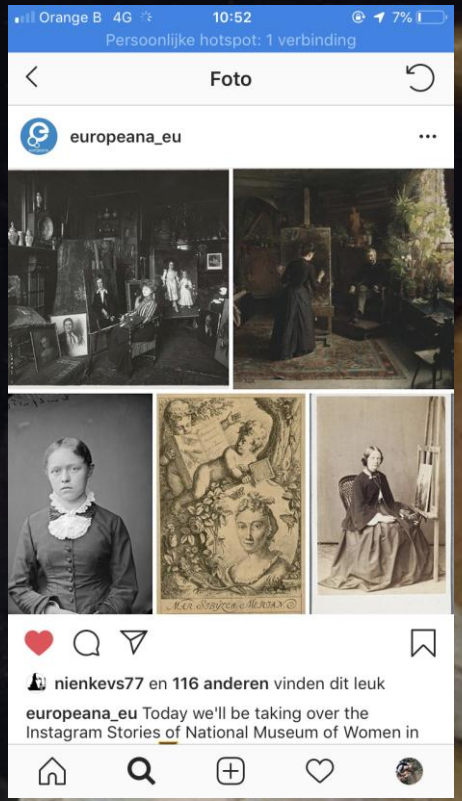
Women innovators season



Two Women in Profile, 1881
Helene Schjerfbeck
Finnish National Gallery
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Europeana Network Innovation Agenda

The masquerade ball, Pesne, Antoine,Finnish National Gallery, Finnish National Gallery, CC0

Barriers

- **Fragmentation** leads to Innovation gap between culture and technology (Big Tech dominates AI)

- **International approach is needed** which requires coordination and standardization

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1. Cross-sectoral cooperation

Support cross-sectoral cooperation on research topics such as AI and 3D through more explicit (international) policies (e.g. ‘human centered’ AI) and collaborative research projects (e.g. Time Machine *Large Scale Research Initiative*).

2. Public investment

Digital Europe Programme, Creative Europe, Horizon Europe

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3. Inclusive definition of innovation

Support and promote an inclusive frame for success

- social innovations alongside economical and technical
- develop adequate impact measurements.

Support R&D in this area, training and education.

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The Innovation Agenda:
pro.europeana.eu/resources

The library with all sources used:
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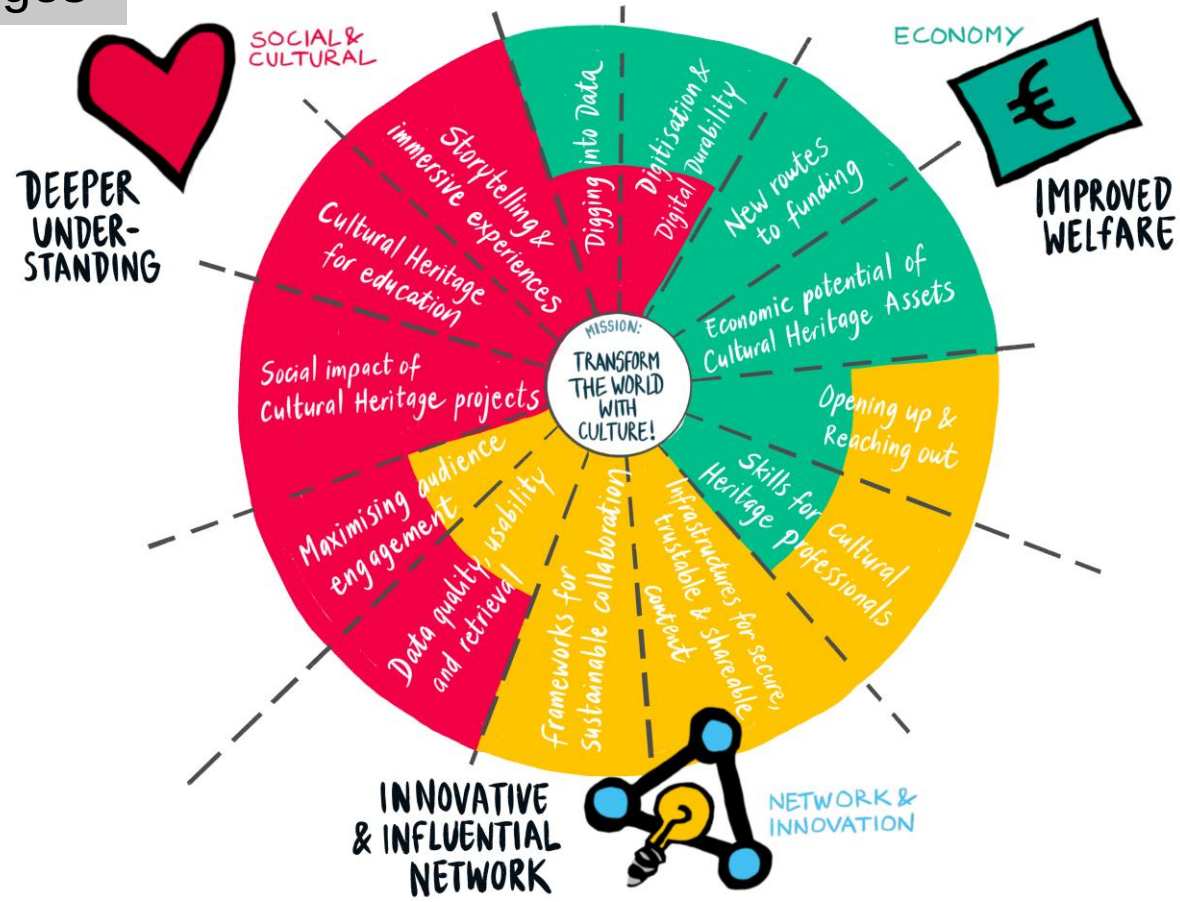
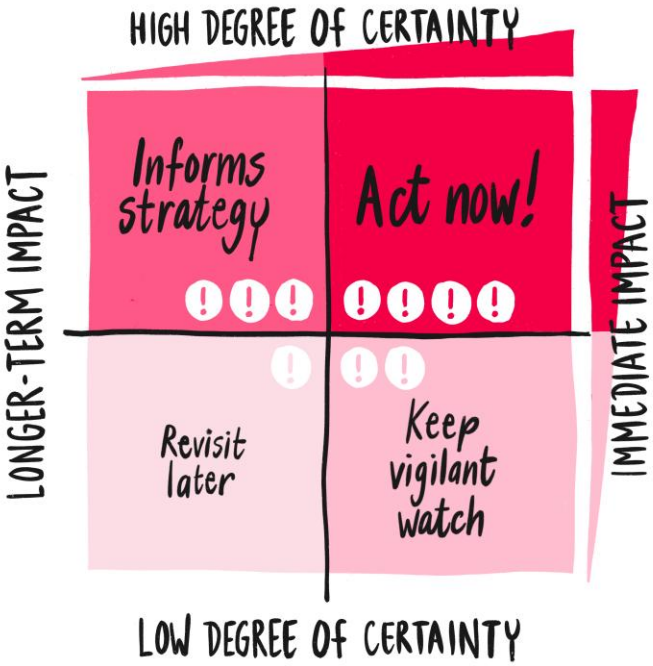
Four overarching categories

Thirteen challenges




HIGH DEGREE OF CERTAINTY
LONGER-TERM IMPACT
IMMEDIATE IMPACT
LOW DEGREE OF CERTAINTY
Informs strategy
Act now!
Revisit later
Keep vigilant watch

Prioritisation of cultural heritage for education

Cultural heritage for education

Cultural participation is one of the main factors that contribute towards the well-being of European citizens and their sense of belonging to society. Cultural institutions need support for the development and execution of projects and services that reach diverse age groups and create conditions for lifelong engagement with heritage. Exploiting the potential of digitisation, big data and immersive storytelling, innovative solutions are needed to embed cultural assets into education programmes and develop new digital platforms. The ease of access to diverse sources and the ability to create engaging and well-grounded narratives will foster an appreciation for cultural heritage from an early age as well as help audiences to discover and reconnect with European culture.

The Innovation Agenda:
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