# ENUMERATE STAKEHOLDER REPORT

Welcome to the first Annual Stakeholder Report for **ENUMERATE**, the European initiative to develop strategic intelligence about digitisation and provision of online access to the rich heritage contained in museums, galleries, libraries and archives.

# Vision

The rise of the Internet has transformed consumer expectations of the availability and interactivity of public services. For cultural institutions, it means that people expect to be able to access and enjoy our collections through richly interpreted and curated experiences via an ever-increasing range of platforms.

Digitisation has become a big business for Europe's culture sector. It is the focus of Government policy, of significant public investment and of large-scale public/private collaborations with multi-million Euro budgets.

At heart, this is a humanitarian mission to enable current and future generations to use their shared heritage to learn, to inspire innovation and to understand the universal threads that connect us all. It is also an industrial-scale process which has to be financed and sustained if it is to deliver real value for users.

If it is to achieve its full potential, policy and investment in digitisation must be informed by strategic intelligence. This is the vision which inspires the ENUMERATE network – connecting partners across Europe, we will transform the quality and availability of qualitative and quantitative intelligence about digitisation, digital preservation and costs.



"Europe cannot afford to miss the opportunities offered by digitisation and hence face cultural decline. Digitisation brings culture into people's homes and is a valuable resource for education, tourism, games, animation and the whole creative industry. Investing in digitisation will create new companies and generate new jobs."

**Neelie Kroes** Commission Vice-president for the Digital Agenda

## www.enumerate.eu

# Achievements

ENUMERATE is a network of partner organisations across Europe working together with the support of the European Commission. In the first year since we formed, we have:

- Evolved the existing NUMERIC community and the Statistics Special Interest Group (SIG-STATS) into a network of **more than 40 partners and national coordinators** in every European member state
- Secured **investment of €321,000** over 3 years from the European Commission to support the work of the ENUMERATE network

- Created a compelling ENUMERATE identity and **engaged with the cultural community** through a range of communications channels
- Designed an intellectual framework and research methodology to enable us to **capture data and evidence** from a wide range of sources and partners throughout Europe
- Delivered an **online data gathering platform** to support our intelligence-gathering activity
- Implemented a phase 1 **core survey** to provide a comprehensive baseline of evidence
- Appointed a commercial **Data Partner** to support the analysis and capture of statistical intelligence
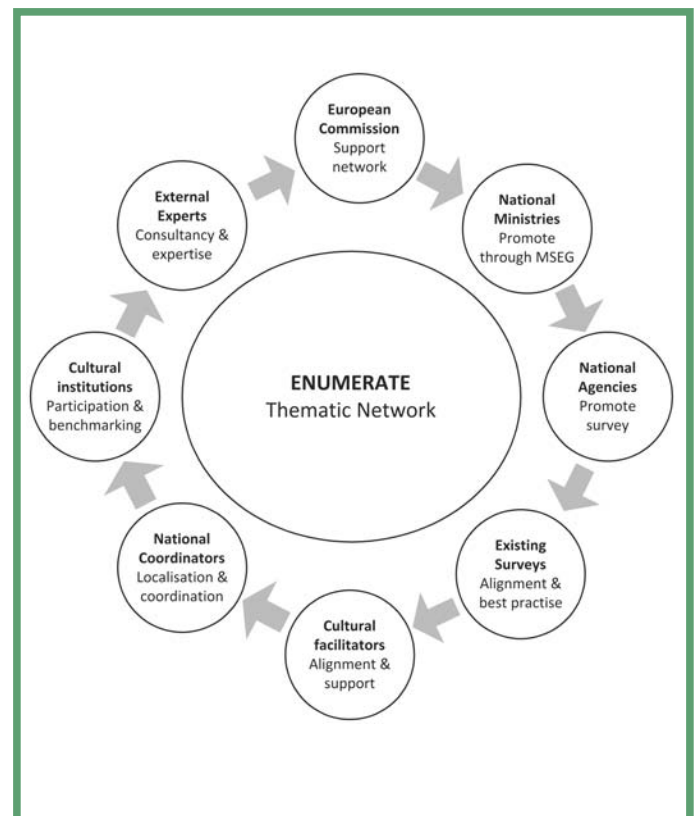
# Objectives

"The objective of the ENUMERATE Thematic Network is to build towards the Digital Agenda 2020, by achieving a lasting transformation in the availability, quality, accuracy and relevance of statistical data about digitization, digital preservation and online access to cultural heritage in order to support and drive strategic decision-making at European, National and Institutional level."

Our long-term aim is to develop ENUMERATE into a self-sustaining service based on providing strategic intelligence about digitisation, costs and digital preservation to a range of key stakeholders including:

- The European Commission
- Member State Governments and Agencies
- Individual cultural service providers
- Commercial service providers

By transforming the quality and availability of this intelligence, we aim to support the European Commission's aim to accelerate the rate of digitisation at European, Member State and local/institutional levels.

**ENUMERATE** Thematic Network



## Partners

# Strategic Intelligence

ENUMERATE builds on a number of European research programmes to provide vital qualitative and quantitative information in the following areas:

- The composition of cultural heritage collections in Europe
- The extent of existing digitisation activity
- Acquisition and management of born-digital material
- Access to and use of digital content

- National and institutional strategies for digitisation and digital preservation
- Expenditure and economic impact of digitisation activity
- Planned future activity

Through ENUMERATE, we will make a significant contribution to the formation of policy in Digitisation, Digital Preservation and online access to digital cultural heritage in Europe.

# A European Network

ENUMERATE has created a network of partners, stakeholders and national coordinators across the EU. The network is overseen by a Core Group, which includes:

- Collections Trust, UK (project coordinator);
- Digitaal Erfgoed Nederland (DEN), Netherlands;
- Stiftung Preußischer Kulturbesitz, Germany;
- Digibís, Spain;
- FARO Vlaams Steunpunt voor Cultureel Erfgoed, Belgium;
- Ministère de la Culture et de la Communication, France;
- Österreichische Nationalbibliothek, Austria;
- Narodna in univerzitetna knjižnica (National and University Library), Slovenia;
- Országos Széchényi Könyvtár (OSZK; National Széchényi Library), Hungary;
- The European Library (hosted by the Koninklijke Bibliotheek, Netherlands)

The ENUMERATE Core Group works with a range of partners including Europeana (http://www.europeana.eu) and the European Commission's *Member States Expert Group for Digitisation & Digital Preservation*.

The ENUMERATE network includes National Coordinators from more than 30 EU Member States. The National Coordinators are responsible for encouraging participation by their national community by raising awareness about ENUMERATE.

The ENUMERATE Advisory Group brings together experts in the field to provide strategic viewpoints on the development of ENUMERATE. The Advisory Group members are:

- Guy Frank, Ministry of Culture, Accounts and Cultural Statistics Department, Luxembourg
- Jos de Haan, The Netherlands Institute for Social Research, Netherlands
- Zinaida Manžuch, LIS Institute, Faculty of Communication, Vilnius University, Lithuania

ENUMERATE is committed to working with other European information-gathering initiatives and programmes, such as EUROSTAT/ESS-NET and EGMUS.

# Key Project Milestones

Over the next 2 and a half years , ENUMERATE will conduct a series of activities designed to develop a comprehensive and robust methodology for the ongoing recording of information about Digitisation. The key milestones in the project are:

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| ■ | February 2011 | **Project began** |
| ■ | December 2011 | **ENUMERATE Survey Methodology delivered** |
| ■ | January–March 2012 | **First ENUMERATE Core Survey** |
| ■ | July 2012 | **Launch of ENUMERATE Data Platform/dashboard** |
| ■ | December 2012 | **Launch of in-depth 'Thematic' Survey** |
| ■ | June 2013 | **Second ENUMERATE Core Survey** |
| ■ | September 2013 | **Reporting of responses** |
| ■ | January 2014 | **Planning future development** |

# Get Involved

ENUMERATE depends on the support of the library, archive and museum community in Europe to generate comprehensive and useful information about how they are responding to the Digital Agenda.

The simplest way to get involved is to go to http://www.enumerate.eu and complete the Core Survey, which allows us to capture a baseline of information about your digital activity.

If you are involved in cultural heritage at a national, European or policy level, you can help us by encouraging your professional community to complete the survey. All survey participants are given access to a dashboard which contains the data submitted by ENUMERATE partners, creating real return on investment for the time it takes to contribute.

If you are responsible for an existing national or international data-gathering exercise or registration scheme in your country, we would love to work with you to embed the ENUMERATE process alongside your existing work. Please contact **gordon@collectionstrust.org.uk** to find out more.

"The European Commission will develop a European Digital Agenda to tackle the main obstacles to a genuine Digital Single Market, promote investment in high-speed Internet and avert an unacceptable digital divide."

**José Manuel Barroso**
President of the European Commission
'A Vision for EU 2020' October 2009

■ **WWW.ENUMERATE.EU**