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D1.3 Final evaluation of campaigns

**Final report on campaigns and ongoing advocacy and PR by
national coordinators**

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1. Introduction

The objectives of Work Package 1 were: to develop awareness of Europeana at both political and grassroots levels in each country in the European Union; to promote the value that Europeana brings to member states and foster support for Europeana's ongoing strategy; to create strong links with influential advocates; and for the partners to promote Europeana through networks and stakeholder groups and to create a sustainable network of national coordinators.

One of the main elements of this process was to run a PR campaign in 30 countries – every EU member plus Serbia and Norway. These campaigns were developed and rolled out by communication coordinators in each country who worked together with project partners the British Library (participant no. 7) and Facts and Files (participant no. 15) as well as with external PR agencies and the central Europeana communications team. The themes of these campaigns were, for the most part, drawn and developed from key areas of work related to Europeana Awareness or to key cultural events and activities in the partner member states.

An online activity planner was developed to provide a broad overview of planned and potential cultural, scientific and sporting events that might be used to promote Europeana across EU member states. The planner was developed in conjunction with colleagues in each Europeana partner country and highlighted opportunities for country-specific PR campaigns under Work Package 1, as well as opportunities for the broader ongoing promotion of Europeana by national partners. The online activity planner can be found at <http://publish.smartsheet.com/fef4154202944b039f03382feb7bf699>. Please note, this activity planner exists as part of D1.2 and was reported on in MS4 in 2012, in MS5 in 2013 and in MS6 in 2014.

Drawing on the activity outlined and working in conjunction with national partners, Europeana established a rolling programme of PR campaigns in 30 countries from 2012-2014.

2. PR Campaigns

The vast majority of national coordinators from 2012-2014 (24 in total) based their campaigns on the Europeana 1914-1918 family history roadshows (17 WP1 partners) or the Europeana 1989 events (seven WP1 partners). This allowed the campaigns to 'hook' into and create synergies from an existing event. Six other countries chose to use events relating to their own institutional or national cultural calendar as the basis for their campaigns.

In 2012, PR campaigns took place in seven countries (Slovenia, Luxembourg, Denmark, Ireland, the UK, Cyprus and Belgium). In 2013, PR campaigns were held in 11 countries (Bulgaria, the Czech Republic, Estonia, France, Italy, Latvia, Lithuania, Malta, Poland, Romania and Slovakia). In 2014, PR campaigns were held in 12 additional countries (Croatia, Serbia, Portugal, Austria, Finland, Greece, the Netherlands, Hungary, Germany, Spain, Norway and Sweden). 16 of the campaigns were coordinated by the British Library and 14 by Facts & Files.

One of the main objectives of the Europeana 1914-1918 and Europeana 1989 roadshows was to digitise the personal stories, documents and memorabilia of those who lived through these defining historical periods. The other was to make them accessible to everyone online and for future generations. Many of the related PR campaigns supported these aims by generating significant attendance and media coverage. A common motif was to touch an emotional chord by focusing on the narrative of untold and forgotten stories.

For example, Ireland has a very unique political history in WW1, and one that had not been openly discussed. The Irish Europeana 1914-1918 campaign tapped into this by motivating and mobilising people to discover and share their family stories. About 600 people responded to the initial media coverage and attended the Dublin roadshow in March 2012, by far the largest attendance at any single roadshow. Another outstanding and remarkable example was France - they ran a Europeana 1914-1918 focused PR campaign on a far larger scale than any other partners have attempted, with more than 100 family history roadshows across the country. Around 7,000 people contributed items to the Europeana 1914-1918 roadshows in France and more than 500 media mentions were generated across the country.

The 30 PR campaigns held from 2012-2014 met the objectives of WP1 and raised awareness of Europeana by tapping into each country's unique history and background. They succeeded in presenting all sides and perspectives of an event or theme, bringing together personal stories alongside official narratives, and enabling a deeper understanding of significant periods or events.

2.1 Europeana 1914-1918

Full details of all media coverage for each campaign are provided in section 4.

2.1.1 Luxembourg

Luxembourg (Bibliothèque nationale de Luxembourg, participant no. 9) kicked off its campaign with an international press conference at the National Library on 27 February 2012 which featured representatives from the National Library, the National Archive and plurio.net. The campaign centred on a Europeana 1914-1918 family history roadshow held in Luxembourg's Bibliothèque nationale on 6 March 2012. Luxembourg is a small country with limited media but, working with the Facts & Files agency, generated very good media coverage.

2.1.2 Slovenia

Slovenia (The National and University Library, no. 32) based its campaign around a series of Europeana 1914-1918 family history roadshows in Slovenia in Nova Gorica, Maribor and Celje in March, April and May 2012 respectively. The PR campaign, coordinated by Facts & Files, kicked-off with a press conference in Ljubljana on 21 March 2012 and was sustained for the duration of all three roadshows with a further press conference held in Nova Gorica on 22 March 2012. The national coordinator worked with the Avanta PR agency, gained the support of the Slovenian Cultural Minister and produced a high level of coverage in print, broadcast and online media at both national and regional levels.

2.1.3 Denmark

Denmark (Aarhus Public Libraries, no. 2) worked in conjunction with the Danish Ministry of Culture and the British Library. Campaign activity was split across two periods and focused on Europeana 1914-1918 family history roadshows running across Denmark in April and November 2012. In April, campaign activity focused on roadshows in Sonderborg, with the Ministry of Culture's communication department lending strong resources and support. In the November phase, Aarhus focused campaign activity on a roadshow held in Aarhus at the City Archives in collaboration with the ITC department of Aarhus Public Libraries and Aarhus City Archives. At the same time as the Aarhus event, 9-10 November 2013, several other libraries and archives in Denmark collaborated to hold even more roadshows. The second phase of communication activity began in September 2012 and continued until November. The campaign was coordinated by the British Library and both national and regional coverage was generated in each period.

2.1.4 Ireland

Ireland's (Department of Arts, Heritage and the Gaeltacht, no. 4) initial campaign activity focused on a Europeana 1914-1918 family history roadshow held in Dublin on 20 March 2012. Ireland worked with PR agency O'Hanlon Media and the campaign kicked off with a press conference held in Dublin on 15 March 2012. Ireland has a very particular political history of participation in WW1 and it is one that had not been openly discussed. The campaign, coordinated by the British Library, tapped into

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this emotive strand of ‘untold stories’ with the result that 600 people responded to the initial media coverage and attended the Dublin roadshow, by far the largest attendance at any single roadshow. The campaign was coordinated by the British Library and widespread and positive coverage was generated in both national and regional media. Follow-up activity was carried out in Limerick on 5 November 2012 also focusing on a Europeana 1914-1918 roadshow. Working closely with local partners, the Hunt Museum, further regional and national coverage was generated and ministerial attendance (Arts and Heritage Minister) at the event secured.

2.1.5 UK

The UK (British Library, no. 7, and Oxford University, no. 42) divided their campaign activity across two periods in 2012 and continued in 2014 as well, focusing on Europeana 1914-1918 family history roadshows held in Preston in March 2012, in Banbury in November 2012 and in Boston Spa, West Yorkshire, in August 2014. Initial campaign activity kicked off with a press conference in Preston on 1 March 2012 and the second phase began in October and included a press conference on 22 October 2012 followed by a strong media presence at the roadshow itself on 3 November 2012. Good media coverage was generated across both phases and this led to the attendance of the UK Minister responsible for the coordination of WW1 commemoration activities at the Banbury roadshow, and to the UK Prime Minister being briefed on Europeana. An additional roadshow was held at the British Library’s northern site at Boston Spa on 2 August 2014. This final phase of campaign activity kicked off with a press conference at York Castle Museum on 22 July 2014 and carried on over the next few weeks. Cultural PR agency, Bullet PR, which provided support on the first phase of the campaign in 2012, also worked on this PR campaign. Pre-event activity generated good media coverage followed by a strong media presence at the roadshow itself, including a team from Sky News that broadcasted live from Boston Spa four times during the roadshow.

2.1.6 Cyprus

The kick-off for the Cyprus campaign - with a press conference on 30 October 2012 - was timed to coincide with and take advantage of Cyprus EU Presidency activity and the push continued until the Europeana 1914-1918 family history roadshow in Nicosia on 1-2 December 2012.

Cyprus (National Library, no. 23) worked with PR agency Action Global Communication on the campaign. The online publication of the names of the 11,000 Cypriots who served from 1916-1919 in the Macedonian Mule Corps helped to capture the imagination of the island. The Cyprus campaign, coordinated by Facts & Files, generated coverage on all national news programmes as well as in print and online.

2.1.7 Belgium

The Belgian national coordinator Provincie Limburg (no. 35) divided the campaign throughout 2012-2014 to best address the particular nature of Belgium’s cultural, linguistic and political situation. The Belgian campaign, coordinated by the British Library, began in November 2012 with a Europeana 1914-1918 family history roadshow in the In Flanders Fields Museum (IFFM, no. 18) in Ypres, and continued in 2014 with roadshows at the Royal Library of Belgium in Brussels on 24-25 October and

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5-6 December 2014. The campaign was coordinated by the British Library and PR agency FINN, which provided support for the first phase of the campaign in 2012 and generated good coverage in national and regional Flemish media through collaboration with the Royal Library. This phase of the campaign kicked off with a press conference at the Royal Library in Brussels on 15 October 2014. Media coverage was generated in French and Dutch national and regional media, including main TV and radio news programmes and print newspapers.

2.1.8 Italy

Italy (Fondazione Museo storico del Trentino, FMST, no. 16, and Istituto Centrale per il Catalogo Unico delle biblioteche italiane e per le informazioni bibliografiche, ICCU, no. 17) promoted its PR campaign with a regional press conference in Trento on 13 March 2013 and a national press conference in Rome on 6 May 2013. The campaign centred on Europeana 1914-1918 family history roadshows held at Fort Cadine near Trento on 16 March 2013, at the Italian National Library in Rome on 15 May 2013 and at Fort Monte Maso in Valli del Pasubio on 18 May 2013. Rome had particularly good attendance due in large part to a parallel workshop on educational re-use, organised by the Museum of Risorgimento. The PR campaign was conducted by the Italian PR agency MSL Italia, coordinated by Facts & Files and generated strong media coverage across Italy.

2.1.9 Romania

In Romania, the campaign centred on the Europeana 1914-1918 family history roadshows in Bucharest (Academia Română) on 27-28 September 2013 and in Cluj-Napoca (Biblioteca Județeană 'Octavian Goga' Cluj) on 4-5 October 2013. The Europeana Awareness partner Biblioteca Județeană 'Octavian Goga' (no. 12) was joined by the Library of the Romanian Academy in Bucharest in this venture. The PR campaign kicked off with press conferences in Bucharest on 17 September 2013 and in Cluj-Napoca on 1 October 2013. The PR campaign was conducted by the PR agency Action Global Communications Romania and coordinated by Facts & Files. Good media coverage across Romania was generated with the campaign receiving widespread attention in part due to the fact that the partners secured the patronage and participation of Prince Radu of Romania, who contributed a family story and item.

2.1.10 France

France (Bibliothèque nationale de France, no. 8) ran a 1914-1918 focused PR campaign on a far larger scale than any other partners have attempted. The partner used the centralised nature of WW1 commemoration activities in France to its advantage and succeeded in achieving buy-in from the French Ministry of Culture, Ministry of Defence, and the National Archives to build Europeana 1914-1918 into official WW1 commemoration activities in France. The result was that the BnF were able to involve regional archives in Departments across France, resulting in more than 100 family history roadshows across the country over the period of a week from 9-16 November 2013. A map showing the location of roadshows in France can be found at <http://bit.ly/1alpJ8U>. This positioning also allowed the BnF to involve key media partners from national and regional media, resulting in free press and broadcast spots publicising the campaign. More than 7,000 people contributed items to the roadshows in France, and the communications challenge was to ensure that Europeana would

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not be lost as one part of a larger story. The campaign kicked off with a press conference at the BnF in Paris on 24 October 2013 and was a resounding success with more than 500 media mentions across regional and national media. Due to the nature of this campaign, it was run from the Bibliothèque nationale de France who engaged an external consultant to work in-house and it was coordinated by the British Library.

2.1.11 Slovakia

Slovakia (Slovak National Library, SNK, no. 39) kicked off its PR campaign with a press conference in Bratislava on 19 November 2013. The family history roadshows were held in Bratislava on 29-30 November 2013 at the University Library, in Košice on 6-7 December 2013 at the State Research Library and in Martin on 13-14 December 2013 at the Slovak National Library, supported by the involvement of the German Ambassador. The PR campaign was conducted by the Slovak PR agency Crossline, coordinated by Facts & Files and generated widespread media coverage across Slovakia.

2.1.12 The Netherlands

The Netherlands (Koninklijke Bibliotheek, no. 2) launched its media campaign with a kick-off event at the Koninklijke Bibliotheek in The Hague on 12 March 2014. The event saw the start of First World War commemoration activity in the Netherlands, and announced the Europeana 1914-1918 family history roadshows that followed on 28-29 March 2014 in Huis Doorn, at Museum Markiezenhof in Bergen op Zoom and at the Maritime Museum in Rotterdam on 25 April 2014. Political support was notable through the digital presence of Ms. Neelie Kroes, European Commissioner, who provided a pre-recorded video speech of support, and Ms. Marjan Hammersma, Director General Culture and Media at the Ministry of Culture, who attended and spoke at the event in person. The PR campaign was organised by the PR agency Smith Communicatie and was coordinated by the British Library. Although Holland was neutral in WW1, the campaign focused on the often untold impact of the war on the Netherlands and generated a high level of coverage, with a momentum that lasted a few months, both nationally and regionally.

2.1.13 Greece

Greece (National Technical University of Athens, no. 31, and Dimosia Kentriki Vivliothiki Veroias, Veria Central Public Library, no. 46) promoted the start of its PR campaign with a press conference at the National Library of Greece in Athens on 10 June 2014, in the presence of the Greek Minister of Education. The Greek roadshows were implemented by the National Library of Greece and Future Library with the support of the Stavros Niarchos Foundation, under the auspices of the Greek Presidency of the EU. Roadshows took place in Athens on 20-21 June and in Thessaloniki, Veria, Serres and Chania on 27-28 June 2014. The PR campaign was conducted by Action Global Communications and coordinated by the British Library and despite being a small country, Greece generated a high level of coverage (169 media mentions).

2.1.14 Austria

Austria ([Österreichische Nationalbibliothek](#), the National Library, no. 33) launched a virtual WW1 exhibition, 'To My Peoples!', to accompany the Austrian roadshows that took place at the ORF Radio Kulturhaus on 1 August 2014 as the basis of its PR campaign. The virtual exhibition was created in collaboration with Europeana using works owned by the Austrian National Library and was presented on both organisations' websites. The National Library launched its campaign with a press conference at City Library in Vienna on 22 July 2014, in cooperation with the Austrian broadcaster ORF, the ORF TV Archives, and the Wien Bibliothek. The PR campaign was conducted by the Austrian PR agency Ecker & Partner, coordinated by Facts & Files and generated strong media coverage across Austria.

2.1.15 Croatia

Croatia (Institut Za Medunnarodne Odnose - Institute for Development and International Relations, no. 19) promoted its PR campaign with a national press conference at the National Archive in Zagreb on 17 September 2014. The campaign centred on the Europeana 1914-1918 family history roadshows held in six cities across Croatia: in Zagreb at the Croatian State Archives on 3-4 October 2014; in Osijek at the State Archive on 10-11 October 2014; in Koprivnica at the Public Library Fran Galovic on 10-11 October 2014; in Rijeka at the City Library on 12-13 December 2014; and in Dubrovnik and Korčula at State Archive and Archive Collection Centre on 19-20 December 2014. The Croatian Ministry of Culture collaborated closely with the WP1 Europeana Awareness partner to better coordinate the events across the country. The PR campaign was coordinated by the British Library, conducted by the Croatian PR agency Maksima (part of Global Action Communication) and generated a high level of coverage in print, broadcast and online media, both nationally and regionally.

2.1.16 Portugal

In Portugal, the campaign centred on the Europeana 1914-1918 roadshows at the Portuguese Parliament (Assembleia da República) in Lisbon on 17-19 October 2014. The Europeana Awareness partner Biblioteca Nacional de Portugal (no. 10) was joined by the Institute of Contemporary History (ICH), which organised the Portuguese roadshows at the Parliament. The PR campaign, coordinated by the British Library, kicked off with a press conference at the National Library in Lisbon on 14 October 2014 and was coordinated by the British Library and conducted by the PR agency Agenda Setting which promoted the event in collaboration with the partners and the National Association of Municipalities in Portugal. The media campaign generated good media coverage across the country, including significant national media outlets. The campaign also encouraged over 1,000 Portuguese people from the north to the south of the country to attend the roadshows and to share their family memories and memorabilia online with Europeana 1914-1918.

2.1.17 Serbia

In Serbia (Biblioteka grada Beograda, Belgrade City Library, no. 5), the PR campaign focused on three Europeana 1914-1918 family history roadshows across the country emphasising the key role that Serbia played in the First World War. Serbia was the last country to hold roadshows as part of Europeana 1914-1918 and a national press conference was held at Belgrade City Library on 25 November 2014. Roadshows were held at the city libraries of Belgrade on 5-6 December, Čacak on 12-13 December and Novi Sad on 22-23 December 2014. The PR campaign was coordinated by the British Library and conducted by the Serbian branch of PR agency Global Action Communication and generated a high level of coverage in print, broadcast and online media, nationally, regionally, and even internationally with audio coverage on BBC World Service Radio (<http://www.ninamedia.rs/ftp/actiongroup/11.12.2014/>).

2.2 Europeana 1989

2.2.1 Poland and the launch of Europeana 1989

Europeana 1989 is a collaboration between seven countries (Poland, Latvia, Lithuania, Estonia, the Czech Republic, Hungary and Germany), the Europeana Foundation, Historypin and 10 partner institutions: National Audiovisual Archive / Narodowy Instytut Audiowizualny (NINA), Poland; Poznań Supercomputing Networking Center (PSNC), Poland; National Library of Estonia (NLE), Estonia; National Library of Latvia, Latvia; National Library of Lithuania (Mazvydas Library, NLB), Lithuania; Institute of Contemporary History / Ústav Pro Soudobé Dějiny (USD AV), Czech Republic; National Museum (Národní muzeum), Czech Republic; Open Society Archive (Közép-Európai Egyetem), Hungary; Stiftung Deutsche Kinemathek (SDK), Germany; Facts & Files, Germany.

As with the Europeana 1914-1918 roadshows, the objective was to digitise the personal stories, documents and memorabilia of the people who drove the events of 1989, and the strapline of the whole campaign was 'We made history'. To promote the campaign and the European launch, seven VIPs were selected as National Project Ambassadors. Each partner country was represented by a project ambassador who played a significant role in the events of 1989 and who continues to support and to promote Europeana 1989.

The project ambassadors were:

- former Polish Prime Minister Tadeusz Mazowiecki, who died shortly after the event
- photographer Chris Niedenthal from Poland
- Sarmīte Ēlerte from Latvia
- Vytautas Landsbergis (MEP) from Lithuania
- Tunne Kelam (MEP) from Estonia
- Petr Janyška from the Czech Republic
- Wolfgang Templin from Germany
- László Rajk from Hungary.

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The European campaign launched with a round table discussion involving the national project ambassadors, most notably the former Polish Prime Minister Tadeusz Mazowiecki, and the Polish family history roadshows took place at the History Meeting House in Warsaw on 8-9 June 2013. To boost the campaign, the event was an integral part of the annual festival 'Turn off the system' commemorating the anniversary of the first free election in Poland on 4 June 1989. Subsequent Europeana 1989 events in each capital also featured a round table discussion and reminiscences by well-known activists, film-makers and songwriters from 1989, led by the project ambassador for the country. These gave the media an opportunity for further coverage.

The PR campaign in Poland (National Audiovisual Institute, NInA, no. 27, and Poznań Supercomputing and Networking Centre, PSNC, no. 36) kicked off with a press conference in Warsaw on 3 June 2013, which was attended by one of the Polish project ambassadors, Chris Niedenthal. The press release was disseminated around Europe in English and in the languages of 13 central and eastern European countries. The Polish PR campaign focused on the three roadshows in Warsaw on 8-9 June 2013, Poznań on 14-15 June 2013 and Gdańsk on 21-22 June 2013.

The PR campaign was conducted by the Polish PR agency TBWA, coordinated by Facts & Files and generated some of 2013's strongest media coverage on Europeana and did this across Poland. The dissemination of the press release outside of Poland and Germany in 11 countries was organised by the PR network, Action Global Communications.

2.2.2 Baltic States

The three Baltic States, Latvia, Lithuania and Estonia, joined forces in a combined PR campaign focusing on the Europeana 1989 events to commemorate the longest human chain in history, 'The Baltic Way', which occurred on 23 August 1989. The organisers were the three national libraries (Lithuanian National Library, no. 24, Latvian National Library, no. 29, and Estonian National Library, no. 28). The campaign started in Vilnius and three press conferences were held subsequently in Vilnius, Lithuania, on 1 August 2013, in Riga, Latvia, on 15 August 2013 and in Tallinn, Estonia, on 27 August 2013.

The campaign promoted four roadshows: in Vilnius, Lithuania, on 9-10 August 2013 at the Lithuanian Parliament; in Panevėžys, Lithuania, on 13 August 2013 at G.Petkevičaitės-Bitės District Library; in Riga, Latvia, on 23-24 August 2013 at 'RĪGA 2014' at the Esplanade park; and in Tallinn, Estonia, on 30-31 August 2013 at the Estonian National Library.

The PR campaign was conducted by three branches of the PR agency Consensus PR/ Action group, coordinated by Facts & Files and generated very good media coverage across all three Baltic States.

2.2.3 Czech Republic

In the Czech Republic (National Museum, no. 30, and Institute for Contemporary History, no. 43), the PR campaign focused on five family history roadshows. Each roadshow was preceded by a special regional press conference. The main national press conference was held in Prague on 11 November 2013. This conference was supported by a round table of activists of 1989 and the national project ambassador.

The roadshows were held in Pilsen on 2 November 2013 at the Museum of West Bohemia, in Hradec Kralove on 9 November 2013 at the Museum of Eastern Bohemia, in Prague on 17 November 2013 at the National Museum, in Olomouc on 23 November 2013 at the local History Museum in Opava and on 30 November 2013 at the Silesian Regional Museum. The PR campaign was conducted by the Czech PR agency AC & C Public Relations, coordinated by Facts & Files and generated strong media coverage across the Czech Republic.

2.2.1 Hungary

The Europeana 1989 campaign in Hungary (Open Society Archive, Central European University, no. 11) saw events take place in Szeged, Sopron and Budapest in May and September 2014. The PR campaign was launched by a press conference at the Open Society Archives in Budapest on 14 May 2014, and roadshows took place at the SZTE Klebelsberg Library in Szeged on 23-24 May 2014 and at the Museum of Sopron on 30-31 May 2014. As part of this campaign, Europeana 1989 and Hungary cooperated with the Freedom Express study trip and exhibition, organised by the European Network for Remembrance and Solidarity (<http://1989.enrs.eu/>).

The Europeana 1989 roadshows in Budapest (at the Open Society Archives, OSA, on 5-6 September 2014) were promoted at a press conference of the Freedom Express study trip at the Monuments Park of communist statues on 3 September 2014. The PR campaign was conducted by the Hungarian PR agency Action Heller and coordinated by Facts & Files. As part of the media campaign, several vox pops videos were produced in which people related their memories of 1989, and strong media coverage was generated across Hungary.

2.2.2 Germany

Germany (Deutsche Kinemathek, no. 38, Deutsche Nationalbibliothek, no. 14, and Facts & Files, no. 15) focused their Europeana 1989 campaign on events that took place in May and September 2014. The PR campaign was launched with a press conference and a Europeana workshop involving public libraries and archives at the Deutsche Kinemathek in Berlin on 6 May 2014. This event was timed to coincide with the 25th anniversary of the beginning of the Peaceful Revolution in East Germany. The campaign focused on roadshows at the German National Library in Leipzig on 16-17 May 2014 and at the Deutsche Kinemathek on Potsdamer Platz in Berlin on 12-13 September 2014. The PR campaign was conducted and coordinated by Facts & Files and generated strong media coverage.

2.3 Alternative campaigns

2.3.1 Bulgaria

Bulgaria (The Pencho Slaveykov Library, no. 45) ran a campaign with two strands, the first focusing on schools and the second taking Europeana to the regions through the regional library network. The campaign ran a national competition, 'My Europeana', engaging students with their digital cultural heritage to coincide with the library's 130th anniversary. The aim of the contest was to encourage high school students to explore and discover Europeana and to either make a short video or write an essay on their favorite place, person or event from Bulgaria's cultural and historical heritage. Examples of winning videos can be found at <http://vimeo.com/62602290> and <http://vimeo.com/62602288>.

The second part of the campaign encouraged Bulgarians to explore Europeana's treasures by linking Bulgarian regions and content with 'twin' cities and content across Europe. This took the form of a physical and virtual exhibition that travelled to libraries in nine regions across the country. Press conferences were held in Varna on 21 March 2013 and in Sofia on 4 June 2013. The Sofia press conference was supported by Bulgarian author, Georgi Gospodinov. The campaign was organised by the PR agency Action Global Communications, coordinated by the British Library and good national and regional coverage was achieved.

2.3.2 Malta

The Maltese WP1 partner (AcrossLimits Ltd, no. 3) ran a campaign encouraging the Maltese (young and old) to explore Europeana's content by asking them to consider what it means to be Maltese in Europe today. The campaign hooked into participation in two of Malta's key cultural events - Notte Bianca and the National Book Festival. It also ran two related competitions, one for schoolchildren in conjunction with the education authorities and one for the general public. The campaign had a strong social media element kicking off with a Facebook page (<https://www.facebook.com/EuropeanaMalta>) to encourage word-of-mouth interest before involving more traditional media.

The children's competition resulted in an e-book of essays about items found on Europeana, which was launched at the National Book Festival. The public competition resulted in a huge map of Malta (chosen by the Maltese public from Europeana content as most representing their European heritage) being recreated and displayed at the Festival. The public were encouraged to add their thoughts about Malta in Europe to the canvas and Malta's Minister for Education and Employment, Evarist Bartolo, the Parliamentary Secretary for Research, Innovation, Youth and Sport, Stefan Buontempo, and best-selling children's author, Trevor Zarha, were among those who participated. The PR campaign was organised by the JPA agency and coordinated by the British Library. Despite a population of only 500,000, Malta generated more than 50 mentions in the press.

2.3.3 Sweden

Sweden (Riksantikvarieämbetet, Swedish National Heritage Board, no. 40) wanted to tap into Umeå's role as European Capital of Culture in 2014 by launching and ending the campaign in the northern Swedish town. The campaign encouraged the Swedes to discover Europeana by creating and contributing new images of historical buildings, monuments and sculptures to Europeana. The Swedish National Heritage Board did this in collaboration with Wikimedia through a national photo competition, 'Europeana Then and Now', and toured five Swedish cities across the country throughout the summer. A workshop on photography and a photo competition took place in each city in order to get Swedes involved in digitising their cultural heritage.

The tour started on 24 May 2014 in Umeå, a European Capital of Culture in 2014, and continued to Kalmar on 7 June 2014, Lund on 14 June 2014, Gothenburg on 23 August 2014 and Stockholm on 30 August 2014. The participants were asked to choose an old image of a historic location in their home towns from Europeana. They then had to take a photo of the same location today. The new photographs were exhibited as part of a national competition, where a renowned jury (that included award-winning Swedish photographers) appointed a winner. The winning photo was from the historic area Gamla Älvsborg in Gothenburg.

View the original picture:

http://62.88.129.39/carlotta/web/image/*zoom/585444/Ghmd%3A20048.jpg.

View the new picture:

https://commons.wikimedia.org/wiki/File:G%C3%B6teborg2014_Gamla_%C3%84lvsborg.jpg.

The campaign culminated on 12 October 2014 with the opening of a photo exhibition at Västerbotten's museum in the city of Umeå, which featured the finalists from the competition. The photos have also been uploaded to Europeana and are now part of Europe's digitised cultural heritage. The campaign was coordinated by the British Library, organised by the PR agency Knowlton Strategies and good national and regional coverage was achieved.

2.3.4 Finland

A campaign to raise awareness of Europeana ran alongside Finland's Media Literacy Week, held nationwide in more than 1,400 Finnish schools, youth centres and libraries over 10-14 February 2014. Europeana Awareness partner, the National Library of Finland (Helsingin Yliopisto, no. 41), created the Europeana Hahmo Competition in conjunction with the Agency Wevolve. This competition, active from 10 February to 2 March 2014, was targeted at schoolchildren and planned as a central element of Europeana's Media Literacy Week campaign. The competition aimed to use Europeana to encourage the combination of new creative uses, such as meme culture, with open cultural data and heritage to create new interpretations and stories of European and Finnish culture.

During the week, new stories were created using open access Europeana content and digital platforms such as Pinterest, and a learning package for primary schools named 'The European Story' was published (<http://www.kdk.fi/europeana/>). The expectation was that the Media Literacy Week learning package together with the competition would reach a possible audience of over 250,000 schoolchildren via the official Media Literacy Week channels and communication outreach.

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Unfortunately, the learning package and competition did not gain adequate visibility, as they were not fully communicated centrally as had been envisaged. Without the support of this central infrastructure, the number of entries to the competition was low, and engagement levels among the expected target group were weak.

The competition did however raise interest in stakeholder groups after Wevolve made an extra effort to orchestrate a communication push, via social media and email lists, among secondary target groups of young professionals working in arts and culture. This social media outreach delivered the majority of traffic to the competition page. At this point, it was decided to augment the campaign by developing a stakeholder event that would also appeal to key media.

Consequently, the National Library, in conjunction with Wevolve, organised 'European culture in the new internet age: Open knowledge and digital natives' – a breakfast seminar held on 25 February 2014. Around 80 professionals from cultural heritage organisations and key media attended the event, which used Europeana as a springboard for discussion about new forms of culture of the internet age. Despite good media attendance, resulting coverage was low, in part due to important international media events at the time. However, the Finnish campaign, coordinated by the British Library, did prove successful in terms of raising stakeholder group interest and engagement. In addition, the National Library is further developing the Europeana learning package with the aim of using it for Media Literacy Week in February 2015 (<http://www.mediakasvatus.fi/tag/mediataitoviikko/>).

2.3.5 Norway

Norway (Arts Council, no. 22) linked its campaign to the national bi-centennial of the Norwegian Constitution by encouraging the public to use digitisation to reveal the untold stories from a particular period of its post-constitution history - the Second World War - and bring to light information that would help fill in the gaps in Norway's history. The public were invited to help tell these untold stories of the war through the creation of digital stories by using material available via Europeana.

The activities focused on finding and generating knowledge about the sparsely documented events surrounding burnings and evacuations of Northern Troms and Finmark, and the role of the Sami peoples in Norway's war effort. The Norwegian public were encouraged to search their attics, to speak to surviving relatives about their memories of the war, and then share this untold history through the creation of digital stories.

The campaign had two central elements:

The Arts Council coordinated and organised an Open Archives Day on 3 June 2014. On that day, 12 State Archives across the country opened their doors to the general public, inviting them to come in and share online their personal stories and memorabilia from the Second World War, as the first national collection of source material relating to WW2 in Norway.

In addition, the campaign coordinators organised and promoted two digital storytelling workshops that took place at the Lulesamisk Senter in Arran and at Nord-Troms Museum in Troms on 3 and 5 June 2014, where cultural sector employees, teachers and individuals met to create digital stories

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using material available via Europeana. The PR campaign was coordinated by the British Library and organised by the PR agency operatørene and generated good coverage both nationally and regionally, despite the challenging Norwegian media landscape that consists of relatively few media outlets and media opportunities.

2.3.6 Spain

Spain (Ministry of Education, Culture and Sports, no. 25) ran a campaign encouraging secondary school students and their teachers to use Europeana as an online educational resource with which to discover, share and create. They were encouraged to highlight Europeana as 'the digital door to European cultural heritage'. The Ministry of Education, Culture and Sports were particularly keen to focus on Europeana as an educational resource and given the importance of this sector to Europeana, this theme was regarded as being an important one for Europeana Awareness.

The Ministry launched a nationwide school competition, 'Europeana is the door to European cultural heritage. You are the key' on 15 October 2014. The competition called on teams of up to five students in schools across Spain, each guided by a teacher, to explore the wealth of cultural treasures to be found in Europeana and to create a digital news chronicle that focused on real facts and events. Each participating team of students gathered information from Europeana on the following topics: The First World War, The Generation of 1898, Santiago Ramón y Cajal, The Autogiro, Antoni Gaudí and Design in the Belle Époque.

Ten outstanding works from eight regions and the best three finalist papers were chosen and awarded at a ceremony at The Ministry of Education, Culture and Sports on 18 December 2014. The winning entries will be digitally published on a special website dedicated to the competition (<http://certameneuropeana.es/>).

The Spanish campaign benefited from being able to tap into the infrastructure of the Ministry of Education and Culture for promotional purposes. The PR campaign was organised by the PR agency Vision Liquida and coordinated by the British Library. Alongside the general media, the agency also focused on raising awareness of Europeana in the Spanish specialist educational press. They generated strong coverage in influential educational blogs, alongside an impressive number of 254 positive media mentions in national and regional media outlets.

3. Wider awareness - raising activities

In addition to the preparation and implementation of PR campaign activity, all Work Package 1 partners undertook a number of wide-ranging activities to raise awareness about Europeana throughout 2012-2014. These activities focused on key target audiences as described in the Description of Work, in particular cultural heritage organisations, politicians and policy-makers. Over the course of 2012-2014, a pattern of effective activities has emerged across the WP1 partners. Representative examples of the main areas of activities are given below. These include the presentation of Europeana to key stakeholders at external and internal conferences, the organisation of workshops on Europeana, the promotion of Europeana at national events and through social media profiles and websites and the production of promotional video material.

In order to summarise wider awareness-raising activities from 2012-2014 in the most coherent way, this overview focuses on the most successful examples of experiences and best practices of WP1 national coordinators across many of the key areas.

3.1 Presentation of Europeana at external conferences:

WP1 members have taken advantage of important opportunities to present Europeana at conferences, both nationally and internationally, to professional colleagues. The use of conferences by WP1 partners has increased since 2012 with almost half of all partners proactively using them to reach both the cultural heritage sector and broader stakeholders such as those in the educational sector. Examples of this include:

- **Italy** (Istituto Centrale per il Catalogo Unico delle biblioteche italiane e per le informazioni bibliografiche, ICCU, no. 17) gave a presentation on Europeana at the Judaica Europeana International Conference on 27 February 2012 at the National Central Library in Rome and also at the 'Electronic Image and the Visual Arts' conference on 9-11 May 2012, in Florence.
- **Bulgaria** (Regional Library Pencho Slaveykov, no. 45) presented Europeana at the XXII BLIA national conference 'Libraries today – innovation policies and practices' on 7-8 June 2012 in Sofia.
- **Portugal** (Biblioteca Nacional de Portugal, no. 10) talked about Europeana at the Portuguese National Congress of Librarians, Archives, and Documentalists attended by 600 people.
- **Latvia** (The National Library of Latvia, no. 29) promoted Europeana at 'The Memory of the World in the Digital Age: Digitization and Preservation' Conference in Vancouver, 27 September 2012.
- **Norway** (Arts Council Europe, no. 22) presented 'Achievements of and challenges faced by local institutions in digitising local archival and museum content and contributing to Europeana' at EuroMed 2012, in Cyprus on 29 October-3 November 2012. In addition, the Arts Council presented Europeana at the yearly autumn meeting organised by the Directorate for Cultural Heritage on 20 November 2014, and focused on Europeana in a presentation on cultural heritage techniques for social inclusion at the FOKO seminar on 23 October 2014. FOKO is a forum for training in correctional services and a subdivision of the international organisation EPEA - European Prison Education Association - which works internationally with over 850 members in 41 countries.
- **Slovenia** (Narodna In Univerzitetna Knjiznica, National and University Library, no. 32) presented both Europeana generally and the Europeana 1914-1918 project at the Slovenian National Festival which had 3,000 attendees, including 2,000 teachers and 1,000 students from the country's 300 schools. They also presented Europeana to the Slovenian Annual Public Library Association, aimed at director level, and to an international gathering of archivists with 560 international participants. National and University Library also presented

Europeana and Europeana 1914-1918 at the international conference which took place in Radenci in the first quarter of 2013. This international conference hosted almost 300 professionals from the culture heritage sector.

- **The Czech Republic** (Narodni Muzeum, participant no. 30) promoted Europeana to the directors of the country's main museums and galleries as well as to the Ministry of Culture at the Senate of the Czech Association of Museums and Galleries on 19 March 2013. In addition, teachers from both Czech primary and secondary schools were reached at events throughout the year including: the 'Museums and Schools' event in Prague on 20 March 2013; the 'Multimedia in Teaching' event in Bruno on 25 April 2013; and at similar events in Honondin and Tachov on 25 July 2013 and 3 September 2013 respectively.
- **The UK** (Oxford University, no. 42) presented Europeana at the conference for the International Network for the study of Africa and the Great War in Lisbon on 11 July 2013. Europeana was also promoted at the sixth West European Library and Information Network (WESTLINE) at Balliol College at Oxford University on 3 September 2013.
- In **Cyprus** (The National Library, no. 23), Europeana was promoted at the fifth international Euro-Mediterranean conference, EuroMed 2014, in Limassol on 3-8 November 2014. The presentation took place in front of senior members from cultural heritage and education institutions across Europe. In addition, the Ministry of Education and Culture presented Europeana at the Sixth Scientific Conference of the Cyprus Association of Librarians and Information Scientists, 'Open Access to knowledge: Policies and actions at European and National level', on 24 October 2014 and at a conference on Innovative services of Municipal Libraries on 28 November 2014.
- **Romania** (Biblioteca Judeteana 'Octavian Goga', Cluj County Library, no. 12) presented Europeana at the Conference of Romanian National Association of Public Libraries, BiblioPUBLICA, which took place at George Cosbuc Bistrita-Nasaud County Library on 15-16 May 2014. The presentation's theme was 'Actual situation of Romanian Collection in Europeana' and it was presented to more than 200 participants at director level.
- In **France**, (Bibliothèque nationale de France, National Library, no. 8) Europeana was promoted at the International Federation of Library Associations and Institutions (IFLA) conference in Lyon on 17-20 August 2014. Europeana was presented at the Conference of Directors of National Libraries (CDNL) annual meeting that took place as part of IFLA 2014 in Lyon on 19 August 2014. Europeana's Executive Director Jill Cousins participated in a session on 'Digitisation as a tool for national and international cooperation' with the directors of 100 national libraries. In addition, the BnF displayed Europeana's posters and distributed Europeana's postcards from their stand throughout the conference which had 4,000 attendees.
- In **Spain** (Ministry of Culture, no. 25), Europeana was promoted at the third Extremadura's Libraries Meeting that took place in Mérida on 15 October 2014. The meeting revolved around the cooperation between public and school libraries, and the Spanish Europeana

Awareness campaign was publicly announced to more than 400 professionals. Europeana was also promoted by the Ministry of Education, Culture and Sports at the VII National Congress of Public Libraries, the most important national meeting for librarians in Spain, which took place in Badajoz on 12-14 November 2014. More than 350 professionals attended the event. In addition, Europeana was promoted at the VII Conference of Local Entities that took place in Madrid on 1-2 December 2014 with 150 policy-makers from local and regional governments attending.

3.2 Organisation of workshops/presentations on Europeana and promotion at national events

Presentations and workshops with a specific focus on Europeana have been organised by WP1 partners for different groups. Some WP1 partners have successfully used existing national events to promote Europeana by reaching key cultural heritage organisations and networks. These include:

- **France** (Bibliothèque nationale de France, no. 8) promoted and showcased Europeana at the Paris National Book Fairs of 2012-2014. In 2013, French President François Hollande visited the BnF stand at the Paris National Book Fair and was introduced to Europeana by the Chair of the BnF and the Europeana Foundation, Bruno Racine. Europeana staff were invited to attend the Fair and presented Europeana to the visiting public of 196,000 people. (More on the Book Fair 2013: http://www.bnf.fr/fr/la_bnf/anx_actu_bib/a.130325_salon_livre_2013.html).
- **Spain** (Ministry of Culture, no. 25) organised a major national public libraries conference, the sixth Spanish Public Libraries Congress / Europeana Conference, from 9-11 October 2012, in Burgos, Spain, on the theme of 'Public Libraries: Individual Memory, Global Heritage'. The Ministry of Culture also organised a Europeana Open Day on 18 June 2012 attended by 279 representatives from regional and national policy-makers responsible for cultural institutions. This event resulted in nine new content providers participating in Europeana.
- **Hungary** (Közép-európai Egyetem, no. 11) held its 'Europeana Day' in the Open Society Archives, Budapest, on 5 November 2012 and promoted and explained Europeana to cultural heritage organisations across the country.
- The **Croatian** partner (Institut Za Međunarodne Odnose, Institute for Development and International Relations, no. 19) worked with the Croatian Ministry of Culture to organise a 'Europeana Day' at the National University and Library (NSK) in Zagreb on 11 April 2014. 'Europeana Day' took place as part of the Croatian Digitisation Festival (2014 DFEST) and included three main working sessions with the participation of Europeana staff and the Croatian Deputy Minister at the Croatian Ministry of Culture, Ms. Tamara Perišić. (More on Europeana Day: <http://dfest.nsk.hr/europeana-day/>)
- **Bulgaria** (Varna Public Library, no. 45) held the 'Varna Public Library in Europeana – yesterday, today, tomorrow: International conference on Europeana and the Bulgarian institutions', on 3-4 April 2012, in Plovdiv, Bulgaria. In addition, Bulgaria organised an open

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forum discussion, 'Europeana: a window to the European culture', in Varna on 15 April 2014. About 100 professionals participated in the event.

- The International Centre for Information Management Systems and Services in **Poland** organised the 'Polish Collections in Europeana' event in Toruń, Poland on 18-19 October 2012 featuring Poland (Narodowy Instytut Audiowizualny, NInA, no. 27 and Poznan Super Computing and Network Centre, PSNC, no. 36). The conference also included speakers from the Polish Cultural Ministry.
- **Latvia** (National Library, no.29) promoted Europeana at the launch of the National Digital Library of Latvia within its press releases and during the main opening event on 19 May 2012. In addition, Latvia presented Europeana as part of a series of presentations on digital media to the US Embassy in Riga, as well as to Communication and Information Science students of the University of Latvia, in the first quarter of 2012.
- **Slovakia** (Slovenská národná knižnica, Slovak National Library, no. 39) promoted Europeana at Slovak Libraries Week from 26 March -1 April 2012.
- **Estonia** (National Library of Estonia, no. 28) promoted Europeana as a source of re-use for digital objects at the Estonian National Christmas Book Fair on 4-8 December 2012. In addition, the Estonian partner presented Europeana as part of the project 'E-national library is coming to visit!', which they organised in three counties and six locations across Estonia on 16-18 September 2014. About 500 attendees, including local council members, residents, librarians, teachers and pupils were reached across the events.
- **Finland** (The National Library of Finland, no. 41) arranged a workshop on the educational use and re-use of cultural material from Europeana for students in the second quarter of 2012.
- **Slovenia** (Narodna In Univerzitetna Knjiznica, National and University Library, no.32) organised a workshop on 'Europeana, National Initiative' (http://www.nuk.uni-lj.si/dokumenti/2013/Slovenia%20workshop%202013_SLO_2.pdf), which took place in Ljubljana in the second quarter of 2013 and was aimed at professionals from the cultural heritage sector.
- A training seminar entitled 'Historical sources and the Great War', aimed at students and teachers of secondary schools was organised by **Italy** (Istituto Centrale per il Catalogo Unico delle biblioteche italiane e per le informazioni bibliografiche, ICCU, no. 17) in collaboration with the National Museum of Italian Risorgimento, and took place at the Biblioteca Nazionale Centrale di Roma on 15 May 2013. (More on this event: <http://www.otebac.it/index.php?it/22/archivio-eventi/237/roma-europeana-1914-1918-seminario-formativo-e-raccolta-di-fotografie-lettere-ricordi-della-grande-guerra>).
- The **Irish** partner (Ministry of Arts, Heritage & the Gaeltacht, no. 4) organised a conference on Europeana entitled 'Funding digitisation: can accessible cultural heritage fuel social and economic growth?' during the Irish Presidency of the European Union. This event was held in

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Dublin Castle in June 2013 and had over 60 attendees from libraries, museums, archives, galleries and other cultural bodies across Europe.

- Two workshops were organised by **Portugal** (Biblioteca Nacional de Portugal, no. 10) in conjunction with the Registo Nacional de Objectos Digitais (RNOD) and aimed at cultural heritage sector professionals in Oporto on 10 April 2013 and at the National Library of Portugal in Lisbon on 11 July 2013. Almost 100 professionals were reached across both events. Four additional workshops were organised at the National Library of Portugal in Lisbon aimed at cultural heritage sector professionals on 28 April, 16 May, 30 May and 26 June 2014. Almost 350 professionals were reached across the events.
- **Cyprus** (The National Library, no. 23) organised a series of presentations on Europeana and how to contribute to it for cultural heritage professionals at the Cyprus Technological University in Limosol in the second quarter of 2012. They also gave presentations on how to engage with Europeana at schools in the capital of Nicosia in the same quarter of the year. In addition, a series of presentations on Europeana and how to contribute to it were organised in 2014. The presentations were aimed at cultural heritage professionals and took place as part of a conference called 'Digitising Culture using new technologies and European Programmes' at the Ministry of Education and Culture of Cyprus in the first quarter of 2014. Another important aspect of the conference was the introduction of LoCloud, a project which aims to raise awareness of Europeana and introduce the cloud and its new micro-services and applications in metadata use.
- **Greece** (Dimosia Kentriki Vivliothiki Veroias, Veria Central Public Library, no. 46) organised the Future Library Un-conference on 9-10 December 2013 in Athens (<http://2013.futurelibrary.gr/>). Around 400 attendees from all corners of Greece, the Balkans and Europe participated in dozens of discussions and workshops, amongst them a workshop on Europeana Awareness. In addition, Veria Central Public Library organised a 'Europeana publicity day', at the National Library of Greece on 10 June 2014 in Athens. Around 100 professionals from the municipal libraries of Attica and from the Greek EU Presidency attended the event that presented both Europeana Awareness and Europeana 1914-1918.
- **The Lithuanian** partner (National Library, no. 24) organised seven presentations on Europeana as part of training workshops for Lithuanian public libraries. Almost 500 professionals were reached across the events that took place on 4-26 May 2014 in eight public libraries across Lithuania (Jurbarkas district public library, Taurage district public library, Sirvintai district public library, Siauliai municipal public library, Utena district public library, Klaipeda county public library, Klaipeda county public library and Kaunas county public library).
- The **Czech** partner (Narodni Muzeum, no. 30) organised a workshop on Europeana at the National Museum on 19 September 2012 for Czech museums and galleries, which was supported by the Czech Ministry of Culture and the Czech Association of Museums and Galleries. Regional presentations were made on 1 October 2012 in Hradec Králové. The

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Czech national coordinator also took advantage of the newly established trade fair on the regeneration of cultural heritage, 'Monuments 2012', which took place in Prague on 4-6 October 2012 to promote Europeana. In 2013, the Czech partner also hooked into the national 'Touch the 20th Century!' project for schools, offering a number of schools the opportunity to create 2D and 3D virtual exhibitions using content from Europeana and to feature it on the educational portal www.dvacatestoleti.eu. In addition, Narodni Muzeum presented Europeana in an international conference, 'Presentation of cultural heritage online' at the National Museum on 12 November 2014.

- The **Swedish** partner (Riksantikvarieämbetet, Swedish National Heritage Board, no. 40) organised a workshop on Europeana as part of the conference 'Tell me more' in Umeå on 8-10 April 2014, which had about 550 participants from the cultural heritage sector in Sweden.
- In **Serbia**, the Europeana Awareness partner (Biblioteka grada Beograda, Belgrade City Library, no. 5) participated in a workshop on Europeana as part of Belgrade Book Fair 2014 on 31 October 2014. Speakers from the National Library of Serbia, university library Svetozar Markovic, Kinoteka Film Archive, Museum of Art and Belgrade City Library presented their experiences of participating in Europeana related projects, and more than 50 librarians participated in the workshop that took place as part of the biggest cultural event in Serbia.

3.3 International Campaigns

In addition to country-specific campaigns, national coordinators collectively played a key role in supporting and promoting three Europe-wide Europeana campaigns over the course of 2012, the first year of Europeana Awareness. Each campaign addressed different messages and reached specific target audiences.

- **Europeana Awareness Day:** As part of the Europeana Awareness Day held in Brussels on 9 May 2012, Cultural Ministers from each EU country were invited to choose their own personal favourite item to represent the national objects that could be found on Europeana. These stories provided a consistent theme and a strong individual national hook for each WP1 national coordinator. National coordinators promoted the story through their own organisational and national media channels, focusing on their respective national choices and taking advantage of the individual blogs provided by each national minister to do so. The result was a consistent message and story on Europeana disseminated by national coordinators in each EU member state at the same time. This story highlighted political interest in and support for Europeana while reaching both political and policy groups and resonating with a broad public audience.
- **Europeana 1914-1918's first wave of user-generated content:** To promote the success of the first wave of Europeana 1914-1918 roadshows across Europe, Europeana ran a campaign highlighting some of the stories that had been shared. The stories featured came from a number of countries and not only highlighted the variety of user-generated content that people across Europe contributed to the project, but also focused on the very human

element of those involved in the conflict on all sides. It included the extraordinary stories of ordinary people and the ordinary stories of extraordinary people and ranged from a postcard from Hitler to a life-saving bible. A common press release and centralised messaging supported by case studies from Europeana's communications team were disseminated and promoted across Europe by national coordinators. The result was Europe-wide coverage in print, broadcast and online media aimed at and striking a chord with the general public.

- **Move to CC0 Waiver:** In September 2012, Europeana opened up the descriptive metadata for Europe's digitised treasures under the Creative Commons CC0 Public Domain Dedication, meaning that anyone can use the data for any purpose - creative, educational, commercial - with no restrictions. The move was the largest one-time dedication of cultural data to the public domain using CC0, offered a new boost to the digital economy and represented a step change in open data access. The Europeana Foundation coordinated a publicity campaign aimed particularly at its key technological and professional target audience, working with key technological networks and political supporters. This campaign was amplified by the efforts of national coordinators, particularly through the use of social media profiles and online channels. This coordinated timing amplified and provided resonance for the messaging across Europe.

3.4 Promotion of Europeana through social media profiles and websites and production of promotional video material

WP1 partners routinely linked to Europeana on their own websites and there has also been widespread use of existing social media profiles to promote Europeana, as well as independent activity such as the production of promotional videos and the creation of a special website, or a micro blog, dedicated to a specific Europeana campaign. Interesting approaches included:

- **France** (Bibliothèque nationale de France, no. 8) in particular adopted a proactive approach to promoting Europeana through its online communications including prominent links on the homepage of its main site (<http://www.bnf.fr/fr/acc/x.accueil.html>), its Gallica website welcome page (<http://gallica.bnf.fr/>), its electronic newsletters, email footers and its social media profiles, with the result that the BnF is one of the top referrers of traffic to Europeana.eu. In addition to promoting links to Europeana's Facebook, Twitter, blog, and newsletter, the BnF also translated the Europeana newsletter into French and presented it alongside BnF's newsletters on its website (<http://www.bnf.fr/fr/outils/a.lettres.html>), together with a dedicated webpage about Europeana in both French and English (http://www.bnf.fr/fr/collections_et_services/bibliotheques_numeriques_gallica/a.europeana_bib_num.html). The BnF also presented Europeana projects via posts on their various blogs, e.g. <http://labobnf.blogspot.fr/2014/03/europeana-et-la-reutilisation-des.html> and <http://blog.bnf.fr/gallica/index.php/2014/11/25/europeana-newspaper-acceder-a-la-presse-numerisee-en-ligne/>.

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- **Bulgaria's** Pinterest campaign, 'Escape to the Black Sea', in collaboration with the Europeana Foundation, from June - July 2012 published 32 images from Varna Public Library (no. 45) collections. (<https://www.pinterest.com/europeana/the-black-sea-coast-by-the-varna-public-library/>)
- **Finland** (The National Library of Finland, no. 41) added Europeana blogs to the new blog list of The Finnish Museums Association (<http://museoliitto.blogspot.fi/2013/02/seuraa-naita-museoiden-blogilista.html>), promoted Europeana to international library staff through their online bulletin (<http://www.kansalliskirjasto.fi/extra/bulletin/hi3.html>) and to potential content providers through a dedicated Facebook page which was created called 'Kulttuuriamatkassa' (Culture on the Go) (<https://www.facebook.com/kulttuuriamatkassa>).
- **Italy** (Istituto Centrale per il Catalogo Unico delle biblioteche italiane e per le informazioni bibliografiche, ICCU, no. 17) created a promotional video describing the role of content aggregation to Europeana, which has since been translated into English and shared with the Europeana Foundation (http://www.culturaitalia.it/opencms/it/contenuti/videogalleries/Culturaitalia_ecco_le_novita.html). In addition, the Italian partner implemented the Europeana API in the portal Culturaitalia - see the search function at www.culturaitalia.it
- **Norway** (Arts Council Europe, no. 22) disseminated information on and promoted Europeana via articles on Knresie, Kulturrådets website, Twitter, and its Facebook page.
- **Ireland** (Department of Arts, Heritage and the Gaeltacht, no. 4) increased exposure to Europeana through its inclusion as a searched site on the Irish national genealogy portal www.irishgenealogy.ie, including Europeana in its search results to provide contextual added value to a genealogy search.
- In **the UK**, Oxford University (no. 42) ran a series of blogs promoting a range of Europeana-related topics such as Europeana 1989 and Europeana 1914-1918 including: The Baltic Way (<http://blogs.it.ox.ac.uk/runcoco/2013/08/19/baltic-way/>), A War Diary (<http://blogs.it.ox.ac.uk/runcoco/2013/09/03/a-war-diary/>), Computer visualisation (mash-up) and blog post: Reporting Courage: The MI 7 Propaganda Machine (<http://www1centenary.oucs.ox.ac.uk/war-as-revolution/reporting-courage/>). In the same vein, they also produced a podcast (<http://podcasts.ox.ac.uk/europeana-1914-1918-community-collection>).
- **Latvia** (National Library, no. 29) created a promotional video on Europeana which was shown at Museum Night 2012 in May.
- **Lithuania** (Martynas Mažvydas National Library of Lithuania, no. 24) produced a video for library users in February 2012 (<http://www.youtube.com/watch?v=rMBI57W9Qho&list=UULLCt8QR0Wb29oQLCrXhALQ>). Lithuania also promoted Europeana by creating a special website dedicated to the

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Europeana1989 project and presented promotional video materials, which they produced (<http://www.lnb.lt/projektai/europeana1989>).

- **Greece** (Dimosia Kentriki Vivliothiki Veroias, Veria Central Public Library, no. 46) produced a video for the 2013 Future Library Un-conference in Athens on 9-10 December 2013 (<http://2013.futurelibrary.gr/>).
- **Poland** (Narodowy Instytut Audiowizualny, National Audiovisual Institute, NInA, no. 27) created a special website dedicated to a remix competition that was launched on 7 April 2014 for teenagers. The competition tested whether entrants knew how to search for content via Europeana, and what their understanding was of rights statements. The website was created as a sub-domain to europeana.eu, and is both in English and Polish (<http://videoremix.europeana.eu/en>).
- **Hungary** (Open Society Archive, Central European University, no. 11) promoted Europeana by creating a micro blog on the 1989 regime change in Hungary as represented in documents from the Europeana 1989 collections. This micro blog was posted on the online platform of one of the leading Hungarian political weeklies, *Magyar Narancs*, and some of its posts registered 3,000-4,000 page hits (<http://magyarnarancs.hu/felszab>). In addition, OSA promoted Europeana by posting a series of personal recollections on 1989 by contemporary Hungarian writers and poets on one of the most important Hungarian online literary portals, *Litera* (<http://www.litera.hu/dosszie/kellett-europa>).
- **Portugal** (Biblioteca Nacional, National Library, no. 10) launched a thematic website on 28 June 2014 dedicated to the Portuguese participation in WW1. The website highlights Europeana 1914-1918 as the most important online resource of original WW1 source material, and will be updated regularly until 2018 (<http://purl.pt/index/IGuerraMundial/PT/index.html>).
- **Spain** (Ministry of Education, Culture and Sports, no. 25) created a special website dedicated to the nationwide school competition, 'Europeana is the door to European cultural heritage. You are the key', highlighting Europeana as an online educational resource. In addition, two promotional videos promoting Europeana were produced and presented on the website (<http://certameneuropeana.es/>).
- National coordinators have also contributed to the translation and dissemination of Europeana Foundation videos into other languages such as the 'Introduction to Linked Open Data' video in French, German (Deutsche Nationalbibliothek, no.14) Italian and Spanish. (<http://vimeo.com/36752317>).

3.5 Other key channels for promotion amongst WP1 partners

- The promotion and presentation of Europeana to Cultural Ministries and MEPS on an ongoing basis by national coordinators, notably in Finland, the Netherlands, Germany, France, Ireland, Hungary, Norway, Slovenia, Bulgaria, Latvia and Sweden.
- Some countries have secured the active support of their Cultural Ministry in their campaign: e.g. Slovenia, Croatia and Denmark. In Ireland, a detailed briefing of the Cultural Minister on Europeana led to the Minister agreeing to open the Irish Presidency conference on Europeana and to lend his support to Europeana's #AllezCulture campaign.
- In Germany, the German Federal Government representative for Culture and Media (BKM) funded several activities related to Europeana 1914-1918 in 2014 which allowed broader awareness-raising activities around this theme.

As part of this activity, a press conference was held to celebrate the launch of the new Europeana 1914-1918 project website (www.europeana1914-1918.eu) at the State Library in Berlin on 29 January 2014. In conjunction with this, a two-day conference 'Unlocking Sources' was organised at the Berlin State Library, which attracted 300 participants. The keynote speaker at this event was the Federal Government Commissioner for Culture and Media, Monika Grütters, who spoke supportively of Europeana 1914-1918.

The press conference and conference were followed by two roadshows that resulted in the contribution of 12,500 new digital files to the online archive. This additional activity generated strong coverage in the main national and international media outlets, as shown in section 4. On 12 May 2014, the first of a five part TV series about Europeana 1914-1918 WWI stories was broadcast (<http://www.rbb-online.de/zibb/vip/beitraege/frank-drauschke.html>).

Additionally in November 2014, four cross-border German-Polish roadshows were held at Görlitz on 14 November, Opole on 16 November, Greifswald on 20 November and Szczecin on 22 November. Good media coverage was generated in German and Polish national and regional media, including TV and radio news programmes and print newspapers, as provided in section 4. On 24 May 2014, the weekly video blog of the German Chancellor Angela Merkel was dedicated to the remembrance of WWI and focused on Europeana 1914-1918 (http://www.youtube.com/watch?feature=player_embedded&v=2fhYBWb1sdQ).

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- National coordinators also further disseminated Europeana Foundation press activity through their own communication channels and networks. Use of channels such as key institutional and cultural publications includes, for example:
 - The production of articles in 2013 and 2014 for The National Library of Finland's *Kansalliskirjasto* (http://www.kansalliskirjasto.fi/attachments/5xaqbsRw7/6FwXzhj2j/Files/CurrentFile/Kansalliskirjasto_1_2013.pdf and http://www.kansalliskirjasto.fi/kirjastoala/uutiskirje/1_2014/europeana.html), for the National Library Network Services' newsletter (issue 77), the BnF's *Chronique* (issues 63 and 64) the French Ministry of Cultural affairs newspaper *Sémaphore* (issue 118) and in *Kleio*, a magazine for the History Teachers' Association in Finland (<http://www.hvol.fi/kleio/>).
 - Scientific articles on the Slovenian 1914-1918 family history roadshows were produced for the publication 'Tehnični in vsebinski problemiklasičnega in elektronskega arhiviranja [Elektronskivir]: zbornik mednarodne konference/Technical and substantive problems of classical and electronic archiving [electronic resource]: proceedings of the international conference', in *Radenci*, 10, on 12 April 2013, pages 265-273.
 - Estonia featured Europeana in an article for the national *Parliamentary Editions* (issue 2012).
 - Norway secured an article on Europeana on the Norwegian government's website in the section dedicated to Norway's relations with the EU.
 - The *Czech Journal of the Association of Museums and Galleries* carried, 'Our family etc.' on the websites muzeum3000.nm.cz, www.nm.cz, www.emuseum.cz and www.cz-museums.cz.
 - Malta (AcrossLimits Ltd, no. 3) used its own newsletter to promote Europeana externally.
 - In France, Europeana featured in BnF's magazine *Chroniques* several times: in issue 65, January-March 2013, in an interview with Gérald Grunberg titled 'Le numérique reconfigure les relations de coopération internationales des bibliothèques' (http://multimedia.bnf.fr/chroniques/chroniques_65/index-1.html); in 'Sauvez la mémoire: la Grande Collecte 1914-1918' by Catherine Dhérent, issue 67, July-September 2013 (http://multimedia.bnf.fr/chroniques/chroniques_67/indexPop.htm); and in 'Europeana 1914-1918, la Grande Collecte' by Catherine Dhérent, issue 68, September-December 2013 (http://multimedia.bnf.fr/chroniques/chroniques_68/indexPop.htm).

3.6 Use of #AllezCulture

As promoting the added-value provided by Europeana is a key goal of Europeana's communications strategy, Europeana developed an umbrella approach to amplify messaging and maximising the impact of communication activity. The #AllezCulture allows both Europeana and cultural heritage organisations and the creative industries across Europe to talk with one voice. While the main thrust of this activity falls naturally under the Europeana Version 2 project, partners under Europeana Awareness often adopted the #AllezCulture hashtag for communications to benefit from synergies.

4. Impact

4.1 Media Monitoring

In 2012-2014, all media coverage of Europeana generated by Europeana Awareness activity - print, broadcast and online - has been captured by each WP1 partner and the respective PR agencies in a standard manner and form and on an ongoing basis. The gathering and an overview of these results is managed by the Europeana communications team. The complete table of coverage generated is publicly accessible at:

<https://www.smartsheet.com/b/publish?EQBCT=b77492c4bfb447a8a8a7a49d264c4c4f>

The media coverage recorded illustrates the reach of national Europeana PR campaigns and wider awareness-raising activity by national coordinators. WP1 media campaigns and the wider awareness-raising have generated coverage across all of the main media channels.

France tops the table of countries that generated media coverage on Europeana in 2012-2014, with 888 media mentions as a result of France's 2013 Europeana 1914-1918 campaign which generated a phenomenal response and ran on a far larger scale than any other partners have attempted. In 2014, the BnF continued their communication efforts, promoting the results of their successful campaign and generating significant media coverage.

Spain is placed second in the table of countries that generated media coverage on Europeana in 2012-2014. Their 329 media mentions came as a result of the Ministry of Education, Culture and Sports campaign encouraging secondary school students and their teachers to use Europeana as an online educational resource with which to discover, share and create. The campaign benefited from being able to tap into the infrastructure of the Ministry of Education and Culture for promotional purposes.

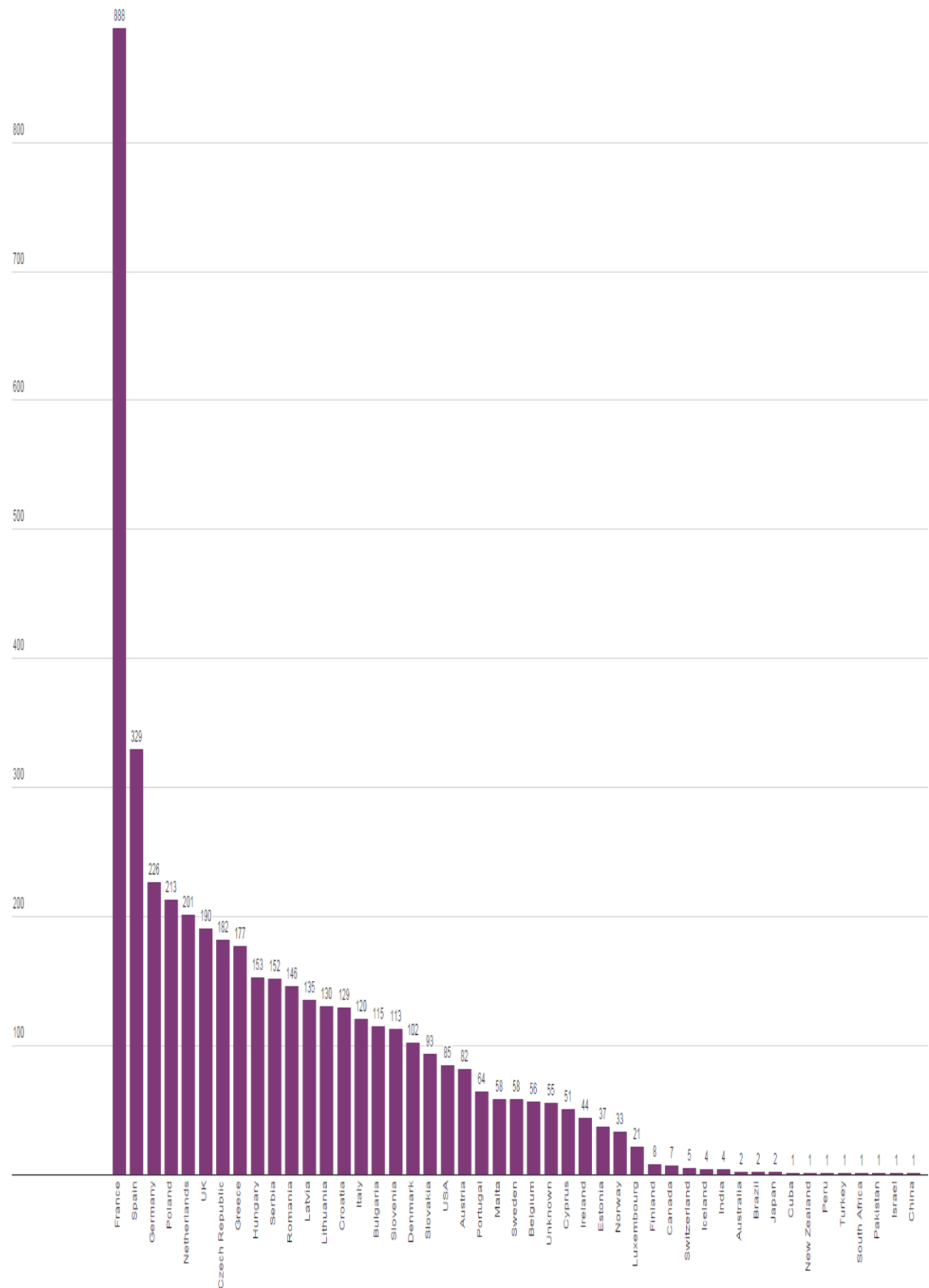
4.2. Reach

The overall picture for awareness-raising shows that the reach was wide in 2012-2014 with coverage generated in a total of 47 countries. See **table 1** (<http://dw-europeana.s3-website-us-west-2.amazonaws.com/ZWUme/6/>). This includes 28 EU member states, plus Serbia, Norway and Switzerland, and also includes China, Australia, New Zealand, USA, Canada, South Africa, India, Pakistan, Brazil, Peru, Cuba, Turkey, Israel and Japan.

D1.3 Final evaluation of campaigns

Table 1

Europeana Awareness: Media Mentions per Country (2012-2014)



Source: Europeana [Get the data](#)

D1.3 Final evaluation of campaigns

Countries where media coverage of Europeana generated

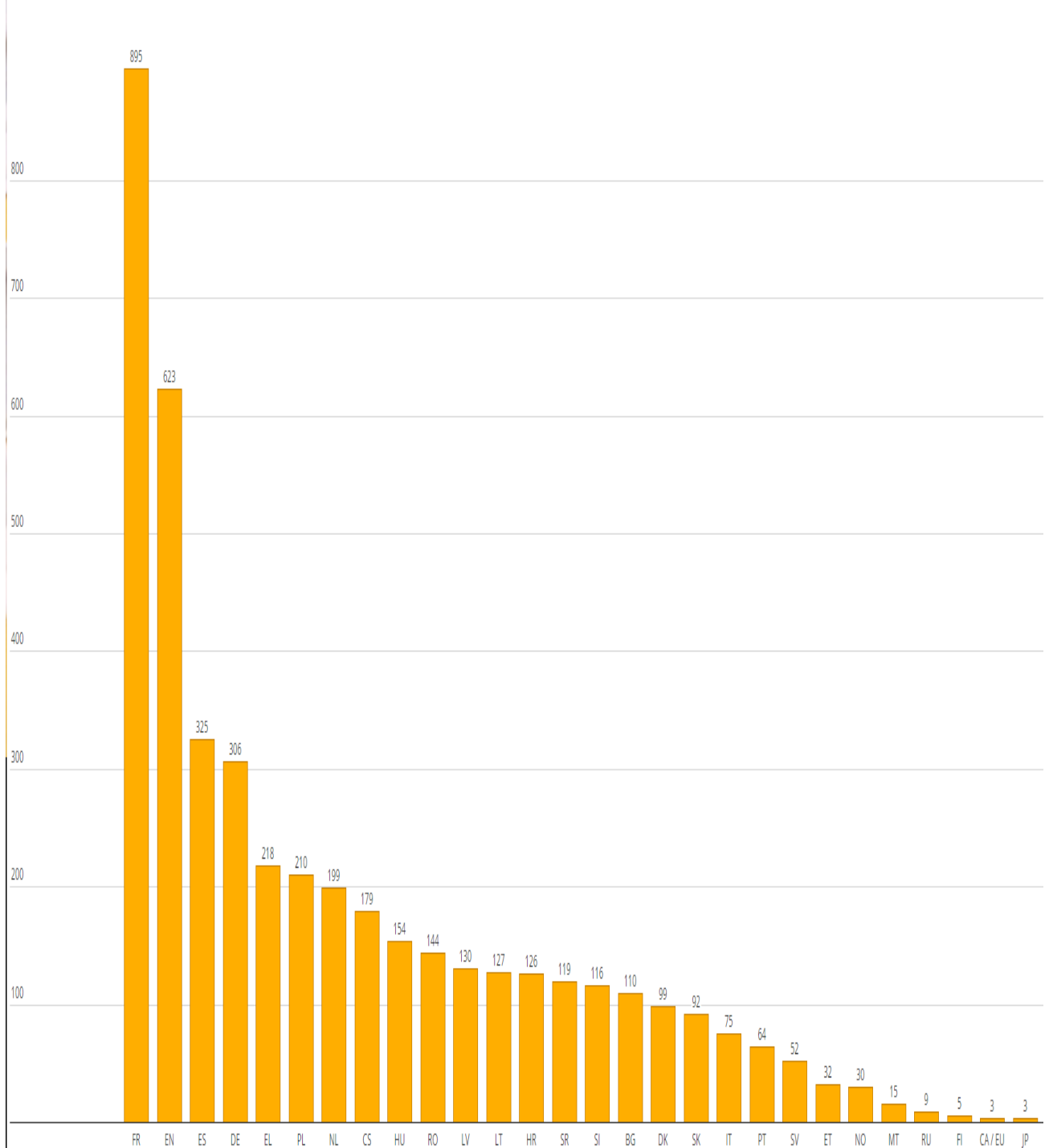
| | |
|----------------|-----|
| France | 888 |
| Spain | 329 |
| Germany | 226 |
| Poland | 213 |
| Netherlands | 201 |
| UK | 190 |
| Czech Republic | 182 |
| Greece | 177 |
| Hungary | 153 |
| Serbia | 152 |
| Romania | 146 |
| Latvia | 135 |
| Lithuania | 130 |
| Croatia | 129 |
| Italy | 120 |
| Bulgaria | 115 |
| Slovenia | 113 |
| Denmark | 102 |
| Slovakia | 93 |
| USA | 85 |
| Austria | 82 |
| Portugal | 64 |
| Malta | 58 |
| Sweden | 58 |
| Belgium | 56 |
| Unknown | 55 |
| Cyprus | 51 |
| Ireland | 44 |
| Estonia | 37 |
| Norway | 33 |
| Luxembourg | 21 |
| Finland | 8 |
| Canada | 7 |
| Switzerland | 5 |
| Iceland | 4 |
| India | 4 |
| Australia | 2 |
| Brazil | 2 |
| Japan | 2 |
| Cuba | 1 |
| New Zealand | 1 |
| Peru | 1 |
| Turkey | 1 |
| South Africa | 1 |
| Pakistan | 1 |
| China | 1 |
| Israel | 1 |

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Coverage has been generated in 28 European languages, see **table 2** (<http://dw-europeana.s3-website-us-west-2.amazonaws.com/ruyus/6/>). French was the most prominent language for media coverage in 2012-2014 with 895 pieces of coverage, followed by English, Spanish and German. As you would expect, this breakdown reflects the languages of those countries which have run their national media campaigns in 2012-2014 and the scope of the French campaign.

Table 2

Europeana Awareness: Media Mentions per Language (2012-2014)



Source: Europeana [Embed this chart](#)

Languages in which media coverage of Europeana generated

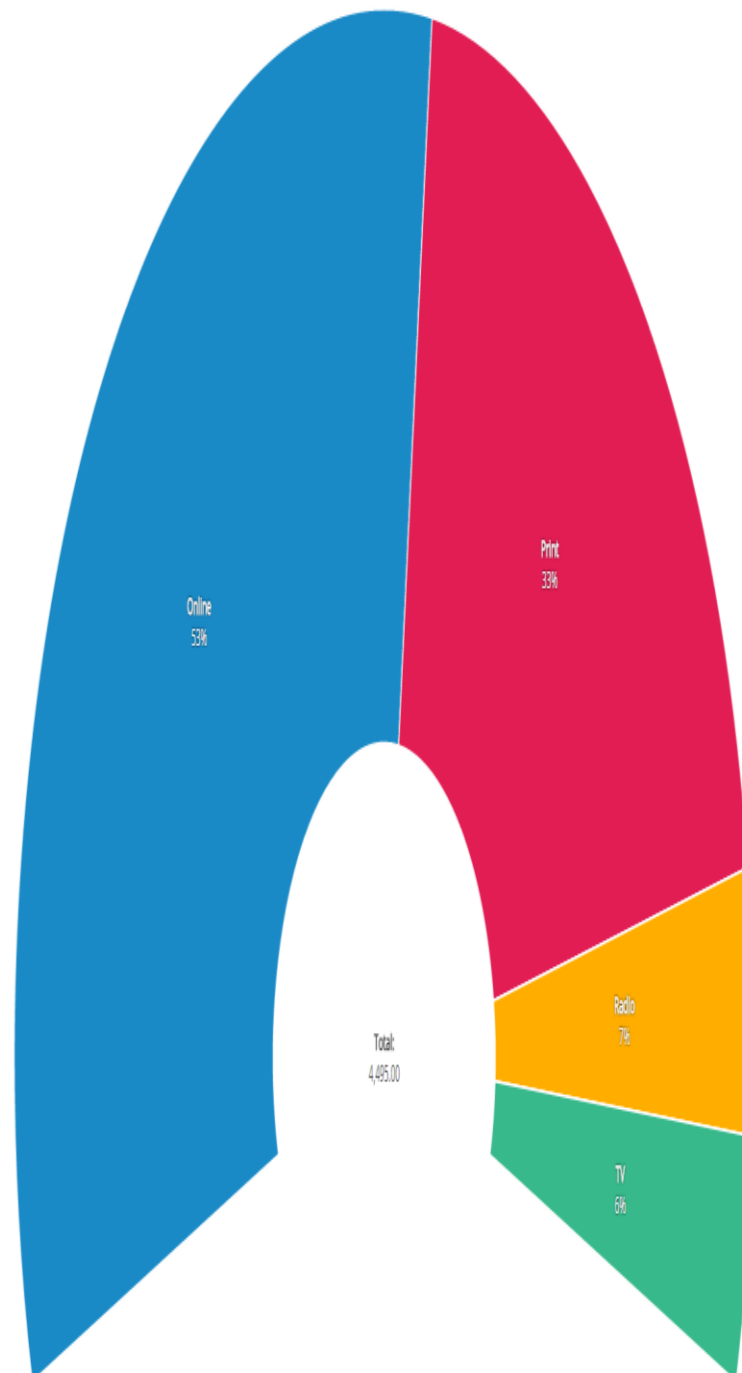
| | |
|---------------|-----|
| Croatian | 126 |
| Czech | 179 |
| Dutch/Flemish | 199 |
| Danish | 99 |
| English | 623 |
| French | 895 |
| Finnish | 5 |
| German | 306 |
| Greek | 218 |
| Hungarian | 154 |
| Italian | 75 |
| Japanese | 3 |
| Latvian | 130 |
| Lithuanian | 127 |
| Norwegian | 30 |
| Polish | 210 |
| Portuguese | 64 |
| Romanian | 144 |
| Russian | 9 |
| Serbian | 149 |
| Slovak | 92 |
| Spanish | 325 |
| Swedish | 52 |
| Other | 4 |

4.3 Overall coverage

In 2012-2014, 4,495 individual pieces of media coverage on Europeana were generated overall. Internet coverage was the highest with 2,402 pieces of coverage. Print media was considerably less, with 1,501 pieces. Broadcast, including both TV and radio, generated 592 pieces of coverage. The public's changing attitudes to accessing information and the continued growing importance of online in today's media landscape is illustrated by the fact that more than half (53%) of all coverage generated in 2012-2014 was online. See **table 3** (<http://dw-europeana.s3-website-us-west-2.amazonaws.com/eLPvR/4/>).

Table 3

Breakdown of Media Coverage (2012-2014)



Breakdown of overall coverage by media

| | |
|---|--------------|
| <i>Journals, magazines and newspapers</i> | <i>1,501</i> |
| <i>TV</i> | <i>285</i> |
| <i>Radio</i> | <i>307</i> |
| <i>Online</i> | <i>2,402</i> |

4.4 Campaign-specific coverage

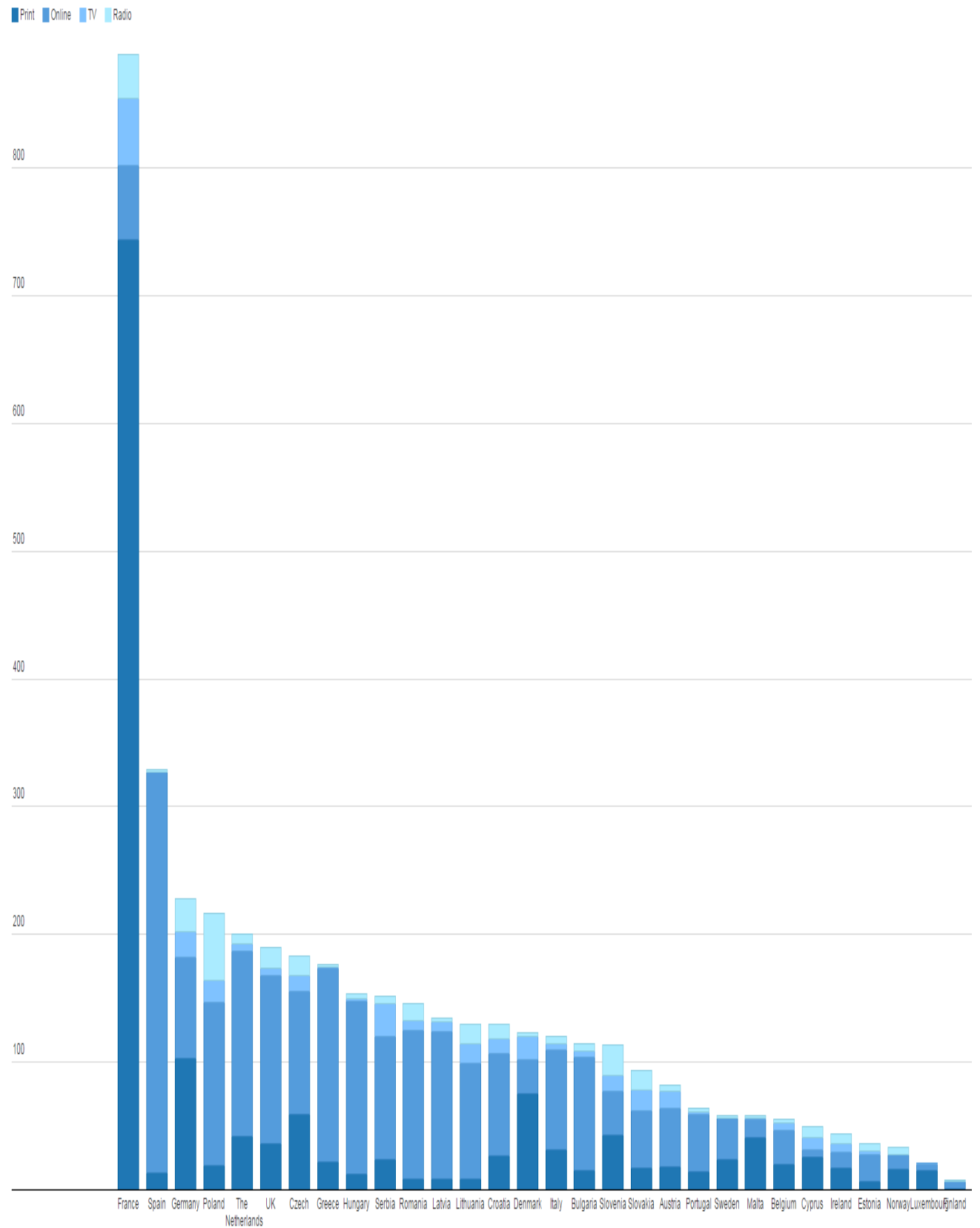
If we highlight campaign-related coverage generated by WP1 activity, **see table 4** (<http://dw-europeana.s3-website-us-west-2.amazonaws.com/PY2t2/1/>), we see that 96% of all coverage (4,311 individual pieces) was generated by the 30 countries that ran national campaigns in 2012-2014. The largest amount of coverage was generated in France which accounted for 20% (888 pieces), followed by Spain at 7% (329 pieces) and Germany at 5% (226 pieces).

For campaign-specific coverage, print media accounts for 35% (1,493 pieces of coverage), broadcast across TV and radio accounts for 14% (588 pieces) of coverage while online stands at 52% (2,230 pieces) of coverage. Again, this underlines the growing importance of online coverage in the media mix and changing public attitudes to accessing news and information.

D1.3 Final evaluation of campaigns

Table 4

Awareness: Total campaign specific media mentions with media breakdown 2012-2014



Source: European [Get the data](#)

Breakdown of overall coverage by country and media

| Country | Print | Online | TV | Radio | Total |
|-----------------|--------------|---------------|-----------|--------------|--------------|
| France | 744 | 58 | 52 | 34 | 888 |
| Spain | 13 | 314 | 0 | 2 | 329 |
| Germany | 103 | 79 | 20 | 26 | 228 |
| Poland | 19 | 128 | 17 | 52 | 216 |
| The Netherlands | 42 | 145 | 6 | 8 | 201 |
| UK | 36 | 132 | 6 | 16 | 190 |
| Czech | 59 | 96 | 12 | 15 | 182 |
| Greece | 22 | 152 | 1 | 2 | 177 |
| Hungary | 12 | 135 | 2 | 4 | 153 |
| Serbia | 24 | 96 | 26 | 6 | 152 |
| Romania | 9 | 116 | 8 | 13 | 146 |
| Latvia | 9 | 115 | 8 | 3 | 135 |
| Lithuania | 9 | 91 | 15 | 15 | 130 |
| Croatia | 27 | 80 | 11 | 11 | 129 |
| Denmark | 75 | 27 | 18 | 3 | 123 |
| Italy | 31 | 78 | 5 | 6 | 120 |
| Bulgaria | 15 | 89 | 5 | 6 | 115 |
| Slovenia | 43 | 34 | 12 | 24 | 113 |
| Slovakia | 17 | 45 | 16 | 15 | 93 |
| Austria | 18 | 46 | 13 | 5 | 82 |
| Portugal | 14 | 45 | 2 | 3 | 64 |
| Sweden | 24 | 32 | 0 | 2 | 58 |
| Malta | 41 | 14 | 1 | 2 | 58 |
| Belgium | 20 | 27 | 6 | 3 | 56 |
| Cyprus | 26 | 6 | 10 | 9 | 51 |
| Ireland | 17 | 12 | 7 | 8 | 44 |
| Estonia | 7 | 21 | 3 | 6 | 37 |
| Norway | 16 | 11 | 0 | 6 | 33 |
| Luxembourg | 15 | 5 | 1 | 0 | 21 |
| Finland | 1 | 6 | 0 | 1 | 8 |

4.5 Quantitative and qualitative indicators

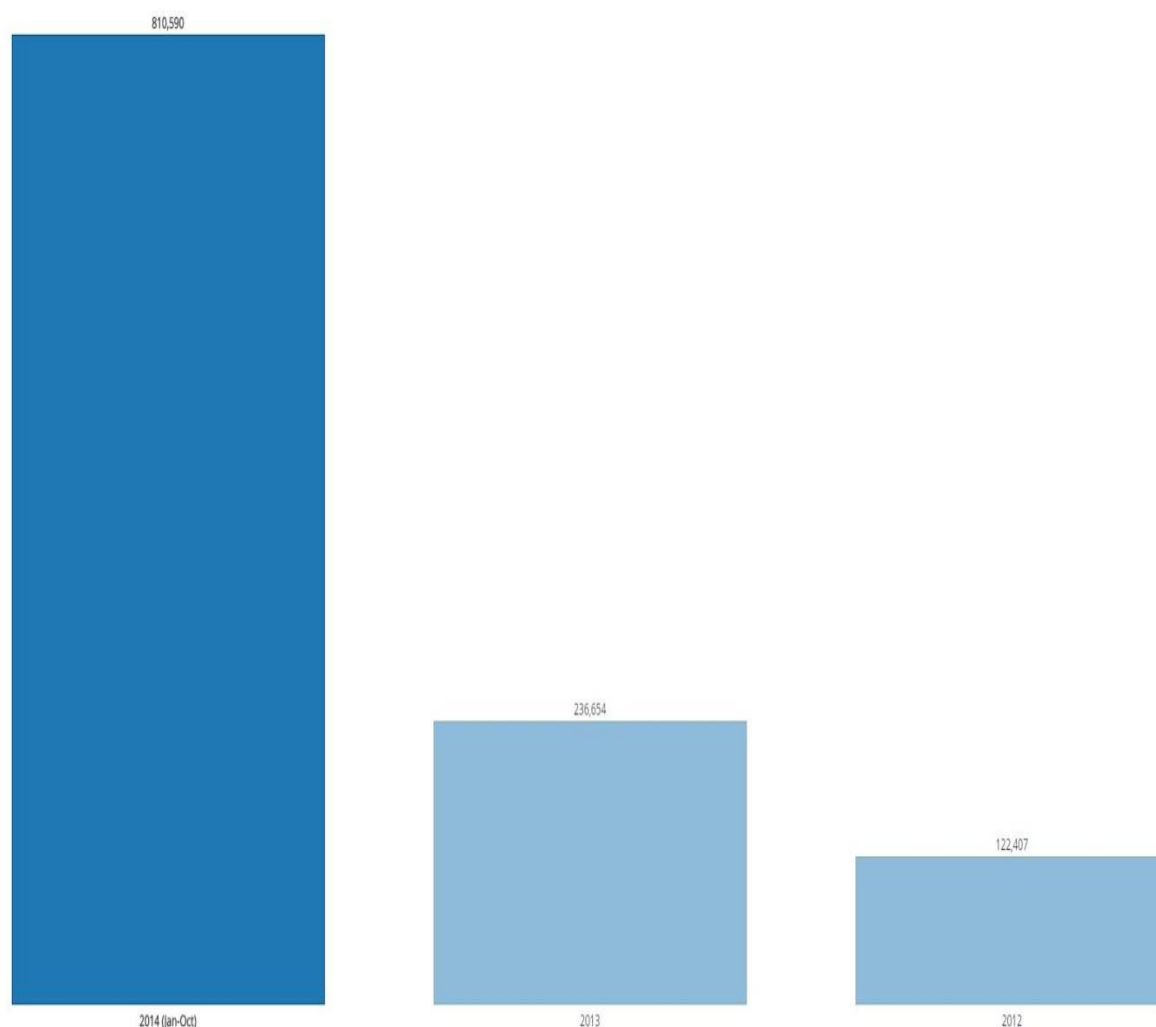
Figures relating directly to media coverage provide quantitative indicators of the impact of campaigns. As you would expect, they illustrate that coverage generated is greatest in those countries that have carried out their national campaigns. They also show that this coverage has been generated across all main media channels. In addition, national communication coordinators who used the Europeana 1914-1918 and Europeana 1989 events as the theme for their PR campaign generated more media coverage, except for Spain whose campaign benefited from being able to tap into the infrastructure of the Ministry of Education and Culture for promotional purposes.

Quantitative indicators, however, are only part of the picture. To have a full picture, we also need to look at qualitative indicators that show the impact of coverage. For example, the significant ongoing increase of visits to the Europeana 1914-1918 site across 2012-2014.

We can see that the number of visits (810,590) to the new Europeana 1914-1918 site launched at the beginning of 2014 are almost 3.5 times more than we saw in 2013 (236,654) and more than 6.5 times more than 2012 (122,407). **See table 5.**

Table 5

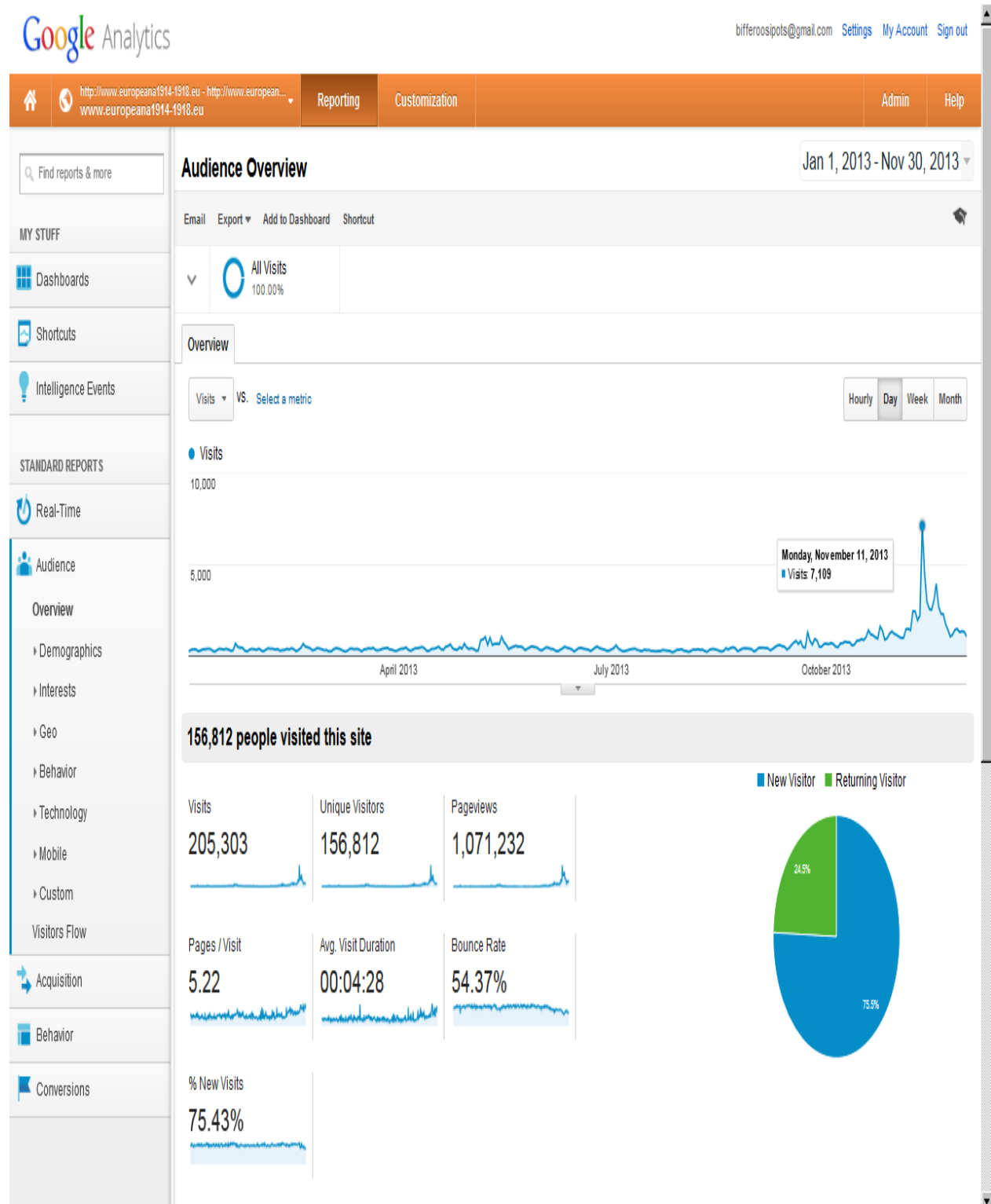
Visits to Europeana1914-1918.eu between 2012-2014



D1.3 Final evaluation of campaigns

In 2013, visits to the Europeana 1914-1918 site averaged around 400 visits per day and 10-11,000 visits a month. In **figure 1**, you will see that during the period of the French campaign (late September and October through to November), this starts to rise significantly and in November, there are 64,000 visits, peaking on 11 November (Remembrance Day) at 7,109 visits. The 520 pieces of media coverage which the French campaign generated in November have a direct correlation with visits to the Europeana 1914-1918 site at that time.

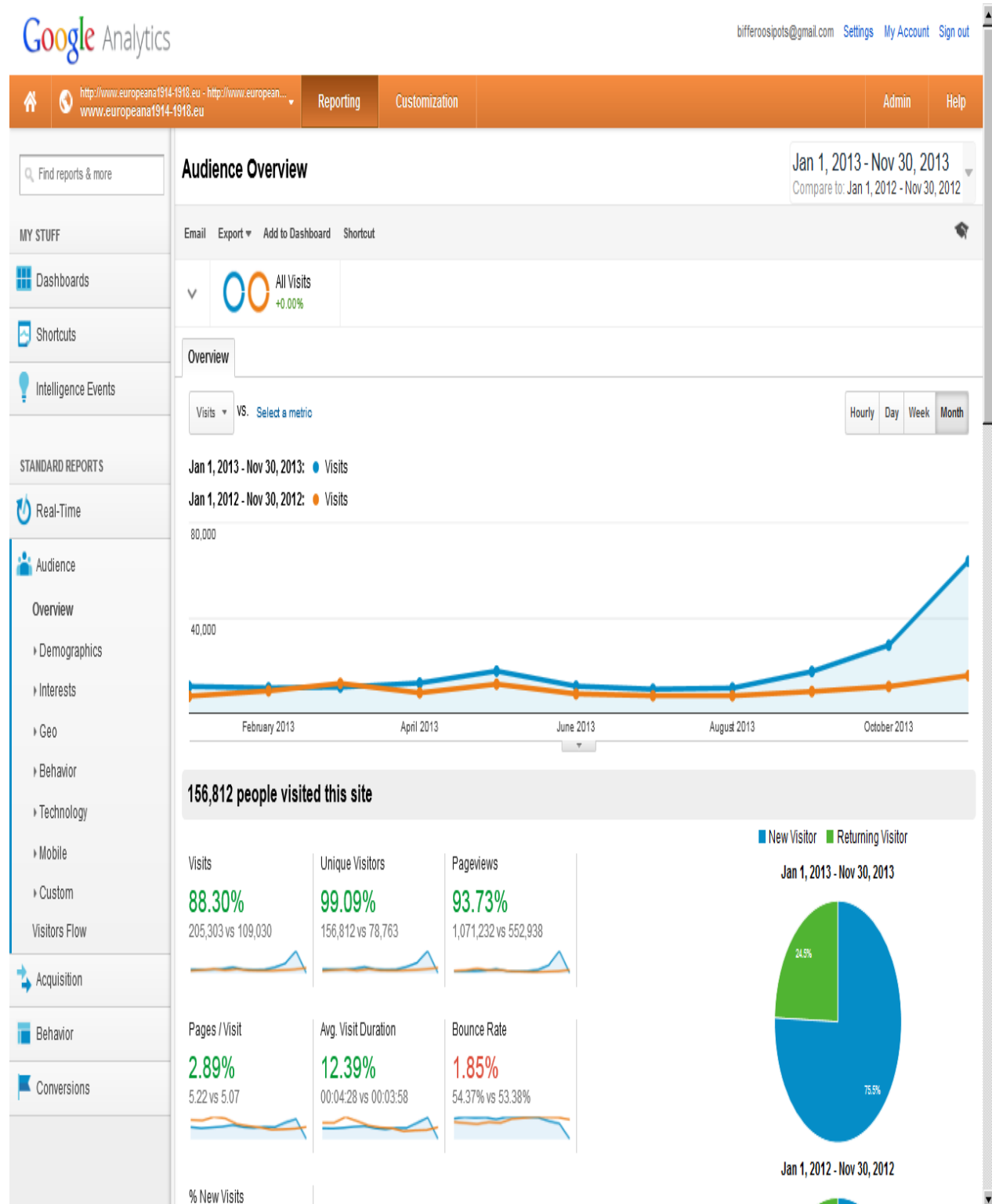
Figure 1: 2013 overview of visits to Europeana1914-1918.eu



D1.3 Final evaluation of campaigns

This rise cannot be attributed to interest in Remembrance Day alone. If you compare the visitor figures for the same period in 2012 and 2013, while there is increased interest in November, it is significantly lower in 2012 (see orange line for 2012, compared to blue line for 2013 in **figure 2**). In addition, site figures show that from January to October 2013, France counts for 10% of the traffic to the site. Over the period of 10-12 November, France counts for 69% of the traffic to the site and for the whole of November, France counts for 60% of the traffic.

Figure 2. Comparison of visits to Europeana1914-1918.eu 2012 v 2013



D1.3 Final evaluation of campaigns

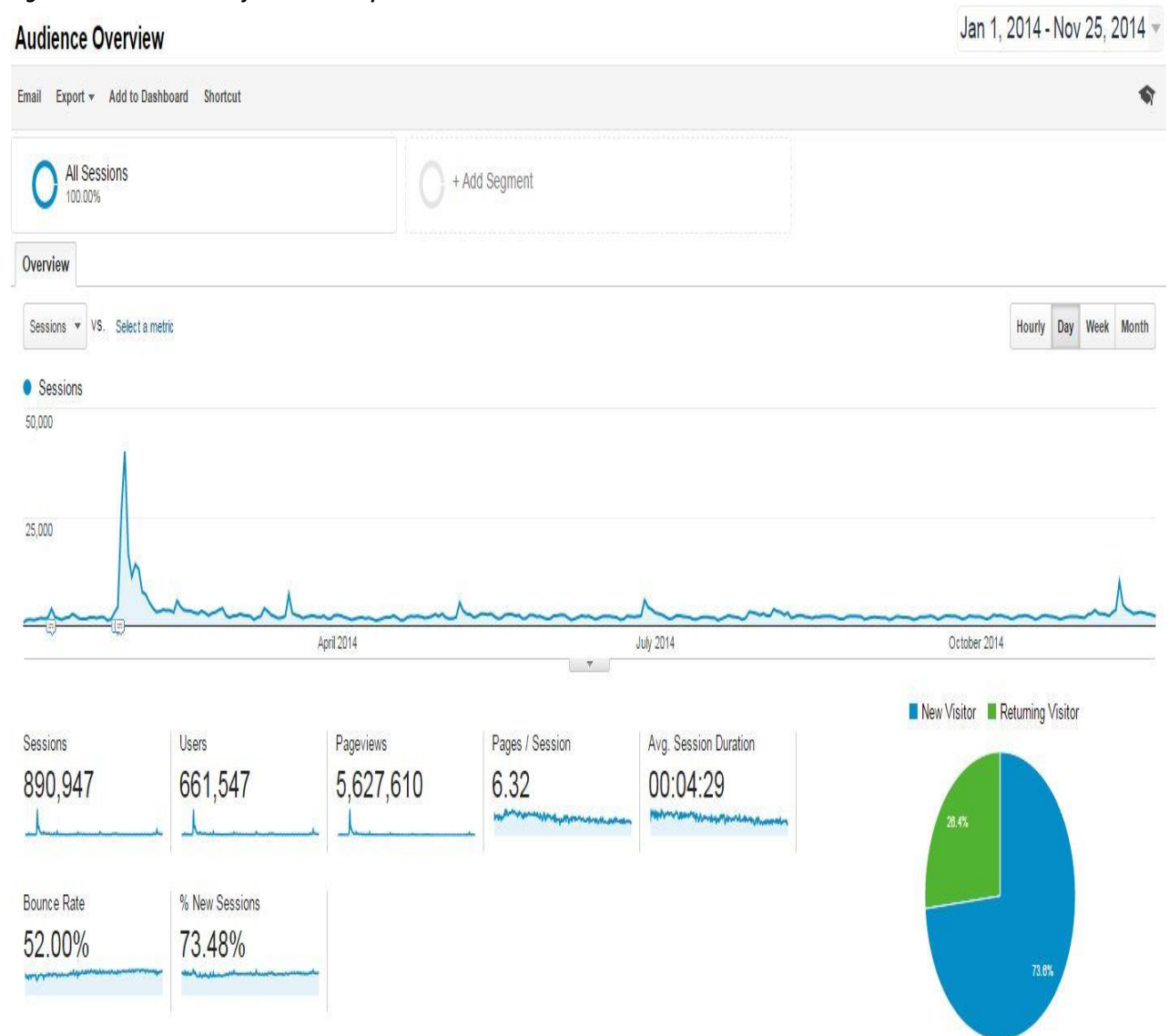
In 2014, visits to the Europeana 1914-1918 site increased dramatically and averaged about 2,000-3,000 visits per day. Interest in the centenary commemoration of the start of the First World War is obviously a significant factor in this. However, once again, specific campaign activity can be directly linked to increased site visits.

The pan-European launch of the new Europeana 1914-1918 website at the State Library in Berlin on 29 January 2014 had a direct correlation to visits to the Europeana 1914-1918 site at that time.

In **figure 3**, you will see that during the period relating to the website launch in Berlin, there was a three-day traffic peak: on 29 January there were 25,765 visits, 40,096 on 30 January and 16,540 on 31 January 2014. These traffic peaks at the beginning of 2014 were highly significant and can be directly linked to the media coverage over this period.

In addition, smaller peaks of activity throughout the year correspond with specific national campaign activity for example in March, April, July and October in the Netherlands, UK and Portugal.

Figure 3: 2014 overview of visits to Europeana1914-1918.eu



D1.3 Final evaluation of campaigns

While 2014 was a year of significant public interest in the First World War, the fact that visitor numbers increased significantly each year suggests that running 22 Europeana 1914-1918 related campaigns across Europe, combined with a new, high-quality website, had an ongoing and cumulative effect on traffic.

4.6 Social media

The increased and integral use of social media in campaigns reflects its growing use and prominence within the media mix. This continues to be a constantly evolving area as is the ability to measure and capture activity consistently.

Europeana uses a mixture of social media platforms to increase reach and engagement and encourages WP1 partners to do the same. To encourage engagement in specific markets, partners are granted administrator rights to the central Europeana Facebook and Twitter accounts for the period of their Europeana Awareness campaign, and encouraged to contribute to end-user blogs on Europeana. This approach allows them to flag local content and to post in their own languages, making content more relevant to their audiences.

The effectiveness of this for the 1914-1918 campaigns in terms of reach and engagement can be seen if we look at a specific example from 2013, see **figure 4**. During the Romanian Europeana 1914-1918 campaign, the partner used Facebook to publicise the visit of Prince Radu to a related event using an event image with a message in Romanian. This one posting was viewed by almost 9,000 people, with significant engagement in terms of likes, sharing and click-through.

Figure 4. Romanian Europeana 1914-1918 campaign Facebook post



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An additional example of the effectiveness in reach and engagement of partners posting in their own languages comes from the 2014 Spanish campaign. The WP1 partner in Spain, the Ministry of Education, Culture and Sports, used Facebook to highlight each of the participating eight regions in the school competition. Using images from Europeana related to each of the regions, together with a message in Spanish, this series of eight posts has been viewed by more than 8,000 people to date and is still generating interest. See **figure 5** for an example of one of the eight posts publicising Andalucía as one of the selected finalists in the Spanish school competition.

Figure 5. Spanish Awareness campaign Facebook post

**Europeana.eu**

3 de diciembre a la(s) 20:02 · Editado · *

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1 030 Personas alcanzadas

47 Me gusta, comentarios y veces que se compartió

| | | |
|------------------------------|-------------------------|----------------------------------|
| 30 Me gusta | 19 En la publicación | 11 En el contenido compartido |
| 1 Comentarios | 0 En la publicación | 1 En el contenido compartido |
| 16 Veces que se compartió | 14 En la publicación | 2 En el contenido compartido |

161 Clics en publicaciones

| | | |
|---------------------------------|-------------------------|-------------------|
| 103 Visualizaciones de fotos | 6 Clics en el enlace | 52 Otros clics |
|---------------------------------|-------------------------|-------------------|

COMENTARIOS NEGATIVOS

0 Ocultar publicación

0 Ocultar todas las publicaciones

0 Reportar como spam

0 Ya no me gusta esta página

1030 personas alcanzadas

Promocionar publicación

Me gusta · Comentar · Compartir · 19 14

4.7 Measuring shifts in awareness

One essential indicator in evaluating the success of awareness-raising on Europeana is to measure shifts in awareness amongst key target groups. An international external research agency, InSites Consulting, was engaged to measure the change in awareness of Europeana amongst a key target group and across different countries, in a statistically robust manner.

While rolling this exercise out across all of the WP1 partner countries would be prohibitively expensive, the agency provided a statistically robust sample analysis using indicative countries and stakeholders. The chosen countries cover northern, southern and Eastern Europe (Norway, Italy and Poland) and Europeana worked with InSites Consulting to ensure a representative approach.

In wave one, 1,551 online baseline interviews were conducted across Italy, Norway and Poland (500 in each market). All respondents matched the profile of Europeana users and were aged between 18– 65; they also had an interest in arts/culture/history and had visited museums, exhibitions, libraries or events in the preceding six months. Following the baseline interviews and the subsequent campaigns, a further 1,570 interviews were completed across the same three countries in wave two, using the respondent profile. Those interviewed in wave one were not eligible to take part in the second wave interviews. This results in a statistically robust data set which we can analyse by individual country and in total across all three countries (<https://www.dropbox.com/sh/reia8t6l7u7kjym/AADvOs27Kqri5WQvkt3xY3Wla?dl=0>).

4.7.1 Evaluation general results

In wave one, overall prompted awareness of Europeana had a baseline of just 9% across all three countries. By country, awareness was originally highest in Italy (12%) and lowest in Norway (4%). Awareness in Poland pre-PR campaign stood at 6%.

Following campaigns across all three markets, awareness overall is 12%. While 12% is still relatively low, **the campaigns were successful in lifting awareness by 33% on average, from 9% to 12% across the three countries.**

Following the campaigns in Italy and Poland, the situation is the following:

- In Italy, the change in awareness is statistically flat following the PR campaign (10% v 12%)
- In Poland, awareness has more than doubled compared with the previous wave (14% v 6%)
- In Norway, awareness rose by 75% to 7% from 4%

4.7.2 Poland

Results for Poland showed that:

- One third of those questioned were aware of the Europeana 1989 campaign
- Those aware of the campaign were seven times more likely to be aware of Europeana than those not aware of the campaign
- The increase in awareness of Europeana can be directly attributed to awareness of the Europeana 1989 campaign

4.7.3 Italy

Results for Italy showed that:

- The change in awareness in Italy was flat in comparison with awareness before the PR campaign
- The agency speculates that awareness was already high in Italy due to previous publicity work done for the project Europeana Fashion around the same time period

4.7.4 Norway

Results for Norway showed that:

- Awareness rose significantly from the previous very low base
- While awareness of the specific events was below 20%, those that were aware of the events were six to ten times more likely to be aware of Europeana
- Consequently, the events can be said to have directly impacted on the increase in awareness of Europeana in Norway

4.7.4 Lessons learned

There are clear lessons learned that are valuable for Work Package 1 partners when developing and planning PR campaigns:

- There is a clear trend in increased awareness of Europeana through social media. The importance of social and online media in raising awareness should not be underestimated and campaign approaches should ensure these areas sit alongside more traditional media.

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- Campaigns benefit from a strong local country tie to the theme of the campaign (see Poland's awareness-raising activities). The resonance of the subject matter with the public in Poland (the anniversary of the fall of the Iron Curtain) played a strong role in capturing interest and raising awareness.
- In general, campaigns that tapped into existing formats, such as Europeana 1914-1918 and Europeana 1989 events generated more media coverage. Spain is the exception to this; the Spanish success can in part be directly linked to access to the infrastructure of the Ministry of Education and Culture.
- Those *very* interested in arts and culture are more likely to be aware of Europeana. If those most receptive to learning about Europeana are those who are *very* interested rather than those who are *quite* interested, then targeting specialist media and channels on these subjects should be a key element of media plans for all PR campaigns.
- Those aged 25-44 are most likely to be aware of Europeana. This target group should be specifically considered when choosing media channels, approaches to the campaign and future awareness-raising activities.