



EUROPEANA IMPACT COMMUNITY WORK PLAN

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1. STEERING GROUP COMPOSITION

Chair

- Maaike Verberk

Vice-chair

- Dafydd Tudur

Community Manager

- Ad Pollé

Community Advisor

- Nicole McNeilly

Steering Group members

- Maria Drabczyk
- Jenny Kidd
- Olivier Schulbaum

Recruitment will also take place in 2022 to expand the Steering Group.

2. COMMUNITY ASPIRATION FOR 2022

To stimulate reflective, considerate and purposeful discussions around the topic of impact assessment and to empower the digital cultural heritage sector with the skills and resources they need to apply an impact approach.

3. PRIORITY AREAS

- **A holistic impact approach that facilitates participatory, inclusive and audience-centred initiatives in digital cultural heritage**

Taking a holistic approach, we want impact design, assessment and narration to reinforce the creative value and social relevance of cultural heritage in key areas, including environmental impact, diversity and inclusivity, digital literacy, democratic values and data justice. We want to influence better and more inspiring cultural heritage activities that engage and have value for the broader public.

- **Empowerment, skills development, community events and capacity building in impact**

We want to empower the sector to use and further develop the Europeana Impact Framework's tools and resources.

- **Add value to the Europeana Network and wider cultural heritage sector**

Impact should be relevant for all Europeana Network Association communities, and by working in partnership and promoting our offer we aim to bring value to the wider Network and sector.

4. TASK FORCES

A proposal for an Impact Lite #2 Task Force, set up to complete the development of the Impact Lite course and to contribute to the development of the Europeana Impact Framework, will be submitted along with this Work Plan.

5. ACTIVITIES

A holistic impact approach that facilitates participatory, inclusive and audience-centred initiatives in digital cultural heritage

- a. Collect, share and reinforce good practice and learning about the broader (positive) changes for people and society in the context of the accelerated digital transformation of the cultural heritage sector
- b. Task the community (and Community Steering Group) to find opportunities to present the Europeana Impact Framework at conferences, discussions, etc, and take it to a broader audience, including at a policy level.
- c. Consider regular events/opportunities to bring the community together to share good practice and build connections between those working or interested in impact.

Empowerment, skills development and capacity building in impact

- a. Support the successful completion of the Impact Lite Task Force #2 and related events.
- b. Participate in Europeana and partner events to show the value of the impact approach and to inspire further adoption.
- c. Provide workshops and other skills development opportunities. Align with the development of the Europeana Capacity Building Framework and Task Force.

Add value to the Europeana Network and wider cultural heritage sector

- a. Animate, inform and inspire community members and other ENA communities through promotion, outreach and communications on relevant different channels.
- b. Promote the completed phases of the Europeana Impact Playbook and support the development of and promote 'Phase 0' - why impact is important, especially in relation to the social and holistic relevance of digital cultural heritage.
- c. Co-organise cross-Europeana Community (online) events showing the value of impact-related discussions and identifying wider Network needs.

6. BUDGET

Budget required - 5000€:

- Physical meeting in Q2 2022 (aligning with conference, bigger meeting, added value)
 - Meet new Steering Group members
 - Plan post-Playbook activities and engagement with community (and other communities)
 - Trial Impact Lite - test/advisory opportunity
 - app. 10 members in total, 500 per person for travel, and accommodation
- Remaining budget for contingency
 - Live recording (e.g. copyright seminars), promotion of key messages.

7. COMMUNICATIONS/ OUTREACH

- Monthly newsletter to members
- ListServ to engage members and encourage discussion/interactivity (need to replace)
- Pro page with updated newsletter and actions
- LinkedIn community
- Supporting Europeana's news and campaigns on Twitter by tweeting and retweeting.



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