

EUROPEANA COMMUNICATORS COMMUNITY WORK PLAN

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1. COMMUNITY ASPIRATIONS AND IMPACT AREAS

Community aspiration and long-term aims

The Communicators Community aims to foster a welcoming, inclusive community of engaged communicators, who recognise, share and promote the value of (digital) cultural heritage and of the common European data space for cultural heritage. We aim to embrace our multinational and multilingual community, collaborate with other communities and networks, and be transparent in our activities.

Our aspiration contributes to the objectives and vision of the [Europeana Initiative Vision 2030](#) in its focus on communicating the value of reuse of digital cultural heritage and the data space; and in its aim to embrace our multinational and multilingual community, we also support the Strategy's plan to strengthen relationships and engage with Member States.

Our Community aspiration is connected to two of the long-term aims set out in the Impact Model:

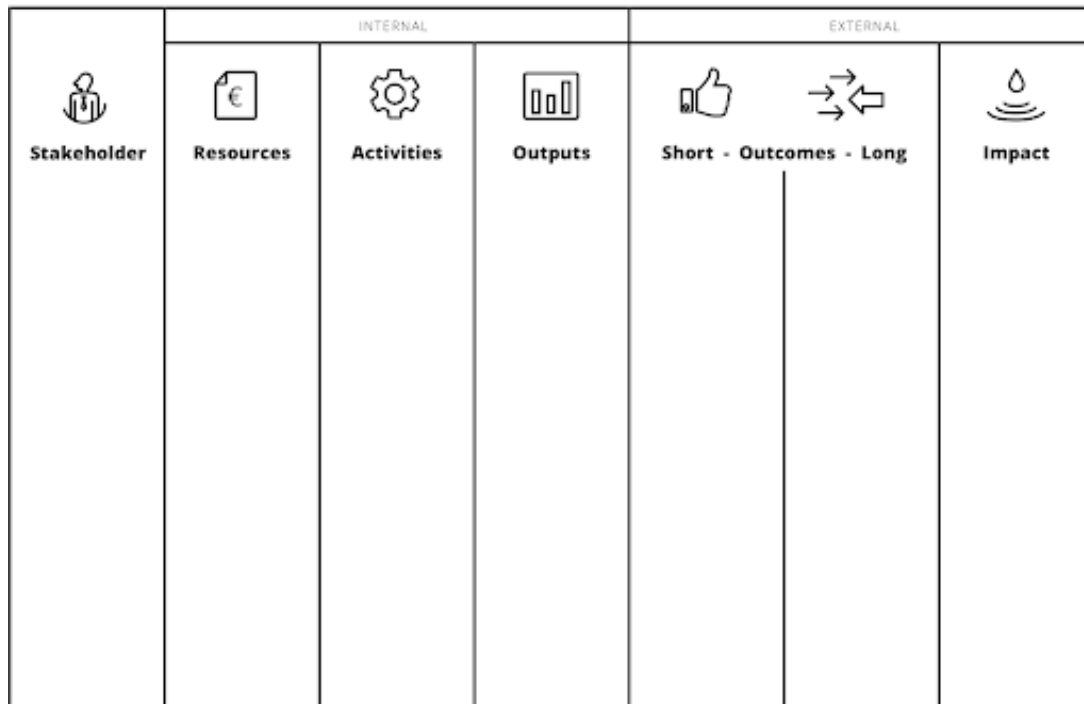
- LT.1 Just economic and social growth through cultural data used for personal, professional and/or economic purposes (for example, as we encourage reuse and engagement with cultural heritage data).
- LT.2 People are more productive and innovative after engaging with knowledge development and transfer activities (for example, as we support resources and capacity building activities related to digital storytelling).

Delivering your community aspiration - connecting to one or more of the impact pathways

We will deliver our community aspirations through two impact pathways, through the following actions:

- P.1 Creativity and engagement with cultural heritage (reuse and engagement of the general public)
 - We will reach (new) audiences through adapting communication styles tailored to their needs
 - We will develop content on relevant topics related to cultural heritage, Europeana and the data space
 - We will promote and support resources and events related to digital storytelling
 - We will bring attention to some previous Europeana projects by emphasising their impact and relevance for digital cultural heritage professionals, inspiring new initiatives.
 - We will create an audio project that will actively involve ENA members
 - We will promote and support content reuse and creation for a segment of an existing Cultural Route.
- P.3 Network development and collaboration
 - We will engage with ENA members and non-ENA members in the data space through active and constant communications and activities, and create value by fostering meaningful connections and collaborative efforts among members.
 - To achieve this, we will consider organising regular networking events, thematic workshops and cross-disciplinary forums that bring together individuals and organisations with complementary expertise. These initiatives would enhance collaboration on shared goals, encourage the exchange of ideas, and amplify collective impact. By providing platforms for dialogue and co-creation, the community can strengthen its network and empower members to achieve broader societal influence while aligning with the collective aspiration.
 - We will use our role as Communicators to support inclusive communication through the data space.

In the coming year, we will work on creating a Change Pathway for our community, managing some sessions on how to use the empathy map to know community members.



The Change Pathway template

2. COMMUNICATORS COMMUNITY MEMBERSHIP

Most of our knowledge about our membership is based on a survey undertaken in 2021. There was a low response rate, but the survey showed that our Members are typically members of several communities; their role involves them doing communications, but they are not necessarily communications professionals; they are interested in networking with others and with webinars.

Our members engage through reading our newsletter; circulating news on Listserv; through our LinkedIn group (although this group also has non-members); and through attending events and webinars relevant to Communicators.

In the coming year we will consider running an empathy map exercise and reviewing existing data to become more familiar and comfortable in reaching our existing and desired audience(s). We

will appreciate working with the Impact Community to achieve this.

To get to know community members without using surveys (at the risk of survey fatigue), we will also engage in activities that foster natural interactions and build relationships over time. This could be through the following approaches, which prioritise active listening and organic relationship-building over data collection, creating a more personal and meaningful connection with our community.

- Host informal meetups: organise casual events like coffee chats (similar to Copyright Office Hours), or networking mixers where members can share their interests, goals and expertise in a relaxed setting.

- Facilitate storytelling sessions: encourage members to share their personal journeys, professional experiences, or motivations for joining the community through storytelling workshops or spotlight series.
- Use online forums in LinkedIn for exchange: where members can discuss topics of interest, pose questions, and exchange ideas. Monitor these interactions to understand their priorities and perspectives.
- Participate in co-creation activities: host brainstorming sessions, hackathons, or collaborative projects that allow members to actively engage and demonstrate their skills and interest

3. GOVERNANCE

Steering Group composition

- Carola Carlino
- Georgia Evans
- Maria Kagkelidou
- Marianna Marcucci
- Claudia Porto
- Cristina Roiu
- Deborah Schull

Vaya Papadopoulou has stepped down from the SG due to inactivity.

Chair and responsibilities

We have a rotating chairship.

Recruitment

If necessary.

4. ACTIVITY PLAN

Outreach and communications

- Production of storytelling dice
- Bi-monthly newsletter
- LinkedIn group

Peer to peer knowledge-sharing activities

- Webinars
- Events happening next to other conferences/events happening by other initiatives

Task force(s) or working groups

The Community does not have plans for a Task Force.

Other activities

- Cultural Routes
- Podcasts and audio guides
- Country Groups to be involved or people from the places
- Interest of Route managers (noting which Cultural Routes have already expressed interest to Europeana Foundation about collaborating)

5. MONITORING ENGAGEMENT AND SUCCESS

- Number of Community- or steering group-organised activities, e.g. presentations, events or training
 - Reporting annually
 - No KPI due to voluntary nature of ENA Community activities

Eventually mandatory, where relevant activities are developed or organised

- Number of participants/beneficiaries of discrete Community-led activities
 - Reporting annually
 - No KPI

Eventually mandatory, where relevant activities are developed or organised

- Satisfaction rating relating to ENA Community-led activities
 - 75% benchmark as standard
 - Reporting annually

Eventually mandatory, where relevant activities are developed or organised

Align with standard guidance on evaluating products and services

- Views of main landing page and key Community resources (to be agreed per Community and promoted / disseminated accordingly)
 - No KPI

Voluntary and only used if appropriate
Measured already for Impact Playbook, for example, noting that dissemination and engagement is not only influenced by community activities

6. BUDGET

Budget request

In total EUR 4,000.

Budget breakdown

- Listserv - EUR 420
- Brazil/Europe webinar translation - EUR 750
- In person Community meeting - EUR 300
- In person Community meeting - EUR 300
- In person Community meeting - EUR 600
- Travel for meetings - EUR 1,500



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