Ephraim Moses Lilien, *The Talmud Students*, engraving, 1915
Photo © https://en.wikipedia.org/wiki/Talmud#/media/File:The_Talmud_students.jpg

EUscreenXL, From access towards curation and creative partnerships

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Organising an audio-visual archive so that it engages various types of audiences with different needs and areas of interest is challenging. It is even more so when combining collections from over 20 unique European AV archives and broadcast archives in a single access point that presents collections in contextually rich way. EUscreen has taken up this challenge. The goal of this network (that also consists of technology providers and media historians) is to efficiently and with innovative technical solutions at hand provide access and curate AV archive materials appealing to various target groups.

EUscreen is about weaving the web of right people and expertise gathered around the pan-European challenges and goals to make the audio-visual content and metadata manageable, searchable, findable, and accessible for future re-use.

The EUscreen network is the key element itself with a well balanced mix of professionals: academics, AV professionals, technical experts and educators with the aim to support durable and contextualised access to Europe's television heritage via euscreen.eu, the VIEW Journal, development of new tools, setting up creative partnerships like the ones with the European Network Remembrance and Solidarity and Historiana and being actively engaged in shaping EU policy.

One of EUscreen's main goals is to become recognized as a research and educational platform, giving researchers, teachers and students the resources they need to use video content in new and exciting ways in and outside of the classroom. It could also work as an excellent tool for language learning. Currently over 17 European languages are represented on the EUscreen portal, including hundreds of videos with conversational dialogue.

The focus of the presentation will be on highlighting strategic cross-border and cross-sectoral alliances crucial to unlock fully the potential of our common digital cultural heritage. We will share our experience, lessons learned from various types of undertaken collaborations and point the audience to the components indispensable to compose durable coalitions leading to a presentation of rich and diverse portrait of European heritage. Attendees will:

• learn about EUscreen's achievements and necessary ingredients essential for making the European digital collections more accessible and appreciable

• get the opportunity to compare with a pan-European network their own experience and discuss challenges met by institutions engaged in improving visibility of the European digital heritage.

Maria Drabczyk is a sociologist by training, practitioner in cultural diplomacy by choice. She has long time experience in the implementation of cultural projects at the national and international level. Since February 2014 she has been EU-projects coordinator at National Audiovisual Institute of Poland, in charge of dissemination and set-up of external partnerships in the EUscreenXL project among other tasks and a member of Europeana's Task Forces for Education and Communication. Earlier, she acted as co-creator of a crowdfunding site for culture wspieramkulture.pl and international relations' expert at the Ministry of Culture and National Heritage of Poland.

Marco Rendina is a senior project manager and metadata specialist. Since 1996, he has been collaborating with Istituto Luce Cinecittà, where he followed the development and realization of various digitization and applied research projects. In Istituto Luce Cinecittà he has followed several EU co-funded projects like ECHO, Video Active, European Film Gateway, EUscreen, EUscreenXL, Presto4U, Europeana Cloud and Europeana Space. He is presently a member of the Italian Organization for Standardization Working Group on Cinematographic Works (UNI GL6) and deputy member for Italy of the European Committee for Standardization – Technical Committee (CEN/TC 372) on Cinematographic Works, where he has been one of the editors of the EN 15907 standard on "Film identification – Enhancing interoperability of metadata – Element sets and structure".