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## **D2.8 Updated Report on the content gathering campaigns (WW1, Fall of the Iron Curtain, Wikipedia)**

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## REVISION HISTORY AND STATEMENT OF ORIGINALITY

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### Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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## **1 Scope of this document**

*This report is an update on the deliverables D2.3 (submitted April 2013) and D2.5 (submitted January 2014) both of which cover the first 24 months of Europeana Awareness. As such the reader is also referred to those deliverables, although D2.8 sometimes does mention earlier work as a means to give the reader more contextual information, notably in the Section on Europeana 1914-1918.*

## 2 First World War (Europeana 1914-1918)

Described in the "Description of Work" for EAwareness ("Europeana Awareness"), 2011-12-08:

*Task 2.2.1 1914-1918 (The First World War) This campaign will be led by the UOXF [University of Oxford] and will build upon their existing work in this area, involving additional partners across Europe in particular IFFM (Belgium) and FMST (Italy) between Month 2 and Month 34. In addition together with the BL and Facts & Files, UOXF will run some training days and create guidelines on how to run Community Collection Days. There will also be a contribution to the Commission led event to be held in PM5, which will feature this topic. The aim is that next to IFFM and FMST, a number of additional countries will participate in the campaign. Funding for part of this effort (notably involvement of non-consortium partners) will be gathered from external sources, including ministries and EuropeanaV2<sup>1</sup>.*

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<sup>1</sup> Europeana Awareness "Description of Work"  
<http://pro.europeana.eu/documents/904448/982553/Description+of+Work+Europeana+Awareness>

## 2.1 Project activities

### 2.1.1 Family history roadshows

EAwareness has launched campaigns to gather user-generated content about the First World War in 20 countries: Austria, Belgium, Bosnia, Croatia, Cyprus, Denmark, France, Germany, Greece, Ireland, Italy, Luxembourg, The Netherlands, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, and the UK. (Belgium and Italy are as part of the EAwareness project, and the other countries are outside of the original plans of EAwareness.)

In general this involves a local team (not usually from an existing partner in EAwareness) running a series of family history roadshows, also called ‘collection days’ or ‘history open days’. The prime objective of these events is to provide the press and broadcast media with something tangible to record. Their broadcasts and articles raise the awareness of Europeana and specifically of the request for the public to contribute their family stories about the First World War to the website of Europeana 1914-1918. In the lead up to the roadshow the website will have been translated into the native language of the local audience, and a press and communications campaign will have been run locally.

Broadcast news coverage on the day has included local and national radio. TV news shows are impactful on the awareness of the public of the project and Europeana, see *figures 1-5, and 7* below. Significant news coverage has been a feature of all of the roadshows, e.g. Germany<sup>2</sup>, Ireland<sup>3</sup>, Romania<sup>4</sup>, Slovakia<sup>5</sup>, and the Netherlands<sup>6 7</sup>.

<sup>2</sup> Some TV and press reports about the Bremen roadshow: [www.radiobremen.de/wissen/geschichte/europeana-weltkrieg100.html](http://www.radiobremen.de/wissen/geschichte/europeana-weltkrieg100.html); [www.radiobremen.de/mediathek/index.html?id=95403](http://www.radiobremen.de/mediathek/index.html?id=95403); and [www.weser-kurier.de/bremen/vermischtes2\\_artikel.-Digitalisierte-Kriegserinnerungen- arid.691774.html](http://www.weser-kurier.de/bremen/vermischtes2_artikel.-Digitalisierte-Kriegserinnerungen- arid.691774.html)

<sup>3</sup> RTE News: Family treasures at WWI roadshow: March 21 2012 <http://www.rte.ie/news/player/2012/0321/3234751-family-treasures-at-wwi-roadshow>

<sup>4</sup> E.g. Mărturii din 1914-1918. Puteți înregistra documente de familie într-o arhivă internațională [www.digi24.ro/Stiri/Digi24/Actualitate/Stiri/Marturii+din+1914-1918+Puteti+inregistra+documente+de+familie](http://www.digi24.ro/Stiri/Digi24/Actualitate/Stiri/Marturii+din+1914-1918+Puteti+inregistra+documente+de+familie)

<sup>5</sup> E.g. Projekt Europeana sprístupňuje spomienky z 1. svetovej vojny Čítajte viac [www.ta3.com/clanok/1031108/projekt-europeana-spristupnuje-spomienky-z-1-svetovej-vojny.html](http://www.ta3.com/clanok/1031108/projekt-europeana-spristupnuje-spomienky-z-1-svetovej-vojny.html)

<sup>6</sup> E.g. NOS (Dutch National TV) <http://nos.nl/video/621983-project-europeana-digitaliseert-informatie-woi.html>

<sup>7</sup> E.g. Omroep Brabant (regional news) “Held uit 1914: Opa Bartol vereeuwigd en voor eeuwig in digitaal oorlogsarchief” <http://www.omroepbrabant.nl/?video%2F87206582%2FHeld+uit+1914+Opa+Bartol+vereeuwigd+en+voor+eeuwig+in+digitaal+oorlogsarchief.aspx>



Figure 1 News cameras examine a contributor's family treasures at the Europeana 1914-1918 family history roadshow at Univerzitná knižnica v Bratislave. Bratislava (November 2013)<sup>8</sup>

<sup>8</sup> Image source  
<https://www.facebook.com/Europeana19141918/photos/a.583516071714285.1073741841.313827812016447/584882374910988/>



**Figure 2 A flurry of press interest surrounds a contributor who brought in a fascinating collection of Red Cross fund-raising ribbons from the First World War,<sup>9</sup> at the Europeana 1914-1918 family history roadshow at Staatssbibliothek zu Berlin, held in conjunction with the international conference “Unlocking Sources - The First World War online and Europeana” 30-31 January 2014,<sup>10</sup>**

<sup>9</sup> Image source: blog on Europeana 1914-1918 <http://1.bp.blogspot.com/-lpXXpY0Xcrk/UwyJQrb2bdl/AAAAAAAAAaU/28BVigh0FIY/s1600/digitaliseren.jpg>. Contribution: Sammelalbum "Vivatbänder aus großer Zeit", Zugunsten des Roten Kreuzes [large collecting album of 104 Vivat ribbons for the Red Cross] - See more at: <http://www.europeana1914-1918.eu/en/contributions/12568#sthash.sv6ezOo1.dpuf>

<sup>10</sup> Unlocking Sources - The First World War online & Europeana” [www.europeana-collections-1914-1918.eu/unlocking-sources/](http://www.europeana-collections-1914-1918.eu/unlocking-sources/)



Figure 3 News broadcast outside the garage of Kaiser Wilhelm II (in exile) the location for the first Netherlands Europeana 1914-1918 family history roadshow, Huis Doorn (March 2014)<sup>11</sup>

The success of using the First World War campaign to engage the media with Europeana was explained in an earlier project report (see “D2.5 Updated Report on the content gathering campaigns (WW1, Fall of the Iron Curtain, Wikipedia)” submitted January 2014).

In addition to press and PR, support from the EAwareness partners for the local team can include digitisation, post-processing of digital files, as well as support for all other elements as required. This support may be in situ, or remote. The support can be quite intangible but also timely and significant, for example for the family history roadshow in Cyprus the EAwareness partners were able to use our network of academic contacts to recruit particular knowledge and academic expertise from Australia.

During the family history roadshows the local team record the stories brought by the public. “**Stories**” can be extremely detailed expert research by an enthusiastic amateur interested in a subject like a member of their family or a pet subject (postmarks, prisoners of war, my town). Stories can also be very sparse, just some vague recollection of someone in a photograph with little additional detail. The information is recorded and uploaded to the Europeana 1914-1918 website. The local team also make digital copies

<sup>11</sup> Image source

<https://www.facebook.com/Europeana19141918/photos/a.612716058794286.1073741845.313827812016447/640564532676105/>

(“files”) with digital cameras, scanners, voice recorders and video cameras, of any artefacts the public bring in relating to their story, and these are uploaded with the story.

Many people may visit the venue during the roadshow to see what is happening and take away literature about Europeana and the project. (We call these “visitors”). Some pledge to go to the website to upload their own stories.

At a roadshow, the local team explain to the member of the public (the “contributor”) the license agreement under which this material will be distributed,<sup>12</sup> and explain about Europeana and Europeana 1914-1918. When the contributor’s story has been recorded it is typed in to the Europeana 1914-1918 website by one of the local team, and any photographs (the “files”) taken are uploaded and added to the story. These stories are then catalogued by a local expert, and made live on the public website for Europeana 1914-1918. Visitors to the website may browse the collection by theme, for example “trench life” or “the home front” or “women” It is also possible to search for stories using the search box on the site. Periodically the stories (metadata and files) are ingested by Europeana into their online portal, alongside museum, library and archival material from across Europe, see *subsection 2.1.6 Ingestion into Europeana*, below.



Figure 4 HRH Prince Radu of Romania makes the first contribution during the Europeana 1914-1918 family history roadshow - at Academy Library, Bucharest, (September 2013)<sup>13</sup>

<sup>12</sup> <http://europeana1914-1918.eu/en/about/terms>

<sup>13</sup> Image source:

<https://www.facebook.com/Europeana19141918/photos/a.407359992663228.93398.313827812016447/552327264833166/>



**Figure 5 Original caption “Halo, aký príbeh mi rozpovieš?” (“Hi, what story can you tell me?”). Inclusion of family faces, and children especially, are key for the interest of the news broadcasters in the Europeana 1914-1918 roadshows, like this one at Univerzitná knižnica v Bratislave, Bratislava (November 2013)<sup>14</sup>**

<sup>14</sup> Image source:

<https://www.facebook.com/Europeana19141918/photos/a.584878741578018.1073741842.313827812016447/584880078244551/>. Contribution: Telefon iz prve svetovne vojne (model M 07) [telephone from the First World War] see more at: <http://www.europeana1914-1918.eu/en/contributions/3657#sthash.7EFJrmzZ.dpuf>



**Figure 6 The majority of contributors who visit the Europeana 1914-1918 family history roadshows are older, some performing an act of remembrance for their parents, even for their husbands! (Athens June 2014)<sup>15</sup>**

<sup>15</sup> Image source

<https://www.facebook.com/Europeana19141918/photos/a.612716058794286.1073741845.313827812016447/682154535183771/>



**Figure 7** History re-enactors and other knowledgeable enthusiasts offer a picturesque target for the news broadcasters, and help keep the long queues entertained during Europeanana 1914-1918 family history roadshows like this one in Croatia, September 2014<sup>16</sup>

## 2.1.2 List of family history roadshows, to date

Since EAwareness began Europeanana 1914-1918 roadshows have been held at:

- Dubrovnik, Croatia, 19-20/12/2014 (The State Archives in Dubrovnik)
- Korčula, Croatia, 19-20/12/2014 (Archive Collective Center Korčula-Lastovo)
- Rijeka, Croatia, 12-13/12/2014 (Rijeka City Library)
- Cacak, Serbia, 12-13-2014 (Public Library)
- Belgrade, Serbia, 5-6/12/2014 (Public Library Belgrade)
- Mostar, Bosnia & Hercegovina, 28/11/2014
- Sarajevo, Bosnia & Hercegovina, 19-20/11/2014 (National Library)
- Szczecin, Poland, 22/11/2014 (Muzeum Narodowe w Szczecinie)
- Greifswald, Germany 20/11/2014 (Pommersches Landesmuseum)
- Opole, Poland 16/11/2014 (Muzeum Slaska Opolskiego)
- Görlitz, Germany 14/11/2014 (Schlesisches Museum zu Görlitz)
- Wantage, UK 26/10/2014 (Wantage Literary Festival)
- Brussels, Belgium, 24-25/10/2014 + 5-6/12/2014 (Royal Library of Belgium)
- Amersfoort, The Netherlands, 24/10/ 2014 (Archief Eemland)

<sup>16</sup> Image source:

<https://www.facebook.com/Europeanana19141918/photos/a.407359992663228.93398.313827812016447/727893340609890/>

- Lisbon, Portugal 17-19/10/2014 (Assembleia da República /Assembly of the Republic)
- Osijek, Croatia 10-11/10-2014 (State Archive Osijek)
- Koprivnica, Croatia, 10/10/2014 (Public Library "Fran Galovic")
- Gouda, The Netherlands, 10/10/2014 (Streekarchief Midden-Holland)
- Leeuwarden, The Netherlands, 10/10/2014 (Tresoar)
- Zagreb, Croatia, 3-4/10/2014 (Croatian State Archive)
- Reading, UK, 10/08/2014 (Reading Museums)
- Boston Spa, UK 02/08/2014 (British Library)
- Vienna, Austria, 01/08/2014 (ORF Radiokulturhaus)
- Dublin, Ireland, 12/07/2014 (Trinity College)
- Veria, Greece, 27-28/06/2014
- Serres, Greece, 27-28/06/2014
- Chania, Greece, 27-28/06/2014
- Thessaloniki, Greece, 27-28/06/2014
- Tirolo, Italy, 22/06/2014 (Festung Franzensfeste / Forte Fortezza)
- Athens, Greece, 20-21/06/2014 (National Library Greece)
- Sibiu, Romania, 23-24/05/2014
- Rotterdam, The Netherlands, 24/05/2014 (Maritiem Museum)
- Orastie, Romania 18-19/05/2014
- Wexford, Ireland, 16/05/2014 (Wexford County Library)
- Milan, Italy, 18/05/2014 (Sala Montanelli, Corriere della Sera)
- Bergen op Zoom, The Netherlands, 25/04/2014 (Museum Het Markiezenhof)
- London, UK, 09/04/2014 (Age Exchange's Children of the Great War at Greenwich and Bexley Community Hospice)
- Münster, Germany, 29/03/2014
- Doorn, The Netherlands, 28-29/03/2014 (Huis Doorn)
- Kalmthout, Belgium, 23/03/2014
- London, UK, 08/03/2014 (Age Exchange's Children of the Great War at New Cavendish Club)
- Hingene, Belgium, 02/03/2014
- Mechelen, Belgium, 27/02/2014
- London, 25/02/2014 (Age Exchange's Children of the Great War at Lambeth Library)
- Ranst, Belgium, 22/02/2014
- Aachen, Germany, 17/02/2014 (Internationales Zeitungsmuseum)
- London, UK, 16/02/2014 (Age Exchange's Children of the Great War at Leyton Orient Football Club)
- Berlin, Germany, 31/01/2014 – 01/02/2014 (Staatsbibliothek zu Berlin)
- Herentals, Belgium, 14/12/2013 (Erfgoedcel Kempens Karakter)
- Martin, Slovakia, 13-14/12/ 2013
- Košice, Slovakia, 6-7/12/2013
- Bratislava, Slovakia, 29-30/11/2013
- 100+ venues, France, 11-16/11/2013 see *figure 8* below, and online list<sup>17</sup>
- Brugge, Belgium, 10/11/2013

<sup>17</sup> "Archives et bibliothèques participant à l'opération Europeana Grande collecte nationale 1914-1918"  
<http://centenaire.org/fr/les-lieux-de-collecte>

- Bremen, Germany, 22/10/2013 (Stadtbibliothek)
- Breendonk, Belgium, 19/10/2013 (Fort Breendonk)
- Bochum, Germany, 18/10/2013 (Stadtarchiv)
- Aachen, Germany, 15/10/2013 Internationales Zeitungsmuseum)
- Bonn, Germany, 12-13/10/2013 (LVR LandesMuseum)
- Lier, Belgium, 12/10/2013 (Erfgoedcel Kempens Karakter )
- Cluj, Romania, 4-5/10/2013
- Bucharest, Romania, 27-28/09/2013
- Pordenone, Italy, 21/09/2013
- Balen, Belgium, 15/09/2013 (Erfgoedcel Kerf)
- Turnhout, Belgium, 17/09/2013 (Erfgoedcel Noorderkempen)
- Valli del Pasubio, Italy, 18/05/2013 (Fort Monte Maso)
- Roma, Italy, 15/05/2013 (Biblioteca Nazionale)
- Hasselt, Belgium, 21/04/2013 (Provinciale Bibliotheek Limburg)
- Leuven, Belgium, 21/04/2013 (Centrale Bibliotheek KU)
- Antwerpen, Belgium, 21/04/2013 (Vredescentrum)
- Logatec, Slovenia, 21/03/2013 (Public library)
- Dublin, Ireland, 21/03/2013 (National Library of Ireland)
- Trento, Italy, 16/03/2013 (Fondazione Museo Storico Trentino, Forte Cadine)
- Ljubljana, Slovenia, 24/02/2013 (City Library)
- Ypres, Belgium, 12/12/2012 (In Flanders Fields Museum)
- Nicosia, Cyprus, 01-02/12/2012 (Ministry of Education and Culture)
- Gentofte, Denmark, 10/11/2012 (Library)
- Aarhus, Denmark, 09/11/2012 (Public Libraries)
- Vejle, Denmark, 09/11/2012 (City Archives)
- Copenhagen, Denmark, 09/11/2012 (Central Library)
- Guldborgsund, Denmark, 09/11/2012 (Main Library)
- Roskilde, Denmark, 09/11/2012
- Herning, Denmark, 09/11/2013 (Library & Aulum Archives)
- Limerick, Ireland, 05/11/2012 (Hunt Museum)
- Banbury, UK, 03/11/2012 (Banbury Museum)
- Celje, Slovenia, 23/05/2012 (Public Library)
- Sønderborg, Denmark, 24/04/2012
- Maribor, Slovenia, 19/04/2012 (Military Museum)
- Nova Gorica, Slovenia, 28/03/2012 (France Bevk Public Library)
- Dublin, Ireland, 21/03/2012 (National Library of Ireland)
- Preston, UK, 10/03/2012 (Museum of Lancashire)
- Luxembourg, 06/03/2012 (National Library of Luxembourg)
- Amberg, Germany, 26/01/2012 (Provinzialbibliothek)

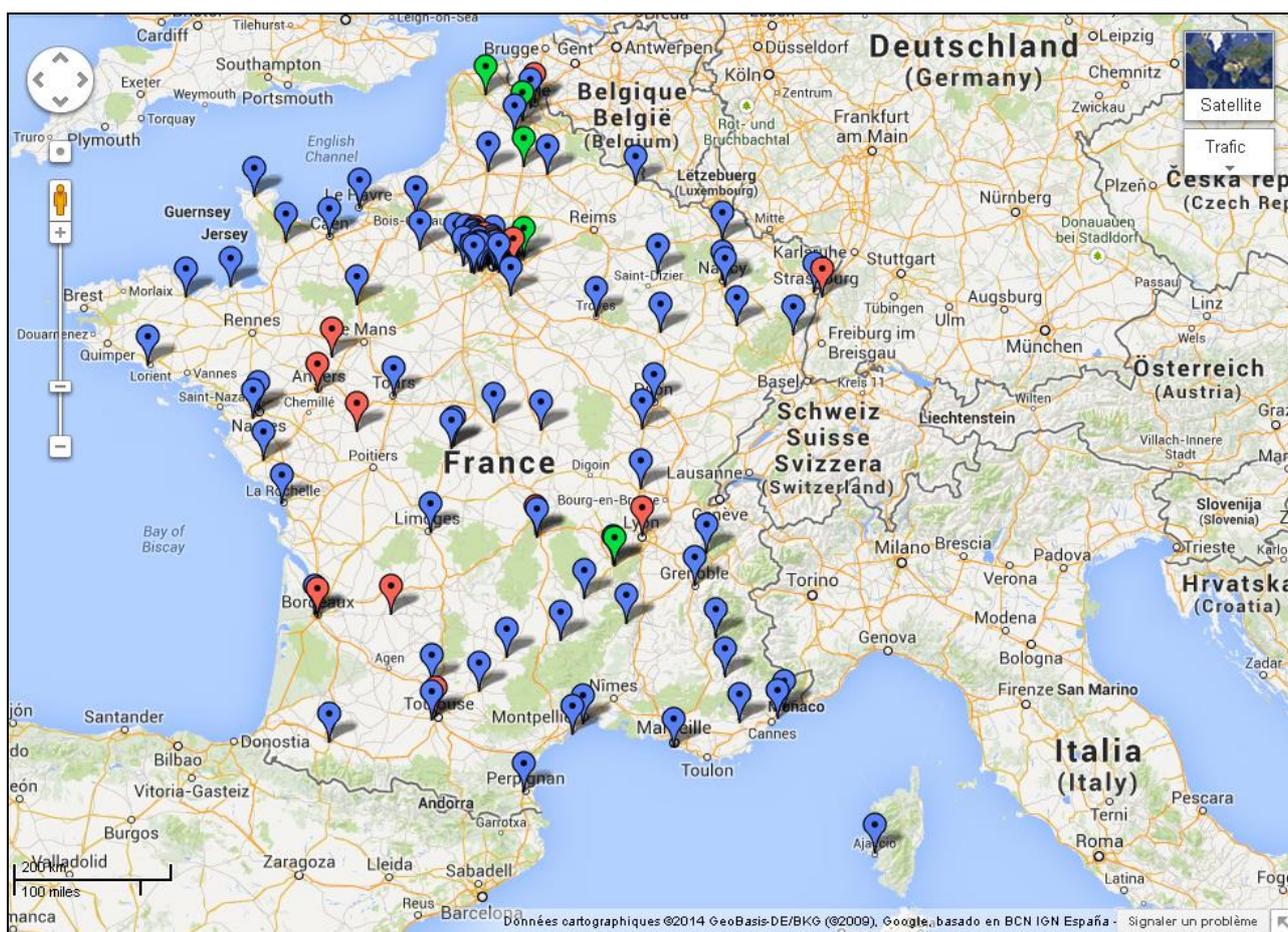


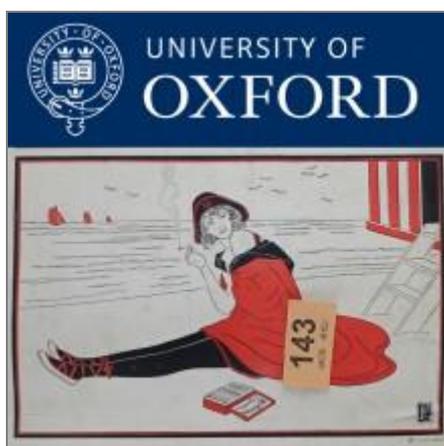
Figure 8 Participating memory institutions in France.

### 2.1.3 Training and awareness raising

EAwareness partners have updated and expanded staff guidelines for Europeana 1914-1918. The University of Oxford has compiled a comprehensive training, coaching and support programme and have delivered it to multiple audiences from February 2012 to October 2014 - this is the basis for the Europeana 1914-1918 campaign. Resources are published at the University of Oxford site “RunCoCo: How to run a community collection online”<sup>18</sup> and include examples of documentation and local training material, as well as training and instructional videos (created as part of EAwareness by the University of Oxford), all freely available to download. Although sometimes these resources are used for training staff and volunteers, en masse (see “D2.3 Report on the content gathering campaigns (WW1, Fall of the Iron Curtain, Wikipedia)” submitted April 2013), usually the approach is to coach a local manager to prepare for, and train local staff for, their own First World War family history roadshows. Since spring 2012 the project team has held training events for 1914-1918 roadshow organisers from Belgium, Greece, The Netherlands, Romania, Slovakia, and the UK and the material has been used for other groups, including the Europeana 1914-1918 campaign in Austria, Bosnia, Croatia, France and Serbia, and the Europeana 1989 partners.

<sup>18</sup> “RunCoCo: How to run a community collection online” <http://runcoco.oucs.ox.ac.uk/1914/>

The University of Oxford has recently published instructional videos for use when training managers and their teams for Europeana 1914-1918. These are freely available from the training site on RunCoCo,<sup>19</sup> and are disseminated via iTunes-U and YouTube as well.<sup>20</sup> The training team continue to emphasise that the main purpose of the family history roadshows are to encourage the wider public to contribute online to Europeana 1914-1918.



**Figure 9 Album cover from the video series "Running a Community Collection Online"**

<sup>19</sup> "RunCoCo: How to run a community collection online" <http://runcoco.oucs.ox.ac.uk/1914/>

<sup>20</sup> Running a Community Collection Online:

1. "RunCoCo: how to run a community collection online" (Find out about "the Oxford Community Collection Model" used for successful crowdsourcing since 2007. The RunCoCo service at the University of Oxford University shows how you can run a community collection online and engage with your community.) By Patrick Penzo, Alun Edwards, Ylva Berglund Prytz, Stuart Lee (October 2014)
2. "What is a Roadshow?" (Find out about roadshows - face-to-face engagement – part of "the Oxford Community Collection Model" used for successful crowdsourcing, e.g. Europeana 1914-1918. RunCoCo shows how you can run a community collection online and engage with your community.) By Patrick Penzo, Alun Edwards, Ylva Berglund Prytz (October 2014)
3. "How to track items at a Roadshow (Interview stage)" (Part 1 of the "How To" series explaining how to keep track of objects and their stories.) By Patrick Penzo, Alun Edwards, Frances Dunkley, Rebecca Henderson (August 18 2014)
4. "How to track items at a Roadshow (Interview to Digitisation desk)" (Part 2 of the "How To" series explaining how to keep track of objects and their stories.) By Patrick Penzo, Frances Dunkley, Alun Edwards, Adelina Tomova, Rebecca Henderson (August 2014)
5. "How to track items at a Roadshow (Digitisation desk to Digitisation)" (Part 3 of the "How To" series explaining how to keep track of objects and their stories.) By Patrick Penzo, Alun Edwards, Adelina Tomova (August 2014)
6. "How to track items at a Roadshow (Digitisation)" (Part 4 of the "How To" series explaining how to keep track of objects and their stories.) By Patrick Penzo, Alun Edwards, Adelina Tomova (August 2014)
7. "How to set up your camera for digitisation" (Short and snappy guidelines to setting up for digitisation of objects.) By Patrick Penzo (August 2014)
8. "How to digitise objects well" (Short and snappy guidelines to creating a good picture for online viewing.) By Patrick Penzo (August 2014)



Figure 10 Kate Lindsay, University of Oxford, talks about “embedding community-sourced collections within the community!” at the international conference “Unlocking Sources - The First World War online and Europeana” 30-31 January 2014,<sup>21</sup>

EAwareness partners blog frequently on a number of platforms, for example the Europeana 1914-1918 Facebook page,<sup>22</sup> the Twitter microblogging site,<sup>23</sup> and the Editor’s Pick on the Europeana 1914-1918 website. There was a lot of activity on social media on

<sup>21</sup> “Unlocking Sources - The First World War online & Europeana” [www.europeana-collections-1914-1918.eu/unlocking-sources/](http://www.europeana-collections-1914-1918.eu/unlocking-sources/). Image source: copyright RunCoCo, University of Oxford

<sup>22</sup> Facebook <https://www.facebook.com/Europeana19141918>

<sup>23</sup> Twitter <https://twitter.com/Europeana1914>

the occasion of the centenary of the declaration of War of various governments, including Britain (4 August) and other significant anniversaries. Twitter is all about two-way engagement and the University of Oxford team have been actively following and engaging in Twitter conversations on topics related to the project. One particularly rewarding thread followed a post by Stephen Fry where he broadcast to his many millions of Twitter followers his appreciation of a BBC production based on the results of a contribution available from the Europeana 1914-1918 website.<sup>24</sup> The University of Oxford has also engaged with various audiences via email discussion lists and LinkedIn groups (including the Museums Computing Group, Local History Jiscmail, The International Society for First World War Studies), discussing topics such as Europeana 1914-1918 outputs, or processes or events and the Oxford Community Collection Model.

Exhibitions have been created for the Europeana Portal including “Untold Stories of the First World War”<sup>25</sup> and “To My Peoples!” on Google Cultural Institute by Europeana and the Austrian National Library.<sup>26</sup>

Outputs from Europeana 1914-1918 are being used in schools, e.g. Lancashire County Cultural Services (UK) have worked closely with the University of Oxford to integrate Europeana into their outreach and education especially at the Lancashire Infantry Museum.<sup>27</sup>

The University of Oxford contributes Europeana 1914-1918 material as open educational resources (OER) to the Connect website of the Times Education Supplement.<sup>28</sup>

The University of Oxford contributed research and suggestions to Europeana for their collaboration with the Ubisoft Gaming Company for the design of the “Valiant Hearts – The Great War” computer game using content from Europeana 1914-1918.<sup>29</sup>

The Europeana 1914-1918 platform can be used without (much) direct involvement from the EAwareness partners for mutual benefit. Europeana 1914-1918 gains content, the external organisation (say a local project) gains digital preservation on a sustainable level, dissemination (internationally), enabling them to become part of a much wider context, for example. Participants want to know that their story will benefit future generations as well as have meaning now. Sharing content or stories from participants widely is not something a small organisation can achieve on their own. The way that the Oxford Community Collection Model can be adapted for a small organisation with their own agenda, and that unit can take advantage of the Europeana 1914-1918 website as a collection mechanism and portal, is exemplified by “Children of The Great War”.<sup>30</sup> The “Children of The Great War” is a London-wide project where the reminiscence charity Age Exchange worked with

<sup>24</sup> @StephenFry <https://twitter.com/stephenfry/status/481041665185308672>

<sup>25</sup> Untold Stories of the First World War: Photos, letters and other memorabilia <http://exhibitions.europeana.eu/exhibits/show/europeana-1914-1918-en>

<sup>26</sup> <https://www.google.com/culturalinstitute/exhibit/to-my-peoples/gQyspHqL>

<sup>27</sup> Working in conjunction with Lancashire County Council, the Lancashire Infantry Museum provides historically-authentic locations for interactive learning, interactive education sessions for pupils studying World War I at Key Stages 2 and 3 <http://www.lancashireinfantrymuseum.org.uk/education-2/>

<sup>28</sup> Times Education Supplement <http://www.tes.co.uk/>

<sup>29</sup> Valiant Hearts <http://valianthearts.ubi.com/game/>

<sup>30</sup> The University of Oxford has worked closely with the UK reminiscence arts charity, Age Exchange. Family history roadshows and the outputs from Europeana 1914-1918 are integral to Age Exchange’s HLF-funded project to collect, preserve, and finally dramatize family Great War stories, called “Children of the Great War”. <http://www.age-exchange.org.uk/cotgw/>

memories and experiences of the First World War passed down through families and across communities. Age Exchange used the Oxford Community Collection Model, which Europeana adopted for Europeana 1914-1918, to collect and record material. Digital outputs were contributed to Europeana 1914-1918. The material was also used to produce cross-generational drama, art installations, and is included in the organisation's reminiscence work and dementia care.

In addition to the above awareness raising activity in an educational and academic context, the England-wide schools poetry competition in the UK called Poetry By Heart launched their website (January 2014), ran their regional competition (January-February 2014), and held their finals to great acclaim in the National Portrait Gallery in London, (March 2014).<sup>31</sup> War poetry was a showcase for the competition, and in particular an unpublished war poem, 'The Stretcher Bearer' attributed to Tommy Crawford, 1916 - available in Europeana 1914-1918 - which the Oxford team recommended to the competition organisers - was used prominently in their marketing collateral and was actually the most recited war poem in the competition - more than well-known poets like Owen or Sassoon. Europeana 1914-1918 resources will be used when contextual and education resources are added to the website ready for the Poetry by Heart competition in 2014-2015. Also, following this competition and the attention drawn to Crawford, his son has shared additional resources, a few previously unseen, through Europeana 1914-1918.

EAwareness partners have delivered conference presentations and participated in conferences, delivering briefings or examining in detail the value of the collection or the lessons learned as preliminarily outlined in the "D2.3 Report on the content gathering campaigns (WW1, Fall of the Iron Curtain, Wikipedia)" submitted April 2013, e.g:

- Future Library Unconference, December 2013, Athens, Greece
- Europeana Info Day, National Library, Warsaw, Poland
- Europeana Collections 1914-1918, EFG1918 and Europeana 1914-1918 joint Conference (launch of new website), January 2014, Berlin, Germany
- D-fest/Europeana Day, April 2014, Zagreb, Croatia
- URLA 2014 International Congress on Management of Cultural Heritage and Cultural Memory Institutions, September 2014, Istanbul, Turkey
- DG RTD policy workshop on "Bridge over troubled waters? The link between European historical heritage and the future of European integration", October 2014, Rome, Italy
- Debatreeks Nederland en de Eerste Wereldoorlog, Spui 25, Universiteit van Amsterdam, November 2014, Amsterdam, The Netherlands
- Media & learning Conferenc, ATiT/Flemish Ministry of Education, November 2014, Brussels, Belgium
- The 83rd Anglo-American Conference of Historians: "The Great War at Home" (Institute of Historical Research University of London, Senate House, London), for example University of Oxford ran a Europeana 1914-1918 exhibition stand for two days; presented Europeana 1914-1918 as part of a panel examining issues relating to local history in North America and Europe; and led an expert panel of case studies of educators and dementia care animateurs and community architecture and environmental conservationists who have used Europeana 1914-1918.
- Engage Michaelmas 2014, Oxford.

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<sup>31</sup> Poetry By Heart <http://www.poetrybyheart.org.uk/>

- “Oxford Open Doors” (Oxford Preservation Trust and Oxford University), Oxford Town Hall.
- The English Association Conference 2014: “British Poetry of the First World War”, (Wadham College, Oxford).
- To academics and librarians from the University of Boulder Colorado, (University of Oxford).
- “Perspectives on the 'Great' War” conference, (Queen Mary, University of London).
- To interns from the Graduate School of Library and Information Science, University of Illinois, (University of Oxford).
- “Children of the Great War” art installation, films, theatre production, expert panel, (Bridewell Theatre, Blackfriars, London).
- The re-opening of IWM London (and their new First World War Galleries), Imperial War Museum, (London).
- The Higher Education Academy’s “Teaching war and remembrance” conference (Institute of Historical Research University of London, Senate House, London).
- DHOxSS (digital humanities at Oxford summer school), Oxford.
- The Federation of Family History Societies conference, (Woodstock).
- The National Association for the Teaching of English (NATE) conference: “The English Curriculum - Change and Challenge”, Bristol.
- University of Oxford IT Services staff day (Said Business School, Oxford).
- OxCen “Routes to Remembering the First World War in Oxfordshire” conference, (Headington, Oxford).
- The “OxTALENT” ‘red carpet’ awards at University of Oxford IT Services, (Oxford).
- “Enduring War: Grief, Grit and Humour” exhibition, British Library, (London).
- AHRC: “Building Scholarly Resources for Wider Public Engagement” conference, The Oxford Research Centre in the Humanities, (University of Oxford).
- “Never Again!': World War I in Cartoon and Comic Art”, The Cartoon Museum, (London).
- HESTIA: “Digital Pedagogy: transforming the interface between research and learning?” conference, (Kings College London).
- AgeExchange steering group meeting, (London).
- Thames Valley Country House Partnership event (Oxford). Presentation to Oxfordshire Family History Society computer group (Kidlington, UK)
- “Make: Roadshows”, (University of Oxford).
- “The First World War, revolution and Lenin's 'imperialism' in retrospect: the long view” conference, (University of Oxford).
- “Remembrance and Community: War Memorials and Local History” conference, The Historical Association (University of Oxford).
- “Collecting Stories of the First World War: Europeana 1914-1918 and The Oxford Community Collection Model” public lecture, University of Northumbria (Newcastle).
- AHRC (Arts and Humanities Research Council): Digital Histories: Advanced Skills for Historians workshop, University of Northumbria (Newcastle).
- The British World War One Poetry “Spring School” (University of Oxford).
- The Poetry By Heart national finals (National Portrait Gallery, London).
- Unlocking Sources conference, presented “Embedding Community Collections within the Community”, (Staatsbibliothek zu Berlin, Berlin).
- Digital Humanities London.

- The Greater War: conflict beyond Flanders' fields, 1914-1918, (Kings College London, Joint Services Command and Staff College Shrivenham).
- Engage Michaelmas 2013, Oxford.
- First World War centenary in Oxford; Culture 2.0, Warsaw.
- Journées d'études, Direction de la Culture, Le Département Nord (Ypres).
- Digital.Humanities@Oxford Summer School "Re-imagining the First World War: How can digital humanities move us beyond the trenches?", Oxford.
- International conference "International Network for the Study of Africa and the Great War: Africa and the First World War", Lisbon.
- Sixth West European Studies Library and Information Network (WESLINE) Conference: "The anniversary of World War I", Oxford.
- Children of The Great War workshop, Age Exchange, London.
- Regional WWI Centenary Networking, "Digital resources and community engagement to support your centenary plans", Reading.
- Oxfordshire Family History Society Open Day, Woodstock.
- Midland History Forum: How should we remember World War I? University of Birmingham.
- Western Front Association 2013 Autumn Conference. University of Worcester.
- Termly Meeting of the Oxford University Communications Officers. Marking Commemorations and Celebrations, Oxford.
- Power to the People! Museums and the Web Conference UK 2013. Tate Modern, London.
- Engage: Social Media Michaelmas. IT Services, University of Oxford
- Finding Identities conference, University of Central Lancashire, Preston
- College Archivists meeting, University of Oxford.
- WW1 Centenary meeting, Oxford.

#### **2.1.4 Book: Hidden Stories of the First World War**

Jackie Storer, the freelance BBC journalist who worked on the PR for Europeana 1914-1918 family history roadshows in spring 2012, has written a book "Hidden Stories of the First World War", 32 real life tales of ordinary people caught up in the Great War, This was published by the British Library in June 2014.<sup>32</sup> The stories were researched by Jackie with expert assistance from Dr Stephen Bull and Everett Sharp among others.

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<sup>32</sup> STORER, Jackie. London: Hidden stories of the First World War. The British Library Publishing Division (15 Jun 2014). E.g. Amazon <http://www.amazon.co.uk/dp/0712357386>



**Figure 11 Detail from a photograph from a collection relating to Winifred Mead, of Stewkley near Banbury, the Great Aunt of the contributor (Jill Scott). Jill told Winifred's story at a family history roadshow in Banbury to Jackie and it was included in the book.<sup>33</sup>**

EAwareness partners supported Jackie with sources, and information, and Europeana 1914-1918 partners accommodated Jackie enabling her to interview prospective contributors during family history roadshows.

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<sup>33</sup> Winifred Mead had a sweetheart called Fred Heley (pictured) who was reported missing in action, presumed dead. After the war Fred returned from captivity to Winifred again. Winifred tells him that she has met somebody else, believing Fred to be lost. Much later in life, Fred and Winifred, now both widowed, were married in 1964. See more at: <http://europeana1914-1918.eu/en/contributions/4912>

*'WE WERE REALLY HUNGRY, RAVENOUS'*

He said: "Don't be a fool." I said: "Come with me?" And he said: "No, you." Well I said: "They'll shoot you if you've done what they want you to." I wanted to come, but he wouldn't. And one day a very thick of a barrage – there were shells all over everywhere – I hopped it under the cover. All on me own. So I've got to get what I wanted more than anything else. Well, I daren't come out in the front line were sheltering in the old trenches, but I managed to get 16 trenches that were in German hands. But they'd been in English hands before the battles where Ypres and Armentières were fought eight years before. But I managed to get farmhouses (that) were blown to rubble. It didn't do too bad. But it got more difficult you see and I could only come



WIN AND FRED AT THEIR MARRIAGE IN 1964, AT THE WESLEYAN METHODIST CHAPEL, STEWKLEY.

Figure 12 Detail from Jackie Storer's book<sup>34</sup>

<sup>34</sup> Image of Winifred Mead and Fred Heley, courtesy of Jill Scott

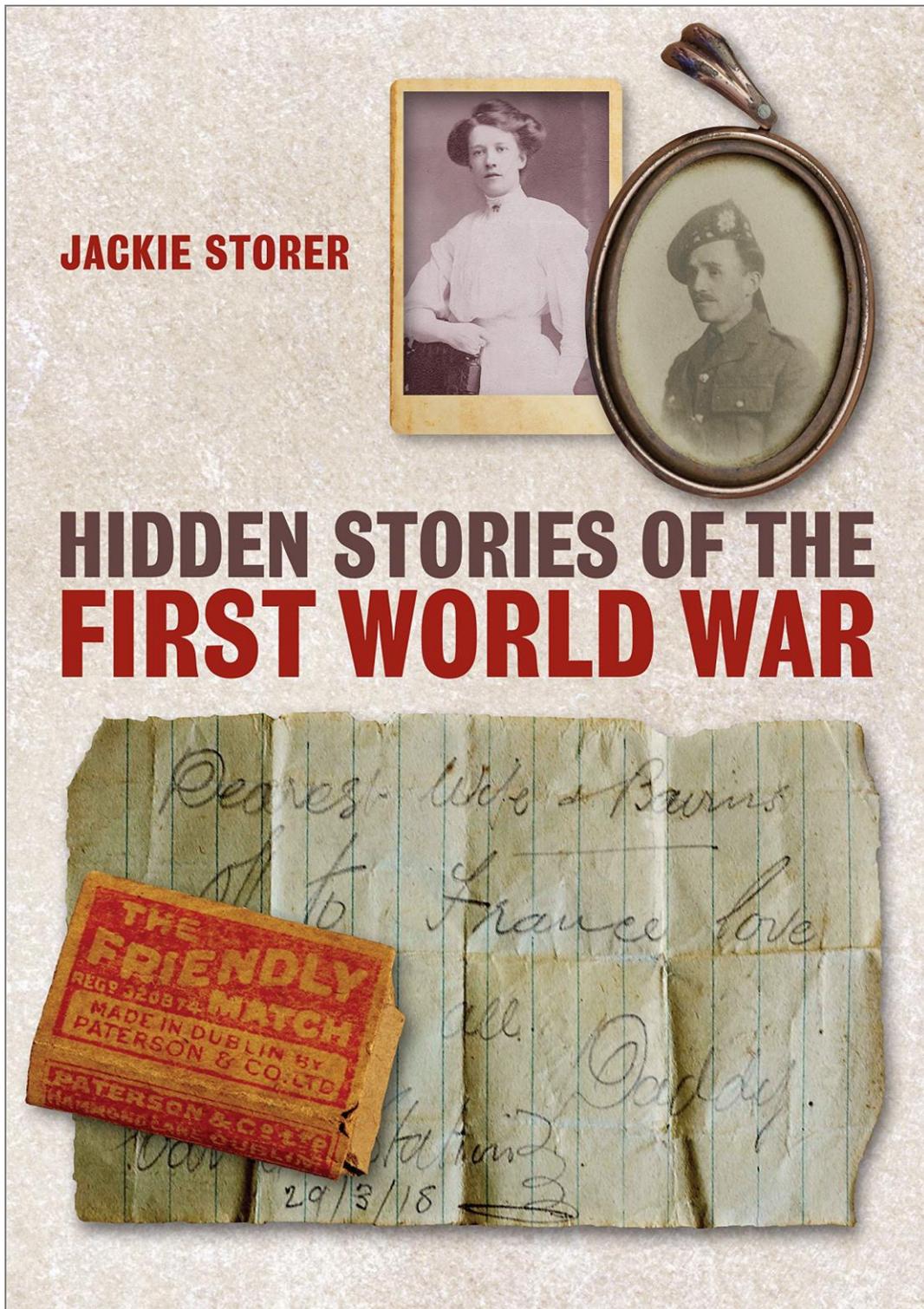


Figure 13 The cover of the British Library book based on Europeana 1914-1918 stories, written by Jackie Storer<sup>35</sup>

Jackie's book was launched with an author-signing at the British Library preview evening for their First World War exhibition 'Enduring War: Grief, Grit and Humour' on 18 June 2014. Baroness Blackstone, chair of the British Library, paid tribute to the public collections run first by the University of Oxford (The Great War Archive), and Europeana

<sup>35</sup> STORER, Jackie. Hidden stories of the First World War. London: The British Library Publishing Division (15 Jun 2014). E.g. Amazon <http://www.amazon.co.uk/dp/0712357386>

1914-1918 which continues to collect stories from the public across Europe. (Some of these stories featured in the video installations around the exhibition; some Europeana 1914-1918 contributors were invited to the preview at the British Library and some did attend, bringing along with them their family artefacts). In the same speech Baroness Blackstone announced the publication of Jackie Storer's book.



Figure 14 Humorous tweet about the book launch<sup>36</sup>

<sup>36</sup> Image source @JackieStorer on Twitter: <https://twitter.com/JackieStorer/status/479503147811885056/photo/1>

### 2.1.5 Other books and Web publication

In his new book “Retronaut: The Photographic Time Machine” published by National Geographic, “Mashable”’s Chris Wild included a couple of intriguing First World War photos from Europeana 1914-1918.<sup>37</sup>



Figure 15 ‘Retronaut: The Photographic Time Machine’ including a couple of intriguing photos from Europeana 1914-1918<sup>38</sup>

It is great to see that these pictures are being re-used. In fact, all scans and photos that have been submitted by the public may be used in books, articles and websites. Not every re-use is cited in the correct way, and on a best effort basis Europeana staff and others liaise with online publishers in particular (like the Wall Street Journal, US, or The Guardian, UK) to get citations right.

### 2.1.6 Continued support from European governments and the European Union

The German Federal Government Commissioner for Culture and the Media has been very supportive to Europeana 1914-1918 since the beginning. Prof. Grütters took part in the

<sup>37</sup> WILD, Chris. Retronaut: the photographic time machine. Washington, D.C.: National Geographic Society (12 Sep 2014). E.g. Amazon <http://www.amazon.co.uk/dp/1426213832>

<sup>38</sup> Image source <https://www.facebook.com/Europeana19141918/photos/a.407359992663228.93398.313827812016447/725595104173047/>

opening of the conference “Unlocking sources” in January 2014 in Berlin. Her office financed nine additional roadshows in Germany and Poland in 2013 and 2014. In November 2014 four cross border German-Polish collection days will take place in Germany and Poland.

On Saturday 25 May 2014 in her weekly podcast, German Chancellor Angela Merkel talked to historian Frank Drauschke about the Europeana Awareness First World War-related project Europeana 1914-1918. In the interview, she discussed the importance of such projects that invite people to participate in Europe’s history. They serve as a reminder that it would be 'better to negotiate 20 hours longer and talk' than ever return to such a situation of war in Europe, said Merkel. Below is the interview in German.



Figure 16 Frank Drauschke Interview with Angela Merkel Video<sup>39</sup> and *transcript*<sup>40</sup> in German and English

In the beginning of December 2014 both Europeana projects which commemorate the break up and the re-unification of Europe: Europeana 1914-1918 and Europeana 1989 will come to the European Parliament in Brussels. The results of both project will be presented and the MEPs will have a chance to take part with their personal memorabilia and stories.

The project Europeana 1914-1918 and especially the collection days in the Balkan countries will be presented by Breda Karun and Frank Drauschke on 17 December 2014 at the international conference about the commemoration of WWI, hosted by the German Foreign Office in Berlin.

## 2.1.7 Commemoration ceremony of UN with film material from EFG1914

<sup>39</sup> [http://www.bundeskanzlerin.de/Webs/BKIn/DE/Mediathek/mediathek\\_node.html?cat=videos&id=872382](http://www.bundeskanzlerin.de/Webs/BKIn/DE/Mediathek/mediathek_node.html?cat=videos&id=872382)

<sup>40</sup> <http://pro.europeana.eu/pro-blog/-/blogs/merkel-talks-about-importance-of-europeana-s-wwi-project>

EFG1914, the European film digitisation project about the First World War and partner in the Europeana 141918 project have been honoured to receive the appreciation of their work by the United Nations. With a ceremonial event on 8 July 2014, the United Nations (UN) commemorated the 100th anniversary of the beginning of the First World War in the presence of Secretary-General Ban Ki-moon in New York. The event was the only commemoration of WW1 bringing all the Member States of the United Nations together. A clip with film material digitised by the EFG1914 partners was shown to several hundred international diplomatic representatives as introduction to the event. European film archives participating in the EFG1914 digitisation project provided the trailer to the UN. It shows original footage from and about WW1, which was digitised with support by the European Commission over the last two years. EFG1914 has digitised more than 700 hours of historic film material and made these available online for the first time on the [European Film Gateway](#) and on Europeana the clip can be found [here](#).

Organised by the Permanent Missions of France and Germany, the event commemorated the tragedy of the First World War, sending out a joint message of peace and reconciliation through a speech by Secretary-General Ban Ki-moon. 'We very much appreciate that footage from the valuable films digitised by EFG1914 partners can now be seen on the central commemoration event of the United Nations', said Claudia Dillmann, Director of the Deutsches Filminstitut.

A live webcast of the event is available: <http://webtv.un.org/>

The European Film Gateway 1914 provides an extensive overview of the contemporary film production during WW1. Almost 3,000 newsreels, documentary, animation and feature films can be viewed online. The Deutsches Filminstitut in Frankfurt am Main coordinated the work of 31 partners in 15 countries. With the engagement of film archives across Europe, a unique corpus of historic film material has been made available to the public that not only covers all phases and most of the places of the First World War, but also all forms and genres from propaganda films to anti-war dramas.

The films can also be found on the theme portal [www.europeana1914-1918.eu](http://www.europeana1914-1918.eu), which contains also books and text documents digitised by national libraries and private collection items and memorabilia collected by Europeana1914-1918 ongoing activity of collection days all across Europe.

### **2.1.8 Ingestion into Europeana**

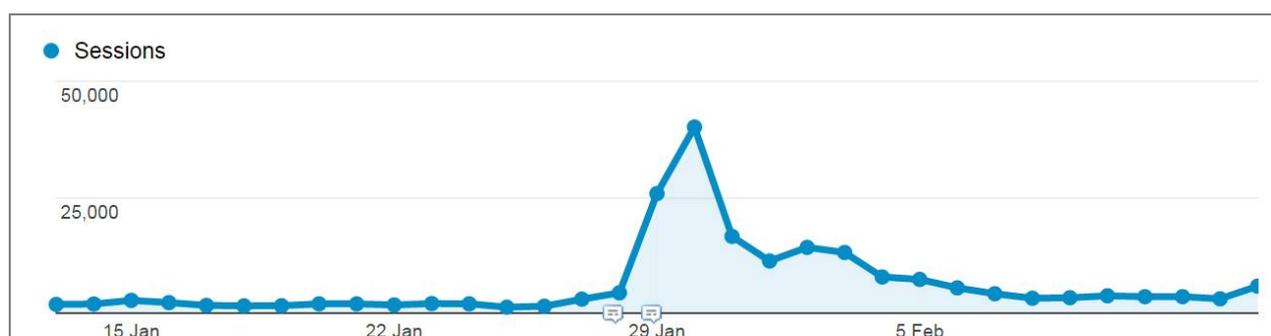
To date (October 16 2014) over 150,000 digital files with metadata (stories) supplied by members of the public (user-generated content) have been ingested into the Europeana portal from the Europeana 1914-1918 campaign, relating to the EAwareness theme of the First World War 1914-1918.

A large number of records (stories) and related files still wait to be catalogued by our local subject experts. This continues to be something of a 'bottleneck'. Further developments to the online collection mechanism as part of the thematic portal for Europeana 1914-1918 are designed to improve this situation.

## 2.2 Technology used

Further to earlier reports,<sup>41</sup> EAwareness partners supported Europeana to further develop Oxford's open source community contributed collection software called "RunCoCo" for Europeana 1914-1918 and have supported the Europeana redevelopment of the Europeana 1914-1918 website, and user interfaces (February-June 2014) <http://europeana1914-1918.eu/>. The new site is in fact a dedicated WW1-discovery site combining the user contributed content from Europeana 1914-1918 with the institutional content coming from our partner projects, Europeana Collections 1914-1918<sup>42</sup> and EFG 1914<sup>43</sup>. There is also 'portal access' to sources outside Europeana – including those from the US, Australia, New Zealand, and Canada.

The release of the new Europeana 1914-1918 website in Berlin on 29 January 2014 provoked impressive media coverage. All major German media, including daily news and current affairs, reported it. The TV programmes were watched by more than 12 million people. Over the first 48 hours 70,000 Internet users visited the new site. The Berlin State Library hosted the launch of the new website and Prof. Monika Grütters, the Federal Government Commissioner for Culture and Media, gave a very inspiring keynote speech.<sup>44</sup> The website sessions for that launch period can be shown graphically, see *Figure 17*.



**Figure 16 Daily sessions for [www.europeana1914-1918.eu](http://www.europeana1914-1918.eu) January-February 2014. The daily peaks correspond with Heise.de article (28 Jan) and official launch of new version (29 Jan). The daily figures settle to a level at least double the daily visits before the new site was launched.<sup>45</sup>**

Further improvements to the collection mechanism of the website for user-generated content were implemented (February-June 2014). These include implementation of the Library of Congress Subject Headings on WW1 and exploitation of the vocabulary in cataloguing, search and browse; full integration of institutional WWI records including direct display of linked media; mapping of 1914-1918 content to EDM to handle hierarchies, multiple media representations and contextual data/controlled vocabularies; a simplified user content upload interaction and moderation process and an updated user interface to reflect the fact that the site is no longer stories only but now a dedicated WWI-discovery site serving institutional and (family hi-)stories both and targeted towards a wider and more disparate group of users.

<sup>41</sup> See "D2.3 Report on the content gathering campaigns (WW1, Fall of the Iron Curtain, Wikipedia)" submitted April 2013, and "D2.5 Updated Report on the content gathering campaigns (WW1, Fall of the Iron Curtain, Wikipedia)" submitted January 2014

<sup>42</sup> Europeana Collections 1914-1918 formerly [www.europeana-collections-1914-1918.eu/](http://www.europeana-collections-1914-1918.eu/)

<sup>43</sup> Europeana Film Gateway 1914 <http://project.efg1914.eu/>

<sup>44</sup> "Berlin: Europeana 1914-1918" by Jon Purday, Europeana <http://www.europeana1914-1918.eu/de/blogs?blogs>

<sup>45</sup> Source: Google Analytics as sourced by the University of Oxford, 15 Oct 2014

Statistics of use reports for supplied content to EC/EFG 1914-1918 partners

## Results

### 2.2.1 Results from family history roadshows

It has not been possible to glean accurate figures from roadshow managers for evidence of the number of participants, for example. However, in general, for their roadshow local managers are asked to record the number of:

- files (photographs) taken on the day
- stories (individual contributions)
- contributors (people registered to tell you the stories)
- visitors (people who attended the day, including members of families accompanying the contributors, or sightseers)

For further definitions see *1.1.1 Family history roadshows* above.

The schedule is complex and busy for family history roadshows (e.g. Italy, Romania, Belgium, The Netherlands, Portugal, Bosnia, Croatia, Serbia, Slovenia, UK, Germany and Poland). Local provision and organisation may mean that material will not be uploaded to the website immediately after a collection event. As there is no central monitoring of the progress of this work, it is difficult to get an accurate figure of the total number of publishable stories, objects and files that have been collected at any one time. Of particular concern, are that contributions made in France (November 2013) are still being processed. For earlier figures please see “D2.3 Report on the content gathering campaigns (WW1, Fall of the Iron Curtain, Wikipedia)” submitted April 2013.

The Europeana1914-1918 collection currently (October 14 2014) holds 11,789 live stories, with a further 1,317 awaiting approval.<sup>46</sup> Around two thirds of the published stories were contributed at family history roadshow events.<sup>47</sup>

### 2.2.2 Results from the Europeana 1914-1918 website

Web statistics are known to be open to interpretation. However, the Europeana 1914-1918 website is seeing a steady and growing stream of visitors. From January 2014 to October 2014,<sup>48</sup> the [www.europeana1914-1918.eu](http://www.europeana1914-1918.eu) site was visited over 750,000 times by over 500,000 unique visitors. 26% of these returned. Together, the visitors viewed over 5 million pages. This means that in the first three quarters of 2014 traffic has about trebled compared to the whole year previously (2013) see *figure 18*), and at least 500,000 new visitors have experienced the site.

Year	Visits	Unique visitors	Returning	Page views
2014 (1 Jan – 14 Oct)	778,206	575,448	26%	5,074,368
2013	236,654	177,770	25%	1,295,708

<sup>46</sup> An increase from 6,000 live stories as earlier reported (see “D2.5 Updated Report on the content gathering campaigns (WW1, Fall of the Iron Curtain, Wikipedia)” submitted January 2014). Unfortunately, the magnitude of the contributions awaiting approval remains about the same!

<sup>47</sup> 21% have a clear designation “INTERNET” meaning a member of the public submitted the contribution online, a further 23% are designated “UNKNOWN” meaning they could have been uploaded to the website before the designation “INTERNET” was introduced, or it could be that local roadshow staff have not followed instructions and assigned the code they were given for cataloguing files from their roadshow.

<sup>48</sup> Source: Google Analytics as sourced by the University of Oxford, 15 Oct 2014

<b>2012</b>	122,407	88,513	29%	625,334
<b>Change 2014 from 2013</b>	+229%	+224%		+292%

Figure 17 Table: shows website traffic to the Europeana 1914-1918 site, 2012-2014 (Google Analytics)<sup>49</sup>

As illustrated in figure 19, traffic in 2013 was stable over the first three quarters of the year 2013, but increased significantly in the last quarter, at the time of the national campaigns in various countries to coincide with the season of Remembrance, in particular the 100+ collection events held in France.

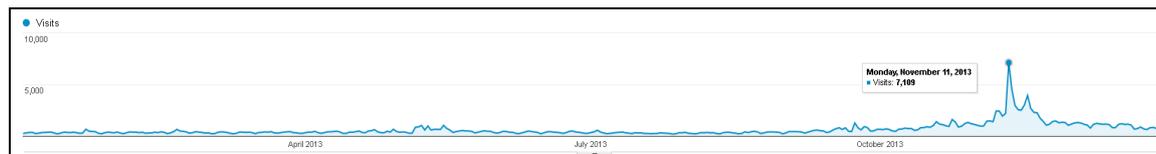


Figure 18 Website visits to the Europeana 1914-1918 site, 1 Jan - 31 Dec 2013 (Google analytics)<sup>50</sup>

In 2014, so far daily peaks can be seen which coincide with the launch of the new website (29 January 2014), and then others which with further research should show a correlation with the launch of new campaigns in new countries or social media stories relating to the centenary anniversaries of the start of the First World War, (see figure 20).

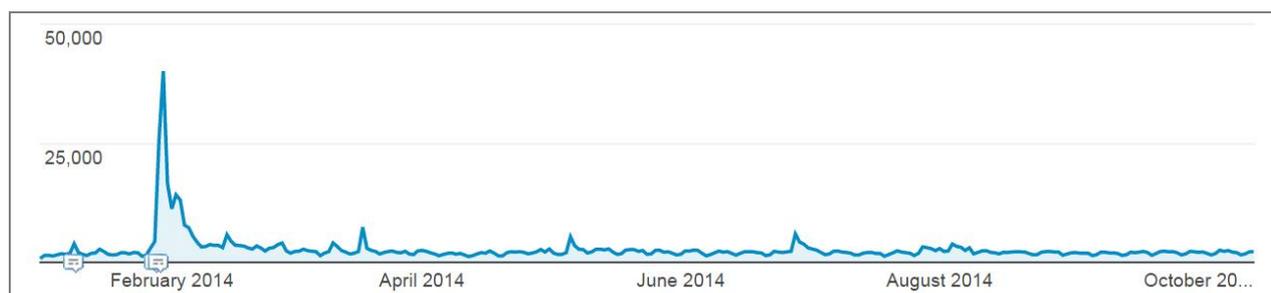


Figure 19 Website visits to the Europeana 1914-1918 site, 1 Jan - 14 Oct 2014 (Google analytics)<sup>51</sup>

The site sees visitors from almost all countries in the World.<sup>52</sup> Last year the highest number of visitors were from countries where Europeana 1914-1918 campaigns had been running, such as France, Germany, Italy, and Belgium, (with others where there was limited project activity like UK, Netherlands, Austria, Greece, Poland). In 2014, so far the top countries from where visits have been made to the website are Germany and France, the others in the top (with the exception of Russia, Spain and the US) are again where Europeana 1914-1918 campaigns have been run (see figure 21).

<sup>49</sup> Source: Google Analytics as sourced by the University of Oxford, 15 Oct 2014

<sup>50</sup> Source: Google Analytics as sourced by the Europeana Foundation, 2 Feb 2013

<sup>51</sup> Source: Google Analytics as sourced by the University of Oxford, 15 Oct 2014

<sup>52</sup> Source: Google Analytics as sourced by the University of Oxford, 15 Oct 2014

1.	 Germany	<b>258,371</b> (33.30%)
2.	 France	<b>117,179</b> (15.10%)
3.	 Belgium	<b>42,588</b> (5.49%)
4.	 Italy	<b>42,336</b> (5.46%)
5.	 United Kingdom	<b>41,808</b> (5.39%)
6.	 United States	<b>31,805</b> (4.10%)
7.	 Netherlands	<b>28,030</b> (3.61%)
8.	 Russia	<b>22,185</b> (2.86%)
9.	 Spain	<b>16,434</b> (2.12%)
10.	 Austria	<b>16,183</b> (2.09%)
11.	 Switzerland	<b>10,780</b> (1.39%)

**Figure 20 Country/Territory Website Sessions 1 Jan - 14 Oct 2014<sup>53</sup>**

The site also saw traffic from non-EU countries like USA (nearly 32,000 visits), Switzerland (10,780 visits), Brazil (>8,000 visits) and Canada (>7,500 visits), Australia (>7,300 visits).<sup>54</sup> In 2014, so far about 17% of the visitors use an Internet browser set to French language, 19% English language, and 36% German.<sup>55</sup>

<sup>53</sup> The countries from where there were more than 10,000 visits to the Europeana 1914-1918 website, 1 Jan - 14 Oct 2014. Source: Google Analytics as sourced by the University of Oxford, 15 Oct 2014

<sup>54</sup> Source: Google Analytics as sourced by the University of Oxford, 15 Oct 2014

<sup>55</sup> Source: Google Analytics as sourced by the University of Oxford, 15 Oct 2014

## 2.3 WW1 - Plans for the future

### 2.3.1 Future plans for roadshows

Although the Awareness Project will end on December 2014 Europeana and its network partners intend to keep the Europeana 1914-1918 project website alive for future contributions and communications. Some institutions within the greater Europeana network, from various countries such as Turkey and Switzerland, have expressed their interest in organising a WW1 crowd sourcing campaign. Other countries and institutions that have already in some ways participated in the project are considering to set up new campaigns. Europeana and its network partners will provide expertise wherever possible to help make these campaigns possible.

### 2.3.2 Future plans to support roadshows

- Preparing for the EAwareness General Assembly (29th Oct 2014), Madrid and the Annual General Meeting (AGM) of the Europeana Network.
- To support the Europeana redevelopment of the Europeana 1914-1918 website, and user interfaces, EAwareness partners will test the process and the users' help-texts in the last months of the project, in particular a simplified user content upload and moderation process.
- Prepare user-facing text about the new functionality for import into Europeana 1914-1918 from Flickr, the photo sharing platform
- Run a communications plan to disseminate the new training videos published on iTunes-U, YouTube, Europeana Pro, and the Europeana 1914-1918 guidelines which are available for free especially to Europeana partners
- In collaboration with the History Faculty University of Oxford, EAwareness partners have submitted a proposal for outputs from Europeana 1914-1918 to be used in the "Zooniverse" (in response to a call for proposals "Constructing Scientific Communities: Citizen Science in the 19th and 21st Centuries").<sup>56</sup>
- To sustain EAwareness partners' involvement in Europeana 1914-1918 after the project ends, partners continue to look for academic-focused opportunities for further funding/partnerships, e.g. "Constructing Scientific Communities: Citizen Science in the 19th and 21st Centuries" (i.e. the Zooniverse), and in the USA, and for the Horizon 2020 call. As these calls will not be resolved for a while project staff will be diverted by their institutions away from Europeana 1914-1918.

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<sup>56</sup> <http://conscicom.org/proposals/form/>

### 3 Europeana 1989

Europeana 1989 aims to create a digital archive of souvenirs and memories connected to the fall of the Iron Curtain. Europeana 1989 encourages European citizens to share their experiences, stories and memorabilia in time for 2014 when the world will celebrate the 25th anniversary of an extraordinary year: 1989. Europeana 1989 focuses on the historic events in Central and Eastern Europe in the year 1989.

For the 25th anniversary in 2014, Europeana 1989 preserves and publicises personal memories of these historic events in a European digital archive. Everybody who experienced this important moment in history, or has family recollections and private memorabilia of the time is called to digitise and share them online at [www.europeana1989.eu](http://www.europeana1989.eu).

In 2013-2014, this project organised events in seven countries: Poland, Lithuania, Latvia, Estonia, Czech Republic, Germany and Hungary.

The results of the project can be seen on:

the project website: [www.europeana1989.eu](http://www.europeana1989.eu)

the backend repository: <http://fbc.pionier.net.pl/zbiorke/dlibra>

Facebook with many pictures and stories: [www.facebook.com/Europeana1989](http://www.facebook.com/Europeana1989)

and twitter [www.twitter.com/Europeana1989](http://www.twitter.com/Europeana1989)

### 3.1 European Launch and National Project Ambassadors

The European project was launched on 8-9 June 2013 in Warsaw. The launch was an integral part of the 5th Turn off the System (Wyłącz System, [www.wylaczsystem.pl](http://www.wylaczsystem.pl)) festival, which is organised annually by the History Meeting House in Warsaw. It celebrates the anniversary of the first free elections in Poland on 4 June 1989.

Well-known personalities from each participating country, who played an important role in 1989 and afterwards, were invited to become the National Project Ambassador to support and promote Europeana 1989 in their country. All National Project Ambassadors participated in a public round table discussion during the inaugural collection day in Warsaw and talked about the importance of preserving the memory of these European events of public civic actions for democracy and freedom.

The project ambassadors are

Sarmīte Ēlerte – Latvia (former Latvian minister for culture)

Vytautas Landsbergis – Lithuania (MEP)

Tunne Kelam – Estonia (MEP)

Petr Janyška – Czech Republic (Director Czech Cultural Institute, Warsaw)

Wolfgang Templin – Germany (Director Heinrich-Boell Foundation, Warsaw)

László Rajk – Hungary (film director).

Poland had two representatives:

the photographer Chris Niedenthal who documented the road to democratisation in his pictures in the 1980's and

the first non-communist Prime Minister Tadeusz Mazowiecki, who sadly passed away later in 2013.



Figure 21. Tadeusz Mazowiecki and the other project ambassadors at the launch event in Warsaw

At the conclusion of the debate, the project ambassadors shared their own private memorabilia and stories to launch the collection day.



Figure 22. Sarmīte Ēlerte from Latvia and László Rajk from Hungary with their contributions to europeana1989.eu

Awareness partners have been trained to organise collection days (2.1.4 Training and awareness raising) by Facts & Files, the Poznan Supercomputing Center and by Europeana Foundation. To date about 11,000 entries have been added to [www.europeana1989.eu](http://www.europeana1989.eu). 3000 of these items were contributed by Deutsche Kinemathek and their prior project "Wir waren so frei" and ingested into Europeana 1989.



Figure 23. Homepage, Europeana 1989

### **3.1.1 Wikimedia Involvement**

In addition, during the launch of the content gathering campaigns a group of active Wikipedia editors from Sweden and Poland took part. The editors hand picked a few images that were digitized during the content gathering campaigns and uploaded them to Wikimedia Commons. The images were then added to a number of Wikipedia articles that also were expanded. This was done to highlight the launch in the Wikipedia communities.

### **3.2 Technical platform: Historypin**

For the Europeana 1989 campaign the website [www.europeana1989.eu](http://www.europeana1989.eu) was developed by HistoryPin and Europeana Foundation. It was publicly launched during the Europeana 1989 kick-off event in Warsaw, Poland on 8 June 2013. The site allows users to upload their personal memorabilia, pin them on a map and tell their stories also using items, which were uploaded by other users. The User Generated Content that is hosted on the site is also combined with relevant institutional material.

The cooperation between Europeana and Historypin can be seen an important strategic public/private partnership. Together with the value created by opening up and improving the metadata it aims at bringing the data more directly into the user's workflow. Instead of trying to bring the user to Europeana, we will take the material to the user. The infrastructure that is set up for this project will offer opportunities for creating new meaningful ways to access and interpret culture.

The Europeana 1989 project will be set up as a dedicated area within the HistoryPin framework but with its own visual identity, branding and contextual information.

Further details on e.g. the features of the platform are reported on in "D2.3 Report on the content gathering campaigns (WW1, Fall of the Iron Curtain, Wikipedia)" submitted April 2013.



Figure 24. Historypin map with pinned Europeana 1989 items

A special feature of the website allows pinning of historical pictures on the map, adjust and overlay them with Google Street view.

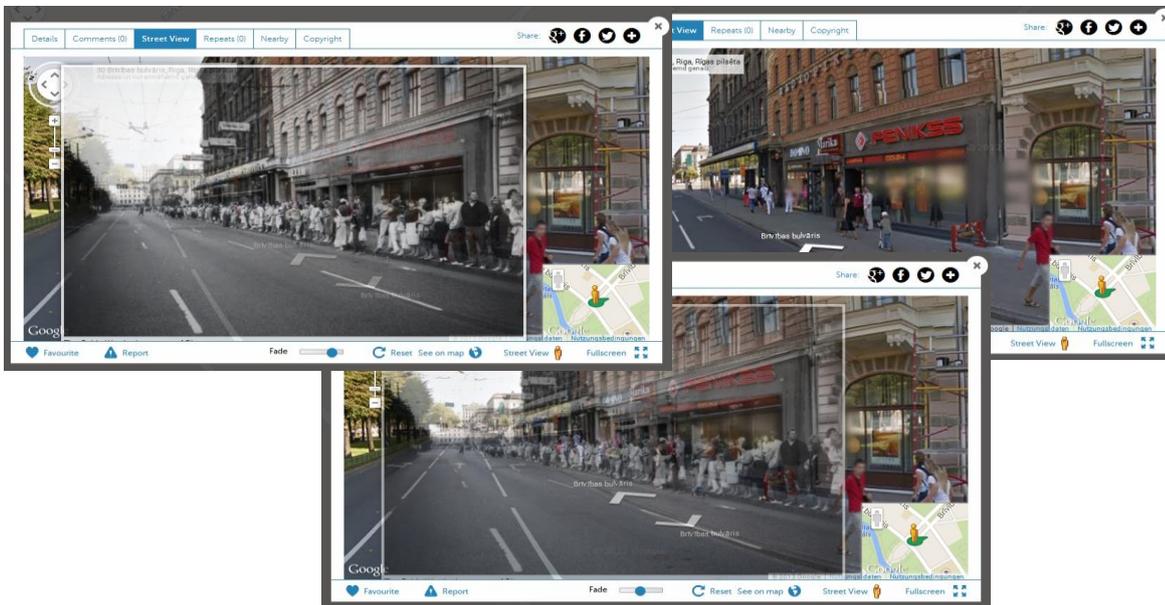


Figure 25. Special Street View feature on the Europeana 1989 website, here an image of the Baltic Way on 23 August 1989 in the centre of Riga<sup>57</sup>

<sup>57</sup> <http://www.europeana1989.eu/en/explore/-!photos/index/>

### 3.3 Overview of roadshows

'The motto of the project is 'Europeana 1989 - We made history'. The goal is to document that history – showing it from the perspective of ordinary people living at the time, recording their stories and struggles, so that people's real experiences are kept for our children and for future generations', said Frank Drauschke, Europeana 1989 project coordinator. 'Ordinary people make extraordinary history and that's what we want to highlight.' All those who could not participate in the collection days can add their stories to the online archive. Interested individuals can register at [www.europeana1989.eu](http://www.europeana1989.eu) to upload digital recordings or photographs together with accompanying descriptions or stories.

The campaigns in each country were planned to connect to anniversaries of historic events of 1989:

Poland – First free election 4 June 1989

Baltic States – Baltic Way – longest human chain in history 23 August 1989

Czech Republic – Velvet Revolution 17 November 1989

Germany – Election fraud 7 May 1989, start of the Peaceful Revolution

Hungary – cutting of the Iron Curtain on the border to Austria in May/June 1989

A total of 17 main collection days were organised during the Europeana 1989 roadshows in seven countries:

- Poland – Warsaw, Poznan, Gdansk, June 2013
- Lithuania – Vilnius, Panevėžys, August 2013
- Latvia – Riga, August 2013
- Estonia – Tallinn, August 2013
- Czech Republic – Plzeň, Hradec Králové, Prague, Olomouc, Opava, November 2013
- Hungary – Szeged, Sopron, Budapest, May/September 2014
- Germany – Leipzig, Berlin, May/September 2014

Especially in Lithuania and Latvia additional regional roadshows and other content gathering activities were organised in the course of the project.

Below is a report on the roadshows per country.

#### 3.3.1 Poland

The events in Poland attracted 120 visitors, 38 contributors with a total of 329 items collected.

The project was launched in Poland in June. Europeana, together with the National Audiovisual Institute, organised three events in Warsaw (9 June 2013), Poznan (14-15 June 2013) and Gdańsk (21-22 June 2013). During these events, volunteers took photographs or made other digital versions of everyday objects, pictures, movies and audio recordings. Once digitised, items were returned to their owners and their electronic versions were made available in the online archive: [www.europeana1989.eu](http://www.europeana1989.eu). Poles brought hundreds of souvenirs and unique personal stories which show that while the '80s are associated with politics and Solidarity, they also provided a remarkable backdrop to the joys and sorrows of everyday life. People across Poland shared their memories of the changes of the 1980s, contributing to an online archive of documents, memorabilia and

stories that shares their experiences with the world and with future generations. Among these items were: a collection of underground press documents, black and white music festival photographs and an album of illegal postage stamps. The most surprising item was a white Polonez car produced in the '80s. Photographs of all memorabilia gathered in Poland can be viewed at [www.europeana1989.eu](http://www.europeana1989.eu).



**Figure 26. Polonez car digitised at the Warsaw event. 'Samochód marki Polonez koloru białego, rok produkcji: 1986', Europeana 1989, CC-BY-SA**

Among the items brought in were Samizdat (underground papers), election leaflets, food stamps, old bank notes, documents and family photos, clothes and toys. The diversity of the memories captured by the project is amazing.



**Figure 27. Participants with their contributions at the events in Warsaw and Poznan**

One of the participants shared his great collection of black and white photos depicting the famous music festival in Jarocin back in 1988. The popular event attracted many subcultures, which you can see in this photo collection. Another person brought whole albums of illegal postage stamps depicting well-known opposition activists of the '80s. Their owner made and copied them with his friends in secrecy in a private apartment.



*Figure 28 Photograph of Jarocin music festival, 'Publiczność na małej scenie Festiwalu w Jarocinie'  
Maciej Jawornicki CC BY-SA*

Many stories present how bizarre life behind the Iron Curtain could sometimes be. Take the story of a Gdańsk citizen who bought a car in exchange for copper. He said that in 1989 there was a general lack of goods, so he sold about two tons of copper wires, at the time worth half a million PLN. What is more, the bank gave him this amount of money in cash. Afterwards, he bought a Fiat 126p and went on holiday with his family.

A video about the Poznan collection day can be seen here:

<http://tv.pionier.net.pl/Default.aspx?id=2233>

'We are happy that Poles brought such a variety of souvenirs. From the very start of the project, we've encouraged people to share their objects and memories, but we were surprised by how many interesting stories are hidden in seemingly ordinary items of everyday use. We believe that by preserving this great material we are preserving the memory of this important period of history', said Michał Merczyński, Director of the National Audiovisual Institute.

### **3.3.2 Lithuania**

The campaigns in the three Baltic States focused on the anniversary of the Baltic Way, the biggest peaceful demonstration in history on 23 August 1989. On this day a human chain connected the three Baltic capitals Vilnius, Riga and Tallinn over a stretch of 600 km. The event was incorporated into the UNESCO world heritage list in 2009.

To mark this historic event, the people of the Baltic States are called to recreate the Baltic Way virtually on a special designed feature: [www.europeana1989.eu/en/baltic-way](http://www.europeana1989.eu/en/baltic-way) They are asked to pin a picture on the exact spot on the route, where they were standing on 23 August 1989.



**Figure 29 Baltic Way feature on europeana1989.eu**

In 2013 two collection days were organised by the National Library. They took place on 9-10 August 2013 at the Seimas, the Lithuanian Parliament, in Vilnius and on the 13 August 2013 at the “Panevezys county Gabriele Petkevicaite-Bitė Public Library” in Panevezys. These events attracted 200 visitors, 140 contributors and over 300 items were collected. During the collection days at the parliament a round table discussion with important activists from 1989 took place and in Panevezys a special exhibition about the Baltic Way was inaugurated.





**Figure 30. Collection days at the lobby of the Lithuanian Parliament**

In the course of the project after the initial two events the National Library made a lot of efforts to involve public libraries from all parts of Lithuania to organise their own collection days. For this purpose a training website with special video tutorials was created (<http://www.lnb.lt/projektai/europeana1989>) and over seven seminars in different parts of the country organised. Images of the seminars can be found here: <https://drive.google.com/folderview?id=0BwXUCSHaatKNRWtJQTIGMGU5czA&usp=sharing>. Several public libraries made extensive use of this opportunity and collected and contributed digitised memorabilia from their town directly on europeana1989.eu.



**Figure 31 One very young participant of the Baltic Way in Lithuania, colour film slides digitised at the collection day in Vilnius**

### 3.3.3 Latvia

The collection days in Latvia were held in Riga at the actual anniversary of the Baltic Way on 23 and 24 August 2013. More than 200 visitors attended the event in the central Esplanade park of Riga, at the special open cultural summer house "Esplanade 2014". About 100 contributors brought more than 150 items.



Figure 32 promotional material and participants of the collection day in Riga

In the afternoon of 23 August 2013 important participants of the Baltic Way, including the former and the current cultural minister attended a special event, where they shared their story publicly and stood hand in hand for a small Baltic Way.



Figure 33 Human Chain at the collection day in Riga

### 3.3.4 Estonia

The event in Estonia attracted around a 100 visitors, contributors and collected approximately 150 items. It was held on 30-31 August 2013 at the National Library of Estonia, Tallinn. In addition to many photos and printed materials, a contributor brought in a handmade blue, black and white Estonian tricolour flag mounted on a broomstick, while another person arrived bearing an old Sony portable radio. Both items had been present at the Baltic Way demonstration in 1989 – the longest human chain in history and a peaceful demonstration for independence.



Figure 34 Radio brought to Tallinn Europeana National Library of Estonia

According to one account, people continued to mark the Baltic Way in a variety of ways after the actual event. For example, a 'green chain' was arranged at Rohuküla harbour as a follow-up, involving participants from the islands of both Saaremaa and Hiiumaa. One man invited his friends to his summer cottage in Kiisa, where he shared beer he'd brewed in his brand new kettle to mark the occasion. One woman brought a pretty light-coloured

dress that she'd worn while expecting her first child on the stretch of the Baltic Way demonstration on the big road that circles the city of Türi.



**Figure 35 photo from the Baltic Way in Estonia, contributed at the collection day in Tallinn**

A panel discussion that took place on the first of the collection days revisited the background of how the Baltic Way came about. Estonian MEP and Europeana 1989 National Ambassador Tunne Kelam advocated the idea of gathering people's memories and encouraged the public to participate. Mr Kelam previously contributed to a Europeana 1989 roadshow by having his Citizen's Registration Card uploaded to the Europeana website. Historian Küllö Arjakas spoke of the planning that went into the preparatory phase of the Baltic Way. He had with him a set of original meeting notes from the Estonian city of Pärnu that contained interesting details about a meeting of Popular Front members from all three Baltic countries as they laid the groundwork for the huge coming demonstration in which a huge number of people linked hands. Mr Arjakas contributed his notes for inclusion in the Europeana virtual archive.



**Figure 36 Panel discussion at Tallinn Europeana 1989 event,**

Filmmaker Peeter Simm, whose documentary film 'The Baltic Way' was shown during the collection days, related stories about the making of the film. Simm happened to see a young man emerging from a forest path with a fishing pole on his shoulder, decked out with an attached Estonian flag. Simm had not been prepared to record the spontaneous event, and asked the young man to retrace his steps so that he could be filmed. Then a Russian TV crew appeared, and the lad had to walk out of the woods a third time. Later the Russian crew said that this is typical of Estonians, who always take the most direct route to their objective.

Europeana and The Estonian National Library teamed up during the collection days with the Estonian Museum of History, which shared its existing materials and also gained new material during the Tallinn collection event. The UNITAS Foundation was also present, gathering life stories for its Kogu Me Lugu project.



**Figure 37** The Europeana 1989 roadshow with the technical equipment reached its northernmost destination after more than 1600 km from Berlin via Vilnius and Riga to Tallinn.

### 3.3.5 Czech Republic

In the Czech Republic collection days in five towns were organised by the National Museum and the Institute of Contemporary History in the course of November 2013. The main in event in Prague took place on the anniversary of the Velvet Revolution on 17 November. The events attracted 185 visitors, 105 contributors and 2300 items were collected. The events are listed in the table below.



Figure 38 Collection day at the West Bohemia Museum in Pilsen

Plzeň, 2 November 2013	West Bohemia Museum in Pilsen
Hradec Králové, 9 November 2013	Museum of Eastern Bohemia in Hradec Králové
Praha, 17 November 2013	National Museum in Prague
Olomouc, 23 November 2013	Regional Museum in Olomouc
Opava, 30 November 2013	Silesian museum in Opava



Figure 39 Contributor with her self-made demonstration poster from 1989 at the collection day in Prague

A video about the Czech collection days was produced and can be found here: <https://www.youtube.com/watch?v=7HdFdJtAA-0>.

### 3.3.6 Germany

In 2014, two roadshows were held in Germany. They took place in May and September in Leipzig and Berlin and attracted about 100 participants.

As a kick-off for Europeana 1989 in Germany, a press conference and Europeana workshop involving public libraries and archives in Berlin were organised on 6 May 2014 at the Deutsche Kinemathek in Berlin. This event coincided with the 25<sup>th</sup> anniversary of the beginning of the Peaceful Revolution in East Germany - the independent documentation of election fraud on 7 May 1989.

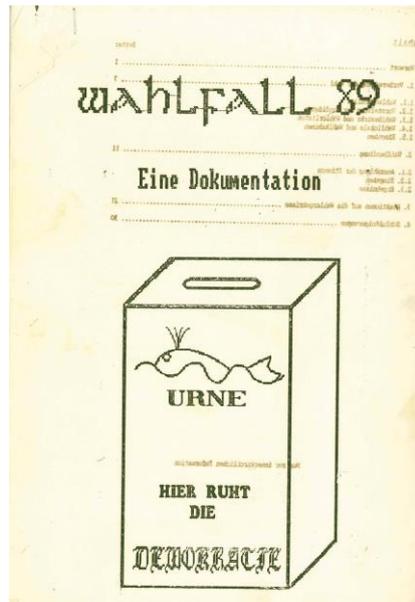


Figure 40 Samizdat documentation of the election fraud, contributed at the collection day in Leipzig

The roadshow in Leipzig, organised by Facts & Files and the Deutsche Kinemathek, was hosted by the German National Library and took place on 16 and 17 May. Fascinating stories were contributed on both days.



**Figure 41. Entrance area of the German National Library in Leipzig where the event was hosted.**

The last of 17 scheduled Europeana 1989 roadshows took place on 12-13 September at Deutsche Kinemathek on Potsdamer Platz in Berlin, again organised by Facs & Files and the Deutsche Kinemathek. A lot of unique historical material was contributed, for example several self-made demonstration banners and the original founding charter of the Social Democratic Party in East Germany. Among the contributors were the first freely elected foreign minister of East Germany and now president of the German War Graves commission, Markus Meckel and the Member of the German Parliament Philipp Lengsfeld. A group from the Freedom Express study Group joined the event on the second day and participated in the digitisation of objects.



**Figure 42 Contributor at the Berlin collection day**

A set of items which attracted the interest of visitors and contributors was a complete uniform of a Bausoldat (soldier without weapons - building soldier).



Figure 43 Original uniform of a 'Bausoldat', contributed at the Berlin collection day

### 3.3.7 Hungary

On the occasion of the launch of the Europeana 1989 project in Hungary, a press conference was held on May 14 at the Open Society Archives in Budapest. The Open Society Archive is the project partner of Europeana 1989 in Hungary and conducted the Hungarian collection campaign in cooperation with SZTE Klebelsberg Library and the Museum of Sopron.

Three roadshows were held in Hungary. They took place in May and September in Szeged, Sopron and Budapest and attracted about 150 visitors.

Several short videos were produced about the campaign in Hungary. It started with a vox populi, what "people in the street" recall in relation to 1989, the year of the change of regime

([www.youtube.com/watch?v=P2NZvolQaec&list=UUToZ4NBHMP\\_DjBPh6XYF0oq](http://www.youtube.com/watch?v=P2NZvolQaec&list=UUToZ4NBHMP_DjBPh6XYF0oq)).

The first roadshow in Szeged took place from 23-24 May 2014 at the SZTE Klebelsberg Library.



Figure 44 Video about the collection day in Szeged ([www.youtube.com/watch?v=coSpNM6B2oM](http://www.youtube.com/watch?v=coSpNM6B2oM))

The roadshow in the Museum of Sopron from 30-31 May 2014 was very successful. It took place in an outside tent organised by the Soproni Museum during the local wine festival. As the town is directly connected with a very important event of 1989, the Pan European Picnic, on 19-20 August 1989, also the contributions reflected this connection. Many of the contributors had either taken part or were some of the organisers or key players, like the commanding border guard officer, who refrained from using force, when hundreds of East Germans stormed the border gate. From these days a lot of pieces of barbed wire and the original crashed lock with a piece of the Berlin wall was brought together.

A video about the days can be found here: [www.youtube.com/watch?v=n1synEeN3Q0](http://www.youtube.com/watch?v=n1synEeN3Q0)

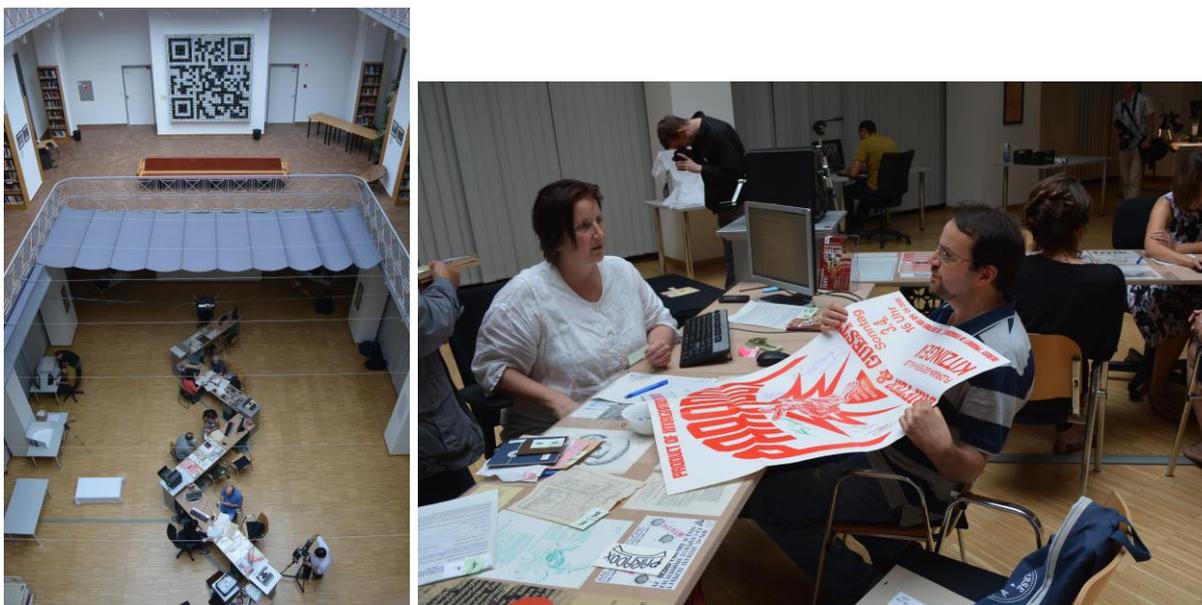


Figure 45 The former commanding border guard officer Árpád Bella tells his story of the Pan-European Picnic at the Europeana 1989 collection day in Sopron



**Figure 46 Piece of the Iron Curtain: barbed wire and original crashed lock the Pan European Picnic and a piece of the Berlin wall contributed at the collection days in Sopron.**

On 4-5 September, the collection days in Budapest took place at the Open Society Archives (OSA).



**Figure 47 collection days at OSA in Budapest.**



## 89 Voices

89 Voices<sup>58</sup> is an oral history and social engagement project envisioned by Neil Bates and Michelle van Duijn of the Europeana Foundation. Built on the back of Europeana's 1989 collection days in Poland, Hungary, Czech Republic, Germany and the Baltic States, 89 voices will connect with European history through the participants who attend these events via their objects and unique stories.

The project uses Tumblr and Soundcloud, and will continue until 2014 once 89 voices have been recorded to mark the 25th anniversary of the start of the revolutions of Eastern Europe. <http://89voices.eu/>



**Figure 49 Neil Bates taking an 89 voices interview with the German MP Philipp Lengsfeld at the Berlin collection days.**

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<sup>58</sup> <http://89voices.eu/about>



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POLAND LATVIA GERMANY ESTONIA HUNGARY CZECH REPUBLIC

Discover an extraordinary year when walls crumbled, ordinary people stood together and families were reunited. Through Europeana's 1989 roadshows, we're on a mission to record and preserve 89 fascinating first-hand accounts from individuals who experienced the fall of communism and the reunification of Europe.



## ***Europeana 1989 Online Wikipedia Challenge***

1989 Online Wikipedia Challenge was a Wikipedia writing competition, where all of the participants were invited to improve Wikipedia articles related to the European Revolutions of 1989 in their own language. This activity was part of the Europeana DoW, and was added in close collaboration with the Wikimedia community

A short list of topics was selected that to be improved or translated. Points were given for the expansion, translation or creation of one of the articles in the topics list, also for the addition of images to the articles. The points were summarized and the international winners received an special prices (60€, 30 and 10€ amazon giftcards).

While improving, Wikipedian editors were encouraged to use the many fantastic pictures from 1989 submitted to Europeana's 1989 portal and if not yet done, upload them to our Wikimedia Commons category. These images were memorabilia from European citizens compiled online and during some roadshows. They could be used in as many articles as in many language versions as possible in order to share our common history in a neutral way

The contest ran between October 1st to December 31, 2013 and was used as an experiment to test and analyse our call to action strength among Wikipedia editors.

Outcomes:

- Content production and quality improvement: 24 Wikipedia articles 4 languages were expanded during these contest. Most of the edits have been translations, adding images to articles or copyediting them.
- Images reuse: Image uploads or images reusing are not a direct intended outcome for writing contests, but the contest did promote the reuse of existing Europeana
- Material on Wikimedia Commons on Wikipedia articles, giving extra points to participants for doing it. Between April and December E1989 related content got 278.923 impressions on Wikimedia projects<sup>59</sup>

Added value of this activity:

- It is a easy to organize activity with a simple, yet compelling goal: improving the amount and quality of content on Wikipedia during a competitive time limited event.
- These kind of challenges engage existing editors by offering a compelling opportunity to compete against each other.
- We used social media to promote the challenges.
- Prizes are relatively cheap.

Notable additional findings:

- Most of on wiki writing contests are community driven activities. Our where not and this have may affected the relatively low participation response.
- We didn't received many support of existing communities and overall participation can be considered low
- Europeana challenges where multilingual and displayed on meta.wikimedia.org, a less visited page than languages wikipedias (en.wiki, de.wiki, fr.wiki...)

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<sup>59</sup> <http://tools.wmflabs.org/glamtools/baglama.php?group=Europeana+1989&date=201304>

## Recommendations

- Existing chapters could drive the next challenges and Europeana should act as a facilitator. Should only organize them if we have some kind of community support.
- If you should work on a specific language version of Wikipedia or on Meta is something to think about in advance, and the choice should be based on the focus and design of the contest
- Wherever you place the contest page, it is absolutely crucial to publish a message about it on the central discussion pages on different language versions of Wikipedia (the so called "Village pumps")
- We could try to do challenges by language where we have an existing community or a local contact.
- Onwiki content could be led by GLAMs of the Europeana Network.
- Although not recommended to be an aisle project, onwiki writing challenges are a good complementary activity to wider projects, to test community response and engagement in a cheap, easy-to-organize-way.
- Make the rules as simple as possible to understand. This minimizes the risk of problems later and will increase the amount of participants.
- It helps if there is a list with selected articles to improve or translate in place before the contest. This makes it easier to jump in for the volunteers (as you don't have to pick articles yourself from a topic you might not be an expert within) and it also pushes participants to finish everything on the list. The list with important topics is something that GLAM professionals are ideal to help you prepare.

### **3.4 Cooperation with Freedom Express and other events**

During the project period several cooperation with different institutions were thought and the project was presented at conferences and events.

One such presentation by Frank Drauschke took place at the new building of the Latvian National Library in Riga on 23 August 2014 on the celebration of the 25<sup>th</sup> anniversary of the Baltic Way.



**Figure 50. The three Baltic Prime Ministers at the celebration of the 25<sup>th</sup> anniversary of the Baltic Way in Riga, presentation of *Europeana 1989*.**

Since a meeting in Warsaw in January 2014 cooperation with the Freedom Express project run by the European Network of Remembrance and Solidarity in Warsaw was sought ([www.freedomexpress.enrs.eu](http://www.freedomexpress.enrs.eu)).

#### **Freedom Express Exhibition**

Seven personal stories and images from Europeana 1989 and a video cube with material from EUscreen were incorporated into the Freedom Express exhibition, which will be travelling through Europe starting in November 2014.

#### **Freedom Express Study Trip**

During the Freedom Express study trip 20 young people from different countries travelled in August/September 2014 through Eastern and Central Europe.



Figure 51. Europeana 1989 workshop for the Freedom Express study trip in Gdansk

Europeana's marketing specialist Neil Bates participated in the Freedom Express as a Europeana representative.

During the Month of September The Freedom Express took twenty young Europeans on a journey, during which they trace the events that transformed Europe. Twenty-five years after the spectacular events that triggered the collapse of communism in Europe, the organisers of the campaign are once again raising questions about that watershed. They were showing young people what the world was like on both sides of the Iron Curtain, and they are asking a new generation of Europeans what, in their opinion, has survived of the spirit of community and solidarity of 1989. The itinerary included street-art projects, city games, meetings with opposition activists, joint filmmaking and a collaborative blog. To make the project happen, European Network Remembrance and Solidarity brought together ministries of culture and major institutions dealing with twentieth-century history in Poland, Germany, Hungary, Slovakia, Romania, and the Czech Republic.

Main organiser: European Network Remembrance and Solidarity

Co-organisers: National Centre for Culture (Warsaw), Federal Foundation for the Reappraisal of the SED Dictatorship (Berlin), Research Institute and Archives for the History of Regime Change (Budapest)

Europeana joined the Freedom Express to help promote the Express’s aims and journey through social media and other communications. It also meant to get the opportunity to introduce the other participants to Europeana 1989. A workshop with the participants was organised while they were in Gdansk. The 1-hour workshop introduced the group to the Europeana 1989 project and highlighted some of the fascinating stories that have been preserved as a result of the project throughout Central and Eastern Europe. While the group was in Berlin and Budapest we also held collection days for Europeana 1989. The Freedom Express participants all took part in the collection day and met members of the general public that brought along their stories. They also had the opportunity to get involved in the process of digitisation.

Neil applied like everybody else. He has I have a strong interest in the events of 1989, even more since he began working for Europeana and got involved with the Europeana 1989 project. He used the 89 Voices initiative as a basis for his application - an oral history project that aims to record and preserve 89 fascinating first hand accounts from individuals who experienced the fall of communism and the reunification of Europe. It worked, and he was selected as one of the final 20 from over 100 applicants from across Europe.



Figure 48 The tour begins, Europeana 1989, CC BY-SA

Neil used the trip as an opportunity to deepen his knowledge of the events of 1989 and speak to the pivotal protagonists of that time, directly. Personal stories, memories and experiences can help others to understand what it was really like to live in the period and they provide a different perspective. And by capturing them for Europeana 1989 and 89 Voices, we can share the experiences of this important period in our history widely online today and for future generations. So Neil also continued with his work on the 89 voices project, as well as update media and contribute to Freedom Express and Europeana blogs. Every opportunity on the trip has been used to interview and photograph participants, organisers, guest speakers and general members of the public. And he was also on the other end of the microphone, taking part in interviews based on his reflections for a number of documentaries that will be produced surrounding the Freedom Express.

Facebook: <http://facebook.com/europeana1989>

Twitter: <http://twitter.com/europeana1989>

Europeana blog: <http://blog.europeana.eu>

Freedom Express blog: <http://1989.enrs.eu/blog/>

## Shaping Europe

In the beginning of December 2014 both Europeana projects which commemorate the break up and the re-unification of Europe: Europeana 1914-1918 and Europeana 1989 will

come to the European Parliament in Brussels. The results of both projects will be presented and the parliamentarians will have a chance to take part with their personal memorabilia and stories.

## **4 Europeana and Wikimedia Collaboration**

### **4.1 2014 Activities**

After successfully running the Wiki Loves Public Art (WLPA) campaign as part of EAwareness WP2 in 2013, Wikimedia's activities within this work package ceased. However, as stated in EAwareness D2.5 Wikimedia and Europeana planned on establishing a Task Force to investigate future opportunities. This Task Force was successfully established in the summer of 2014.

This Task Force will look at technological developments in the Wikimedia community recommending a way to move forward in Europeana's involvement with the development of technological solutions. Additionally, the Task Force aims to give practical recommendations on how to engage with the Wikimedia community in order to build fruitful long-term relations in the sector.

The Task Force will run until January 2015 and is being chaired by Jesse de Vos from the Netherlands Institute for Sound and Vision.