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D6.3: Report on Year Two of Europeana Awareness

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Revision History

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This deliverable contains original unpublished work except where clearly indicated otherwise.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.

PROGRESS REPORT

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DECLARATION BY THE PROJECT COORDINATOR

I, as coordinator of this project and in line with my obligations as stated in Article II.2 of the Grant Agreement declare that:

- The attached periodic report represents an accurate description of the work carried out in this project for this reporting period;
- The project (tick as appropriate):
 - has fully achieved its objectives for the period;
 - has achieved most of its objectives for the period with relatively minor deviations;
 - has failed to achieve critical objectives and/or is deviating significantly from the schedule.
- The public Website is up to date;
- *[this point only applies to projects with actual cost reimbursement]* To my best knowledge, the information contained in the financial statement(s) submitted as part of this report is in line with the actual work carried out and consistent with the reported resources and if applicable with the certificates on financial statements.

Name and position of Coordinator:

Date://.....

Signature:

CONTENTS

Publishable Summary

Report on Year 2 of Europeana Awareness	6
Links between strategic tracks and Awareness WP tasks	11

Project Progress

1. Project objectives for the period	13
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2. Work progress and achievements during the period

• WP1 Public Media Campaign	15
• WP2 End-user engagement	19
• WP3 Developing new partnerships	28
• WP4 Connecting cultural content with tourism	33
• WP5 Copyright and related rights framework	37

3. Deliverables and Milestones Tables

Table 1: Deliverables	41
Table 2: Milestones	44

4. Project management

Project planning and status	50
Performance Monitoring	51
List of project meetings, workshops and conferences	55
Use and Dissemination activities during this period	60

Use of Resources

Overview Person-Month Status (cumulative)	Annex 2
Explanation of use of resources	Annex 3

Annexes

Annex 1

MS5: Annual report on campaigns and ongoing advocacy and PR by national coordinators

Annex 2

Overview Person-Month Status (cumulative)

Annex 3

Explanation of use of resources

PUBLISHABLE SUMMARY

Report on Year 2 of Europeana Awareness

The core objective of the project is to raise awareness of Europeana among users, policymakers, politicians, digital innovators and cultural heritage organisations in every Member State. Each of these target groups needs to respond to specific messages which encourage the use and contribution of content, promote recognition of cultural heritage as an economic driver and facilitate knowledge transfer. Much of the work of the project has been to plan and implement targeted public relations campaigns in each country to promote:

- a top-down understanding of the social and economic potential of Europeana
- a grassroots engagement with innovative approaches to collecting and accessing cultural heritage online.

The strategic thrust of the Awareness work is governed by the *Europeana Strategic Plan 2011-2015*. The target audiences and the messages link directly to the strategic tracks mapped in the plan – Aggregate, Facilitate, Distribute and Engage.

The second year of the Europeana Awareness project has been a busy and productive one, with all work packages making significant progress.

User engagement and PR campaigns around two important periods of history (the First World War and the fall of the Iron Curtain) have been instrumental this year in raising awareness, gathering new user-generated content for Europeana and developing online channels for exploring this material.

Europeana 1914-1918 family history roadshows (also known as collection days) were held in eight countries this year - Slovenia, Italy, Ireland, Belgium, Romania, Germany, France and Slovakia. These events invite members of the public to bring in their First World War memorabilia and stories to be digitised and added to the www.europeana1914-1918.eu archive. The roadshows are organised under WP2 and promoted by WP1 and always generate significant media attention from both local and national broadcast and print media. The highlight of the year was the campaign in France, for which over 100 collection days took place simultaneously in various locations across the country between the 11th and 16th November 2013, as part of the country's official WWI commemoration activities. *La Grande Collecte* attracted more than 7,000 people and generated over 500 mentions in the press.

Like Europeana 1914-1918, Europeana 1989, which was launched in June in Poland, is building up to an anniversary that will be marked in 2014 throughout central and Eastern Europe. The international launch brought ambassadors from seven partner countries together for a public debate. These ambassadors are people known in the public arena for their activism in 1989, and include politicians and celebrities. They were the first to add their memorabilia to the new digital archive, which WP2 has developed with HistoryPin (www.europeana1989.eu). The collection event was then opened up to people from Warsaw and other parts of Poland, who brought memorabilia ranging from photos, underground pamphlets and teddy bears up to the biggest object digitised so far: a Polonez car, produced in Poland during the 1980s.

Further collection events then took place in the Czech Republic on the anniversary of the Velvet Revolution and in Lithuania, Latvia and Estonia to recreate online the Baltic Way of August 1989. Directly related to this programme of events is the “89 Voices” oral history project which uses Tumblr and Soundcloud to record attendees talking about their experiences and memorabilia.

The late Polish Prime Minister, Tadeusz Mazowiecki, the project’s ambassador in Poland, spoke during the launch about the importance of the Europeana 1989 project. He said that, ‘started by “Solidarity”, freedom movements of people in many countries of central and eastern Europe in 1989 and 1990 paved the way for the unification of Europe. Europeana 1989 will now carry the personal experiences of people involved in those events and help to transfer knowledge to younger generations and unite Europeans even further.’



Figure 1: Europeana 1989 ambassadors take part in a round table discussion at the launch in Poland in June 2013.

The launch round table event attracted significant press coverage in Poland, and results remained good throughout the 1989 campaigns. Overall, the media response to all the Awareness campaigns is well above target. For a project, which seeks to raise awareness, this is a key indicator of its scale and success. Figure 2 below shows the number of recorded media mentions in each partner country up to the end of 2013. However, media coverage goes beyond these borders, with 43 different countries covering Europeana in 2013, in 26 languages. In total, Europeana received three times as many media mentions in 2013 as it did in 2012.

The development of partnerships with established and prestigious cultural organisations also shows the scale and success of Europeana. Throughout 2013, Europeana Awareness has continued to strengthen its ties with Wikipedia, broadcasters and tourism agencies as well as with memory organisations such as archives and public libraries.



Europeanana in the News

Online	61.8%
Newspaper	20.1%
Radio	8.9%
TV	6.5%
Magazine	1.8%

 = Europeanana Awareness campaigns carried out since January 2012



Figure 2: Media mentions across Europe, highlighting countries that have run an Awareness campaign

WP2 has worked extensively with Wikimedia Sweden, running over a dozen events, edit-a-thons and competitions in the past twelve months in eight European countries (along with a virtual presence worldwide). These events encourage re-use of Europeanana content on Wikipedia with themes such as 1989, WWI and fashion. At the first fashion edit-a-thon in Sweden in March, 23 new users used a total of 72 fashion images on Wikipedia articles in eight languages. These articles were viewed over 600,000 times in the following four months.¹

In addition, through WP2, Europeanana once again contributed to the ‘Wiki Loves...’ photo competition, this year with Wiki Loves Public Art. Through the competition, the Wikimedia Commons community is made aware of the on-going cooperation between Europeanana and Wikimedia. Wikipedia articles that now include the competition entry photographs were viewed nearly 1.5m times between May and October alone. Exposure of images from the Wiki Loves competitions and edit-a-thons can result in high view rates, for example, an image from the 2012 Wiki Loves Monuments competition has now been viewed 182,000 times, and a Krøyer painting from Europeanana added to Wikimedia Commons has been viewed 43,000 times.

Partnership work in WP3 has made great strides and succeeded in increasing the Europeanana Network by 200 members from the archives and public libraries domains, doubling the representation from archives. They have also identified over 200 archives potentially willing to contribute their already digitized collections to Europeanana and have exceeded the project target for membership of the public libraries network, with 115 libraries from 32 countries now involved.

¹ From: <http://pro.europeanana.eu/documents/900548/82db7491-c6f1-49f1-93ad-6ef392ba86f7>



Figure 4: Most viewed Europeana image on Wikipedia. 'Hip, hip, hurra! Kunstnerfest på Skagen', Peder Severin Krøyer, Gothenburg Museum of Art, CC BY-SA

WP3's work with broadcasters, commenced during the year, has seen organisations in Bulgaria, Denmark and Serbia express interest in the Europeana widgets and API, with more expected. As part of the outreach to broadcasting organisations, the Europeana Foundation signing a Memorandum of Understanding with the BBC along with other open data providers. James Purnell, Director of Strategy and Digital at the BBC, said: 'Like Europeana, the BBC believes that online access to digitised cultural assets will become more and more important, and today's MoU will provide a useful forum for an on-going conversation about our ambitions in the digital space.'

WP4 has built on its investigations and research into the different tourism sectors and the diverse opportunities they present. Fitting Europeana's offer to the specific requirements of the tourism market is not an easy task, as each tourism provider has its own requirements. Work with tourism agencies has led to the identification of the Baltic States and the Greater Region as areas for potential partnership with national tourism bodies, Partnership opportunities with commercial tourism services and tourism publishers are being investigated and so far agreements have been made with London & Partners, Touristic Marketing Greater Region and Luxembourg City Tourist Office.

In terms of tools to help others take advantage of Europeana's collections, WP2 has created and assessed the first version of the Digital Storytelling Platform, which will be developed further in 2014. WP3 tested and made recommendations for the most recent version of the Europeana search widget, which allows anyone to quickly and easily configure a bespoke search box that they can include on their own website. The search widget was promoted to partners at workshops and has already been implemented by over 130 public libraries. WP4 has begun to create themed datasets to develop editorial links between Europeana content and the events/venues databases from partners Culture24 and Plurio.net. This will ultimately lead to the development of location-aware widgets, apps and online services, giving tourists new access to cultural information.

Underpinning the work on tools and services are developments in making Europeana content freely re-usable for developers, creative industries, teachers, and the public so that they can create new and innovative applications of cultural heritage. Here, WP5 is progressing well, with the transition to the new *Europeana Licensing Framework* complete and the numbers of items available for re-use exceeding its target (30% against a KPI of 25%, with the figure almost doubling during 2013) and far exceeding the target for items with the Public Domain Mark (5m against a KPI of 1m). The Public Domain Mark makes the digital object itself (as opposed to the metadata about the object – which can be used under the CC0 public domain dedication) available for re-use, both commercial and non-commercial. By applying the Public Domain Mark and by making high-resolution versions of images available to all, the possibilities for re-use are huge.



Figure 5: This image from Hispana, which carries the Public Domain Mark, became Europeana's most-shared image on Facebook of 2013. 'Florido y Cª [Material gráfico]: Vinos y Finos : Sanlúcar de Barrameda', Biblioteca Valenciana Digital and Hispana, public domain.

The focus for the next stage of WP5's work will be on reducing the number of unlabelled items, so that no matter what content users find on Europeana, the level and type of allowable re-use is clear.

Bringing all of the work strands together is the project management role of WP6, which saw that all deliverables were submitted, milestones reached and key performance indicators monitored. The WP also ensured that all financial and budgetary issues for each of the 48 partners were kept in order.

A highlight of the year was the Europeana Awareness General Assembly in Prague in July organised by Europeana and hosted by the Czech National Museum. The event saw 57 people representing 38 partners coming together to share knowledge and best practice in a range of sessions, including a workshop on communications, intensive training on Europeana 1989 and a full set of work package updates.

Conclusion

In 2013, Europeana Awareness has achieved greater levels of engagement and partnership involvement than ever before - more members of the public involved in digitising their stories, more press covering our events and achievements, more public libraries and archives joining our networks, and more broadcasters and tourism agencies willing to work together to bring Europeana and its datasets closer to the people who can benefit from them. Supported by the right legal structures and advocacy, Europeana Awareness in 2014 will extend all these initiatives even further and as such is set to be a strong force in further encouraging the opening up and use of Europe's cultural heritage digital collections on a scale that has never been achieved.

Links between strategic tracks and Awareness WP tasks

Strategic tracks	Actions	WP1	WP2	WP3	WP4	WP5
<u>Aggregate</u>	Source content that represents the diversity of our cultural heritage	Support all campaigns, on-going advocacy and PR work by national co-ordinators	Continue to develop content gathering campaigns and end-user engagement projects	analysis of Europeana content for local history and genealogy users/re-users		
	Improve the quality of metadata					Continue to fine-tune the Europeana Licensing Framework
<u>Facilitate</u>	Share knowledge among cultural heritage professionals		develop a roadmap for collaboration with Wikimedia	organise a Public Libraries conference		Raise IPR issues encountered by Europeana and its partners
	Foster R&D of digital heritage applications				map all campaigns strategic themes, events and priorities to develop new opportunities for data sharing initiatives	
	Strengthen Europeana's advocacy role	Support of #AllezCulture campaign				
<u>Distribute</u>	Put content in the users workflow				workshops interrogating the Culture24 approach to aggregation and publishing	
	Develop partnerships to deliver content in new ways			Assess the potential for integrating and delivering content through European web and broadcast services	Create themed datasets as a foundation for building connections with commercial tourism services	

Strategic tracks	Actions	WP1	WP2	WP3	WP4	WP5
<u>Engage</u>	Enhance the users' experience		continue to develop the Digital Storytelling platform	develop guidelines to support local archive collections		
	Broker a new relationship between curators, content and users	Promotion of campaigns: WW1, Fall of the Iron Curtain and other local campaigns	Organised a GLAM WIKI events and a Public Art project	increase in Network membership of public libraries and archives		

PROJECT PROGRESS

1. Project objectives for the period

The overall objectives of Europeana Awareness are to:

- publicise Europeana to users, policymakers, politicians and cultural heritage organisations in every Member State so as to encourage the use and contribution of content, raise awareness of cultural heritage as an economic driver and promote knowledge transfer
- promote its use by a broad public for a variety of purposes including recreation and hobbies, research, learning, genealogy and tourism – engaging users via user generation of content, creation of digital stories and social networking
- develop new partnerships with four key sectors which are currently underexploited by Europeana: public libraries; local archival groups; broadcast organisations and open culture re-users (programmers, developers, researchers and activists)
- put in place new distribution channels for Europeana content working with the tourism sector
- further encourage cultural institutions to continue to provide content in particular by: raising awareness of the opportunities provided by the new Europeana Licensing Framework; developing mechanisms for collective rights management; and increasing the amount of content in Europeana that can be freely re-used.

During the second year of EAwareness, the objectives were to continue the work of the project and carry out the various activities outlined in work packages 1-6, including:

- To continue to manage and monitor the strategic communications framework and tactical plans for each work package including the campaigns, on-going advocacy and PR work by national co-ordinators resulting in an annual report at the end of the year (MS5)
- Continue to develop end-user engagement projects, infrastructure and tools for supporting User Contributed Content in Europeana (D2.2)
- Continue to develop the Digital Storytelling platform (D2.4) including a release of the first version of the integrated toolset (MS9)
- Manage and continue to develop the content gathering campaigns Europeana 1914-1918, Fall of the Iron Curtain and Wikipedia) (D2.3, D2.5)
- Organise a series of GLAM WIKI events/contests and a Public Art project (D2.6)
- Develop and define a roadmap for collaboration with Wikimedia, after the partnership with Wikimedia Sweden ends in December 2013 (MS10)
- Continue to build a public libraries network to support Europeana through an analysis of Europeana content for local history and genealogy users/re-users (D3.3)
- Organise a “Public Libraries in Europeana” conference (D3.4)
- Support local archive collections through the development of guidelines for users on local and family history themes in Europeana (MS15)
- Assess the potential for integrating and delivering Europeana content through web-based and/or broadcast services among a range of European broadcasting organisations

- map all existing and upcoming campaigns across Europe to identify strategic themes, events and priorities, in order to develop new partnerships and map opportunities for data sharing initiatives (MS23)
- Organise a series of workshops that interrogate the Culture24 approach to aggregation and publishing (MS24, D4.4)
- Create agreed themed datasets as a foundation for the next stage of development in building connections with commercial tourism services (D4.5)
- Raise awareness of IPR issues encountered by Europeana and its partners (D5.2)
- Continue the work on fine-tuning the Europeana Licensing Framework, making recommendations for improvements (D5.3, MS27)
- Produce the first Annual Report 1 (D6.1) and Financial Statement (D6.2) along with periodic bi-annual Progress Reports (MS32 and MS33)

2. Work progress and achievements during the period

Work Package Number	1
Work Package Title	Public Media Campaign
Lead Partner	British Library
Start Month: End Month:	1 36

The objectives for this work package are:

- to develop a widespread awareness of Europeana, focusing on the outcomes of the *Europeana Strategic Plan 2011-2015*, by generating recognition, understanding and take-up of initiatives coming out of Europeana.
- to develop a strategic communications framework, creating tactical plans with WPs 2, 3, 4 and 5 and selecting PR agencies to work with the partner network in a series of short, focused PR campaigns.

Description of work carried out and achievements:

This report gives a brief update on the status of WP1 tasks detailed in the Description of Work (DoW). The majority of tasks have been completed during year one of the project; those that are on-going are the subject of *MS5: Annual report on campaigns and on-going advocacy and PR by national coordinators*, which is attached as Annex 1 of this report and is referred to throughout.

We're now two-thirds of the way through Europeana Awareness, with 18 out of 30 countries having run their one-month PR campaigns to raise awareness of Europeana through their country's media.

Promoting added value is a key goal of Europeana's communications strategy. To amplify messaging and maximise the impact of communication activity on this theme, Europeana has created an umbrella approach that allows Europeana, cultural heritage organisations and the creative industries across Europe to speak with one voice through the #AllezCulture campaign. While this activity falls naturally under the Europeana Version 2 project, it cannot be separated from and indeed benefits from the synergies created by wider awareness raising from partners under Europeana Awareness.

Task 1.1 Create overall activity planner with work packages 2-5

The planner - D1.1, was devised with members of the work package to capture all anniversaries and events in Member States that could be used as hooks for PR activities – e.g. the national book fair, the bicentenary of the constitution etc.

During 2013 two national campaigns in Malta and Bulgaria, were linked to such national activities. In addition, one-off awareness-raising initiatives were run by national coordinators tied to such events, - for example, the Bibliotheque Nationale De France promoted Europeana heavily at the Paris Book fair – see Annex 1 for full details.

Task 1.3 Create tactical plans

The tactical plan template forms Appendix 4 of the *Strategic Communications Plan*. Experience over the past two or more years has shown that the agency proposals and plans that are submitted in response to the Agency Brief are in fact more valuable as tactical plans, and are relied on by the campaign managers (Eleanor Kenny at the British Library and Frank Drauschke at Facts & Files), the national coordinators, and the agency staff themselves.

Task 1.4 Selection of PR agencies

The *PR Agency Brief* is part of Appendix 3 of the *Strategic Communications Plan*. As last year, the British Library and Facts & Files continue to work with the national coordinators to customise the brief, which is typically given to three selected agencies in each country. The agencies reply with proposals, costing and schedules. The choice of agency is then made by consensus between the British Library and/or Facts & Files and the national coordinator. Once agreement is reached, the agency then firms up the proposal, which forms the basis for the ensuing activities and takes the place of the tactical plan.

Some countries have existing contracted or in-house expertise, which they prefer to use because it integrates better with their departmental working regimes and ensures staff synergy. This approach was taken by the Bibliotheque Nationale De France's *La Grande Collecte*. The high level of media coverage that resulted from this approach is detailed in Annex 1.

Task 1.5 Manage the rolling programme of PR agency campaigns against the overall timetable

The main activity of Europeana Awareness is a series of short PR campaigns lasting a few weeks that take place in every country over the three years of the project. There have been eleven national campaigns this year. All are covered in detail in Annex 1. Europeana 1914-1918 campaigns have run in Italy, Slovakia, Romania (co-ordinated by Facts & Files) and France (coordinated by the British Library). Europeana 1989 campaigns have run in Poland, Lithuania, Latvia, Estonia and the Czech Republic, coordinated by Facts and Files. Customised campaigns have been run in Bulgaria and Malta, coordinated by the British Library.

Task 1.6 Build national PR coordinators' network

Each national partner has nominated one and sometimes two members of staff to act as the national coordinator and work with Europeana in an on-going capacity. These are the members of WP1. The highlights of their on-going activities throughout the year are set out in Annex 1.

The WP has over 30 members, and an important element of this task is to bring the group together so that they can deepen their understanding of Europeana, exchange ideas and develop their professional expertise. At the project's plenary meeting in Prague in July 2013 two three-hour sessions were devoted to WP1 development, giving the members plenty of opportunity to share their PR achievements and to hear about best practice from the Action PR Group.

Most of the coordinators' institutions belong to the European Network, so a number of WP1 members were also able to come along to the Network's AGM in Rotterdam in December 2013 to understand more about, and contribute to, the development of Europeana's future business strategy. Also this year Europeana's Corporate Communications team – Eleanor Kenny, Beth Daley and Jon Purday – began regular email news updates for the national coordinators plus the dissemination leaders of all Europeana-related projects. The email keeps all the communicators with whom we work in touch with important communications news, alerts them to new tools and resources. We also actively solicit information about activities so we can commission blogs or tweets.

Task 1.8 Active support for national aggregation initiatives

Several WP1 members, including Slovenia, Czech Republic, Portugal and Cyprus have given presentations at conferences to encourage wider content contribution or have run workshops designed to consolidate the national aggregation infrastructure. Examples are given in Annex 1.

Task 1.9 Monitoring and evaluating key performance indicators

Annex 1 gives a very full account of the measurement and evaluation that was done in 2013. The media mentions are derived from MS2, the Media Monitoring Template, which PR agencies are contracted to fill out once their PR campaign has finished. It is also completed by national coordinators when they secure press coverage as part of their on-going PR work. The reach and value of the media coverage has also been assessed in a number of countries over 2013, and is detailed in Annex 1.

A major piece of work was undertaken this year in relation to Key Performance Indicator 2.2 – measuring brand awareness before and after a national campaign. This was to be measured for three campaigns over the course of the project. After a competitive tender, Insites Consulting was selected for the work, and a baseline awareness survey was run in February 2013 in Italy, Poland and Norway. Some 500 people in each country who expressed an interest in culture and were recent visitors to a museum, library or cultural event, were surveyed online. Following the campaigns in Italy and Poland, the survey was run again. The campaign in Norway took place later in the year. The results of the surveys are treated in detail in Annex 1.

Work planned in the next twelve months

National campaigns taking place in 2014:

Finland	Media Literacy Week	February 2014
Netherlands	1914-1918	March 2014
Greece	1914-1918	April/May 2014
Germany	1989	May 2014
Sweden	European Capital of Culture	May 2014
Norway	Bicentenary of the Constitution	May/June 2014
Hungary	1989	June 2014
Portugal	1914-1918	October 2014
Austria	probably 1914-1918	date tbc

Croatia	probably 1914-1918	date tbc
Serbia	probably 1914-1918	date tbc
Spain	educational project	date tbc

In addition we are running major campaigns around the centenary of the First World War and around the 25th anniversary of the revolutions of 1989. Both these campaigns will focus on the resource provided by the user generated content collected at the Awareness events.

Work Package Number	2
Work Package Title	End-user engagement
Lead Partner	Beeld en Geluid
Start Month: End Month:	1 36

The objectives for this work package are:

- to perform an analysis of state-of-play regarding end-user involvement that will help define opportunities and challenges for Europeana
- to create a digital storytelling platform as a new component for the Europeana service
- to launch a fixed number of thematic campaigns that each cover a specific challenge for gathering and linking user-generated content (UGC) to Europeana
- to establish close collaborations with Wikimedia

Description of work carried out and achievements:

Following the success of the first year, WP2 continued to deliver results in this reporting period. Overall progress for this year has been good, with no major deviations from the work plan. The content gathering campaigns for Europeana 1914-1918 were successful, both in terms of public engagement and content added as well as audience reach. The Europeana 1914-1918 collection currently contains 6,000 live stories, with a further 1,600 awaiting approval and from January to December 2013, the website was visited over 236,654 times by 177,770 unique visitors.

This year also saw the launch of the Europeana 1989 campaign, aiming to create a digital archive of memorabilia connected to the fall of the Iron Curtain. Besides the objects that were gathered, the campaign provided important insights into the challenges of managing a campaign which deals with more recent events. These lessons have been documented and will be taken on board in future campaigns.

The collaboration with the Wikipedia community was launched in January and continued throughout the year. A great variety of events were organized as part of the project, including an ambitious international photo competition “Wiki Loves Public Monuments.” As one of the results, a strategic plan for future collaboration between the two communities (Europeana Network and the Wikipedia community) was written in December.

On the development front, the HistoryPin platform was adapted to serve as the main site for 1989, including content upload. The first version of the Digital Storytelling Platform (DSP) was released in May and consecutively evaluated by a representative group of users. The DSP will be released to the general public early 2014. This is indicative of a small deviation from the workplan is that HistoryPin has been chosen as the contribution and publication mechanism of 1989, opposed to the Digital Storytelling Platform. This decision was taken by the Europeana Foundation in an effort to galvanise on the traffic already generated by the HistoryPin platform.

Through WP2, Europeana and the wider Europeana network have learned a lot in respect to connecting users to heritage content. Notably:

- The 1914-1918 campaign model is robust, and has inspired memory institutions outside the consortium to organize collection days
- There 1989 campaign requires a different and more challenging level of engagement, as these events are more recent in public memory
- Europeana can act as a driver for pan-EU campaigns and receive a lot of visibility
- Developing the right online tools for content collections requires considerable time for testing and multiple development stages. This became apparent in the HistoryPin 1989 platform rollout. Several additional features were added following feedback from the participating project partners and end-users.
- In terms of the Wikipedia collaboration, we were in the fortunate position to experiment with a variety of collaborative models resulting in a number of insights on how to develop the partnership in the future.

Task 2.1 - Operationalize tools to enable end-user contributions to Europeana content

Development of the Digital Storytelling Platform

Summary of the results:

- Delivery of the Digital Storytelling Platform (DSP)
- Evaluation results and good insight in areas of improvement
- Plan for public deployment

The process of designing the Digital Storytelling Platform was executed in four consecutive stages. This has been documented extensively in *D2.4 - Report on the User-centered evaluation and technical evaluation of the Digital Storytelling platform*. The DSP was evaluated by a representative group of potential users. The test results showed the strength of the back-end (server-side) platform as a way to store and connect user-uploaded stories, media and contextual connective narrative and the need to improve the front-end interface for better usability.

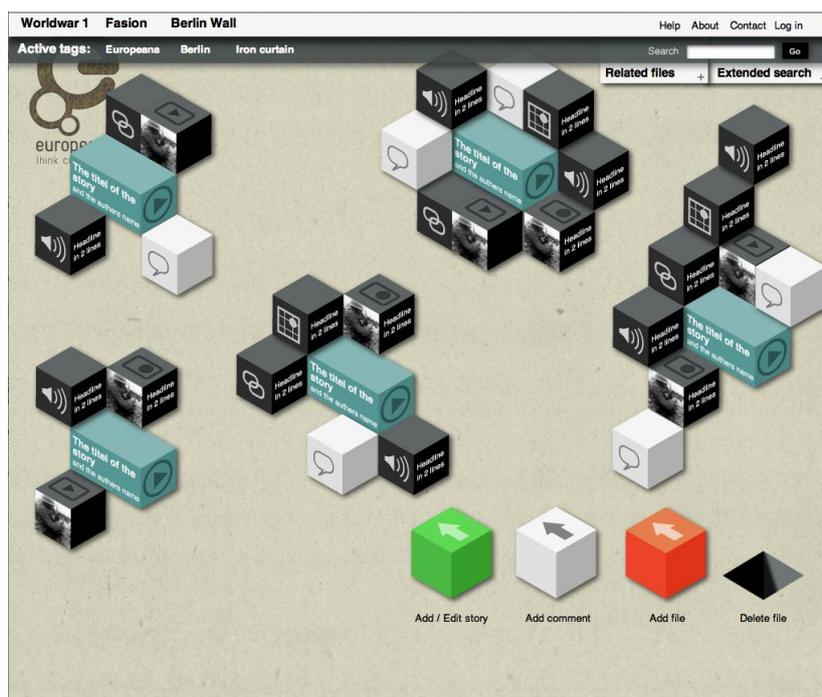


Figure 6: Digital Storytelling Platform design

As envisioned in the Description of Work, the DSP will be amended following this feedback, most notably:

- The DSP back-end is improved and will be part of Europeana Labs (once finished) and the Europeana GitHub's contrib branch as a prototype for others to use in their own campaigns. The project partners (NTUA, Europeana) are investigating using the platform within Europeana Creative to deploy parts of the back-end for the development of user generated galleries as part of a task on user annotations.
- The DSP front-end will need to be improved in order to be more user-friendly. This work is currently being scoped and the public release is planned for early 2014, in line with the Europeana Communication strategy of 2014.

Task 2.2 - Theme-based campaigns to promote contributions to Europeana

The work executed in this task has been extensively reported in two deliverables submitted earlier:

- D2.3 Report on the content gathering campaigns (WW1, Fall of the Iron Curtain, Wikipedia), delivered in April 2013
- D2.5 Updated Report on the content gathering campaigns (WW1, Fall of the Iron Curtain, Wikipedia), delivered in January 2014

Below, the highlights of the activities carried out in the second year of the project. This task has delivered excellent results, with more activities carried out than planned, raising awareness for Europeana throughout Europe.

2.2.1 1914-1918

This year, Europeana Awareness launched campaigns to gather user-generated content about the First World War in eleven countries. Belgium and Italy were part of Europeana Awareness, while Slovakia, France, Romania, Slovenia, Ireland, Cyprus, Denmark, UK, Luxembourg and Germany were in addition to the original plans.

In general these roadshows involve a local team (usually not from an existing partner) running a series of collection days in their area. These events offer the public a platform to contribute their family stories about WWI to the Europeana 1914-1918 website. They also provide the press and broadcast media with something tangible to record which in turn raises the awareness of Europeana. In the lead-up to the roadshows the 1914-1918 website features native language text for the local audience to align with a press and communications campaign being run locally. For an overview of the roadshows held in 2013, please refer to the list of events later in this document.

Europeana Awareness partners have also trained local staff and updated the guidelines for running such events. These are published on the University of Oxford website "[RunCoCo: How to run a Community Collection Online](#)" and include examples of documentation and local training material, all freely available to download.

To date 64,255 digital files with metadata (stories) supplied by members of the public (user-generated content) have been ingested into the Europeana portal from the 1914-1918 campaign.

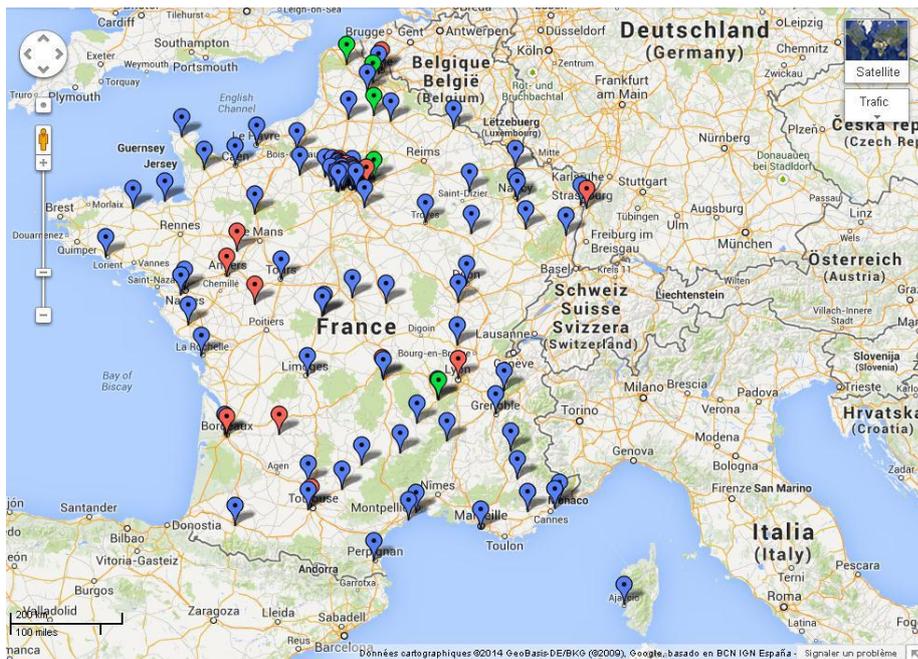


Figure 7: Participating memory institutions in France for La Grande Collecte in November 2013

2.2.2 1989

Europeana 1989 aims to create a digital archive of memorabilia connected to the fall of the Iron Curtain. This activity started in 2013 and will continue in 2014, building on the lessons learned in running the 1914-1918 campaigns.

Awareness partners have been trained to organise collection days by Facts & Files, the Poznan Supercomputing Centre and by Europeana Foundation.

The website www.europeana1989.eu was developed for the campaign by HistoryPin and Europeana Foundation and was launched during the kick-off event in Warsaw, Poland on 8 June 2013. The site allows users to upload memorabilia, pin them on a map and share their stories. The user generated content that is hosted on the site is also combined with related institutional material. It is set up as a dedicated area within the HistoryPin framework but with its own visual identity and branding.

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

This year a total of sixteen collection days were organized between June and November in Poland, Lithuania, Latvia, Estonia and the Czech Republic. *D2.5 Updated Report on the content gathering campaigns (WW1, Fall of the Iron Curtain, Wikipedia)* includes a brief report from each of the collections days. To date 9,611 contributions have been added to www.europeana1989.eu. 3,000 of these items were contributed by Deutsche Kinemathek and their previous project "Wir waren so frei" and ingested into Europeana 1989.

Two additional activities are being organised alongside the 1989 campaign. They add value by contextualising the objects contributed during collection days and on the HistoryPin platform:

- **89 Voices**² 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 the project records the stories of participants. It will continue until 2014 until 89 voices have been recorded to mark the 25th anniversary of the start of the Eastern European revolutions.
- **1989 Online Wikipedia Challenge**³ was a Wikipedia writing competition, where participants were invited to improve Wikipedia articles related to the European Revolutions of 1989 in their own language. A shortlist of topics was selected that needed to be improved or translated. While working, Wikipedia editors were encouraged to use the many pictures submitted to Europeana's 1989 portal and if necessary upload them to the Wikimedia Commons category. The contest ran from October 1st to December 31, 2013 and was used as an experiment to test and analyse our call to action strength among Wikipedia editors.



Figure 8: HistoryPin Europeana 1989 front-end

² <http://89voices.eu/about>

³ <http://tools.wmflabs.org/glamtools/baglama.php?group=Europeana+1989&date=201304>

Task 2.3 - Theme-based campaign connecting the Europeana community with Wikimedia Chapters

2.3.1 Galleries, Libraries, Archives Museums (GLAM) events

Wikimedia is a perfect partner for developing ways to involve the public in contextualizing Europe's cultural treasures. By using a free license many positive spin-off effects can be achieved when material is re-used in new and innovative ways. In addition, the project aims to increase the coordination of efforts in other areas between European Wiki Chapters, improve efficiency and make it possible to learn from each other's experiences. The project will also increase the cooperation between the Wikimedia movement and the Europeana Foundation.

Throughout the second year of the Awareness project, several kinds of activities have been executed, exploring the full range of possible collaboration models - including edit-a-thons, Collection Days, the Wiki Loves Public Art photo competition and the Wiki Loves Monuments photo competition. The Swedish Wikimedia Chapter led these efforts, supported by Europeana Foundation and Sound & Vision.

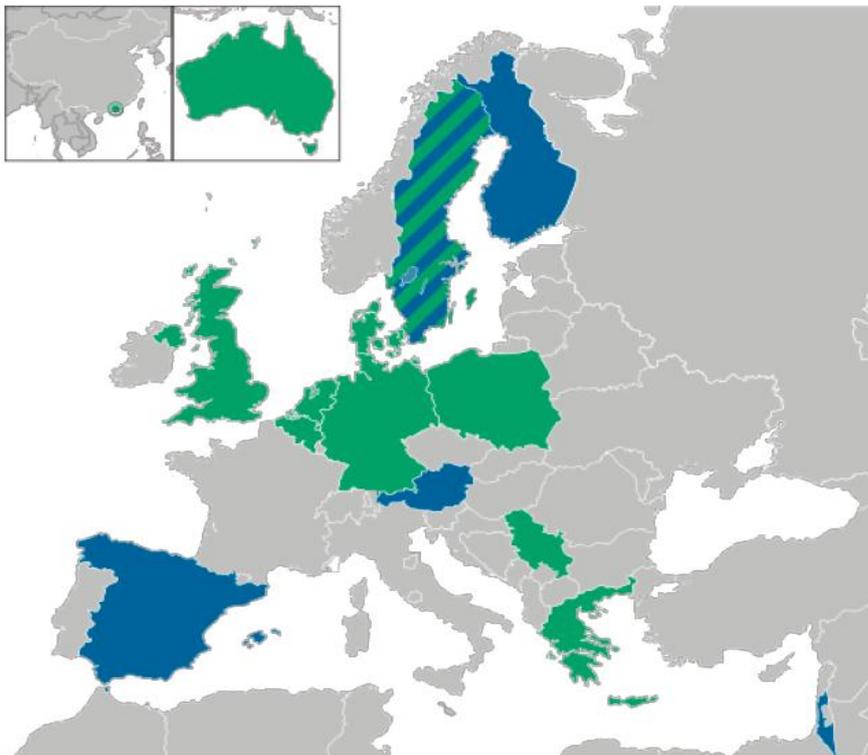


Figure 9: The countries participating in the events organized by Wikimedia Sverige, as part of the Europeana Awareness project. Europeana Awareness map.svg. Image by: Lokal_Profil. License: CC-BY-SA-3.0.

■ GLAM event
■ Wiki Loves Public Art

Here a brief overview of the Wikimedia related Awareness events this year:

- WWI Edit-a-thon in Sweden - The aim with this edit-a-thon was for it to work as a pilot for a possible series of edit-a-thons in 2013. This event took place on the 7th of November (so that Wikipedia's articles would look better for Remembrance Day, on the 11th of November). A total of 20 different images of the 60 uploaded were, in January 2013, used in encyclopaedic articles.

- Fashion Edit-a-thon no. 1 in Sweden, on 22nd March 2013 - An edit-a-thon and a digitization station were organized by Wikimedia Sverige in cooperation with the Nordiska museet (The Nordic Museum), Europeana Fashion, Europeana and Stockholm University. 23 new users created accounts, either at the edit-a-thon, or at the preparatory workshop and of the 362 images uploaded from the Nordiska museet, 57 of the images were used on Wikipedia after the event.
- Collection Days Edit-a-thon, Poland. Volunteers from Poland and Sweden took part in an international edit-a-thon on the 9th June in Warsaw, Poland. The edit-a-thon aimed at improving the coverage of Polish history and the events in 1989 on Wikipedia. The participants came together to write new content, and expand existing, Wikipedia articles in numerous languages. Images from Europeana's portal and images digitized during the Collection Days were used to illustrate the articles. The event was organized by Wikimedia Sverige, Wikimedia Polska, Narodowy Instytut Audiowizualny (NiNA) and Europeana, and was hosted by Dom Spotkań z Historią.
- 1864 Edit-a-thon, Denmark. A dual edit-a-thon with the year 1864 as the theme, an important year in Danish history, was organized in Denmark and Sweden. This was the first ever edit-a-thon in Denmark and it was organised in cooperation with the Rigsarkivet (Danish National Archives), Nationalmuseet (National Museum of Denmark), Statens Museum for Kunst (National Gallery of Denmark), Det Kongelige Bibliotek (Royal Library), Hirschsprungs Samling (Hirschsprung Collection) and the Københavns Museum (Museum of Copenhagen).
- WWI parallel Edit-a-thons, 28th June in Greece, The Netherlands Australia, Belgium, Germany, Serbia, Sweden and the UK. The goal of these events was to increase the quality of articles and expand coverage of WWI on the different language versions of Wikipedia. During these events, we showed GLAMs why they should use a truly free license (suitable for use on Wikipedia) and what the end users could do with their content. The edit-a-thons were successful with numerous images from Europeana used and contextualized in Wiki articles and involved several new and emerging national Wiki chapters.
- Fashion Edit-A-Thon no. 2. Fashion is one of Wikipedia's weakest areas in terms of coverage and these edit-a-thons are a move in changing this. By bringing together experienced Wikipedians with energetic and knowledgeable students and subject matter experts, this event helped to take further steps with bringing fashion to Wikipedia. The event continued the cooperation between Wikimedia Sverige, Nordiska museet, Stockholm University, Europeana and Europeana Fashion that started with the first fashion edit-a-thon in March.

Next to the activities listed above, Europeana sponsored the Wiki Loves Monuments photo competition in 2013 and awarded a special prize for the best participating photograph of a monument related to the First World War.⁴

⁴ <http://www.wikilovesmonuments.org/europeanas-first-world-war-award-for-wiki-loves-monuments-2013/>

2.3.3 Wiki Loves Public Art

A photo contest was developed as a way to reach volunteer photographers and the active community on Wikimedia Commons and make them aware of the on-going cooperation and Europeana's interest in the work done by the Wikimedia community. As part of this, local photo events were organized and collaborations were initiated with national heritage institutions.

The idea, based on the experience of Wiki Loves Monuments, is that the national coordinators will take charge in the different countries and develop the local rules and infrastructure, with help and support from an international coordinator. Exactly what is included in the contest will differ between the countries. e.g. some will have a large amount of objects and others will have rather limited lists, perhaps only of a specific type of artwork, or in a certain geographical area. As part of the project a Communication plan was written on how we should reach out to different groups, in order to make it easier for volunteers to help out with the PR for the project.

All in all more than 9,250 images were uploaded as part of the contest by 225 uploaders, of which 57% were first time contributors. The articles with photos from the contest have been shown a total of 1,353,909 times between May-October 2013. A significant amount of blog posts and media mentions were produced before, during and after the contest.

Other achievements in the context of the Europeana/Wikipedia collaboration

- Definition of a joint roadmap between Europeana and Wikipedia. More details in *MS10: Roadmap for collaboration with Wikimedia Sverige*
- created a Twitter account @wikieuropeana, currently with 416 followers and more than 450 tweets
- A communication outline was created for WMLA to make it easier for volunteers to communicate their achievements in a more synchronised way, both regarding GLAM events and the WLPA photo contest.
- As a direct effect of WLPA in Sweden one volunteer was inspired to increase the article about *Skoklosters slott* to such an extent that it was crowned as a featured article on Swedish Wikipedia.
- John Andersson, of Wikimedia Sweden, helped work on a handbook on how to organize Fashion edit-a-thons together with Europeana Fashion. This will help to make the project scale in the future, benefiting both Europeana and Wikimedia.
- Information about Europeana and Europeana's API was submitted to a September 2013 hack-a-thon in Denmark and a developer, Kim Bach, built a "Europeana openSearch API Hack" (written in client side JavaScript using the zRSS jQuery tool).

Work planned in the next twelve months

WP2 will assess the strengths and impact of Europeana making use of various platforms including Pinterest (Europeana Fashion), Historypin (1989), The Digital Storytelling Platform (wider deployment in 2014), Tumblr (89 Voices) and Soundcloud (89 Voices) to report on this in *D2.7 Updated report on infrastructure and tools for supporting User Contributed Content in Europeana*.

This report will also provide an update on the development of the DSP. This will also mean the accomplishment of *MS11 Final versions of the integrated toolset* in June 2014. Sound & Vision and Europeana Foundation will launch the DSP in the scope of a public-facing campaign; the exact planning will be made clear in February 2014, after discussions with all stakeholders.

WP2 will continue working on the content gathering campaigns. This will be described in *D2.8 Updated report on the content gathering campaigns (WW1, Fall of the Iron Curtain, Wikipedia)* in October 2014. More specifically, activities will include:

- Redevelopment of the Europeana 1914-1918 website, and user interfaces, Europeana Awareness partners will test the process and the users' help-texts.
- Europeana Awareness partners will participate in the conference "Unlocking Sources - The First World War online and Europeana" on 30-31 January 2014, and the associated exhibition and family history roadshow days.
- Europeana Awareness collections in Belgium and Italy will continue. In parallel associated education activity continue in the UK, in particular in Banbury and Lancashire, as well as related projects on poetry of WWI and an intergenerational theatre and drama project. Online contributions will continue and the family history roadshows will emphasise and encourage the wider public to contribute via the website.

The 1989 website and 89 Voices will continue. Two major improvements will be implemented in February 2014 to the 1989 platform: advanced search capabilities and Language aware UI. The latter means that language of the website automatically adapts to language of the country in which the visitor resides. In the 25th anniversary year, Europeana 1989 campaigns are organised with collection days in Germany and Hungary in May and June 2014.

In relation to the collaboration with Wikimedia, a Europeana Network Taskforce (to be proposed early 2014) will investigate the current relationships of Europeana and Europeana-related projects within the Wikimedia ecosystem. The task force will start with gathering a collection of tasks that involve Wikimedia from the respective project DoWs, including an inventory of points of contact. From this, different types of relationships with Wikimedia will be described, with an action plan for 2014 and 2015 on how this will be operationalized.

Work Package Number	3
Work Package Title	Developing new partnerships
Lead Partner	MDR Partners
Start Month: End Month:	2 36

The objectives for this work package are:

- To understand and promote awareness among stakeholders, of wider opportunities to engage both public and commercial partners whose potential has not yet been fully addressed, in particular:
 - ◆ public libraries
 - ◆ local archives (and user demand for local and family history services)
 - ◆ broadcasters
 - ◆ those wishing to re-use Europeana content under an ‘open culture’ ethos.

Description of work carried out and achievements:

WP3 Developing New Partnerships has made strong progress this year with each of its defined constituencies – libraries, archives and broadcasters.

The network of public libraries has exceeded its project target of 100 and includes libraries from 32 countries. Tools for using Europeana content have been made available and are being implemented and tested by them. A highlight of the year was the participation in the high-profile Future Library Unconference in Athens in December 2013, co-funded with two major Foundations active in public library innovation.

Assessment of the potential for stronger partnership with the local archives sector was achieved through a survey and represented in D3.2. The future relationship with genealogy and family history services was examined (D3.3) with year three activities defined. In addition, over 200 potential new Europeana content providers were identified. An Archives Task Force was established with other key projects including APEX and CENDARI. The number of archives in the Europeana Network was doubled as a direct result of the WP3 archives survey. In all nearly 200 new members (public libraries and archives) were added to the Europeana Network by WP3.

Broadcasters were identified for interview in a sample of eleven countries and as a result of the first raft of interviews a number of agreements to test Europeana tools have been reached. This builds on Europeana’s establishment of a Memorandum of Understanding with the BBC and other Open Data providers. Finally, preparation was started for next year’s open culture remix event with a programme of teacher training in Poland designed to stimulate entrants among young people and extend to other countries.

Task 3.1 Building a public libraries network to support Europeana

Task 3.1.3 Several Europeana Awareness partner and network libraries tested the Europeana search widget in the months following the Burgos workshop in Year 1 (see Year 1 report). A number of problems were identified, leading to redevelopment and re-release of the Europeana search widget in October 2013. The modified widget was promoted to members of the network attending the Athens workshop (see below) in December 2013 together with the Europeana-approved Cultural Heritage Context widget developed by PSNC and the Europeana API. Implementation of the widgets is now open to all members of the Europeana Awareness Public Library (EAPL) Network.

Task 3.1.4 Membership of The Europeana Awareness Public Library Network (EAPL) currently stands at 115 libraries from 32 countries.

Task 3.1.5 Building on the introduction provided in Burgos, public libraries in Greece have been identified to spearhead the national WWI 1914-1918 PR campaign (WP1) to be held during the Greek EU Presidency in 2014. The success of this will be promoted to public libraries across Europe. Demand was also identified during the Burgos workshop for a 'generic' Digital Storytelling platform with a pipeline to Europeana, which can be used on a longer term basis by any public library. A process of specification for this was commenced at the Athens workshop (see below). Europeana Awareness does not have an objective or resources to allow for development of such a tool. However, capacity has been identified in the LoCloud Best Practice Network which specifically supports the development of facilities for small and local institutions to contribute to Europeana, to carry this out over the next 18 months as part of the development of a Lightweight Digital Library for smaller cultural heritage institutions.

Task 3.1.6 Training and orientation materials were circulated via the EAPL Basecamp platform.

Task 3.1.7 Following agreement with the Commission, the envisaged public libraries conference was co-located with the Future Library Unconference, held in Athens 10-11 December 2013 and co-funded with the Stavros Niarchos Foundation and the Bill and Melinda Gates Foundation. The number of registered participants was almost 400 from Greece, the Balkans and elsewhere in Europe. A session was devoted to Europeana Awareness and the forthcoming Greek user-generated content collection campaign, on the second day followed by a workshop on conducting collection activities led by Ad Polle from the Europeana Foundation. A closed workshop for EAPL members was held on 12th December with 35 participants: a report has been provided on this event and a covering document was produced reflecting D3.4, the conference itself.



Figure 10: Rob Davies of MDR Partners presents at the Future Library Unconference, December 2013

Task 3.1.8 By the end of 2013, EAPL membership reached 115 public libraries. Implementation of both widgets and the API became open to all member libraries following the Athens workshop. In Spain, with the support of MECD, the Europeana search widget has been implemented by over 130 public libraries, and growing.

Task 3.2 Local archival collections

Task 3.2.1 The planned assessment of the potential role of locally-based archives and other local collection holders to provide access to digital content of relevance to Europeana based on an extensive survey was completed by June 2013, as agreed following the year 1 project review, in the form of a revised version of D3.2. Over 200 digitised but evidently non-aggregated archival collections with potential for ingestion by Europeana were identified. As a direct result of their participation in the survey more than 80 new archives institutions became members of the Europeana Network, doubling the existing number of archives who were members. On the basis of this, a Task Force for Archives was formed within the Europeana Network with MDR representing Awareness WP3 as a member. Meetings of the Task Force were held in The Hague in June 2013 and in Rotterdam in December 2013 leading to the development of an agenda for action and the production of guidance.

Task 3.2.2 The Europeana Foundation carried out an analysis of its content and possible strategies for developing services of relevance and interest to in the Europe's genealogy and local history markets by June 2013 and this was delivered as D3.3 The report concluded that, while Europeana cannot facilitate genealogy research easily on a micro level due to the structure of the portal, and the mandatory elements of the metadata required, The Europeana API could provide a valuable tool to

be included in and used by the various genealogical sites in creating access to Europeana and the specific content interesting to genealogists.

Task 3.2.3 On the basis of the above, a set of guidelines for Europeana users interested in pursuing local or family history was produced in draft by December 2013 (MS15) to be finalised by the end of January 2014.

Task 3.2.4 Discussions and planning were set in train for the active participation of archives in Germany (Europeana 1989), Norway (constitution bicentenary) and Spain (to be finalised) in their national PR campaigns during 2014.

Task 3.3 Broadcasters

Task 3.3.1 Activity with broadcasters began in the first quarter of 2013. Europeana Awareness partners in eleven countries were asked to provide lists of broadcasters (radio, TV, national and local) whose websites have potential to make use of Europeana content. Partners were then asked to select a number for interview based on a set of simple criteria and following guidance on format and reporting. Interviews were carried out during the three month period between September - December 2013 and allowed to extend into January 2014 in order to gain adequate coverage.

Task 3.3.2 Broadcasters in Bulgaria, Denmark and Serbia have to date expressed interest in testing Europeana tools such as the widgets and API and more are expected. It is planned to develop a lightweight Memorandum of Understanding (MoU) to express an agreement to report on this testing, which will be carried out by April 2014.

The Europeana Foundation has signed an MoU on Open Data with the BBC and the Open Data Institute in the UK. Exploratory contacts have also been launched with the BBC regarding the potential use of Europeana content on its history site.

Task 3.4 Open Culture re-users

Task 3.4.2 Planning for the remix event was initiated by the Polish National Audiovisual Institute (NiNa) initially through training activities based in Poland. Activities will consist of several phases: a) workshops for teachers; and b) competition for students, the idea being that teachers are first trained on the creative use of open source and online tools in order to remix Europeana content, then encouraged to hold similar classes with their students in schools and c) promote a contest for the most creative remix.

Work planned in the next twelve months

Task 3.1 Building a public libraries network to support Europeana

- Continued testing of Europeana tools by public libraries, followed by evaluation of take-up and impact of the Awareness work with the libraries.

Task 3.2 Local archival collections

- Arrangements for archives' participation in WP1 PR campaigns will be firmed up (see above). A dissemination programme to be identified in conjunction with archives Task Force. Methods of ingestion of identified digital to content by Europeana to be identified and promoted
- Carry out assessment of European genealogy and family history service market prior to negotiations with service suppliers.

Task 3.3 Broadcasters

- Pilot testing to be completed and evaluated prior to negotiation with broadcasters about sustainable arrangements.
- Dissemination programme designed and implemented based on the results
- Europeana will conduct further discussions with these and other broadcasters, with a view to establishing longer-term arrangements by November 2014. (D3.5)

Task 3.4 Open Culture reusers

- Remix competition to be organised (see above). It is now proposed that this should be completed by May 2014.
- Awards to be designed and presented at a major public event and utilised in the context of WP1, to gain additional publicity by June 2014 (MS19).

Work Package Number	4
Work Package Title	Connecting cultural content with tourism
Lead Partner	Culture24
Start Month: End Month:	1 36

The objectives for this work package are:

- in line with the *Europeana Strategic Plan 2011-2015*, WP4 looks to deliver Europeana aggregated content to cultural tourists wherever they are accessing information about places
- to assess the content and data needs of tourists and the tourism sector by:
 - ♦ scoping exactly what data needs to be provided, in what formats and where/how users will discover the content
 - ♦ thereby enabling the scoping and identification of data-packaging opportunities and services
- to explore the possibilities of promoting culture into tourism on a strategic level through discussions with European and national governmental tourism bodies, forming relationships with key European tourism bodies, mapping existing related cultural tourism offers and identifying key themes of interest
- to engage with commercial tourism, accommodation and travel companies, offering them access to packages of Europeana content, supported by location-based venue and event information that will enrich their cultural tourism offer and improve the quality of their offer to their users.

Description of work carried out and achievements:

This work package has progressed well over its second year. Overall the focus has been collating and building on the learning drawn from the various pieces of research undertaken in Year 1, to inform the development of strategic tourism partnership opportunities, as well as progress the editorial and technical work to practically enable data sharing partnerships to take place. Partners delivering work in this period were Culture24, Plurio.net and The Swedish National Heritage Board (SwNHB). Details, broken down into the relevant tasks, are highlighted below.

Task 4.2: Assessing venue and events data aggregation models across Europe

Task 4.2.2

This task was to pilot ways to model the Culture24 approach to its operational aggregation and publishing work (already testing with BBC and others), in order to determine which elements can usefully be replicated within SwNHB and other countries.

Following a successful SwNHB needs analysis workshop conducted by Culture24 in Year 1, further workshops were facilitated by Culture24 with SwNHB in Sweden in March 2013. These specifically explored and modelled the Culture24 approach in response to these needs. The first of these explored the strategic and operational considerations arising from the Culture24 model of data

aggregation, sharing and publishing of potential tourism collaborations for SwNHB. The second explored content focused digital campaigning and publishing strategies to drive audience engagement.

As a result of these workshops various key conclusions and recommendations when seeking to adopt similar venue and events aggregation and publishing models within other contexts were identified. These were grouped according to key data process considerations relating to data quality and attributes, data aggregation, data sharing, data publication and data value. The specifics of these are detailed in a summary document (D4.4) that was submitted to the European Commission in June 2013 and marked the successful completion of this task.

Task 4.3: Connecting with National Tourism

4.3.2

For this task, Culture24, supported by all WP partners would map all existing and upcoming campaigns across Europe, identifying strategic themes, events and priorities, in order to develop new strategic partnerships and map opportunities for data sharing initiatives by February 2013.

The core elements of this task in respect of mapping were incorporated into the research carried out and completed as part of D4.3 in Year 1. The additional step of identifying strategic opportunities and partnerships based on analysing specific strategic themes and campaigns was undertaken in Year 2 and is documented as part of MS23 completed in February 2013.

This identified that there were few pan regional or pan EU-wide tourism campaigns and themes, and as such it was more appropriate to identify specific countries/regions to work with first and then explore specific themes and campaigns relating to these countries/regions thereafter. From this perspective, the Baltic States (Lithuania/Latvia/Estonia) appear to offer the best scope to explore Awareness WP4 partnership opportunities with national tourism bodies (aside from the Greater Region which is already being explored by Plurio.net through very good established connections). Work will continue in Year 3 to hopefully further develop these specific national tourism connections.

Task 4.4: Connecting with Commercial Tourism Services

4.4.1

For this task Culture24 and Plurio.net would define the offer to commercial partners and actively secure partnerships with commercial tourism, accommodation or travel companies. They would identify relevant ways to package cultural heritage information (venues, events and Europeana content) to the partners users, by negotiating editorial themes that fit with the partners own individual existing publishing structures.

The overall partnership offer was outlined in D4.1 as a 'Proposed Service' seeking to combine 'Europeana Data' and 'Listings Data' for the use of cultural tourists. However the detail of the specific partnership offer are also governed by a broader set of requirements, that relate to:

- The strategic aims of the overall project;

- A good understanding of the potential partner's offer and
- Our ability to meet the partner's needs in a sustainable way

These were documented as part of MS22 and represent the 'pilot partnership framework' that will determine the evaluation criteria against which potential commercial tourism partners will be assessed against.

In addition to determining the basis of the partnership offer, Culture24 and Plurio.net have also engaged in several discussions regarding pilot partnerships with a range of tourism publishers including TripAdvisor, London & Partners, Google Field Trip, Touristic Marketing Greater Region, Luxembourg City Tourist Office and Tourist Board Lorraine. These are all at various stages but at the end of 2013 partnership agreements have been established with London & Partners, Touristic Marketing Greater Region and Luxembourg City Tourist Office.

The agreement with London and Partners relates to creating location themed datasets on London museum collection highlights. The agreement with the Touristic Marketing Greater Region focuses on creating themed datasets relating to the promotion of 12 cities in the Greater Region (Luxembourg, Metz, Nancy, Mons, Charleroi, Liège, Namur, Eupen, Trier, Koblenz, Mainz, Saarbrücken). The agreement with the Luxembourg City Tourist Office is to create and publish data sets relating to promoting the 20th anniversary of Luxembourg's inclusion in the list of UNESCO World Heritage in 2014. Discussions with existing and potential new partners will continue in Year 3.

4.4.2

For this task Culture24 and Plurio.net, informed by the strategic themes and priorities identified in 4.3.2, would work within their networks to create editorial links between Europeana content and their own existing databases of events and venues. This would result in a themed and contextualised data offer (D4.5) that could then be used for the creation of location aware widgets, mobile applications and online web services in task 4.4.3.

Based on the outcomes of all the tasks completed for WP4 to date, Culture24 and Plurio.net commenced the selection of editorial themes in order to create themed datasets. In addition significant changes were undertaken to Culture24's technical infrastructure and editorial workflow processes in order to practically facilitate the creation of these datasets. These editorial and technical developments comprise the facilitation of the themed and contextualised data offer that was submitted on time as part of D4.5.

The creation of the resulting datasets will continue in Year 3 as further editorial links and themes become apparent. Culture24 and Plurio.net will also test the technical and workflow facility established by surfacing and publishing appropriate datasets via their own publishing platforms in Year 3.

Work planned in the next twelve months

In addition to the continuation of work as part of 4.3.2, 4.4.1 and 4.4.2 outlined above, the following tasks will all begin in Year 3. Thus far we anticipate no problems in resourcing, budgets or timings in respect of these:

4.3.3

In this task Culture24 will work with Ireland's Department of Arts, Heritage and the Gaeltacht (AH&G) and Europeana to coordinate a strategic briefing or roundtable event to raise awareness of opportunities afforded by Europeana content for key European tourism ministries and bodies. This will likely take place in Athens in June 2014.

4.4.3

In this task Culture24 and Plurio.net will explore the creation of data feeds, mobile applications and widgets that can be tailored for reuse in both commercial and non-profit services, creating at least one high profile and sustainable service that will use Europeana content as 'hooks' with which to engage and attract online tourists with relevant strands of cultural content. This will be an extension of the work being currently carried out as part of 4.4.1 and 4.4.2.

Work Package Number	5
Work Package Title	Copyright and related rights framework
Lead Partner	Stichting Nederland Kennisland
Start Month:	1
End Month:	36

The objectives for this work package are:

- Raise awareness for and increase compliance with the *Europeana Licensing Framework* among Europeana's data providers. Monitor the functioning of the *Licensing Framework* and if necessary adopt it to the evolving requirements of Europeana and its partners.
- Raise awareness among policy makers and other stakeholders for IPR issues encountered by Europeana. This includes actively engaging in policy discussions with a specific focus on solving rights issues encountered in mass digitisation projects.
- Work with data providers on increasing the amount of content available via Europeana that can be freely re-used either because it is correctly identified as being in the Public Domain or because it is made available under open licences.

Description of work carried out and achievements:

Work Package 5 had a number of parallel activities in Year Two. Partners delivering work in this period were Kennisland, Europeana Foundation, University of Amsterdam and the Bibliothèque Nationale de Luxembourg. The main achievements of the year have been the review of the Europeana Licensing Framework (D5.3) and the second Europeana Licensing workshop in Luxembourg. In June WP5 delivered the summary report on IPR issues faced by Europeana and its partners (D5.2). In December we delivered M27 in which we reported on the progress of the implementation of the recommendations made as part of the Licensing Framework review.

In addition we had two on-going activity streams with the rights labelling campaign and the participation in the Licenses for Europe stakeholder dialogue that was initiated by the European Commission. The rights labelling campaign proceeded more slowly than initially anticipated, with the reduction of the unlabelled objects available via Europeana not reaching the targets set at the beginning of the year (see Figure 11 for an overview of the progress). The main reason for the slower than expected progress lies in the fact that most data providers have insufficient resources to allocate towards improving the rights information related to the collection that they have submitted to Europeana.

While we saw a significant reduction of the percentage of unlabelled objects over the year (34% to 24%) the percentage at the end of the year is higher than the 20% established by the corresponding KPI (5.1). Given this we have initiated a change of strategy for the rights labelling campaign. We will temporarily focus our activities on the reduction of unlabelled objects alone (instead of also trying to improve the quality of existing rights labels) and we have established a deadline of June 2014 by which Europeana will add rights labels to the remaining unlabelled objects or remove collections if this is not possible. We hope with this approach we will be able to reduce the amount of unlabelled objects to less than 5% in 2014 (KPI 5.1 establishes 95% of all objects in Europeana to be in

compliance with the requirements of the Europeana Licensing Framework).

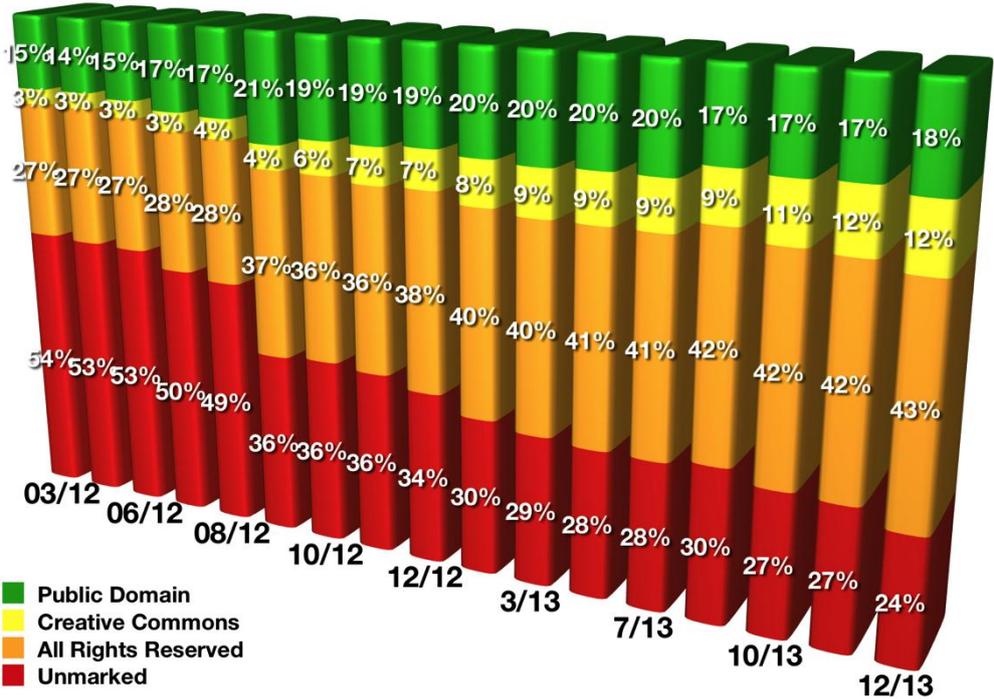


Figure 11: Rights label per category (percentage of total)

The two other KPIs have been achieved: at the end of Year 2, 30% of all objects available via Europeana were labelled to allow reuse (KPI 5.2 mandates 25%) of which a total of 5,139,878 works were labelled with the Public Domain Mark (KPI 5.3 mandates 1,000,000). Below we provide more detailed information broken down into tasks.

Task 5.1.1 Promoting adoption of the Europeana Licensing Framework

In year 1, the transition to the new Europeana Licensing Framework has been completed successfully. Work within this task has consisted of the rights labelling campaign that aims to ensure that all digital objects available in Europeana meet the requirement of the Licensing Framework that they carry a valid rights statement. The progress of the rights labelling campaign has been reported above.

Task 5.1.2 Fine-tuning the Europeana Licensing Framework

Since the start of the project WP5 has been collecting issues that are being raised by data providers and other members of the Europeana Network. Based on these reports and the final report of the Europeana Network task force on additional values for EDM rights delivered in June, we have reviewed the existing Licensing Framework. This review has resulted in an evaluation report on the Europeana Licensing framework (D5.3) that has made 21 recommendations for improvements to the Licensing Framework. We started implementing these recommendations in the second half of the year and have documented the progress in M27, delivered in December. WP5 is on track to implement the majority of the recommendations during the remaining project period.

Task 5.1.3 Raising Awareness of other IPR issues encountered by Europeana

Throughout the year members of WP5 participated in the Licenses for Europe Stakeholder dialogue that was initiated by the European Commission at the end of 2012. Team members have participated

in the meetings of Working Group 3 (Audiovisual-Heritage) and Working Group 2 (User Generated Content) to represent the perspective of the Europeana project and of European cultural heritage institutions.

This work is being carried on in the form of a Europeana contribution to the Public Consultation on a review of the European Copyright rules that was opened by the European Commission on 5th December 2013. All of this work is carried out in accordance with the Europeana Advocacy Framework. Throughout the year members of WP5 have shared information about these developments via the Europeana Professional platform and blog.

Finally Europeana has shared technical and legal expertise on rights labelling with the Office for the Harmonisation of the Internal market in order to support them with the creation of a single European database for Orphan Works. In October 2013 we organized a workshop that brought together experts from cultural heritage institutions and the OHIM team tasked with implementing the database.

Task 5.2.1 Legal research into licensing models

This research is being carried out by the Institute for Information Law together with the Bibliothèque Nationale de Luxembourg. As part of this report we organized the second Europeana Licensing workshop that took place on 13th and 14th June in Luxembourg. The first day focused on the implementation of the Europeana Licensing Framework and the Orphan Works directive. The second day focused on cross border aspects of collective licensing arrangements and also provided feedback from the participating experts on the draft of the summary report on IPR issues faced by Europeana and its partners. The final version of the research report was published at the end of June as D5.2.

Task 5.2.2 Raising Awareness for best practices in Licensing

This task has started during this reporting period. The main activity under this task consisted of the Europeana Licensing workshop described in task 5.2.1 above.

Task 5.3.1 Promote adoption of the principles of the Europeana Public Domain Charter among Network members

Throughout the year we carried out the Content Labelling campaign, which has led to significant increase of Public Domain works in Europeana that are labelled as such (an increase from 4.1M to 5.1M during the year). In addition to the rights labelling campaign we have started working with projects such as Europeana Creative and Europeana Photography to ensure that their output is in line with the principles established in the Public Domain Charter.

Task 5.3.2 Promotion of the adoption of open content licensing among cultural heritage institutions contributing to Europeana

This task is also covered by the Rights Labelling Campaign. With regards to openly licensed content we have also seen an increase of the number of digital objects available through Europeana. The amount has more than doubled from 1.8 million objects at the end of 2012 to 3.8 million objects at the end of 2013.

Work planned in the next twelve months

All of the tasks outlined above will continue in 2014. As mentioned above we will focus our activities related to the first objective on the reduction of the number of non-rights labelled digital objects available via Europeana. During the same period we will also complete the implementation of the main recommendations of the licensing framework review.

We will continue to work with partner projects on the increase of reusable material in Europeana and we will start to focus on increasing the technical quality of the digital objects that are available for reuse. This effort will be carried out in close collaboration with the Europeana Creative project.

Finally, we will continue or work on the Europeana response to the public consultation on the European copyright rules.

3. Deliverables and Milestones Tables

TABLE 1. DELIVERABLES (ordered by 'Due delivery date from Annex I')									
No.	Name	WP	Lead partner	Nature	Dissemination level	Due delivery date from Annex I	Delivered Yes/No	Actual / Forecast delivery date	Comments
D1.1	Online Activity Planner with initial awareness activities completed by each WP	1	1	O	PU	M2	Yes	M2	
D1.2	Strategic Communications Plan, to include model tactical plan, evaluation template and timetable for a 36-month rolling campaign programme	1	7	R	RE	M9	Yes	M10	Draft version sent to EC early in Month 10 and final version sent by 12 October 2012 (M10)
D3.1	Public library service definitions and requirements	3	26	R	PU	M9	Yes	M9	
D4.1	Report on scoping and analysing the needs of tourists, public sector tourism bodies and the commercial tourism sector	4	13	R	PP	M9	Yes	M10	This deliverable was postponed in agreement with the EU project officer. Postponed to include results from the research.
D2.1	User requirements and IPR implications for User Contributed Content in Europeana	2	6	R	RE	M12	Yes	M12	

D3.2	Assessment of the role of local archival collections	3	26	R	PU	M12	Yes	M12	By arrangement with the EC, reviewed and re-submitted in M18
D4.2	Report on aggregator distribution and effective aggregation models	4	13	R	PP	M12	Yes	M12	
D4.3	Summary report listing partners, contacts, themes and campaign opportunities	4	13	R	PP	M12	Yes	M12	
D5.1	Online Advocacy Kit for increasing the amount of content in Europeana that can be freely re-used	5	21	O	PU	M12	Yes	M12	
D6.1	Annual Report 1	6	1	R	CO	M13	Yes	M13	
D6.2	First Financial Statement	6	1	R	CO	M13	Yes	M13	
D2.2	Report on infrastructure and tools for supporting User Contributed Content in Europeana	2	31	R	PU	M15	Yes	M15	
D2.3	Report on the content gathering campaigns (WW1, Fall of the Iron Curtain, Wikipedia)	2	42	R	PU	M16	Yes	M16	
D2.4	Report on the user-centred evaluation and technical evaluation of the Digital Storytelling platform	2	37	R	PU	M17	Yes	M17	

D3.3	Analysis of Europeana content for local history and genealogy users/re-users	3	1	R	PU	M18	Yes	M18	
D4.4	Series of workshops that interrogate the Culture24 approach to aggregation and publishing	4	13	O	RE	M18	Yes	M18	
D5.2	Summary Report on IPR issues faced by Europeana and its partners	5	44	R	PU	M18	Yes	M18	
D5.3	Evaluation report on the Europeana Licensing framework (including recommendations for improvements)	5	21	R	PU	M18	Yes	M18	
D3.4	Public libraries in Europeana conference	3	46	O	PU	M22	Yes	M24	In agreement with the commission the date, location and lead partner changed from M22 in Spain to M24 in Greece led by partner 46
D2.5	Updated report on the content gathering campaigns (WW1, Fall of the Iron Curtain, Wikipedia)	2	42	R	PU	M24	Yes	M 25	Delayed by two weeks, delivered early January 2014 to fully incorporate coverage of "The Wikipedia Challenge"
D2.6	Europeana GLAM WIKI event plus report on Public Art project	2	47	O	PU	M24	Yes	M24	
D4.5	Creation of agreed themed datasets as a foundation for next stage of development	4	13	O	RE	M24	Yes	M24	

TABLE 2. MILESTONES (ordered by 'Due achievement date from Annex I to the Grant Agreement')

No.	Name	Due achievement date from Annex I	Achieved Yes/No	Actual / Forecast achievement date	Comments
MS1	Model tender for recruiting PR agencies	M1	Yes	M1	
MS28	Network kick-off meeting	M1	Yes	M1	
MS29	Collaborative workspace	M1	Yes	M1	
MS30	Quality Plan	M1	Yes	M3	Finalised by M3 to be able to include a review and comments of the PMB
MS8	Start of the campaigns (WWI UGC)	M2	Yes	M2	
MS7	User requirements	M4	Yes	M4	Documented in D2.1
MS26	Guidelines for providers to encourage uptake of rights information relating to existing content	M6	Yes	M10	Postponed due to DEA transition and CCO publication
MS31	Progress Report 1	M6	Yes	M4, M10	Reporting aligned with the bi-annual Steering Group meetings in April and October 2012
MS21	User needs scoped and analysed	M8	Yes	M8	Documented in D4.1
MS2	PR results template online	M9	Yes	M9	
MS13	Public library services defined and specified	M9	Yes	M9	
MS4	Annual report on impact and effectiveness of on-going national advocacy work by the co-ordinators	M12	Yes	M12	
MS14	Public library network identified	M12	Yes	M12	
MS22	Commercial partnership offer defined	M12	Yes	M12	
MS32	Progress Report 2	M13	Yes	M13	Part of D6.1

MS9	Release of the integrated toolset, version 1	M14	Yes	M14	
MS23	Strategic themes and campaign opportunities agreed	M14	Yes	M14	
MS24	Interrogation of Culture24 approach to aggregation and publishing complete	M18	Yes	M18	Part of D4.4
MS33	Progress Report 3	M19	Yes	M21	
MS5	Annual report on campaigns and on-going advocacy and PR by national co-ordinators	M24	Yes	M25	
MS10	Roadmap for collaboration with Wikimedia	M24	Yes	M25	Note error in DoW listing Partner 42 as lead instead of Partner 47
MS15	Guidelines published for users on local and family history themes in Europeana	M24	Yes	M25	Draft version completed in M24, finalised in M25
MS27	Reviewed licensing framework in place	M24	Yes	M24	

4. Project management

The objectives for WP6 Management and Coordination are:

- management of the whole project, according to agreed methods, structures and procedures as described in section B3.3, including administrative management, reporting to the EC and performance monitoring
- to provide leadership and guidance for the Best Practice Network in the directions set out in the proposal, managing priorities and risks and ensuring the quality of deliverables:
 - ensuring efficient and effective management and decision-making procedures
 - co-ordinating the work and monitoring progress in order to achieve successful delivery of the expected results
 - within time, budget, resource and quality control constraints and according to performance indicators
 - managing the contract and assuring the project deliverables and reports issued comply with the Commission's requirements
 - supporting efficient and effective communication and information sharing among partners
 - providing efficient financial management and timely payment procedures.

Consortium management tasks and achievements

Management of the project proceeded smoothly over the course of Year 2, although there was a change in Europeana project management staff and re-structuring within the internal team. These shifts did affect the efficiency of some processes such as responding to the Year 1 cost claim queries. All deliverables were submitted on time and all milestones were achieved. A highlight of the year was in July 2013 when all consortium members were invited to a General Assembly in Prague. The participants took part in workshops and discussions on various topics and were able to check-in on their progress at the half-way point in the project.

Task 6.1 – Project and Financial Administration

Task 6.1.2

As in Year 1, progress of Europeana Awareness for Year 2 has been accumulated in six-monthly intervals in internal Progress Reports (MS33, MS34). The information is gathered from each consortium partner through a quarterly on-line survey (on the Wufoo web platform) and compiled into a narrative document covering tasks, deviations and future planning. These bi-annual reports have culminated into this *Annual Report 2* (D6.3). The six-monthly reports as well as the Annual Report are evaluated by the Europeana Foundation Board, which acts as the Steering Committee for the project.

Task 6.1.3

Europeana Foundation (EF) representatives and all workpackage leaders participated in and prepared for the first periodic review which was held in The Hague in February 2013.

Task 6.1.4

The financial administration for Europeana Awareness is managed by the Europeana Foundation. EF has set up a specific financial report spreadsheet template, which all partners fill in every six months as mid-term reports. The information in these reports is used for completing the information in the EC Participants Portal (NEF) as well as for monitoring intermediate status updates of partners' expenses. Official EC financial reporting is done on a yearly basis (D6.2, D6.4, D6.6).

With the third and fourth mid-term reports (June 2013 and December 2013), all partners were also asked to provide a forecast for the remaining period of the project. EF checks all financial reports for the usage of the right exchange rate and the eligibility of costs.

The second payment of the remainder Year One funds were issued to all partners at the end of December 2013, which represented a significant delay between the end of the finalised acceptance of the Year One reporting in March 2013. This delay was due to a period of staff change among the project coordination team and a significant amount of revisions to several of the partner's cost claims. With additional staff now in place, a more streamlined process has been developed to mitigate delays in the future.

Task 6.2 – Internal communication and meetings

Task 6.2.1

Europeana Foundation organised a General Assembly for the project on 9th and 10th July in Prague, hosted by the Czech National Museum. Every partner was invited to send a representative and all but 10 of the 48 institutions were represented with a total of 57 attendees making up a cross section of key project management staff across the consortium. The meeting, held over two full days, featured updates from each work package and specific inspirational presentations from partners on their successes and challenges with their national campaigns. There were also targeted workpackage meetings and smaller break-out sessions to focus on specific topics and planning, such as Corporate Communications and an intensive training on Europeana 1989. There was also plenty of general opportunities for everyone to network, meet new Europeana staff and new partner representatives.

The Project Management Board (PMB) meetings continued to take place each month via teleconference, all of which have been initiated and documented by EF through the Basecamp on-line platform. In Year Two the PMB has met physically twice, once in February and again at the General Assembly in July 2013.



Jill Cousins of Europeana presents at the Awareness General Assembly in Prague, July 2013

Task 6.2.3

In the first year of the project Europeana set up online communication platforms and a collaborative workspace. Europeana Professional continues to host the Europeana Awareness project website,⁵ where project outcomes such as Deliverables and Milestones as well as agendas and presentations are stored. All 'Public' documents appear under 'Outcomes' and are therefore viewable and useable for the wider Europeana Network and any related projects.

Basecamp is still being used for all communication within the consortium. Each work package has its own project space, which can be used to share information or work on task specific documents and events.

Smartsheet is another software tool that is used for the purpose of sharing information easily, especially among the Project Management Board. Spreadsheets for KPIs, Risks and Event planning are hosted on this platform. Google Docs is another resource being used for shared editing of key project documents.

Task 6.2.4

Europeana has ensured that decision-making complies with agreed processes through leading the PMB and other coordination structures. This process included setting and maintaining regular meetings times and agendas to discussing key project issues such as pending tasks, budgetary issues, report submissions and documents for review.

Task 6.3 – Quality assurance and Risk Management

Task 6.3.1

The *Quality Plan* produced at the beginning of the project (MS30) includes information on quality management and organisation, quality assurance and a risk log. Deliverables are

⁵ <http://pro.europeana.eu/web/europeana-awareness>

reviewed internally or externally where necessary according to the *Quality Plan*. Information on the review of documents is documented in the *Quality Register*. The risk log is regularly updated and reviewed by the PMB and the Steering Group. Necessary counter actions and remedial actions are taken and documented in the risk log (**Task 6.3.3**).

Task 6.3.2

Europeana monitors the schedule for planned deliverables and milestones regularly, to ensure that they are achieved according to the agreed time schedule, with regular reminders and check-ins with each Work Package leader and the responsible consortium partner.

Problems which have occurred and how they were solved or envisaged solutions

Staff changes and delays in recruitment within Europeana over the course of 2013 caused a bottleneck in response to reporting and required a period of adjustment before administrative process could be streamlined again. These issues were addressed through clear hand-over information, training and support from Europeana staff, consortium partners and the Project Officer at the European Commission.

As documented in the WP2 report, challenges in developing the Digital Storytelling Platform and the HistoryPin Europeana 1989 platform are being evaluated and addressed with developments and improvements due in the beginning of 2014.

Within WP6, the Europeana Finance and Management team is aware that a few partners, specifically partner 19 IMO Croatia, partner 41 UH Finland and partner 46 Veria Greece are ending this reporting period with high personnel costs although they have not run their WP1 related public campaigns yet. In response to this, mitigating actions have been discussed with each partner. Partner 19 is working with the Europeana team in WP1 to cost-effectively organise their Croatian campaigns for 2014 and will stay within their allocated overall budget for the project. Partner 41 is also in close communication with WP1 and foresee that their activities in early 2014 will be covered without any additional financial needs. They are aware that they have used their time reserved for the project, but will do what it takes to complete their campaign. In the case of Partner 46, it was the Public Libraries in Europeana coordination that absorbed much of their personnel costs. Regarding the Greek campaign in 2014, Veria has established a partnership with the Future Library organisation who will help fund the expenses of the Europeana 1914-18 campaign in Greece. The Future Library organisation has also received the support of the Greek EU Presidency regarding the Greek campaign. In this partnership apart from Veria, the National Library of Greece, the Serres Public Library and the Library of Thessaloniki will also participate and they aim to run the campaign (mid May to mid June) in the cities of Veria, Athens, Thessaloniki and Serres. They are in close contact with WP1 contacts to organise and arrange these events.

Impact of possible deviations from the planned milestones and deliverables, if any

Deviations to Milestones and Deliverables were largely minor, as noted above. As mentioned in the WP3 report the decision was made to change the date and location of the Public Libraries Conference (D3.4), which resulted in the event taking place six weeks later than the expected end October 2013 delivery date. In the end this actually resulted in the

positive impact of being able to align the conference with a larger broader event to garner more audience and attention.

Impact of possible deviations from the planned resources

None

Changes in the consortium, if any

None

Any changes to the legal status of any of the beneficiaries, in particular non-profit public bodies, secondary and higher education establishments, research organisations and SMEs status

None

Project planning and status

The project continues to progress well and in line with the project plan for the second twelve months. All milestones and deliverables for the reporting period have been delivered.

B3.2b. Work plan

Timing of Work Packages and their components:

Month	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36			
WP1	Public Media Campaign																																						
Task 1.1	Create a overall activity planner	D1.1																																					
Task 1.2	Create a Strategic Communications Plan									D1.2																													
Task 1.3	Create tactical plans																																						
Task 1.4	Selection of PR Agencies																																						
Task 1.5	Manage the rolling programme of PR agency campaigns																																						
Task 1.6	National PR coordinators network																																						
Task 1.7	Major European Media Event																																						
Task 1.8	Active support for national aggregation initiatives																																						
Task 1.9	Monitoring and evaluating KPIs																																				D1.3		
WP2	End-user Engagement																																						
Task 2.1	Operationalise tools to enable end user contributions											D2.1			D2.2		D2.4																				D2.7		
Task 2.2	Theme-based campaigns to promote contributions														D2.3										D2.5												D2.8		
Task 2.3	Theme-based campaign with Wikimedia Chapters																																						
WP3	Developing New Partnerships																																						
Task 3.1	Building a public libraries network to support Europeana												D3.1																										
Task 3.2	Local archival collections												D3.2																										
Task 3.3	Broadcasters																																					D3.5	
Task 3.4	Open Culture reusers																																						
Month	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36			
WP4	Connecting cultural content with the tourism																																						
Task 4.1	User needs analysis and profiling											D4.1																											
Task 4.2	Assessing venue and events data aggregation models across Europe												D4.2																										
Task 4.3	Connecting with National Tourism												D4.3																										D4.6
Task 4.4	Connecting with Commercial Tourism Services																																						D4.7
WP5	Copyright and related rights framework																																						
Task 5.1	The Europeana Licensing Framework																																						D5.3
Task 5.2	Best Practices in Licensing																																						D5.4
Task 5.3	Public Domain and Open Content Licensing												D5.1																										
WP6	Management and coordination																																						
Task 6.1	Project and Financial Administration												D6.1																									D6.5	
Task 6.2	Internal communication and meetings												D6.2																										D6.6
Task 6.3	Quality assurance and Risk Management																																						

Performance Monitoring

Europeana Awareness is progressing well and expects to meet its Year 2 performance targets in most areas.

No.	Related Project Objective	Indicator	Method of measurement	Year 1 (2012) results	Year 2 (2013) results	Year 3 (2014) Expected Results
1.1	Wide political awareness and support at EU and National level	Existence of national initiatives	Quantitative	19 <i>(expected: 8)</i>	25 national aggregators <i>(expected: 16)</i>	20
1.2	Wide political awareness and support at EU and National level	Europeana Structural Funding	Quantitative	Mobilising knowledge of Europeana's structural funding under CEF has been achieved and is on-going. Agreement not finalised due to postponed voting dates from European Parliament <i>(expected: agreement on form)</i>	Europeana included in the CEF Programme as a mature DSI; 7,500 signed the Allez Culture campaign petition <i>(expected: development of mechanisms)</i>	<i>Funding in place</i>
1.3	Wide political awareness and support at EU and national level	Events involving EU-officials and participating countries' policy-makers	Quantitative	6 <i>(expected: 4)</i>	2 Presidency events organized and participation in 2 MSEG meetings <i>(expected: 6)</i>	10
1.4	Wide political awareness and support at EU and National level	Increase in labelled Public Domain material	Quantitative	1,029,271* <i>(expected: 500,000)</i>	1,190,960 <i>(expected: 2,000,000)</i>	6,000,000
2.1	Wide brand recognition among end-users and user engagement across all main user groups and delivery modes	Number of countries covered by PR campaigns	Quantitative	7 plus 3 international campaigns <i>(expected: 9)</i>	11 country campaigns added for total of 18 <i>(expected: 18)</i>	27
2.2	Wide brand recognition among end-users and user engagement across all main user groups and delivery modes	Brand awareness and recognition	Qualitative and quantitative studies of prompted/ unprompted brand recognition and investigation of brand values. Research agency to survey target groups before and after a campaign, three times during the project.	Research scheduled for 2013 <i>(expected: Raise brand awareness and recognition among target audiences by 20% during country campaign, to be measured by representative phone and email surveys as described.)</i>	Awareness shifts: Italy - flat 0% and Poland - 130% for average of 65% across the two countries <i>(expected: Raise awareness and recognition by 20% among target audiences during each individual country campaign)</i>	<i>Raise awareness and recognition by 20% among target audiences during each individual country campaign</i>
2.3	Wide brand recognition among end-users and user engagement across all main user groups and	Media reporting	Press cuttings and OTS [Opportunities to See] statistics	>600 media mentions: see MS4 for details <i>(expected: An online cuttings file will</i>	Additional 1730 media mentions for total of 2330 <i>(expected: An online cuttings file will</i>	<i>An online cuttings file will be produced by each agency with 4 weeks of campaigns ending. Size</i>

	delivery modes			<i>be produced by each agency with 4 weeks of campaigns ending. Size will vary, depending on popular appeal of the topic. E.g. for IPR, a small number of opinion pieces in significant media would equal 150 items about UGC events)</i>	<i>be produced by each agency with 4 weeks of campaigns ending. Size will vary, depending on popular appeal of the topic. E.g. for IPR, a small number of opinion pieces in significant media would equal 150 items about UGC events)</i>	<i>will vary, depending on popular appeal of the topic. E.g. for IPR, a small number of opinion pieces in significant media would equal 150 items about UGC events</i>
2.4	Wide brand recognition among end-users and user engagement across all main user groups and delivery modes	Take up on social networks	Quantitative metrics [e.g. Twitter followers, blog posts, Facebook friends] and tracking of trends.	<p>Europeana</p> <ul style="list-style-type: none"> • Twitter: 8000 followers • Blog: 137 posts, over 137,000 page-views, averaging 1000 page views per post • Pinterest: 2000 followers • Facebook: 14,561 fans, 4.2 million impressions; published on average 4 updates a week, each averaging 17,040 impressions <p>Europeana 1914-1918</p> <ul style="list-style-type: none"> • Retronaut: 4 capsules, 350 shares (since Nov '12) • Twitter: 127 followers (since Nov '12) • Facebook: 111 fans (since Nov '12) • Blog: 10 blog posts on 1914-1918 resulting in 7,558 views (Europe 1914 map was most popular with 2,297 views) <p><i>(expected: Each campaign to create a social network presence relevant to the story concerned. The number of followers, friends etc. will be set for each campaign and will depend on target audience and duration of campaign.)</i></p>	<p>Europeana</p> <ul style="list-style-type: none"> • Twitter: 13,500 followers (grew by ca. 5,500 followers) • Blog: 137 posts, over 191,000 page-views, averaging 1,300 page views per post • Pinterest: 3,700 followers (grew by ca. 1,500 followers) • Facebook: 27,033 fans (grew by 12,472), 5.5 million impressions (grew by ca. 1.3m impressions) <p>Europeana 1914-1918</p> <ul style="list-style-type: none"> • Facebook: 1306 followers • Twitter: 940 followers • Blog: 12 blog posts <p>Europeana 1989</p> <ul style="list-style-type: none"> • Facebook: 626 followers • Twitter: 156 followers • Blog: 4 blog posts <p><i>(expected: Each campaign to create a social network presence relevant to the story concerned. The number of followers, friends etc. will be set for each campaign and will depend on target audience and duration of campaign.)</i></p>	<i>Each campaign to create a social network presence relevant to the story concerned. The number of followers, friends etc. will be set for each campaign and will depend on target audience and duration of campaign.</i>
2.5	Wide brand recognition among end-users and user engagement across all main user groups and delivery modes	Number of items added to Europeana as part of the content gathering campaigns	Quantitative	47,306 <i>(expected: 0)</i>	35,000 estimated <i>(expected: 40,000)</i>	80,000
2.6	Wide brand recognition among end-users and	Number of people attending the content	Quantitative	2575 <i>(expected: 200)</i>	6,900 estimated <i>(expected: 500)</i>	700

	user engagement across all main user groups and delivery modes	gathering events				
2.7	Wide brand recognition among end-users and user engagement across all main user groups and delivery modes	Amount of articles in the press/blogosphere on the content gathering campaign + GLAM-WIKI collaboration	Quantitative	>600 total media mentions - see MS4 for details <i>(expected: 30)</i>	Additional 1730 media mentions for total of 2330 <i>(expected: 150)</i>	200
2.8	Wide brand recognition among end-users and user engagement across all main user groups and delivery modes	Amount of Wikipedians participating in the Public Art campaign and GLAM-WIKI event	Quantitative	n.a.	225 uploaders, of which 57% were first time contributors <i>(expected: 600)</i>	1,200
3.1	Continued development and expansion of Europe's network of cultural heritage professionals participating in Europeana	Number of public libraries integrating Europeana-related services	Project monitoring of visible online services	5 <i>(expected: 5)</i>	150 <i>(expected: 15)</i>	60
3.2	Continued development and expansion of Europe's network of cultural heritage professionals participating in Europeana	Number of public libraries and local archives being part of the Europeana Network	Quantitative	60 <i>(expected: 50)</i>	195 <i>(expected: 100)</i>	200
3.3	Continued development and expansion of Europe's network of cultural heritage professionals participating in Europeana	Local archival collections/aggregations identified as suitable for Europeana	Project investigation and register	10 <i>(expected: 10)</i>	200+ <i>(expected: 100)</i>	150
3.4	Continued development and expansion of Europe's network of cultural heritage professionals participating in Europeana	Number of outline agreements exchanged with cultural on-line service providers and broadcasters	Project monitoring of agreements signed	0 <i>(expected: 1)</i>	4 <i>(expected: 3)</i>	8
4.1	To pilot tourist-facing content services with high profile commercial tourism partners	Number of commercial partnerships formed	Project monitoring of agreements signed	0 <i>(expected: 0)</i>	1 <i>(expected: 1)</i>	2

4.2	To pilot tourist facing content services with high profile commercial tourism partners	Number of outlets for Europeana data	Project monitoring of published outlets for the data	0 <i>(expected: 0)</i>	0 <i>(expected: 3)</i>	5
5.1	Increased standardisation regarding rights' status information and adoption of solutions for addressing rights issues for the benefit of digitisation, access and re-use of content	Percentage of Europeana data providers complying with licensing framework progress	Administrative	66%** <i>(expected: 60%)</i>	76% <i>(expected: 80%)</i>	95%
5.2	Increased standardisation regarding rights' status information and adoption of solutions for addressing rights issues for the benefit of digitisation, access and re-use of content	Amount of material accessible through Europeana that is labelled to allow re-use	Statistical measurement indicator	27% <i>(expected: 15%)</i>	30% <i>(expected: 25%)</i>	30%
5.3	Increased standardisation regarding rights' status information and adoption of solutions for addressing rights issues for the benefit of digitisation, access and re-use of content	Amount of works labelled with the public domain mark	Quantitative	4,544,653 <i>(expected: 463,507)</i>	5,139,878 <i>(expected: 1,000,000)</i>	2,000,000

List of project meetings, workshops and conferences

The events listed here represent key meetings, conferences, workshops, seminars, etc. that were specifically organised as part of the project and reported to us by the consortium partners. Representation at external events and other dissemination activities are listed separately below. Underlined titles are hyperlinked to a website with further details.

Name	Description	Location	Date	Number of participants
Project Management Board meeting	Monthly meeting of WP leaders and Project Coordinators	Various (dial-in)	January 09	7
1914-1918 website development workshop		The Hague, Netherlands	January 20-22	
Open Data Case Studies Workshop	Aim: to analyse successful case studies of applications on open data	Paris, France	January 29	
Europeana End-User Research Workgroup		The Hague, Netherlands	January 31	
1989 roads how website development workshop	development of the project site www.europeana1989.eu with Facts & Files and HistoryPin	London, UK	February 04-05	
1914-1918 Family History Roadshow	Collection day	Cyprus	February 06	
Project Management Board meeting	Monthly meeting of WP leaders and Project Coordinators	The Hague, Netherlands	February 12	7
1914-1918 workshop	Coming together of various Europeana WWI projects (EFG1914, E collections 1914-1918) at Berlin State Library	Berlin, Germany	February 12-13	
1914-1918 workshop	Coming together of various WWI projects at Berlin State Library	Berlin, Germany	February 21	
1914-1918 Family History Roadshow	Collection day at the City Library	Ljubljana, Slovenia	February 24	
Project Management Board meeting	Monthly meeting of WP leaders and Project Coordinators	Various (dial-in)	March 06	7
Culture24 workshop series	2 nd workshop exploring the strategic and operational considerations arising from the Culture24 model of data aggregation, sharing and publishing of venue and events listings data, in the context of potential tourism	Stockholm, Sweden	March 14	
Culture24 workshop series	3 rd workshop exploring strategic, content-focussed digital campaigning and publishing by cultural organisations to drive audience engagement	Stockholm, Sweden	March 15	

<u>1914-1918 Family History Roadshow</u>	Collection day at Fondazione Museo Storico Trentino (Forte Cadine)	Trento, Italy	March 16	37 contributors and 50 visitors
<u>1914-1918 Family History Roadshow</u>	Collection day at the National Library of Ireland	Dublin, Ireland	March 21	
<u>1914-1918 Family History Roadshow</u>	Collection day at the Public library	Logatec, Slovenia	March 21	
GLAM-Wiki Edit-a-thon (Fashion)	connect Wikipedians with Europeana around the topic of fashion in order to attract a more diverse group of editors	Stockholm, Sweden	March 22	50
Content Collection Day Training	In Flanders Fields Museum organised this training day for representatives of Belgian cities that want to organize a CCD	Belgium	March 25	25
Project Management Board meeting	Monthly meeting of WP leaders and Project Coordinators	Various (dial-in)	April 03	7
Open Session Workshop	open session on Europeana and Portuguese aggregator Registo Nacional de Objectos Digitais (RNOD)	Oporto, Portugal	April 10	30
<u>Digikult Conference</u>	share knowledge, get the conversation about digitization started, and show what you can do with various cultural heritage data and content once it is publicly accessible	Gothenburg, Sweden	April 10-11	100
<u>GLAM-Wiki conference</u>	connect Wikipedians with Europeana the event featured presentations about the Europeana and Wikimedia cooperation and the GLAMwiki toolset, the team will also lead a workshop about the GLAMwiki toolset	London, UK	April 12-14	150
<u>1914-1918 Family History Roadshow</u>	Collection day at Palais op de Meir, Vredescentrum	Antwerp, Belgium	April 21	
<u>1914-1918 Family History Roadshow</u>	Collection day at Centrale Bibliotheek KU	Leuven, Belgium	April 21	
<u>1914-1918 Family History Roadshow</u>	Collection day at Provinciale Bibliotheek Limburg	Hasselt, Belgium	April 21	
<u>1914-1918 Family History Roadshow</u>	Italian national press conference	Rome, Italy	May 07	
Project Management Board meeting	Monthly meeting of WP leaders and Project Coordinators	Various (dial-in)	May 10	7
<u>1914-1918 Family History Roadshow</u>	collection day at Biblioteca Nazionale	Rome, Italy	May 15	
<u>Historical Sources and the Great War seminar</u>	On the occasion of the 1914-1918 Collection Day ICCU in collaboration with the National Museum of Italian Risorgimento organized this training seminar aimed at students and teachers of secondary schools	Rome, Italy	May 15	200

<u>1914-1918 Family History Roadshow</u>	Collection day	Dendermonde, Belgium	May 18	
<u>1914-1918 Family History Roadshow</u>	Collection day at Fort Monte Maso	Valli del Pasubio, Italy	May 18	32 contributors and 60 visitors
<u>1914-1918 Family History Roadshow</u>	Collection day	Aarschot, Belgium	May 22	
Project Management Board meeting	Monthly meeting of WP leaders and Project Coordinators	Various (dial-in)	June 05	7
1864 edit-a-thon	A dual edit-a-thon around the theme 1864, an important year in Danish history, organized in Stockholm and Copenhagen	Copenhagen and Stockholm	June 8	14
<u>1989 roadshow</u>	Kick-off of campaign and collection days, including a Wikimedia edit-a-thon	Warsaw, Poland	June 8-9	38 + 20 volunteers (total)
Archives Network meeting	First meeting of the network	The Hague, Netherlands	June 11	
<u>2nd Europeana Licensing Workshop</u>	stakeholders from within and outside the Europeana Network reflect on the work undertaken on the licensing framework	Luxembourg	June 13-14	25
<u>1989 roadshow</u>	Collection day	Poznan, Poland	June 14-15	38 + 20 volunteers (total)
<u>1989 roadshow</u>	Collection day	Gdansk, Poland	June 21-22	38 + 20 volunteers (total)
<u>World War I edit-a-thons</u>	organised seven parallel events across Europe and Australia on the same day in honour of World War I. The goal was to increase the quality of articles and expand coverage of the conflict on the different language versions of Wikipedia	Australia, Belgium, Germany, Greece, Netherlands, Serbia, Sweden, UK and more...	June 28	65
Europeana Awareness General Assembly	Meeting for all project partners at half-way point in the project	Prague, Czech Republic	July 09-10	55
Project Management Board meeting	Monthly meeting of WP leaders and Project Coordinators	Prague, Czech Republic	July 10	9
Open Session Workshop	open session on Europeana and Portuguese aggregator Registo Nacional de Objectos Digitais (RNOD)	Oporto, Portugal	July 11	60
<u>1989 roadshow</u>	Lithuanian Press conference	Vilnius, Lithuania	August 01	

<u>1989 roadshow</u>	Collection day Lietuvos Respublikos Seimo	Vilnius, Lithuania	August 09-10	
<u>1989 roadshow</u>	Collection day G.Petkevičaitės-Bitės viešoji biblioteka	Panevezys, Lithuania	August 13	
<u>1989 roadshow</u>	Latvian Press conference	Riga, Latvia	August 15	
<u>1989 roadshow</u>	Collection day Rīga 2014 Informatīvajā Telpā Rīga "Esplanāde 2014"	Riga, Latvia	August 23-24	
<u>1989 roadshow</u>	Estonian press conference	Tallinn, Estonia	August 27	
<u>1989 roadshow</u>	Collection day Eesti Rahvusraamatukogus Tallinn	Tallinn, Estonia	August 30-31	
Project Management Board meeting	Monthly meeting of WP leaders and Project Coordinators	Various (dial-in)	September 04	8
<u>1914-1918 Family History Roadshow</u>	Collection day at Erfgoedcel Kerf	Balen, Belgium	September 15	
<u>1914-1918 Family History Roadshow</u>	Collection day at Erfgoedcel Noorderkempen	Warande Turnhout, Belgium	September 17	
<u>1914-1918 Family History Roadshow</u>	Romanian press conference	Bucharest, Romania	September 17	
<u>1914-1918 Family History Roadshow</u>	Collection day	Friuli Venezia Giulia, Italy	September 21	
<u>1914-1918 Family History Roadshow</u>	Collection day at Romanian Academy Library	Bucharest, Romania	September 27-28	
<u>1914-1918 Family History Roadshow</u>	Romanian press conference	Cluj, Romania	October 01	
Project Management Board meeting	Monthly meeting of WP leaders and Project Coordinators	Various (dial-in)	October 02	7
<u>1914-1918 Family History Roadshow</u>	Collection day at Biblioteca Județeană "Octavian Goga"	Cluj, Romania	October 04-05	23 participants
Orphan Work Workshop	workshop to ensure that CHO have the opportunity to provide input into the process of determining an OW under the new EU Directive	Brussels, Belgium	October 08	
<u>1914-1918 Family History Roadshow</u>	Collection day at Erfgoedcel Kempens Karakter	CC Lier, Belgium	October 12	
<u>1914-1918 Family History Roadshow</u>	Collection day	Bonn, Germany	October 12-13	
<u>1914-1918 Family History Roadshow</u>	Collection day	Aachen, Germany	October 15	

<u>1914-1918 Family History Roadshow</u>	Collection day	Bochum, Germany	October 18	
<u>1914-1918 Family History Roadshow</u>	Collection day	Breendonk, Belgium	October 19	
<u>1914-1918 Family History Roadshow</u>	Collection day	Bremen, Germany	October 22	
<u>La Grande Collecte: 1914-1918 Family History Roadshow</u>	La Grande Collecte French press conference	Paris, France	October 24	
<u>1989 roadshow</u>	Collection day at West Bohemia Museum in Pilsen	Plzeň, Czech Republic	November 02	
Project Management Board meeting	Monthly meeting of WP leaders and Project Coordinators	Various (dial-in)	November 06	7
<u>1989 roadshow</u>	Collection day at Museum of Eastern Bohemia	Hradec Králové, Czech Republic	November 09	
<u>1914-1918 Family History Roadshow</u>	Collection day	Bruges, Brussels	November 11	
GLAM-Wiki Edit-a-thon (Fashion)	connect Wikipedians with Europeana around the topic of fashion in order to attract a more diverse group of editors	Stockholm, Sweden	November 12	11
<u>La Grande Collecte: 1914-1918 Family History Roadshow</u>	La Grande Collecte with over 100 locations across France	100 locations, France	November 11-16	
<u>1989 roadshow</u>	Collection day at the National Museum	Prague, Czech Republic	November 17	
<u>1914-1918 Family History Roadshow</u>	Slovakian press conference	Bratislava, Slovakia	November 19	
<u>1989 roadshow</u>	Collection day at the Regional Museum	Olomouc, Czech Republic	November 23	
<u>1914-1918 Family History Roadshow</u>	Collection day at University Library	Bratislava, Slovakia	November 29-30	
<u>1989 roadshow</u>	Collection day at the Slezské zemské muzeum	Opava, Czech Republic	November 30	
Project Management Board meeting	Monthly meeting of WP leaders and Project Coordinators	Various (dial-in)	December 04	7
<u>1914-1918 Family History Roadshow</u>	Collection day	Košice, Slovakia	December 06-07	
Public Libraries in Europeana Conference	linked with the Future Library Unconference, December 09-10	Athens, Greece	December 11	35
Europeana Collections Launch	Event at the British Library	London, UK	December 12	

<u>1914-1918 Family History Roadshow</u>	Collection day	Martin, Slovakia	December 13-14	
<u>1914-1918 Family History Roadshow</u>	Collection day at Erfgoedcel Kempens Karakter	Herentals, Belgium	December 14	

Use and dissemination activities during this period

As noted in the first annual report, dissemination activities for Europeana Awareness take place on several levels, due to the nature of the project. As part of the tasks in WP1, Europeana continued to be promoted through a variety of events and PR campaigns in 2013 - for which a separate reporting streams is set up and documented in Annex 1 “MS5: Annual report on campaigns and on-going advocacy and PR by national coordinators.” Noted here are incidents where Europeana Awareness consortium members presented on Europeana and/or the project at external meetings and conferences along with on-line and off-line publications and collaborations related to the project. Please note that underlined titles are hyperlinked to a website with further details.

Presentations and Participation in External Events

1: Europeana - representatives from Europeana presented on Awareness related topics at numerous conferences and events throughout the year, some highlights include:

- [PartagePlus International Conference](#); Rome, Italy; March 21
- [International Federation of Film Archives \(FIAPF\) Congress](#); Barcelona, Spain; April 21-27
- [Screening the Future 2013: Crossing Boundaries for AV Preservation](#); London, UK; May 07-08
- [ELAG \(European Libraries Automation Group\) 2013: Inside Out Library](#); Ghent, Belgium; May 28-31
- [Web as Literature](#); London, UK; June 10
- [LOD-LAM \(Linked Open Data in Libraries, Archives and Museums\) Summit 2013](#); Montreal, Canada; June 19-20
- [ICDL \(Joint Conference on Digital Libraries\) 2013](#); Indianapolis, USA; July 22-26
- [4th ENOLL Living Lab Summer School](#); Manchester, UK; August 27-30
- [Biodiversity Informatics Horizon](#); Rome, Italy; September 03-06
- [Second International conference on Multi-Media for Cultural Heritage](#); Naples, Italy; September 09-10

- Promoting innovation in Europe - The European Library partnership of research and national libraries; Amsterdam, Netherlands; September 16-17
- Open Knowledge Foundation Conference; Geneva, Switzerland; September 17-18; Jill Cousins presented keynote address
- Digital Presentation and Preservation of Cultural and Scientific Heritage" DiPP2013 ; Veliko Tarnovo, Bulgaria; September 18-21
- The International Conference on Theory and Practice of Digital Libraries (TPDL) 2013; Malta; September 22-26
- International Association of Sound and Audio-visual Archives Annual Conference; Vilnius, Lithuania; October 09-10; Joris Pekel presented Europeana to sound archives and broadcasting companies
- GLAM-Wiki conference; Warsaw, Poland; October 11-12; Joris Pekal presented on IPR issues, rights labels and legal framework
- DPLAfest 2013; Boston, Massachusetts, USA; October 24-25
- Digital Heritage 2013; Marseille, France; October 28-November 01; Ad Polle organised a UGC Task Force workshop, presenting results, E1418+E1989 projects
- ICT 2013; Vilnius, Lithuania; November 06-08
- Licences for Europe Plenary Session; Brussels, Belgium; November 13; Julia Fallon to attend this final meeting and present conclusions from working group
- World Digital Library Partner Meeting; Washington, DC, USA; November 18-19
- Koninklijke Nederlandse Akademie van Wetenschappen workshop; Amsterdam, Netherlands; November 28; Wiebe de Jager ran a workshop for their 17 research institutes about promoting cultural content on their websites
- REMIX Global Summit 2013; London UK; December 03-04
- UvA Digital Heritage mini-symposium; Amsterdam, Netherlands; December 12

3: Acrosslimits Limited

- Participation in the Malta Book Fair, November 13 -17, where the winners of the tablets and the school competition where officially awarded by the minister.

8: Bibliotheque Nationale De France

- Elisabeth Freyre presented Europeana at the “Digital cooperation in Europe” seminar on 8th March at University of Lille with the presentation “TEL et Europeana: exemples emblématiques de coopération entre institutions culturelles.”
- Europeana was showcased at the Paris National Book Fair on 22-25 March. French President François Holland visited the BnF stand and was introduced to Europeana by Bruno Racine. Valentine Charles from Europeana attended the Fair and presented Europeana to the public who was visiting. 196,000 attendees to the fair overall.
- Presentation of the 1914-1918 campaign to BnF staff on 12 July and call for interest
- Meeting with all the partners of the Grande Collect in France (Archives nationales, Archives départementales, Mission du Centenaire 14-18, CNC, France Télévisions, CinéTévé, France Bleu, European Film Gateway, Le Parisien) and agreement on a communication plan

9: Ministère de la Culture, Luxembourg

- Presentation of Europeana Licensing Framework to Medievalists at the Digitale Rekonstruktionen mittelalterlicher Bibliotheken Conference, on January 19th in Trier
- Presentation of Europeana Licensing Framework as innovative achievement to ICT PSP workshop in Luxembourg on January 30th
- Presentation of Europeana Licensing Framework and Public Domain Calculator to eBooks on Demand Community at the EOD annual meeting, in Tartu, Estonia on June 05th -08th
- Patrick Peiffer presented past experiences of open data licensing from Europeana at EU Commission hearing on PSI in Luxembourg on November 25th

10: Biblioteca Nacional de Portugal

- Presence at the DC/IPRES conference (10th International Conference on Preservation of Digital Objects) in Lisbon on 2-6 September with 392 participants from 37 countries

12: Biblioteca Judeteana

- Presentation of Europeana to National Conference of Romanian Librarians Association in Oradea on 5th September 2013

15: Facts & Files

- Presentation at Geschichtsmesse 2013 in Suhl, Germany on 01 March featuring Europeana 1989 and Europeana 1914-1918 - “Europeana 1989 and Europeana 1914-1918 - Two international projects about crowdsourcing”
- Participation at the congress “1914 – Mitten in Europa. Aggression und Avant-garde. Internationaler Kongress“ (1914 - In the middle of Europe. Aggression and Avant-garde. International Congress) at the LVR-Landes Museum in Bonn: promotion and information table for the upcoming road shows in Germany

17: ICCU

- Participation in International Seminar on “Scientific Information Policies in the Digital Age: Enabling Factors and Barriers to Knowledge Sharing and Transfer” organized by The Ceris Institute of the Italian National Research Council and the LIAS Department of the University of Malta. Rossella Caffo presented the activity on Linked Open data led by ICCU in the framework of Europeana policy.
- Translated into Italian the Europeana presentation for the “The Learning Museum Project International Conference, the European Museum Academy” in Bologna on 19 September for the occasion of presenting its Prize to Europeana
- Rome, 2 October: Workshop on ‘Innovative tools and pilots for access to digital cultural heritage in the framework of Europeana and national systems’ organised by ICCU in cooperation with the AthenaPlus project inside the TEI Conference 2013. Venue: Sapienza, Università di Roma, DigiLab
- Promotion of the Learning Object on Europeana addressed to cultural institution managers, market players and teachers, educators, scholars realized by the University of Padua in the framework activities of Linked Heritage Project
- Participation to the Meeting of National Europeana Partners, held in Berlin, 7 - 8 November to discuss questions of joint interest, possible joint activities and to learn how best to ease data delivery to Europeana.
- Rome, 22nd October at Palazzo Poli, headquarters of the Istituto nazionale per la grafica, International Conference “When Photography was a silver plate”, a day dedicated to the project Daguerreobase. Rosa Caffo presented on Europeana.
- Rome, 29th November at the national workshop on ‘Linked open data (LOD): un’opportunità per il patrimonio culturale digitale’. Sara Di Giorgio presented the Europeana licensing framework
- Rome, 23rd of October at a training workshop on digitization for the museums of the province of Rome. Sara Di Giorgio presented the Europeana ecosystem and the licensing framework.

21 Kennisland

- Presentation of the licensing framework plus licensing workshop at the DPLA festival at the Boston Public Library in Boston, MA, USA on 24 October 2013
- Presentation during working group two meeting of the Licenses for Europe Stakeholder Dialogue in Brussels on 19 September 2013
- Presentation during final plenary of Licensing for Europe Stakeholder Dialogue in Brussels on 19 November 2013

22: Norsk Kulturrad

- Presentation and promotion of Europeana at [Apps4Norge](#) competition, 1 February – 15 April
- Presentation and promotion of Europeana at a Museum Network meeting

23: Ministry of Education and Culture, Cyprus

- Presentations in Nicosia schools about Europeana and how to participate
- Presentations in Academic Institution in Limassol (Cyprus Technological University) about Europeana and ways to contribute

24: Lietuvos Nacionaline Martyno Mazvydo Biblioteka

- Europeana and Europeana 1989 were presented at the conference of the international life-long learning programme KA3 project “[My Story](#)” organized by Soros International House on 13th September. This conference was for secondary school teachers, library and museum staff, university and college lecturers and students.
- Europeana and Europeana 1989 were presented at the conference "Digital memory in Digital environment SAVE 2013", organized by Vilnius University Library on 11th December. The paper "1989 memorabilia in Europeana" was presented by Sandra Leknickiene.

28: Eesti Rahvusraamatukogu

- Promoted Europeana and Europeana 1989 at People's Front 25th Anniversary event on June 15th

- In September, through the Library's Bus tour we promoted Europeana and Europeana 1989 in three schools and seven libraries, showing search possibilities and content and teaching how to enter memories and digitized content through Europeana1989 page.

29: National Library of Latvia

- Informed the directors of the Libraries of Latvia on Europeana 1989 project and website at the annual meeting for Library directors on 28th August inviting all libraries of Latvia to take part in the project.

30: Narodni Muzeum

- Promoted Europeana at the Senate session of the Czech Association of Museums and Galleries on 19th February at the Narodni Muzeum with the Czech Minister of Culture and directors of the biggest national museums and galleries in attendance
- Promotion at the "Museum in the Year 2030" Conferences for Czech Museums and Galleries in Pardubice on 13th June. In attendance were directors of Czech museums and galleries and deputies of the Oracle corporation
- Promotion in primary and secondary schools as part of "Touch the 20th century!" with students of 12 pilot schools creating 2D/3D virtual exhibitions on the portal and adding a virtual space of pictures from esbirky.cz and Europeana
- Promotion at "Museum and Schools in 2013" conference for primary and secondary school teachers at the National Memorial in Prague on 20th March
- Promotion at the "Use of Multimedia in Teaching History" in Brno on 25th April 2013
- Promotion at the "50 years in Czechoslovakia" event in Příbram on 20th June
- Presentation of Europeana at international museology conference "The Museum and Change" in Prague on 14 November
- Presentation of Europeana at "Life on the border" conference in Tachov on 3rd October
- Presentation of Europeana at "The use of media in teaching and media education" conference in Písek on 4th December
- Presentation of Europeana at "Digital Memory Institution" conference in Prague on 5th December
- Presentation of Europeana at "Modern methods of teaching history" conference in Ostrava on 12th December

32: Narodna in Univerzitetna Knjiznica

- Presentation Europeana and Europeana1914-18 at the Slovenian National Festival “Kulturni Bazar/ Culture at a Glance” with 3000 visitors - 1000 teachers and 2000 students from 300 Slovenian schools
- Presentation at Slovenian Collection Days: Farewell to Arms an international meeting of archivists with 560 participants
- Presentation on Europeana 1914-18 at the annual meeting of the Public Libraries Association with directors of all Slovenian public libraries

34: Agence Luxembourgeoise D'Action Culturelle

- 6 May, METZ, DRAC Lorraine: Presentation of the project to key people in charge of Heritage, digitization and tourism of the French Ministry of Culture in Lorraine
- 8 June, conference “Sites et paysages de la mémoire de la Grande Guerre” in Paris: The conference presented an international initiative to inscribe the sites and landscapes of the Great War in Belgium and France on the list of UNESCO World Heritage and featured key political players.
- 10 June, conference in Dunkirk, France about the geopolitical challenges development for regions regarding the future development of the structure fund Interreg V. Frank Thinnes presented on plurio.net and Europeana Awareness to raise awareness of the benefits, but also the challenges of free access to cultural content in a cross-border context.
- 11 June, Tourism Marketing Greater Region (TMGR) meeting, Imsbach, Germany. A key meeting with the leaders of the Tourism Marketing Greater Region initiative. The participants are all key players for the development and the deployment of a tourism marketing strategy for the Greater Region based on cultural tourism as the main asset of their touristic products.

35: provincie Limburg

- Participation on behalf of Europeana at the national conference “School 2.0 & World Citizenship: A Creative Encounter” in Brussels on 25 November. Presented a paper about 'Europeana: Creative Commons in Practice', about the nature and potential of Europeana in relation to education, the Creative Commons concept, citizen participation and reuse.

39: Slovenska Narodna Kniznica

- Europeana Awareness and Europeana 1914 - 1918 were presented by the Slovak National Library at the national ICT conference [ITAPA](#) on May 30th with national politicians, policy makers, ICT managers and media present

42: University of Oxford

- Presented Europeana 1914-1918 at Oxford ASPIRE (University and City Museums Network) Digital Thinking Workshop including visitors from the University of Luxembourg Masters programme in European History and Digital History;
- Presented Europeana 1914-1918 in January at an Open University event: “Digital Humanities in Practice Seminar” which was webcast to remote students and practitioners
- 10th July: presented Europeana 1914-1918 and Europeana on at “Digital.Humanities@Oxford Summer School” [Re-imagining the First World War: How can digital humanities move us beyond the trenches?](#)
- 11-12 July: participated in the conference “[International Network for the Study of Africa and the Great War: Africa and the First World War](#)”, in Lisbon
- 3 September: presented at the [Sixth West Europeana Studies Library and Information Network \(WESLINE\) Conference](#) at Balliol College, University of Oxford on The anniversary of World War I, The Oxford Community Collection Model and Europeana 1914-1918
- 16 September: participated in the Children of The Great War workshop at the Age Exchange in London to introduce Europeana 1914-1918
- 19 September: presented at the [Regional WWI Centenary Networking Morning](#) at the Reading Museum on digital resources and community engagement to support centenary plans
- 5 October: participated in the [Oxfordshire Family History Society Open Day](#) at The Marlborough School in Woodstock
- 10-11 October: Led a coaching session on content gathering with a team from Slovakia in Oxford
- 19 October: participated in the [Midland History Forum: How should we remember World War I?](#) at the School of Education, University of Birmingham, presentation was titled “Beyond the Trenches: Digital Resources from the University of Oxford”
- 19 October: participated in the [Western Front Association 2013 Autumn Conference](#) at the University of Worcester
- 5 November: participated in the Termly Meeting of the Oxford University Communications Officers and presented “Marking Commemorations and Celebrations: The Oxford Community Collection Model”

- 15 November: participated in the [Power to the People! Museums and the Web Conference UK 2013](#) at the Tate Modern in London and presented on “Crowdsourcing a Community Collection (and the After Effects)”
- 19 November: presented at [Engage: Social Media Michaelmas](#) at the University of Oxford on “Engage: Collecting Memories from the Public”
- 23-24 November: presented on Europeana 1914-1918 at the [Conference Finding Identities](#) at the University of Central Lancashire
- 3 December: presented about First World War plans at the Oxford archivists meeting

45: Pencho Slaveykov Regional Library

- Radka Kalcheva presented on digitization process in Bulgarian libraries at the Bulgarian Library annual conference in Sofia on 5 June 2013 with about 100 librarians in attendance
- The exhibition 'Linked across borders and time' was presented at The Library's area in November 2013
- The exhibition 'Linked across borders and time' was presented at the Grand Mall shopping centre in December 2013

46: Dimosia kentriki Vivliothiki Veroias

- On March 13th the project was presented during the annual training meeting of Greek Librarians organized by Future Library in Veria with about 100 attendees from Greek public and municipal libraries in attendance
- On June 5th we presented the project to the local cultural organisations of the prefecture of Imathia
- On June 10th we presented the project to the local cultural organisations of the prefecture of Serres
- On June 16-19 the project was mentioned in the poster session at the international conference Next Library in Aarhus as presented by the Serres Public Library

47: Wikimedia Sverige

- We participated at [Wikimania 2013](#) in Hong Kong from 7-11 August with almost 1,000 participants from more than 90 countries. Two scheduled presentations were given, one about the project in general and one more detailed focusing on WLPA; around 25 people listened to each of the presentations with an additional on-line audience.

- John Andersson gave a presentation at the [GLAM-Wiki conference](#) in Warsaw, Poland on 11-12 October with Around 50 GLAM experts and Wikimedians in the audience.
- A workshop/presentation was given at the [Wikimedia Diversity Conference](#) in Berlin, Germany on 9-10 November with around 50 Wikimedians in attendance.

Publications

Below is a collection of articles and publications produced by consortium members. For a comprehensive overview of interviews, appearances and other presence in external press, please refer to Annex 1 “MS5: Annual report on campaigns and on-going advocacy and PR by national coordinators.”

8: Bibliotheque Nationale De France

- Europeana featured in BnF’s magazine Chroniques n°65, January-March 2013 with the interview of Gérald Grunberg, on “[Le numérique reconfigure les relations de coopération internationales des bibliothèques](#)”
- Europeana 1914-1918 featured in BnF’s magazine Chroniques n°67 and 68: N°67, Catherine Dhérent, "[Sauvez la mémoire: la Grande Collecte 1914-1918](#)"

17: ICCU

- Published a scientific article on Digitalia about ‘[The workflow in the projects of aggregation of digital cultural content. Good practices and quality control](#)’

18: In Flanders Fields Museum

- article for EOS magazine on three special stories collected during the 1914-1918 collecting days

22: Norsk Kulturrad

- Disseminate and promotion of Awareness and Europeana via articles on the [Digitalt fortalt](#) website

30: Narodni Muzeum

- Article in the Journal of the Association of Museums and Galleries in Czech Republic, called "[Aktivní přístup veřejnosti při tvorbě sbírky a výstavy Člověk ve fotografii](#)" ("Active public access to making collections and exhibitions called 19th century people in photos") from Ivana Havlíková and Pavel Douša.

32: Narodna in Univerzitetna Knjiznica

- An article on the Slovenian Collection Days: Farewell to Arms - Welcome Memories "[Tehnični in vsebinski problemi klasičnega in elektronskega arhiviranja](#)" (Technical and substantive problems of classical and electronic archiving [electronic resource]: proceedings of the international conference)
- Published Slovenian story in the book "[Hidden Stories of the First World War](#)" by Jackie Storer

41: Helsingin Yliopisto

- Promoting Europeana to international library staff through the National Library of Finland Bulletin with the article "[Finna brings national cultural heritage to the masses](#)"

42: University of Oxford

- 19 August: blog post [The Baltic Way](#)
- 3 September: Blog post: [A War Diary](#)
- 30 September: Computer visualisation (mash-up) and blog post: [Reporting Courage: The MI 7 Propaganda Machine](#) ;
- Commissioned editor's pick from contributor outside project (Royal Engineers Museum): [A Journal with a Difference](#)

USE OF RESOURCES

Overview Person-Month Status (cumulative)

A cumulative overview of person-months spent in the second period of the project is provided in Annex 2 to this document.

Explanation of the use of the resources

A per-partner overview of use of resources is provided in Annex 3 to this document.

ANNEX 1

MS5: Annual report on campaigns and on-going advocacy and PR by national coordinators