Grant agreement for: CIP-Best Practice Network

Annex I - "Description of Work"

Project acronym: EAwareness

Project full title: " Europeana Awareness "

Grant agreement no: 297261

Version date: 2012-02-06

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Part A

Workplan Tables

A1:
Project summary

Project Number [1]	297261	Project Acronym [2]	EAwareness

One form per project

General information

Project title [3]	Europeana Awareness
Starting date [4]	01/01/2012
Duration in months [5]	36
Call (part) identifier [6]	CIP-ICT-PSP-2011-5
Objective most relevant to your topic [7]	:		
Free keywords [8]		Europeana, awareness, user generated content, public libraries, archives, broadcasters, tourism, copyright, licensing, public domain, open content

Abstract [9]

Europeana Awareness is a Best Practice Network, led by the Europeana Foundation, designed to:
• publicise Europeana to users, policy makers, 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 4 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
A wide variety of media and channels, both online and offline, will be used to ensure promotion of appropriate and consistent messages to different stakeholder groups. The approaches to be used have been chosen so as d to align closely with the goals of the Europeana Strategic Plan 2011-15 and include both top-down and bottom –up activities.
The 48 partner consortium brings together leading players with strong track records in the Europeana network in the areas of work to be undertaken, as well as some new players with specific expertise in areas such as PR, User Generated Content and cultural tourism. Every Member State is represented by a Country Partner who will have a key role in continuing the PR work kicked off by the EAwareness campaigns.

Project Number [1]		297261	Project Acronym [2]		EAwareness

List of Beneficiaries					

No	Name	Short name	Country	Project entry month[10]	Project exit month
1	STICHTING EUROPEANA	EF	Netherlands	1	36
2	ARHUS KOMMUNES BIBLIOTEKER	AAKB	Denmark	1	36
3	Acrosslimits Limited	ACROSS	Malta	1	36
4	Department of Tourism, Culture and Sport	AH&G	Ireland	1	36
5	Biblioteka grada Beograda	BCL	Serbia	1	36
6	STICHTING NEDERLANDS INSTITUUT VOOR BEELD EN GELUID	BEELD EN GELUID	Netherlands	1	36
7	THE BRITISH LIBRARY	BL	United Kingdom	1	36
8	BIBLIOTHEQUE NATIONALE DE FRANCE	BnF	France	1	36
9	Ministère de la Culture	BNL	Luxembourg	1	36
10	Biblioteca Nacional de Portugal	BNP	Portugal	1	36
11	KOZEP-EUROPAI EGYETEM	CEU	Hungary	1	36
12	BIBLIOTECA JUDETEANA	Cluj	Romania	1	36
13	Culture24 LBG	Culture24	United Kingdom	1	36
14	DEUTSCHE NATIONALBIBLIOTHEK	DNB	Germany	1	36
15	Facts & Files Historisches Forschungsinstitut Berlin, Drauschke Schreiber Partnerschaftsgesellschaft, Archiv-, Geschichts- und Literaturwissenschaftler	Facts&Files	Germany	1	36
16	Fondazione Museo storico del Trentino	FMST	Italy	1	36
17	Istituto Centrale per il Catalogo Unico delle biblioteche italiane e per le informazioni bibliografiche	ICCU	Italy	1	36
18	In Flanders Fields Museum	IFFM	Belgium	1	36
19	INSTITUT ZA MEDUNARODNE ODNOSE	IMO	Croatia	1	36
20	KONINKLIJKE BIBLIOTHEEK	KB	Netherlands	1	36
21	STICHTING NEDERLAND KENNISLAND	KL	Netherlands	1	36

No	Name	Short name	Country	Project entry month[10]	Project exit month
22	Norsk Kulturrad	Kulturrad	Norway	1	36
23	Ministry of Education and Culture, Cyprus	KV	Cyprus	1	36
24	LIETUVOS NACIONALINE MARTYNO MAZVYDO BIBLIOTEKA	Mazvydas Library	Lithuania	1	36
25	Ministerio de Educacion, Cultura y Deporte	MEDC	Spain	1	36
26	MDR PARTNERS (CONSULTING) LIMITED	MDR	United Kingdom	1	36
27	Narodowy Instytut Audiowizualny	NInA	Poland	1	36
28	EESTI RAHVUSRAAMATUKOGU	NLE	Estonia	1	36
29	NATIONAL LIBRARY OF LATVIA	NLL	Latvia	1	36
30	NARODNI MUZEUM-NATIONAL MUSEUM NM	NM	Czech Republic	1	36
31	NATIONAL TECHNICAL UNIVERSITY OF ATHENS	NTUA	Greece	1	36
32	NARODNA IN UNIVERZITETNA KNJIZNICA	NUK	Slovenia	1	36
33	OESTERREICHISCHE NATIONALBIBLIOTHEK	ONB	Austria	1	36
34	AGENCE LUXEMBOURGEOISE D'ACTION CULTURELLE ASBL*ALAC	PLURIO.NET	Luxembourg	1	36
35	provincie Limburg (B)	Provincie Limburg	Belgium	1	36
36	INSTYTUT CHEMII BIOORGANICZNEJ PAN	PSNC	Poland	1	36
37	Spild af Tid ApS	SAT	Denmark	1	36
38	STIFTUNG DEUTSCHE KINEMATHEK*MUSEUMFUR FILM UND FERNSEHEN	SDK	Germany	1	36
39	SLOVENSKA NARODNA KNIZNICA	SNK	Slovakia	1	36
40	RIKSANTIKVARIEAMBETET	SwNHB	Sweden	1	36
41	HELSINGIN YLIOPISTO	UH	Finland	1	36
42	THE CHANCELLOR, MASTERS AND SCHOLARS OF THE UNIVERSITY OF OXFORD	UOXF	United Kingdom	1	36
43	USTAV PRO SOUDOBE DEJINY AV CR V.V.I	USD AV CR	Czech Republic	1	36
44	UNIVERSITEIT VAN AMSTERDAM	UvA	Netherlands	1	36
45	Pencho Slaveykov Regional Library	Varna	Bulgaria	1	36

List of Beneficiaries

No	Name	Short name	Country	Project entry month[10]	Project exit month
46	Dimosia kentriki Vivliothiki Veroias	Veria	Greece	1	36
47	Wikimedia Sverige	WMSE	Sweden	1	36
48	ZENTRAL-UND LANDESBIBLIOTHEK BERLIN	ZLB	Germany	1	36

A3:
Budget breakdown

Project Number [1]		297261		Project Acronym [2]		EAwareness

Participant number in this project	Participant short name	Personnel costs	Sub contracting	Other direct costs	Total costs	Max EU Contribution	Requested EU contribution
1	EF	711,540.00	166,089.00	146,149.00	1,023,778.00	819,022.00	819,022.00
2	AAKB	54,000.00	0.00	7,200.00	61,200.00	48,960.00	48,960.00
3	ACROSS	12,000.00	0.00	3,000.00	15,000.00	12,000.00	12,000.00
4	AH&G	56,250.00	0.00	7,200.00	63,450.00	50,760.00	50,760.00
5	BCL	7,200.00	0.00	5,400.00	12,600.00	10,080.00	10,080.00
6	BEELD EN GELUID	172,800.00	0.00	17,800.00	190,600.00	152,480.00	152,480.00
7	BL	200,070.00	0.00	25,100.00	225,170.00	180,136.00	180,136.00
8	BnF	28,000.00	0.00	3,000.00	31,000.00	24,800.00	24,800.00
9	BNL	49,581.00	35,415.00	8,100.00	93,096.00	74,476.00	74,476.00
10	BNP	10,500.00	0.00	3,000.00	13,500.00	10,800.00	10,800.00
11	CEU	28,536.00	0.00	9,200.00	37,736.00	30,188.00	30,188.00
12	Cluj	6,900.00	0.00	3,000.00	9,900.00	7,920.00	7,920.00
13	Culture24	169,600.00	73,800.00	32,900.00	276,300.00	221,040.00	221,040.00
14	DNB	17,898.00	0.00	3,000.00	20,898.00	16,718.00	16,718.00
15	Facts&Files	244,800.00	0.00	25,000.00	269,800.00	215,840.00	215,840.00
16	FMST	23,975.00	0.00	6,500.00	30,475.00	24,380.00	24,380.00
17	ICCU	9,597.00	0.00	5,000.00	14,597.00	11,677.00	11,677.00
18	IFFM	28,700.00	0.00	6,500.00	35,200.00	28,160.00	28,160.00
19	IMO	15,600.00	10,000.00	9,660.00	35,260.00	28,208.00	28,208.00
20	KB	11,328.00	500,000.00	3,000.00	514,328.00	411,462.00	411,462.00
21	KL	187,776.00	0.00	22,000.00	209,776.00	167,820.00	167,820.00

A3:
Budget breakdown

Participant number in this project	Participant short name	Personnel costs	Sub contracting	Other direct costs	Total costs	Max EU Contribution	Requested EU contribution
22	Kulturrad	54,600.00	0.00	4,500.00	59,100.00	47,280.00	47,280.00
23	KV	7,500.00	0.00	3,000.00	10,500.00	8,400.00	8,400.00
24	Mazvydas Library	8,000.00	0.00	9,200.00	17,200.00	13,760.00	13,760.00
25	MEDC	60,450.00	0.00	25,400.00	85,850.00	68,680.00	68,680.00
26	MDR	333,200.00	0.00	14,000.00	347,200.00	277,760.00	277,760.00
27	NInA	24,000.00	0.00	16,600.00	40,600.00	32,480.00	32,480.00
28	NLE	6,048.00	0.00	3,000.00	9,048.00	7,238.00	7,238.00
29	NLL	8,400.00	0.00	3,000.00	11,400.00	9,120.00	9,120.00
30	NM	7,500.00	0.00	3,000.00	10,500.00	8,400.00	8,400.00
31	NTUA	127,200.00	0.00	5,400.00	132,600.00	106,080.00	106,080.00
32	NUK	10,350.00	0.00	3,000.00	13,350.00	10,680.00	10,680.00
33	ONB	22,950.00	0.00	3,000.00	25,950.00	20,760.00	20,760.00
34	PLURIO.NET	88,000.00	25,000.00	13,500.00	126,500.00	101,200.00	101,200.00
35	Provincie Limburg	52,168.00	0.00	7,200.00	59,368.00	47,494.00	47,494.00
36	PSNC	31,500.00	0.00	10,400.00	41,900.00	33,520.00	33,520.00
37	SAT	56,000.00	0.00	5,400.00	61,400.00	49,120.00	49,120.00
38	SDK	43,000.00	0.00	5,750.00	48,750.00	39,000.00	39,000.00
39	SNK	4,200.00	0.00	3,000.00	7,200.00	5,760.00	5,760.00
40	SwNHB	49,400.00	0.00	7,200.00	56,600.00	45,280.00	45,280.00
41	UH	13,005.00	0.00	3,000.00	16,005.00	12,804.00	12,804.00
42	UOXF	247,320.00	0.00	22,100.00	269,420.00	215,536.00	215,536.00
43	USD AV CR	24,500.00	0.00	6,500.00	31,000.00	24,800.00	24,800.00
44	UvA	131,742.00	0.00	17,400.00	149,142.00	119,313.00	119,313.00
45	Varna	9,660.00	0.00	3,000.00	12,660.00	10,128.00	10,128.00
46	Veria	40,800.00	0.00	5,400.00	46,200.00	36,960.00	36,960.00

A3:
Budget breakdown

Participant number in this project	Participant short name	Personnel costs	Sub contracting	Other direct costs	Total costs	Max EU Contribution	Requested EU contribution
47	WMSE	70,000.00	0.00	13,900.00	83,900.00	67,120.00	67,120.00
48	ZLB	40,000.00	0.00	3,000.00	43,000.00	34,400.00	34,400.00
TOTAL		3,618,144.00	810,304.00	571,559.00	5,000,007.00	4,000,000.00	4,000,000.00

1. Project number

The project number has been assigned by the Commission as the unique identifier for your project, and it cannot be changed. The project number **should appear on each page of the grant agreement preparation documents** to prevent errors during its handling.

2. Project acronym

Use the project acronym as indicated in the submitted proposal. It cannot be changed, unless agreed during the negotiations. The same acronym **should appear on each page of the grant agreement preparation documents** to prevent errors during its handling.

3. Project title

Use the title (preferably no longer than 200 characters) as indicated in the submitted proposal. Minor corrections are possible if agreed during the preparation of the grant agreement.

4. Starting date

Unless a specific (fixed) starting date is duly justified and agreed upon during the preparation of the Grant Agreement, the project will start on the first day of the month following the entry info force of the Grant Agreement (NB : entry into force = signature by the Commission). Please note that if a fixed starting date is used, you will be required to provide a detailed justification on a separate note.

5. Duration

Insert the duration of the project in full months.

6. Call (part) identifier

The Call (part) identifier is the reference number given in the call or part of the call you were addressing, as indicated in the publication of the call in the Official Journal of the European Union. You have to use the identifier given by the Commission in the letter inviting to prepare the grant agreement.

7. Activity code

Select the activity code from the drop-down menu.

8. Free keywords

Use the free keywords from your original proposal; changes and additions are possible.

9. Abstract

10. The month at which the participant joined the consortium, month 1 marking the start date of the project, and all other start dates being relative to this start date.

11. The number allocated by the Consortium to the participant for this project.

Workplan Tables

Project number

297261

Project title

EAwareness—Europeana Awareness

Call (part) identifier

CIP-ICT-PSP-2011-5

Funding scheme

CIP-Best Practice Network

Project Number [1]	297261	Project Acronym [2]	EAwareness

WP Number [53]	WP Title	Lead beneficiary number [55]	Person-months [56]	Start month [57]	End month [58]
WP 1	Public Media Campaign	7	171.00	1	36
WP 2	End-user engagement	6	192.00	1	36
WP 3	Developing new partnerships	26	102.00	2	36
WP 4	Connecting cultural content with the tourism	13	73.00	1	36
WP 5	Copyright and related rights framework	21	72.00	1	36
WP 6	Management and coordination	1	48.00	1	36
		Total	658.00		

WT2:
List of Deliverables

Project Number [1]	297261	Project Acronym [2]	EAwareness

Delive-rable Number [61]	Deliverable Title	WP number [53]	Lead benefi-ciary number	Estimated indicative person-months	Nature [62]	Dissemi-nation level [63]	Delivery date [64]
D1.1	Online Activity Planner with initial awareness activities completed by each WP	1	1	30.00	O	PU	2
D1.2	Strategic Communications Plan, to include a timetable for a 36-month rolling campaign programme	1	7	70.00	R	RE	9
D1.3	Final evaluation of campaigns	1	7	71.00	R	PU	36
D2.1	User requirements and IPR implications for User Contributed Content in Europeana	2	6	12.00	R	RE	12
D2.2	Report on infrastructure and tools for supporting User Contributed Content in Europeana	2	31	40.00	R	PU	15
D2.3	Report on the content gathering campaigns (WW1, Fall of the Iron Curtain, Wikipedia)	2	42	30.00	R	PU	16
D2.4	Report on the User-centred evaluation and technical evaluation of the Digital Storytelling platform	2	37	10.00	R	PU	17

Delive-rable Number [61]	Deliverable Title	WP number [53]	Lead benefi-ciary number	Estimated indicative person-months	Nature [62]	Dissemi-nation level [63]	Delivery date [64]
D2.5	Updated report on the content gathering campaigns (WW1, Fall of the Iron Curtain, Wikipedia)	2	42	22.00	R	PU	24
D2.6	Europeana GLAM WIKI event plus report on Public Art project	2	47	16.00	O	PU	24
D2.7	Updated report on infrastructure and tools for supporting User Contributed Content in Europeana	2	31	40.00	R	PU	30
D2.8	Updated report on the content gathering campaigns (WW1, Fall of the Iron Curtain, Wikipedia)	2	42	22.00	R	PU	34
D3.1	Public library service definitions and requirements	3	26	17.00	R	PU	9
D3.2	Assessment of the role of local archival collections	3	26	23.00	R	PU	12
D3.3	Analysis of Europeana content for local history and genealogy users/reusers	3	1	17.00	R	PU	18
D3.4	Public libraries in Europeana conference	3	22	20.00	O	PU	22
D3.5	Outline agreements with commercial partners	3	1	25.00	O	RE	30

Delive-rable Number [61]	Deliverable Title	WP number [53]	Lead benefi-ciary number	Estimated indicative person-months	Nature [62]	Dissemi-nation level [63]	Delivery date [64]
D4.1	Needs of tourists, public sector tourism bodies & the commercial tourism sector	4	13	12.00	R	PP	9
D4.2	Report on aggregator distribution and effective aggregation models	4	13	8.00	R	PP	12
D4.3	Summary report listing partners, contacts, themes and campaign opportunities	4	13	6.00	R	PP	12
D4.4	Series of workshops that interrogate the Culture24 approach to aggregation and publishing	4	13	9.00	O	RE	18
D4.5	Creation of agreed themed datasets as a foundation for next stage of development	4	13	22.00	O	RE	24
D4.6	Strategic briefing to highlight opportunities afforded by Europeana content for key tourism ministri	4	13	6.00	O	RE	30
D4.7	Presentation of Europeana content in commercial partner serivces	4	13	10.00	P	PU	30
D5.1	Online Advocacy Kit for increasing the amount of content in Europeana that can be freely reused	5	21	9.00	O	PU	12

Delive-rable Number [61]	Deliverable Title	WP number [53]	Lead benefi-ciary number	Estimated indicative person-months	Nature [62]	Dissemi-nation level [63]	Delivery date [64]
D5.2	Summary Report on IPR issues faced by Europeana and its partners	5	44	16.00	R	PU	18
D5.3	Evaluation report on the Europeana Licensing framework (including recommendations for improvements)	5	21	12.00	R	PU	18
D5.4	Report on the effectiveness of licensing systems in clearing content for use in Europeana	5	44	20.00	R	PU	30
D5.5	Final report on IPR issues faced by Europeana including recommendations for actions to deal with the	5	21	15.00	R	PU	30
D6.1	Annual Report 1	6	1	8.00	R	CO	13
D6.2	First Financial Statement	6	1	8.00	R	CO	13
D6.3	Annual Report 2	6	1	8.00	R	CO	25
D6.4	Second Financial Statement	6	1	8.00	R	CO	25
D6.5	Final Report	6	1	8.00	R	CO	36
D6.6	Final Financial Statement	6	1	8.00	R	CO	36
			Total	658.00			

Project Number [1]	297261	Project Acronym [2]	EAwareness

Work package number [53]	WP1
Work package title	Public Media Campaign
Start month	1
End month	36
Lead beneficiary number [55]	7

Objectives

• 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 each strategic track:

• aggregating data;
• facilitating knowledge exchange in the cultural heritage sector;
• distributing content to users' workflows;
• engaging users with their cultural heritage in new ways.

• Plan a strategic communications campaign, create tactical plans with WP's 2, 3, 4 and 5 and select PR agencies to work with the partner network in order to:

• Develop top down awareness of Europeana in all EU countries among politicians, cultural institutions, the technical community and target users.
• Promote the value that Europeana brings to Member States, and foster support for Europeana's on-going strategy
• Create strong links with influential advocates of the benefits of accessible digital cultural heritage.
• Use the partners to actively promote Europeana into their networks and stakeholder groups.
• Develop a sustainable network of national coordinators for Europeana in national partner institutions with professional PR expertise and detailed knowledge of Europeana's on-going strategy
• Actively support national aggregation initiatives.

Description of work and role of partners

Task 1.1 Create overall activity planner with Work Packages 2-5
To ensure that all awareness activities scheduled in each WP can be coordinated, managed and promoted the project will kick off with all WP's contributing to an Overall Activity Planner (D1.1) in Month 2. This planner will be held in a publicly accessible space and updated at 6 monthly intervals. The planner will be developed by WP1 with representatives of WP2-5. These representatives will comprise the PR Campaigns Group, responsible for elements of monitoring and control of WP1 and the campaigns.

Task 1.2 Create a Strategic Communications Plan outlining objectives, messages, targets and timeframes
BL and Facts&Files will create an overall Strategic Communications Plan (D1.2) to cover a range of PR platforms, including media campaigns, advocacy events and social media initiatives, capable of being customised and timetabled for each Member State or regional grouping. This will be completed by Month 9. This will be validated with each national partner and will timetable which country will have a campaign at which time and the types of PR activity envisaged in relation to the work of the other WPs.

Task 1.3 Create tactical plans
The Strategic Communications Plan will also include a model or pro-forma tactical plan, capable of being customised for each country. This will provide a framework and consistency to each national campaign.
Each national partner will nominate a member of staff to work with Europeana, and this person will become Europeana's national coordinator. They will be responsible for coordinating the national PR campaign, and their

first task will be to work with the lead partners to fill-in the tactical plan for their country with activities and timings at least 2 months before the start of the campaign. This means that the first campaign will need to start in Month 4, with an average of 2 campaigns running in different countries in parallel. Tactical plans will be validated on a rolling basis by the PR Campaigns Group.

Task 1.4 Selection of PR agencies
BL and Facts& Files, working with the national coordinators, will create a tender in Month 1 to be able to appoint PR agencies by Month 3 for at least 6 countries (MS1). This process will be repeated according to the overall timetable 2 months before the timetabled start of each national campaign. PR agencies will be hired as sub-contractors for short-term campaigns in every Member State in accordance with the overall PR timetable. They will be supported in this work by Europeana and the national coordinator.

Task 1.5 Manage the rolling programme of PR agency campaigns against the overall timetable
BL and Facts&Files will divide and manage the national campaigns between them, Facts&Files taking those countries in which they already have established contacts – mainly in Eastern Europe. Facts&Files will also provide PR and research support in the context of the Work Package 2 User Generated Content tasks: The First World War and the Fall of the Iron Curtain.

For each PR campaign, BL or Facts&Files, supported by EF, will work together with the national coordinator and the selected agency to agree a story or campaign theme that is relevant and timely both for the country concerned and for Europeana e.g. related to a European cultural or sporting event being held nationally, about which Europeana has interesting content, publicising an outcome of another Work Package or focusing on the local relevance of initiative coming from the Commission. Each campaign will last on average 1 month, and will begin and end according to the overall rolling timetable.

Task 1.6 National PR coordinators network
The campaigns will result in a sustainable distributed network of national coordinators drawn from the Europeana partner network. By the end of the Project, 27 such coordinators will be providing advocacy and PR support for Europeana at a national level.

Task 1.7 Major European media event
The event will be held in Month 5 in Brussels (MS3). It will be a high-level event for ministers, Members of the European Parliament (MEPs), policy makers and prestigious supporters of Europeana. It will have significant media presence, and a targeted PR campaign to generate and control the media messages. We will work closely with the Commissioner's press office to maximise the positive impact of the event. This event will share costs and planning with Europeana v2.0 as planning needs to start in October 2011.

Task 1.8 Active support for national aggregation initiatives
EF will provide support to new national aggregation initiatives including guidance on open source software, data models, networking experience, ingestion systems, governance and funding requirements, using the processes of its CCPA where appropriate.

Task 1.9 Monitoring and evaluating Key Performance Indicators

1.9.1 The BL and national coordinators will work with the agency/ies to create Key Performance Indicators (KPIs) covering monitoring, measurement and evaluation of the campaigns, using, for example:
• Brand awareness studies, both before and after campaigns
• Qualitative and quantitative studies of recognition in target audiences
• Press cuttings and OTS [Opportunities to See] statistics
• Quantitative metrics [e.g. Twitter followers, blog posts, Facebook friends]

The evaluation criteria will be included in the Strategic Communications Plan. An online PR results template (MS2) will be developed as part of the Strategic Communications Plan, by M9. This template will be completed by each national coordinator, before, during and after the individual country campaign as appropriate. The frequency and duration of reporting will be agreed with the BL at the start of the campaign and the BL will be responsible for making sure this template is used effectively to report the PR activities and results.

BL, Facts&Files, national co-ordinators and the relevant PR company will evaluate impact at the end of each campaign, according to the timetable. These evaluations will be cumulated into six-monthly reports with recommendations for ways of improving campaigns, starting in Month 6. The reports will be reviewed by the PR Campaigns Group at its regular meetings.

Following the completion of a national campaign, national coordinators will continue advocacy and PR work on behalf of Europeana, and will therefore continue to report on the impact and effectiveness of this work. They will continue to use the online PR results template and their reports should align with the six-monthly evaluation reports. These reports will serve to highlight countries in which impact is strong or weak. Strong performances will enable the PR Campaigns Group to establish best practice techniques; weak will enable remedial action to be taken.

These six-monthly reports will record both the monthly PR campaigns and the ongoing PR activities, and they will feed into an Annual Report by the BL (MS4, MS5, MS6) at end of months 12, 24, 36.

1.9.2 The Final PR Report (D1.3) in Month 36 will be a deliverable that provides a summary of all campaigns carried out and their results, plus an account of the ongoing work of the coordinators in the period since the completion of their national campaigns.

Person-Months per Participant

Participant number [10]	Participant short name [11]	Person-months per participant
1	EF	36.00
2	AAKB	1.00
3	ACROSS	3.00
4	AH&G	2.00
5	BCL	1.00
7	BL	36.00
8	BnF	4.00
9	BNL	2.00
10	BNP	3.00
11	CEU	1.00
12	Cluj	3.00
14	DNB	3.00
15	Facts&Files	24.00
17	ICCU	3.00
19	IMO	1.00
20	KB	3.00
22	Kulturrad	1.00
23	KV	3.00
24	Mazvydas Library	1.00
25	MEDC	2.00
27	NlnA	1.00
28	NLE	3.00
29	NLL	3.00
30	NM	3.00
32	NUK	3.00

WT3:
Work package description

Person-Months per Participant

Participant number [10]	Participant short name [11]	Person-months per participant
33	ONB	3.00
35	Provincie Limburg	2.00
36	PSNC	3.00
39	SNK	3.00
40	SwNHB	1.00
41	UH	3.00
42	UOXF	6.00
45	Varna	3.00
46	Veria	1.00
	Total	171.00

List of deliverables

Deliverable Number [61]	Deliverable Title	Lead beneficiary number	Estimated indicative person-months	Nature [62]	Dissemination level [63]	Delivery date [64]
D1.1	Online Activity Planner with initial awareness activities completed by each WP	1	30.00	O	PU	2
D1.2	Strategic Communications Plan, to include a timetable for a 36-month rolling campaign programme	7	70.00	R	RE	9
D1.3	Final evaluation of campaigns	7	71.00	R	PU	36
		Total	171.00			

Description of deliverables

D1.1) Online Activity Planner with initial awareness activities completed by each WP: [month 2]

D1.2) Strategic Communications Plan, to include a timetable for a 36-month rolling campaign programme: Strategic Communications Plan, to include model tactical plan, evaluation template and timetable for a 36-month rolling campaign programme [month 9]

D1.3) Final evaluation of campaigns: [month 36]

Schedule of relevant Milestones

Milestone number [59]	Milestone name	Lead beneficiary number	Delivery date from Annex I [60]	Comments
MS1	Model tender for recruiting PR agencies	7	1	
MS2	PR results template online	7	9	

Schedule of relevant Milestones				
Milestone number [59]	Milestone name	Lead benefi-ciary number	Delivery date from Annex I [60]	Comments
MS3	Major European Media Event	1	5	
MS4	Annual report on campaigns and ongoing advocacy and PR by national co-ordinators	7	12	
MS5	Annual report on campaigns and ongoing advocacy and PR by national co-ordinators	7	24	
MS6	Annual report on campaigns and ongoing advocacy and PR by national co-ordinators	7	36	

WT3:
Work package description

Project Number [1]	297261	Project Acronym [2]	EAwareness

Work package number [53]	WP2
Work package title	End-user engagement
Start month	1
End month	36
Lead beneficiary number [55]	6

Objectives

• Perform an analysis of state-of-play regarding end-user involvement that will help define opportunities and challenges for Europeana
• Create a digital storytelling platform as a new component for the Europeana service. We will examine the specific functional requirements linking existing platforms for UGC to Europeana
• Launch a fixed number of thematic campaigns that each cover a specific challenge for gathering and linking UGC to Europeana
• Establish close collaborations with Wikimedia

Description of work and role of partners

Task 2.1 Operationalise tools to enable end user contributions to Europeana content.

2.1.1 User scenarios

Beeld & Geluid, working with a selection of experienced partners from the Council of Content Providers and Aggregators (CCPA) will discuss, analyse and describe scenarios of contextualisation and contribution by users. Europeana will ensure linkages with other relevant projects (notably Assets, Europeana v2.0 and PrestoPRIME) that are of relevance. NISV, Culture24, UOXF will use the input to define user requirements (MS7) by Month 4. This will be documented in D2.1.

2.1.2 Enable contextualisation by end-users

Beeld & Geluid and SAT working with UOXF and in close dialogue with Europeana V2.0, will translate the user requirements into a set of tangible designs of components that optimises the inclusion of user contributed content in Europeana by Month 7.

2.1.3 Digital story platform

NTUA working with SAT, EF, UOXF and Beeld & Geluid and using an 'agile' development methodology will built a digital story (DS) platform that will form an integral part of the Europeana 'core' technical framework to include a number of services accessible from the Europeana portal and external platforms for ingesting and editing existing digital stories as well as creating new ones. The first version will be delivered as open source in Month 14 (MS9) and evaluated thereafter. The evaluation will be documented in D2.4.
The service will be further optimised and enhanced in a number of iterative releases. The storytelling platform will be used within the UGC campaigns (WP2 Task 2) and within the activities towards the tourism sector (notably WP4 Task 3). The final version is released as open source (including documentation) by Month 30, marking MS11.

2.1.4 UGC Infrastructure

NTUA, EF, Beeld & Geluid and KL will define and specify an infrastructure for hosting User Generated Content, such as Flickr, Wikimedia Commons and Open Images which will be reported on in D2.2. Updated report on infrastructure and tools for supporting User Contributed Content in Europeana (D2.7) will include a Section on the chosen approach.

Task 2.2 Theme-based campaigns to promote contributions to Europeana

UOXF and Facts&Files will coordinate the execution of two topic-based campaigns that will gather memorabilia and stories, focusing on the addition of both contribution and contextual data by end-users. UOXF will also train local partners to run their own campaigns for Europeana, with a focus on public uploading of material via the Internet, to be 'catalogued' by local partners. UOXF and Facts&Files will work with local partners to run public participation days to raise public awareness and draw media interest to be executed between Months 2 and 34 (MS8 and MS12). Results of the content gathering campaigns are reported on in the consecutive deliverables D2.3, D2.5 and D2.8.

Task 2.2.1 1914-1918 (The First World War)

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

Task 2.2.2 Fall of the Iron Curtain
Facts&Files supported by NinA (PL), Mazvydas Library (Lithuania), CEU (Hungary), SDK (Germany) and USD AV CR (Czech Republic) will lead a campaign covering Member States previously on the Eastern side of the Iron Curtain, including Croatia and Serbia (University Library of Belgrade) and involving other country partners as appropriate between Months 18 and 34. Preparation will start in PM6, after the kick-off on the WWI campaign.

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

WMSW will define the necessary functionalities for setting up a Europe-wide action to gather content through User Contributions related to Public Art (sculptures, monuments, mosaics, murals, site-specific installations, memorial), drawing on experience from previous projects. By Month 9. The campaign will happen in the second project year. The exact dates will be defined in collaboration with the Wikimedia Chapters. The effort will be documented in D2.6 Europeana GLAM WIKI event plus report on Public Art project.

2.3.1 GLAM-Wiki events
WMSW will organise at least six GLAM-Wiki Europe events/contests – initially hosted at GLAMs in France, Germany, Netherlands, Poland, Sweden and UK, and will encourage participants to upload their own material under an open license for usage on Wikipedia. The GLAMs involved will be stimulated to also make freely available (parts of) their collection that relate to the themes. Issues related to intellectual property rights will be handled in conjunction with WP5. Work will take place between Month 8 and Month 24.

2.3.2 Defining a joint agenda for collaboration between Europeana and the Wikimedia Foundation
EF will aggregate the resulting (multimedia) content on Wikimedia Commons and articles on Wikipedia to enrich Europeana. Evaluation of the campaign and strategic planning for future collaboration with Wikimedia and the Wikimedia community will be published at a targeted conference by Month 24. MS10 marks the finalization of this effort.

Person-Months per Participant

Participant number [10]	Participant short name [11]	Person-months per participant
1	EF	24.00
6	BEELD EN GELUID	26.00
11	CEU	7.00
13	Culture24	2.00
15	Facts&Files	10.00
16	FMST	7.00
18	IFFM	7.00

Person-Months per Participant

Participant number [10]	Participant short name [11]	Person-months per participant
21	KL	2.00
24	Mazvydas Library	7.00
27	NInA	7.00
31	NTUA	22.00
37	SAT	10.00
38	SDK	10.00
42	UOXF	30.00
43	USD AV CR	7.00
47	WMSE	14.00
	Total	192.00

List of deliverables

Deliverable Number [61]	Deliverable Title	Lead beneficiary number	Estimated indicative person-months	Nature [62]	Dissemination level [63]	Delivery date [64]
D2.1	User requirements and IPR implications for User Contributed Content in Europeana	6	12.00	R	RE	12
D2.2	Report on infrastructure and tools for supporting User Contributed Content in Europeana	31	40.00	R	PU	15
D2.3	Report on the content gathering campaigns (WW1, Fall of the Iron Curtain, Wikipedia)	42	30.00	R	PU	16
D2.4	Report on the User-centred evaluation and technical evaluation of the Digital Storytelling platform	37	10.00	R	PU	17
D2.5	Updated report on the content gathering campaigns (WW1, Fall of the Iron Curtain, Wikipedia)	42	22.00	R	PU	24
D2.6	Europeana GLAM WIKI event plus report on Public Art project	47	16.00	O	PU	24
D2.7	Updated report on infrastructure and tools for supporting User Contributed Content in Europeana	31	40.00	R	PU	30
D2.8	Updated report on the content gathering campaigns (WW1, Fall of the Iron Curtain, Wikipedia)	42	22.00	R	PU	34
		Total	192.00			

Description of deliverables

D2.1) User requirements and IPR implications for User Contributed Content in Europeana: [month 12]

D2.2) Report on infrastructure and tools for supporting User Contributed Content in Europeana: [month 15]

D2.3) Report on the content gathering campaigns (WW1, Fall of the Iron Curtain, Wikipedia): [month 16]

D2.4) Report on the User-centred evaluation and technical evaluation of the Digital Storytelling platform: [month 17]

D2.5) Updated report on the content gathering campaigns (WW1, Fall of the Iron Curtain, Wikipedia): [month 24]

D2.6) Europeana GLAM WIKI event plus report on Public Art project: [month 24]

D2.7) Updated report on infrastructure and tools for supporting User Contributed Content in Europeana: [month 30]

D2.8) Updated report on the content gathering campaigns (WW1, Fall of the Iron Curtain, Wikipedia): [month 34]

Schedule of relevant Milestones

Milestone number [59]	Milestone name	Lead benefi-ciary number	Delivery date from Annex I [60]	Comments
MS7	User requirements	6	4	
MS8	Start of the campaigns	42	2	
MS9	Release of the integrated toolset, version1	31	14	
MS10	Roadmap for collaboration with Wikimedia	42	24	
MS11	Final versions of the integrated toolset	31	30	
MS12	End of the campaigns	42	34	

Project Number [1]	297261	Project Acronym [2]	EAwareness

Work package number [53]	WP3
Work package title	Developing new partnerships
Start month	2
End month	36
Lead beneficiary number [55]	26

Objectives

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:
1. public libraries
2. local archives (and user demand for local and family history services)
3. broadcasters
4. and those wishing to reuse Europeana content under an Open Culture ethos.

Description of work and role of partners

Task 3.1 Building a public libraries network to support Europeana

3.1.1 The public libraries partners (Aarhus, Belgrade, Berlin, MECD and Veria) working with MDR and PSNC will define, through a process involving two workshops, an initial set of services and tools (such as API, 'widgets' etc.) which can be made available with a limited amount of development to establish and integrate Europeana within the services they provide to their users by Month 5.

3.1.2 EF will define a set of requirements to implement these services by Month 9. (D3.1, MS13)

3.1.3 The partner libraries will test, implement and validate the identified services in the context of their own regular work for a three-month trial period, before describing and 'packaging' them for wider implementation by Month 14.

3.1.4 MDR working with the partner libraries will identify at least 100 candidate public libraries covering every ICT-PSP participant country to act as the initial user base for these Europeana services, drawing upon previous European public library networking activities by Month 12.(MS14)

3.1.5 A subset of these public libraries, ensuring appropriate country coverage, will be designated as community collection points for UGC in support of WP2 by Month 12.

3.1.6 MDR working with EF will lead the establishment of web-based training and orientation activities by Month 14.

3.1.7 MECD (Spain) will host a major public libraries conference (D3.4) to promote the use of Europeana to Ministries, senior professionals, local authorities and other bodies responsible for public libraries to promote the outcomes of this work and to encourage further take-up by Month 22.

3.1.8 Based on this guidance and continuing support. The wider base of 100 public libraries will commence implementation of these services over an initial period of nine months, to be completed by Month 28 (MS17).

3.1.9 MDR working with the public library partners will design and carry out an evaluation of this activity, its take up and impact on the libraries and their users by Month 35.

Task 3.2 Local archival collections

3.2.1 MDR, Kulturrad, Provincie Limburg and AAKB will carry out a structured assessment of the potential role of locally-based archives and other local collection holders (such as church councils or historical associations) to provide digital content of relevance to Europeana using literature and data review, online survey and other techniques as appropriate by Month 12 (D3.2).

3.2.2 Drawing on this knowledge, EF will conduct a further analysis of its own content to assess whether and in what form Europeana might develop services of relevance and interest to Europe's genealogy and local history markets either a) through its own portal or b) in partnership with commercial services by Month 18 (D3.3).

3.2.3 Provincie Limburg, working with Kulturrad and EF, will produce a set of guidelines for Europeana users interested in pursuing local or family history themes by Month 24 (MS15).

3.2.4 In conjunction with WP1 and WP2, an appropriate set of awareness-raising activities, will be directed towards Europe's local archives, through the national PR campaigns by Month 30.

3.2.5 EF, supported as necessary by MDR, will conduct discussions with a range of commercial suppliers of online services to the genealogy and local history sectors, with a view to delineating sustainable partnership arrangement by Month 32 (MS20).

Task 3.3 Broadcasters

3.3.1 EF and MDR, drawing on experience and knowledge gained in WP 1, WP 4 and contacts available through country partners, will conduct a structured assessment of the potential for integrating and delivering Europeana content through the web-based and/or broadcast services of a range of European broadcasting organisations by Month 20.

3.3.2 At least one pilot service will be organised and tested by EF involving at least three broadcasting organisations from different EU countries by Month 28. (MS18)

3.3.3 The activity will be publicised to the broadcasting sector across Europe through WP1 by Month 32.

3.3.4 EF will conduct further discussions with these and other broadcasters, with a view to establishing longer-term arrangements by Month 35. (D3.5)

Task 3.4 Open Culture reusers

3.4.1 NInA and PSNC will organise (together with partners in Europeana v2.0) two culture hack days that help to forge collaborations between public and private sector, focusing on the development of new views and services based on Europeana resources (utilising the Europeana API) that can be implemented in a wide variety of platforms. These will be in conjunction with the Europeana Awareness event as foreseen by the Europeana Commission and will take place between Month 5 and Month 7, with prices being awarded either at the Europeana Plenary in Leuven or at the Digital Agenda Day in Brussels a little later.

3.4.2 NInA, supported by EF and Beeld en Geluid, will organise one or more thematic 'remix' competitions, designed to attract a young target group (youths and young adults 15-35 years old) to showcase creative usages of Public Domain / Creative Commons licensed content available on Europeana by Month 27 (MS16).

3.4.3 As well as presenting awards for the first round of hackathons in 2012, EF will present awards at a major public event and utilise them in the context of WP1, to gain additional publicity by Month 30 (MS19).

Person-Months per Participant

Participant number [10]	Participant short name [11]	Person-months per participant
1	EF	9.00
2	AAKB	8.00
5	BCL	8.00

Person-Months per Participant

Participant number [10]	Participant short name [11]	Person-months per participant
6	BEELD EN GELUID	3.00
22	Kulturrad	6.00
25	MEDC	11.00
26	MDR	28.00
27	NInA	4.00
35	Provincie Limburg	6.00
36	PSNC	4.00
46	Veria	7.00
48	ZLB	8.00
	Total	102.00

List of deliverables

Deliverable Number [61]	Deliverable Title	Lead beneficiary number	Estimated indicative person-months	Nature [62]	Dissemination level [63]	Delivery date [64]
D3.1	Public library service definitions and requirements	26	17.00	R	PU	9
D3.2	Assessment of the role of local archival collections	26	23.00	R	PU	12
D3.3	Analysis of Europeana content for local history and genealogy users/reusers	1	17.00	R	PU	18
D3.4	Public libraries in Europeana conference	22	20.00	O	PU	22
D3.5	Outline agreements with commercial partners	1	25.00	O	RE	30
			Total	102.00		

Description of deliverables

D3.1) Public library service definitions and requirements: [month 9]

D3.2) Assessment of the role of local archival collections: [month 12]

D3.3) Analysis of Europeana content for local history and genealogy users/reusers: [month 18]

D3.4) Public libraries in Europeana conference: [month 22]

D3.5) Outline agreements with commercial partners: [month 30]

Schedule of relevant Milestones

Milestone number [59]	Milestone name	Lead benefi-ciary number	Delivery date from Annex I [60]	Comments
MS13	Public library services defined and specified	26	9	
MS14	Public library network identified	26	12	
MS15	Guidelines published for users on local and family history themes in Europeana	35	24	
MS16	Programme of hack and remix events completed	27	27	
MS17	Europeana services implemented in public libraries	26	28	
MS18	Pilot service tested with 3 broadcasters	1	28	
MS19	Europeana re-use awards presented	1	30	
MS20	Partnership arrangements with commercial online genealogy and local history services available	1	32	

Project Number [1]	297261	Project Acronym [2]	EAwareness

One form per Work Package		

Work package number [53]	WP4
Work package title	Connecting cultural content with the tourism
Start month	1
End month	36
Lead beneficiary number [55]	13

Objectives

1. In line with the Europeana Strategic Plan 2011-2015 this WP looks to deliver Europeana aggregated content to cultural tourists wherever they are accessing information about place

2. Assess the content and data needs of tourists and the tourism sector by:
a. scoping exactly what data needs to be provided, in what formats and where/how users will discover the content
b. thereby enabling the scoping and identification of data packaging opportunities and services.

3. Explore the possibilities to promote 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.

4. 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 quality of their offer to their users.

Description of work and role of partners

Task 4.1: User needs analysis and profiling
Plurio.Net supported by Culture24 and EF and with the specialised assistance of a subcontractor skilled in strategic cultural audience research will scope and analyse (MS21) the user needs and the current challenges of three key project constituencies in relation to the use of cultural content and information within online tourist services (Month 8).

The constituencies considered will be:
- Tourists (in a location or planning a trip to a specific location)
- Public sector tourism bodies (local, regional, national)
- Commercial tourism sector (existing and emerging online services)

A final report D4.1 "Report on scoping and analyzing the needs of tourists, public sector tourism bodies and the commercial tourism section" drawn from the research results will inform the planning and delivery of all aspects of this work package, delivered by Month 9.

Task 4.2: Assessing venue and events data aggregation models across Europe
4.2.1 IMO working with an experienced online researcher and supported by Culture24, will review and explore any existing national non-commercial venue, events and exhibitions aggregation and sharing services across EU to determine if they meet the needs and working practices of the three constituent groups (tourists, public sector, commercial). The final report D4.2 will be completed by Month 12

4.2.2 Led by SwNHB, this work will pilot ways to model the Culture24 approach (MS24) 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. This will take the form of a series of workshops (D4.4) that will be completed by Month 18

Task 4.3: Connecting with National Tourism

4.3.1 AH&G supported by Culture24 and EF will investigate possibilities of promoting culture into tourism on a strategic level, by researching and mapping the connections with European and national governmental tourism bodies, such as ministries and tourist boards by Month 4. This will result in D4.3 "Summary report listing partners, contacts, themes and campaign opportunities" due in Month 12 and results will be fed back in EF business planning.

4.3.2 Culture24, supported by all WP partners will map all existing and upcoming campaigns across Europe, identifying strategic themes, events and priorities, in order to develop new partnerships and map opportunities for data sharing initiatives (MS23) by Month 14. This will cross-reference work within WP1 and WP2 to ensure synergies.

4.3.3 Culture24 will work with AH&G to coordinate a strategic briefing or roundtable event (D4.6) to raise awareness of opportunities afforded by Europeana content for key European tourism ministries and bodies. This event will be hosted by the EF by Month 30

Task 4.4. Connecting with Commercial Tourism Services

4.4.1 Culture24 and Plurio.net will define the offer to commercial partners (MS22) and actively secure partnerships with commercial tourism, accommodation or travel companies. They will 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. Work will start on this in Month 10 and continue throughout the project..

4.4.2 Informed by the strategic themes and priorities identified in 4.3.2 Culture24 (UK) and Plurio.net (Greater Region) will work within their networks to create editorial links between Europeana content and their own existing databases of events and venues. This will result in a themed and contextualised data offer (D4.5) that can then be used for the creation of location aware widgets, mobile applications and online web services in task 4.4.3. Work to secure commercial partnership agreements will start in Month 14 and continue throughout the project, with the first partnership agreement secured by Month 27 (MS25).

4.4.3 The work package partners 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 (D4.7). These will be informed by themes identified in 4.3.2. Work to take place between Month 14 and Month 30.

Person-Months per Participant

Participant number [10]	Participant short name [11]	Person-months per participant
1	EF	9.00
4	AH&G	7.00
13	Culture24	27.00
19	IMO	5.00
31	NTUA	2.00
34	PLURIO.NET	16.00
40	SwNHB	7.00
	Total	73.00

List of deliverables						
Delive-rable Number [61]	Deliverable Title	Lead benefi-ciary number	Estimated indicative person-months	Nature [62]	Dissemi-nation level [63]	Delivery date [64]
D4.1	Needs of tourists, public sector tourism bodies & the commercial tourism sector	13	12.00	R	PP	9
D4.2	Report on aggregator distribution and effective aggregation models	13	8.00	R	PP	12
D4.3	Summary report listing partners, contacts, themes and campaign opportunities	13	6.00	R	PP	12
D4.4	Series of workshops that interrogate the Culture24 approach to aggregation and publishing	13	9.00	O	RE	18
D4.5	Creation of agreed themed datasets as a foundation for next stage of development	13	22.00	O	RE	24
D4.6	Strategic briefing to highlight opportunities afforded by Europeana content for key tourism ministri	13	6.00	O	RE	30
D4.7	Presentation of Europeana content in commercial partner serivces	13	10.00	P	PU	30
		Total	73.00			

Description of deliverables

D4.1) Needs of tourists, public sector tourism bodies & the commercial tourism sector: Report on scoping and analysing the needs of tourists, public sector tourism bodies and the commercial tourism sector [month 9]

D4.2) Report on aggregator distribution and effective aggregation models: [month 12]

D4.3) Summary report listing partners, contacts, themes and campaign opportunities: [month 12]

D4.4) Series of workshops that interrogate the Culture24 approach to aggregation and publishing: Series of workshops hosted by SwNHB that interrogate the Culture24 approach to aggregation and publishing. [month 18]

D4.5) Creation of agreed themed datasets as a foundation for next stage of development: Creation of agreed themed datasets (from Europeana, Culture24 and Plurio.net) as a foundation for next stage of development [month 24]

D4.6) Strategic briefing to highlight opportunities afforded by Europeana content for key tourism ministri: A strategic briefing or roundtable event to raise awareness of opportunities afforded by Europeana content for key European tourism ministries and bodies [month 30]

D4.7) Presentation of Europeana content in commercial partner serivces: [month 30]

Schedule of relevant Milestones

Milestone number [59]	Milestone name	Lead beneficiary number	Delivery date from Annex I [60]	Comments
MS21	User needs scoped and analysed	13	8	
MS22	Commercial partnership offer defined	13	12	
MS23	Strategic themes and campaign opportunities agreed	13	14	
MS24	Interrogation of Culture24 approach to aggregation and publishing complete	13	18	
MS25	Commercial Partnership agreements secured	13	27	

Project Number [1]	297261	Project Acronym [2]	EAwareness

Work package number [53]	WP5
Work package title	Copyright and related rights framework
Start month	1
End month	36
Lead beneficiary number [55]	21

Objectives

WP 5 on the Copyright and Related rights framework builds on the results of the COMMUNIA thematic network on the Public Domain (policy framework) and WP4 of the Europeana Connect project (licensing framework) and on WP1 of Europeana v1.0. The WP has 3 main objectives:

- 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 the IPR issues encountered by Europeana. This includes actively engaging in policy discussions with a specific focus on solving rights issues encountered in mass digitization 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 Content licenses.

Description of work and role of partners

Task 5.1 The Europeana Licensing Framework

Task 5.1.1 Promoting adoption of the Europeana Licensing Framework
KL, BNL and EF will raise awareness for the Europeana Licensing Framework and provide support to Data providers and other stakeholders adopting the Framework. This task focuses on the initial transition period until Month 6 and will involve a number of targeted meetings with data providers. Guidelines for providers to encourage the uptake of rights information relating to existing content will be established. (MS26) This task will continue until Month 24 focusing on new data providers joining Europeana.

Task 5.1.2 Fine-tuning the Europeana Licensing Framework
KL and UvA will carry out this work in close co-operation with EF and interacting with all stakeholders. The work will include adaptation to needs arising from the evolution of Europeana (to be identified in D5.3) and facilitating the integration of rights information into semantic services offered by Europeana in order to assist re-use of cultural heritage objects through third parties. The work will be undertaken between Month 1 and Month 30 and includes an interim review in month 24 (MS27).

Task 5.1.3 Raising Awareness of other IPR issues encountered by Europeana
The work package partners, with specialised subcontracted support, will continuously monitor policy developments in the field of copyright law as well as copyright issues encountered by Europeana and its partners over the course of the project, including by participation in policy formulation and raising awareness of specific issues faced by Europeana among lawmakers and other stakeholders. Month 1 to Month 36. This will be documented in D5.2.

Task 5.2 Best Practices in Licensing

Task 5.2.1 Legal research into licensing models
UvA with BNL and subcontracted support will investigate how to ensure the most efficient cross- border application of models (such as Extended Collective Licensing) that allow the digitisation and online availability of cultural heritage objects from the 20th century or for cultural heritage institutions to contribute to Europeana.

This task will build on ECL work from Europeana Connect and extend it using recent developments from the Memorandum of Understanding on out-of-commerce works and see what cross-border modular clauses are needed to achieve cross-border effects. The results of this research will feed into concrete recommendations for facilitating rights clearance that are disseminated to all Europeana Partners (D 5.4). Month 1 to Month 30.

Task 5.2.2 Raising Awareness of best practices in licensing.
BNL and UvA will foster a better understanding of the risks and rewards of such arrangements (including the outcomes of task 5.2.1 (D5.4)) among the contributors to Europeana and attempts to establish standards. Between Month 12 and Month 36.

Task 5.3 Public Domain and Open Content Licensing

Task 5.3.1 Promote adoption of the principles of the Europeana Public Domain Charter among network members.
EF and KL will carry out a series of outreach activities. This task includes outreach activities (such as presentations, participation in workshops) designed to improve adoption of the Europeana Public Domain Charter, assisting content providers to accurately identify content which is in the Public Domain between Months 1 and 15.

Task 5.3.2 Promotion of the adoption of open content licensing among cultural heritage institutions contributing to Europeana.
KL and EF will reach out to the data providers (through presentations, workshops, etc.) and provide implementation advice to them via an online advocacy kit (D 5.1).. The main focus of this task is to ensure that cultural heritage objects available through Europeana are available for non-commercial and educational reuse. Month 1 to Month 30.

Person-Months per Participant

Participant number [10]	Participant short name [11]	Person-months per participant
1	EF	10.00
9	BNL	5.00
21	KL	31.00
44	UvA	26.00
	Total	72.00

List of deliverables

Delive-rable Number [61]	Deliverable Title	Lead benefi-ciary number	Estimated indicative person-months	Nature [62]	Dissemi-nation level [63]	Delivery date [64]
D5.1	Online Advocacy Kit for increasing the amount of content in Europeana that can be freely reused	21	9.00	O	PU	12
D5.2	Summary Report on IPR issues faced by Europeana and its partners	44	16.00	R	PU	18
D5.3	Evaluation report on the Europeana Licensing framework (including recommendations for improvements)	21	12.00	R	PU	18
D5.4	Report on the effectiveness of licensing systems in clearing content for use in Europeana	44	20.00	R	PU	30

List of deliverables

Delive-rable Number [61]	Deliverable Title	Lead benefi-ciary number	Estimated indicative person-months	Nature [62]	Dissemi-nation level [63]	Delivery date [64]
D5.5	Final report on IPR issues faced by Europeana including recommendations for actions to deal with the	21	15.00	R	PU	30
		Total	72.00			

Description of deliverables

D5.1) Online Advocacy Kit for increasing the amount of content in Europeana that can be freely reused: [month 12]

D5.2) Summary Report on IPR issues faced by Europeana and its partners: [month 18]

D5.3) Evaluation report on the Europeana Licensing framework (including recommendations for improvements): [month 18]

D5.4) Report on the effectiveness of licensing systems in clearing content for use in Europeana: Report on the effectiveness of licensing systems in clearing content for use in Europeana. (Including policy recommendations and best practices for clearing content for use in Europeana) [month 30]

D5.5) Final report on IPR issues faced by Europeana including recommendations for actions to deal with the: Final report on IPR issues faced by Europeana including recommendations for actions to deal with them. [month 30]

Schedule of relevant Milestones

Milestone number [59]	Milestone name	Lead benefi-ciary number	Delivery date from Annex I [60]	Comments
MS26	Guidelines for providers to encourage uptake of rights information relating to existing content	1	6	
MS27	Reviewed licensing framework in place	1	24	

Project Number [1]	297261	Project Acronym [2]	EAwareness

One form per Work Package	

Work package number [53]	WP6	
Work package title	Management and coordination	
Start month	1	
End month	36	
Lead beneficiary number [55]	1	

Objectives

Management of the whole project, according to agreed methods, structures and procedures as described in section B3.2c, including administrative management, reporting to the EC and performance monitoring.

Provide leadership and guidance for the BPN in the directions set out in this proposal, managing priorities and risks and it ensuring quality of deliverables:
• ensuring efficient and effective management and decision-making procedures;
• coordinating the work and monitor 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 assure 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

Europeana Foundation produces Annual and Interim reports, which are main deliverables in the Europeana v2.0 project. These reports cover all the activities of the Europeana Office, in all of its projects. It includes the budgets and audited accounts for the total set of projects. This allows the Commission to have an overall picture of the activities of Europeana and ensures that the Europeana Foundation has a full overview of its business.
A set of specific progress reports on Europeana Awareness will be offered as part of good practice in project management. These would be milestones and contribute to the Annual and Interim reports of the Europeana Foundation, as well as the annual and final reports for Europeana Awareness.

Description of work and role of partners

Task 6.1 – Project and Financial Administration

6.1.1 EF will produce the consortium agreement by Month 1 and ensure it is signed by partners by Month 3

6.1.2 All progress of Europeana Awareness will be accumulated in 6 monthly intervals during the project in internal Progress Reports (MS31-MS35). Results of the progress made will be reported to the Commission in 2 Annual Reports (D6.1, D6.3) and one Final Report (D6.5). The Annual and Interim reports are evaluated by the Europeana Foundation Board, which also acts as the Steering Committee for Europeana Awareness.
Input from the other workpackage leaders is required for the reporting on Europeana Awareness.

The reports will cover any deviations from plans in the Description of Work, the KPI´s and project finances and will be succinct.

6.1.3 EF and all other workpackage leaders will participate in and prepare for periodic reviews as requested Months 13, 25, 36.

6.1.4 EF will be responsible for the financial administration and payments of expenses to partners and other participants, as well as submission of cost claims throughout the project. Annual financial statements will be submitted to the Commission (D6.2, D6.4, D6.6).

Task 6.2 – Internal communication and meetings

6.2.1 EF will organise meetings for all project partners when and if necessary, as well as organise project management board meetings.

6.2.2 EF will also organise the kick-off meeting in Month 1 (MS28).

6.2.3 EF will ensure effective communications and information flow between management, workpackage leaders and project participants. For this purpose it will set up agreed communication mechanism, such as a mailing list and collaborative workspace by Month 1 (MS29).

6.2.4 EF, through its leadership of PMB and other coordination organisms described in section 3.2a, will ensure that decision-making complies with agreed processes.

Task 6.3 – Quality assurance and Risk Management

6.3.1 EF will ensure deliverables are reviewed appropriately internally or externally where necessary, according to a Quality Plan and Quality Register produced by EF by Month 1 (MS30) and maintained throughout the project.

6.3.2 EF will ensure that all planned deliverables and milestones are achieved according to agreed time schedule. Any modifications to the nature or timing will be agreed upon by the project management board as well as the Commission.

6.3.3 EF will maintain a risk register and issue log, which will be updated throughout the project. It will be discussed during meetings of the project management board.

Person-Months per Participant

Participant number [10]	Participant short name [11]	Person-months per participant
1	EF	30.00
6	BEELD EN GELUID	3.00
7	BL	3.00
13	Culture24	3.00
21	KL	3.00
26	MDR	6.00
	Total	48.00

List of deliverables

Deliverable Number [61]	Deliverable Title	Lead beneficiary number	Estimated indicative person-months	Nature [62]	Dissemination level [63]	Delivery date [64]
D6.1	Annual Report 1	1	8.00	R	CO	13
D6.2	First Financial Statement	1	8.00	R	CO	13
D6.3	Annual Report 2	1	8.00	R	CO	25
D6.4	Second Financial Statement	1	8.00	R	CO	25
D6.5	Final Report	1	8.00	R	CO	36
D6.6	Final Financial Statement	1	8.00	R	CO	36
	Total		48.00			

Description of deliverables

D6.1) Annual Report 1: [month 13]

D6.2) First Financial Statement: [month 13]

D6.3) Annual Report 2: [month 25]

D6.4) Second Financial Statement: [month 25]

D6.5) Final Report: [month 36]

D6.6) Final Financial Statement: [month 36]

Schedule of relevant Milestones

Milestone number [59]	Milestone name	Lead benefi-ciary number	Delivery date from Annex I [60]	Comments
MS28	Network kick-off meeting	1	1	
MS29	Collaborative workspace	1	1	
MS30	Quality Plan	1	1	
MS31	Progress Report 1	1	7	
MS32	Progress Report 2	1	13	
MS33	Progress Report 3	1	19	
MS34	Progress Report 4	1	25	
MS35	Progress Report 5	1	31	

Project Number [1]	297261	Project Acronym [2]	EAwareness

List and Schedule of Milestones					
Milestone number [59]	Milestone name	WP number [53]	Lead benefi-ciary number	Delivery date from Annex I [60]	Comments
MS1	Model tender for recruiting PR agencies	WP1	7	1	
MS2	PR results template online	WP1	7	9	
MS3	Major European Media Event	WP1	1	5	
MS4	Annual report on campaigns and ongoing advocacy and PR by national co-ordinators	WP1	7	12	
MS5	Annual report on campaigns and ongoing advocacy and PR by national co-ordinators	WP1	7	24	
MS6	Annual report on campaigns and ongoing advocacy and PR by national co-ordinators	WP1	7	36	
MS7	User requirements	WP2	6	4	
MS8	Start of the campaigns	WP2	42	2	
MS9	Release of the integrated toolset, version1	WP2	31	14	
MS10	Roadmap for collaboration with Wikimedia	WP2	42	24	
MS11	Final versions of the integrated toolset	WP2	31	30	
MS12	End of the campaigns	WP2	42	34	
MS13	Public library services defined and specified	WP3	26	9	
MS14	Public library network identified	WP3	26	12	
MS15	Guidelines published for users on local and family	WP3	35	24	

Milestone number [59]	Milestone name	WP number [53]	Lead beneficiary number	Delivery date from Annex I [60]	Comments
	history themes in Europeana				
MS16	Programme of hack and remix events completed	WP3	27	27	
MS17	Europeana services implemented in public libraries	WP3	26	28	
MS18	Pilot service tested with 3 broadcasters	WP3	1	28	
MS19	Europeana re-use awards presented	WP3	1	30	
MS20	Partnership arrangements with commercial online genealogy and local history services available	WP3	1	32	
MS21	User needs scoped and analysed	WP4	13	8	
MS22	Commercial partnership offer defined	WP4	13	12	
MS23	Strategic themes and campaign opportunities agreed	WP4	13	14	
MS24	Interrogation of Culture24 approach to aggregation and publishing complete	WP4	13	18	
MS25	Commercial Partnership agreements secured	WP4	13	27	
MS26	Guidelines for providers to encourage uptake of rights information relating to existing content	WP5	1	6	
MS27	Reviewed licensing framework in place	WP5	1	24	
MS28	Network kick-off meeting	WP6	1	1	
MS29	Collaborative workspace	WP6	1	1	
MS30	Quality Plan	WP6	1	1	

Milestone number [59]	Milestone name	WP number [53]	Lead benefi-ciary number	Delivery date from Annex I [60]	Comments
MS31	Progress Report 1	WP6	1	7	
MS32	Progress Report 2	WP6	1	13	
MS33	Progress Report 3	WP6	1	19	
MS34	Progress Report 4	WP6	1	25	
MS35	Progress Report 5	WP6	1	31	

WT5:
Tentative schedule of Project Reviews

Project Number [1]	297261	Project Acronym [2]	EAwareness

Tentative schedule of Project Reviews			

Review number [65]	Tentative timing	Planned venue of review	Comments, if any
RV 1	12	Luxembourg	First Annual Review
RV 2	24	Luxembourg	Second Annual Review
RV 3	36	Luxembourg	Final Review

WT6:

Project Effort by Beneficiary and Work Package

Project Number [1]	297261	Project Acronym [2]	EAwareness

Indicative efforts (man-months) per Beneficiary per Work Package

Beneficiary number and short-name	WP 1	WP 2	WP 3	WP 4	WP 5	WP 6	Total per Beneficiary
1 - EF	36.00	24.00	9.00	9.00	10.00	30.00	118.00
2 - AAKB	1.00	0.00	8.00	0.00	0.00	0.00	9.00
3 - ACROSS	3.00	0.00	0.00	0.00	0.00	0.00	3.00
4 - AH&G	2.00	0.00	0.00	7.00	0.00	0.00	9.00
5 - BCL	1.00	0.00	8.00	0.00	0.00	0.00	9.00
6 - BEELD EN GELUID	0.00	26.00	3.00	0.00	0.00	3.00	32.00
7 - BL	36.00	0.00	0.00	0.00	0.00	3.00	39.00
8 - BnF	4.00	0.00	0.00	0.00	0.00	0.00	4.00
9 - BNL	2.00	0.00	0.00	0.00	5.00	0.00	7.00
10 - BNP	3.00	0.00	0.00	0.00	0.00	0.00	3.00
11 - CEU	1.00	7.00	0.00	0.00	0.00	0.00	8.00
12 - Cluj	3.00	0.00	0.00	0.00	0.00	0.00	3.00
13 - Culture24	0.00	2.00	0.00	27.00	0.00	3.00	32.00
14 - DNB	3.00	0.00	0.00	0.00	0.00	0.00	3.00
15 - Facts&Files	24.00	10.00	0.00	0.00	0.00	0.00	34.00
16 - FMST	0.00	7.00	0.00	0.00	0.00	0.00	7.00
17 - ICCU	3.00	0.00	0.00	0.00	0.00	0.00	3.00
18 - IFFM	0.00	7.00	0.00	0.00	0.00	0.00	7.00
19 - IMO	1.00	0.00	0.00	5.00	0.00	0.00	6.00
20 - KB	3.00	0.00	0.00	0.00	0.00	0.00	3.00
21 - KL	0.00	2.00	0.00	0.00	31.00	3.00	36.00
22 - Kulturrad	1.00	0.00	6.00	0.00	0.00	0.00	7.00

WT6:
Project Effort by Beneficiary and Work Package

Beneficiary number and short-name	WP 1	WP 2	WP 3	WP 4	WP 5	WP 6	Total per Beneficiary
23 - KV	3.00	0.00	0.00	0.00	0.00	0.00	3.00
24 - Mazvydas Library	1.00	7.00	0.00	0.00	0.00	0.00	8.00
25 - MEDC	2.00	0.00	11.00	0.00	0.00	0.00	13.00
26 - MDR	0.00	0.00	28.00	0.00	0.00	6.00	34.00
27 - NInA	1.00	7.00	4.00	0.00	0.00	0.00	12.00
28 - NLE	3.00	0.00	0.00	0.00	0.00	0.00	3.00
29 - NLL	3.00	0.00	0.00	0.00	0.00	0.00	3.00
30 - NM	3.00	0.00	0.00	0.00	0.00	0.00	3.00
31 - NTUA	0.00	22.00	0.00	2.00	0.00	0.00	24.00
32 - NUK	3.00	0.00	0.00	0.00	0.00	0.00	3.00
33 - ONB	3.00	0.00	0.00	0.00	0.00	0.00	3.00
34 - PLURIO.NET	0.00	0.00	0.00	16.00	0.00	0.00	16.00
35 - Provincie Limburg	2.00	0.00	6.00	0.00	0.00	0.00	8.00
36 - PSNC	3.00	0.00	4.00	0.00	0.00	0.00	7.00
37 - SAT	0.00	10.00	0.00	0.00	0.00	0.00	10.00
38 - SDK	0.00	10.00	0.00	0.00	0.00	0.00	10.00
39 - SNK	3.00	0.00	0.00	0.00	0.00	0.00	3.00
40 - SwNHB	1.00	0.00	0.00	7.00	0.00	0.00	8.00
41 - UH	3.00	0.00	0.00	0.00	0.00	0.00	3.00
42 - UOXF	6.00	30.00	0.00	0.00	0.00	0.00	36.00
43 - USD AV CR	0.00	7.00	0.00	0.00	0.00	0.00	7.00
44 - UvA	0.00	0.00	0.00	0.00	26.00	0.00	26.00
45 - Varna	3.00	0.00	0.00	0.00	0.00	0.00	3.00
46 - Veria	1.00	0.00	7.00	0.00	0.00	0.00	8.00
47 - WMSE	0.00	14.00	0.00	0.00	0.00	0.00	14.00

Project Effort by Beneficiary and Work Package

Beneficiary number and short-name	WP 1	WP 2	WP 3	WP 4	WP 5	WP 6	Total per Beneficiary
48 - ZLB	0.00	0.00	8.00	0.00	0.00	0.00	8.00
Total	171.00	192.00	102.00	73.00	72.00	48.00	658.00

1. Project number

The project number has been assigned by the Commission as the unique identifier for your project. It cannot be changed. The project number **should appear on each page of the grant agreement preparation documents (part A and part B)** to prevent errors during its handling.

2. Project acronym

Use the project acronym as given in the submitted proposal. It cannot be changed unless agreed so during the negotiations. The same acronym **should appear on each page of the grant agreement preparation documents (part A and part B)** to prevent errors during its handling.

53. Work Package number

Work package number: WP1, WP2, WP3, ..., WPn

55. Lead beneficiary number

Number of the beneficiary leading the work in this work package.

56. Person-months per work package

The total number of person-months allocated to each work package.

57. Start month

Relative start date for the work in the specific work packages, month 1 marking the start date of the project, and all other start dates being relative to this start date.

58. End month

Relative end date, month 1 marking the start date of the project, and all end dates being relative to this start date.

59. Milestone number

Milestone number:MS1, MS2, …, MSn

60. Delivery date for Milestone

Month in which the milestone will be achieved. Month 1 marking the start date of the project, and all delivery dates being relative to this start date.

61. Deliverable number

Deliverable numbers in order of delivery dates: D1 – Dn

62. Nature

Please indicate the nature of the deliverable using one of the following codes

R = Report, **P** = Prototype, **D** = Demonstrator, **O** = Other

63. Dissemination level

Please indicate the dissemination level using one of the following codes:

• **PU =** Public

• **PP =** Restricted to other programme participants (including the Commission Services)

• **RE =** Restricted to a group specified by the consortium (including the Commission Services)

• **CO =** Confidential, only for members of the consortium (including the Commission Services)

• **Restreint UE =** Classified with the classification level "Restreint UE" according to Commission Decision 2001/844 and amendments

• **Confidentiel UE =** Classified with the mention of the classification level "Confidentiel UE" according to Commission Decision 2001/844 and amendments

• **Secret UE =** Classified with the mention of the classification level "Secret UE" according to Commission Decision 2001/844 and amendments

64. Delivery date for Deliverable

Month in which the deliverables will be available. Month 1 marking the start date of the project, and all delivery dates being relative to this start date

65. Review number

Review number: RV1, RV2, ..., RVn

66. Tentative timing of reviews

Month after which the review will take place. Month 1 marking the start date of the project, and all delivery dates being relative to this start date.

67. Person-months per Deliverable

The total number of person-month allocated to each deliverable.

Part B

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PART B

PROJECT PROFILE

Objectives

Europeana Awareness is a Best Practice Network, led by the Europeana Foundation designed to: raise awareness of Europe's flagship Digital Agenda initiative, Europeana, promote its use for a variety of key purposes among a broad public including lifelong learning, genealogy, cultural tourism and personal leisure research and enrichment, and to further encourage cultural institutions to continue to provide content. A wide variety of media and channels will be used to ensure the promotion of appropriate and consistent messages to different stakeholder groups. The approaches to be used have been identified to align closely with the goals of the Europeana Strategic Plan 2011-15 and include both top-down and bottom-up activities.

The aim of this project is to mobilise and widen the existing Europeana networks to encourage the cultural heritage institutions, through training and practice of public relations and user engagement, to create wider public and political awareness of content and work of Europeana.

Activities and Outcomes

The range of activities to be deployed through the inter-related work packages of Europeana Awareness include: a rolling programme of PR and advocacy campaigns that will target every Member State; a major effort to develop user engagement through thematic campaigns to encourage user content contributions; detailed and concerted work to energise new partnerships in key areas of user interest such as genealogy and local history through more effective engagement with grassroots communities via local archives and public libraries; and new partnerships with both public and commercial service providers in tourism and broadcasting. An intensive effort to embed the new Licensing Framework and raise awareness of IPR issues and develop approaches to them will underlie and inform all this work.

Consortium

The 48 partner-strong consortium brings together leading players with strong track records in the Europeana network in the areas of work to be undertaken, as well as some new players with specific expertise in areas such as PR, User Generated Content and cultural tourism. Every Member State is represented by a Country Partner who will have a key role in continuing the PR work kicked off by the initial Europeana Awareness campaign.

Impact

Eight key areas of impact have been identified, including: (1) Generally increased public and political awareness of the existence and value of Europeana; (2) measurably increased user engagement across all main user groups and delivery modes; (3) continued development and expansion of the already solid involvement of Europe's network of cultural heritage professionals; (4) fruitful engagement with one of Europeana's two main target sectors, tourism and the tourist industry; (5) substantial progress towards a pervasive, rational and sustainable aggregations sector; (6) increased awareness among all stakeholder groups of the implications for policies and practice of the possible implementation of the Comité des Sages recommendation regarding Europeana's role as Europe's digital archive; (7) productive engagement with a number of leading commercial services (e.g. in family history and tourism) with the potential to generate benefit for Europeana's data providers through Public Private Partnerships (PPP); (8) sound and widespread exposition of the panoply of rights/IPR issues underlying each of the above outcomes.

B1. Project Description and objectives

B1.1. Project objectives

Introduction

Europeana Awareness, submitted under Objective 2.3 of the 2011 ICT-PSP call – *Raising awareness of Europeana and promoting its use*, describes a Best Practice Network designed to: raise awareness of Europe's flagship Digital Agenda initiative, Europeana, promote its use among a broad public for a variety of key purposes including lifelong learning, hobby research, genealogy, cultural tourism, leisure and personal enrichment, and to further encourage cultural institutions to continue to provide content. A wide variety of media and channels will be used to ensure promotion of appropriate and consistent messages to different stakeholder groups.

Europeana Awareness will make citizens more aware of the diversity and richness of Europe's cultural heritage through the use of Europeana.

Various levels of approach are envisaged, along a spectrum encompassing:

- 'Grassroots' – engaging the user in Europeana and cultural heritage via user participation, user generation of content, digital stories and social networking.
- 'Top Down' – engaging the politicians and policy makers, to encourage support for contributing cultural heritage organizations and an awareness of cultural heritage as an economic driver as well as promoting knowledge transfer of systems, data and policies.
- Professional – involving organizations from hitherto untapped sources of engagement in new partnerships with Europeana.

The Best Practice Network will be coordinated by the Europeana Foundation, supported by a strong consortium consisting both of successful actors in the work of Europeana to date and some important new partners in key target sectors. It will encompass the current Best Practice Network of Europeana which is embodied in the 'Europeana Network' (formerly known as Council of Content Providers and Aggregators ,CCPA). The approaches described have been identified to align closely with the goals of the Europeana Strategic Plan 2011-15.

Europeana now

Europeana has reached an important milestone in its development process. The extensive work accomplished since 2008 and underway in 'core' projects such as Europeana v1.0 and Europeana Connect as well as more than 20 supporting projects funded under ICT-PSP, has resulted in an array of substantial achievements, among which can be listed:

- The accumulation, indexing and making available of a body of content expected to reach 20 million items (metadata records) linked to digital objects sourced from numerous content providers from every EU country and every domain.
- An operational service (the Rhine release) launched in 2010. During 2011 the Danube release will incorporate significant advances in the user experience and distributed use of the content via an API.
- A large corpus of work on the underlying technical infrastructure, metadata and other standards to facilitate interoperability.
- An unparalleled expert knowledge network established across the whole of Europe, involving leading practitioners from all cultural domains and universities.

- The *Europeana Network* (formerly CCPA) has been brought into being to support the creation of a sustainable and manageable future infrastructure of sources for Europeana.
- Work in the broad area of IPR showing real results such as the Public Domain Charter and Europeana Data Exchange Agreements.
- Work on Search Engine Optimization to open up the metadata to crawlers producing huge increases in reach and traffic to the content provided by the cultural institutions.
- The re-use of Europeana's open source software by new thematic and national cross domain portals.
- The high level of positive media, political and end-user response to Europeana's first User Generated Content programme.

"What a digital wonder this is: a single access point for cultural treasures that would otherwise be difficult to access, hidden or even forgotten," *Neelie Kroes, European Commission Vice-President for the Digital Agenda*

The Europeana Strategic Plan 2011-15
Four strategic tracks have been identified as the means by which Europeana will continue to deliver value to its stakeholder groups in the years 2011-2015. These tracks – aggregate, facilitate, distribute and engage – underpin Europeana's future direction and success and inform the approach selected for this Best Practice Network.

- *Aggregate. Build the open trusted source for European cultural heritage content by:* sourcing content that represents the diversity of our cultural heritage; extending the network of aggregators and improving the quality of the metadata.

- *Facilitate. Support the cultural heritage sector through knowledge transfer, innovation and advocacy by:* sharing knowledge among cultural heritage professionals; fostering research and development of digital heritage applications and strengthening Europeana's advocacy role.

- *Distribute. Make their heritage available to users wherever they are, whenever they want it by:* upgrading the Europeana portal; putting content into the users' workflow and developing partnerships to deliver content in new ways.

- *Engage. Cultivate new ways for users to participate in their cultural heritage by:* enhancing the users' experience; extending Europeana's social media programmes and use of web 2.0 tools and brokering a new relationship between curators, content and users.

The New Renaissance report drew specific attention to the need to promote Europeana effectively:
'*The Comité is of the opinion that a considerable effort is necessary to promote Europeana among the general public and in schools. To this end a specific part of the Europeana budget should be earmarked for the promotion of Europeana….*

This is, however, not enough. The active promotion of Europeana is a responsibility for all, including cultural institutions, the European Commission and the Member States. In this context, the Comité notes that currently the websites of many cultural institutions which contribute content to Europeana do not link to the site. Such a link from the homepage of the website of cultural institutions is a minimum that can be expected'

The workplan of the proposed Best Practice Network is aligned to the stakeholder groups identified in Europeana's Business Model – end users, policy makers, the market (commercial companies and potential sponsors) and data providers, – and the overall objectives represented by each of the tracks of Europeana's

Strategic Plan. It addresses the need to raise the awareness in each country and of all concerned about Europeana.eu itself, what has been done, how they can benefit, and how they can contribute.

Europeana is a major provider of trusted digital resources, and will make increasing use of Web 2.0 technologies to facilitate their distribution so that the user is unaware of the mechanisms but has full access to the content. There are significant inter-relationships between the work packages, notably in terms of support for the primary activity of WP2: encouraging User Generated Content (UGC) on European themes related to cultural heritage. Likewise, awareness-raising activities such as those achievable by building relationships with commercial partners, preparing the ground for Public-Private Partnerships (PPP) and the use of APIs and widgets are relevant to more than one activity. They will draw upon common sources of work within the Europeana environment. The approach is described in more detail in section 1.2 (below).

Above all, a major Public Media campaign across all Member States (WP1) will be used to tie together and promote wide awareness of and take-up of all of the other outcomes of the BPN, in addition to the wide body of achievement and promise that Europeana already represents.

B1.2 Contribution to the European Digital Library Initiative

The top-down work of the BPN will involve pan-European and national campaigns aimed at increasing the awareness of Europeana among policy-makers, strategists, online and offline media and throughout Europe's memory organisations. Targeted messages will be developed for each stakeholder group. These will include
- promoting the value of Europeana as a focus for digital innovation in support of the knowledge economy
- Europeana's role in underpinning the development of a European identity
- facilitation and knowledge transfer throughout the cultural heritage sector

This is complemented by a bottom-up approach that extends and diversifies Europeana's successful pilot to engage end-users in contributing content. It will also alert people to new services that Europeana content can support and stimulate new approaches to re-using material. It will involve new partnerships with Wikipedia, tourism services, public libraries and holders of local archive collections to develop engagement at the grassroots level.

The two approaches complement and cross-fertilise one another, in that media campaigns will carry information about, for example, user generated content initiatives. These should be picked up by newspapers, where they are noted by policy-makers.

The approach to be taken by the network is therefore multi-faceted with individual activities targeted to specific stakeholder groups. Perhaps the largest individual share of the available resource will be dedicated to **public media campaigns** in every Member State [WP1], drawing on a wide range of channels and deploying professional PR resources, knowledgeable about the digital cultural sector in each country. The goals of this campaign will be both to promote the achievements of Europeana to date and to engage policy makers, users, re-users and contributors alike in its future development.

Europeana Awareness will actively work with EU Presidencies, country partners and members of the Council of Content Providers and Aggregators to create a range of activities for different types of stakeholder. Conferences, seminars, roadshows, Master Classes and behind-the-scenes events will aim to promote awareness, facilitate knowledge transfer and encourage use of Europeana. The programme of knowledge transfer will focus on developing national aggregation initiatives, covering areas of software and network development, interoperability and copyright knowledge. Among the results will be greater

awareness of the relationship of users to cultural heritage; an increase in their awareness of the diversity and richness of their cultural heritage; a set of tools that will enable the submission of digital stories and a programme of campaign events and competitions to raise awareness of the scenarios.

The activities of the BPN will raise a range of IPR issues, some of which have only partly been addressed by the considerable work on IPR which has been done across the Europeana project group. Europeana Awareness continues work done on Intellectual Property Rights in Europeana Connect, which produced the Europeana Licensing Framework, the Public Domain Charter, research on Extended Collective Licensing and the Europeana Data Exchange Agreement. It will raise awareness among stakeholders and policy-makers of the underlying IPR issues encountered by Europeana. It will promote the adoption of the Public Domain Charter and focus on questions relevant to the next phase of Europeana's development.

B2. Impact

B2.1a. Target outcomes and expected impact

By the end of the 3 years of the Best Practice Network, substantial achievements will have been demonstrated in extending awareness and use of Europeana.

Three years after the launch of Europeana, the content of the Europeana portal is 10 times higher than at launch, visits are 5 times higher, the number of national aggregators has raised from 3 to 10, the network has expanded to 200 partners, the usability of the portal has significantly improved and a number of successful products and services have been developed, such as the thematic exhibitions and the APIs. Europeana has grown to become the reference point for online access to European cultural heritage. Europeana intentionally did little end-user awareness raising, since the portal was still in a beta form, yet it still managed to gain wide recognition.

Europeana will be entering into v2.0 from October 2011 onwards, reaching a high level of excellence in many areas: technical standardisation and interoperability, knowledge exchange facilitation among the cultural heritage community, research and development in cutting-edge areas such as the semantic web, user engagement and promotion of pan-European solutions with regards to barriers to mass digitisation and the infamous 20th century black hole.

The solid, coordinated and massive awareness-raising exercise facilitated by this project builds and expands on these success stories in order to make Europeana widely known among European end-users, policy-makers, cultural heritage professionals as well as to players in new markets such as cultural tourism.

The top-down approach will establish the value of Europeana for policy makers, strategists, opinion formers and the directors of Europe's memory organisations. They will recognise Europeana as a focus for digital innovation and a driver of the knowledge economy. Europeana's advocacy will influence the agenda around copyright in the digital environment, orphan works and the importance of the Public Domain. Europeana will be seen as both a celebration of cultural diversity and a space for the expression of a shared European identity.

The grassroots dissemination targets the end user via their participation in the site and generation of new content as well as through social networking. Users will participate in Europeana in new ways. Europeana's content will be available where they want it, how they want it - in cultural information spaces and personal blogs, via their mobile devices. They will contribute content – pictures and descriptions of local

monuments, their eye-witness accounts of the fall of the Berlin Wall. They will re-use content in new ways to generate new creative work, or in pursuit of their special interest.

The users' increased engagement with Europeana, its multi-lingual accessibility and ubiquity will promote wider recognition of cultural diversity while providing rich resources for like-minded groups from across the world to gather around their particular interest. The relationships with Wikipedia, broadcasters and tourist industry enable a mushrooming and multiplying of the use and benefits of where users and service providers themselves shape and filter content to suit the needs of different user groups.

We intend to make real the recommendation in *The New Renaissance* report that, "by 2016, countries should provide all their public domain masterpieces to Europeana". The increased level of awareness and engagement brought about by the project results in public calls for greater representation of local and national culture in Europeana; reflected in the media, these influence the policy makers' position on digitisation and produce a virtuous circle of interest and use. The case is reinforced for national digitisation initiatives; Europeana's role as facilitator, supplier of open source code, developer and enforcer of standards, and expertise in the sector enables cost-effective solutions to be developed within the national cultural heritage sector. In digitisation programmes and partnership with Europeana, the sector is able to demonstrate its continued relevance and contribution to social and economic growth.

When considering the European dimension of the BPN, which includes partners from every European Member State, there are a number of elements that achieve their best results when considered on a European scale – the initiatives around User Generated Content, for example, which focus on the First World War and the Fall of the Iron Curtain. The programme of PR and advocacy campaigns envisaged by Europeana Awareness will take place in one country after another across Europe, and will gather momentum over time. Each small activity will contribute towards a greater whole, a snowball effect that will have European resonance. Initiatives around cultural tourism can create positive economic benefits because they offer a critical mass of aggregated European cultural heritage data, while the underlying advocacy programmes around IPR and the Public Domain are most viable at a Europeana level.

Impact area 1: Achieve wide political awareness and support for Europeana at EU and national level

The European Commission has both politically and financially supported the development of Europeana since the start. Additionally, some national governments have contributed necessary funds for Europeana's operations and have set up national initiatives to aggregate, organise and deliver content to Europeana through one national access point. In some cases, Europeana's core code has been re-used in the development of, for example, the Norwegian national initiative. In other cases Europeana's API has been used to pull results from Europeana into the national portals.

Awareness raising activities in this area targeting EU decision makers and Member States policy makers will promote the contribution of Europeana into developing economies of scale with regards to online access to digitised content and in helping build a common European identity through activities such as the User Generated Content exhibitions about the 1st world war.

The objectives are to further support the development of national initiatives, secure long-term funding for them and for Europeana and adopt policies that favour mass digitisation and cross-country online access to in-copyright content. Additionally, support for Europeana from Ministries of Education will be sought and the inclusion of the Europeana resources into the national educational curricula.

Impact will be measured in terms of targeted media exposure, of high-level policy-makers' events related to Europeana either at European or national level, by the increase in number of national initiatives in Europe, by the existence of structural funding for Europeana at the end of the project and the adoption of

pan-European solutions regarding the digitisation and online access of orphan works, out-of-commerce and in-copyright works.

Impact Area 2: Wide brand recognition among end-users and user engagement across all main user groups and delivery modes

The objective here is to increase the ways users get to and use Europeana content either on the Europeana site, via a tablet or mobile phone but also via APIs found on partner sites. One of the Strategic objectives of Europeana is to move away from being a destination portal to being a redistributor of content via thematic and specialised sites. Tracking usage of Europeana content thus becomes more difficult but we will be following the development of relevant tools and adopt appropriate means as they emerge to produce statistics of use of Europeana data outside the portal.

An equally important objective is to enhance user engagement in particular through users' participation in our user generated projects. Impact here will be measured based on publicity of the UGC activities in the countries they are taking place and beyond, in the number of items contributed by end-users, in the number of items shared, tagged, etc, online.

Impact area 3: Continued development and expansion of Europe's network of cultural heritage professionals, mainly by targeting currently under-represented content sub-domains (such as local archives and public libraries):

The project aims at further enhancing bottom-up involvement in Europeana of cultural heritage professionals by raising awareness of the existence of Europeana, enhancing networking among the professionals and developing tools customised for their needs.

Impact here will be measured in terms of number of local libraries and archives participating in the Council of Content Providers and Aggregators and in the number of APIs and search widgets adopted by them as well as in the number of people they mobilise to contribute content to the UGC activities.

Impact area 4: Development of partnerships in new market areas, namely cultural tourism and broadcasting services

The objectives here are that Europeana becomes an important and recognised component of a visitors' experience, both when they are planning their travel and while they are travelling; that operators in the tourist industry recognise the value of integrating culture in general and Europeana content in particular within their online services; and that this content is increasingly incorporated in smartphone Apps.

Impact will be measured with the existence of 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.

Impact area 5: Increased standardisation in rights' information and adoption of solutions for addressing rights issues for the benefit of digitisation, access and re-use of content

The objectives here are: to raise awareness among policy makers and providers about the benefits of standardisation of rights' information and promote the adoption of Europeana's Licensing Framework; raise awareness and promote the adoption of open content licenses; raise awareness about issues related to mass digitisation and cross-country online access to orphan works and out of distribution works and promote solutions; promote ways to educate users in the correct use of content online.

Impact indicators will be the wide adoption of the Europeana Licensing Framework, the correct rights' labelling of Europeana records and the increase in public domain labelling of works by 50%.

These are the impact areas addressed by the project as a whole. Local PR campaigns will focus on priority areas that take into account local particularities and needs.

National PR campaigns will be developed in collaboration between the Europeana Foundation, the work package leaders, national coordinators and the local PR agencies. The national coordinators will work with the agencies to create Performance Indicators covering monitoring, measurement and evaluation of campaigns using:

- brand awareness studies, both before and after campaigns
- qualitative and quantitative studies of recognition in target audiences
- press cuttings and OTS (opportunities to see) statistics
- quantitative metrics (Twitter followers, blog posts, Facebook friends, link tracking, etc)

Both quantitative and qualitative methods will be used to measure impact as can be seen from the list of indicators in table B3.4. Technologies evolve rapidly in the area of measuring impact of online data re-use in the case of APIs and data mash-ups. Europeana will be monitoring closely and making use of the most appropriate tools and methodologies as they arise.

Indicators may differ as well between the different countries where PR activities are carried out depending on the type of event or activities promoted in each country (i.e. the development of a national aggregation initiative, or a UGC campaign) but efforts will be made to benchmark equivalent impact indicators across countries and media in order to achieve consistency in measurements.

Most of the activities envisaged for this Best Practice Network are extensions of activities already being undertaken by Europeana but scaled up within a much shorter time span than would be possible at the current rate of growth. This brings with it inherent risks. However, many of these should be mitigated by the distributed nature of the project. Each national coordinator is expected to take responsibility for the PR and UGC campaigns in their country, running them as mini projects within Europeana Awareness. This should deliver scalability, sustainability and a stronger buy-in to Europeana in the member states.

B2.2. Long term viability

Europeana Foundation is based on the concept of multipliers, similar to the way social networking sites have grown. It makes use of over 1500 content providers, aggregators, project partners, university researchers, who make use of their networks, who in turn communicate to their peers. This leads to long term viability, sustainability and scalability of the work undertaken during Europeana Awareness. It becomes embedded in the multiplying mechanisms deployed by Europeana and its partners.

The British Library, an award-winner in cultural heritage PR, is leading WP1 and working with Europeana to ensure a coordinated, focused and timely push of Europeana policies and benefits in each country over the 3 years of Europeana Awareness. They are supported by Facts&Files, a German research and PR agency with wide contacts and long experience in cultural history communications, and also by professionals in the Europeana office. The overall strategy is to create a network of national coordinators for Europeana in every member state, who can communicate and advocate on behalf of Europeana well beyond the bounds of the 3-year project.

This will be done by bringing every Member State into WP1 as a partner. The country partner – normally a national heritage institution or major digital organisation – will nominate a staff member to act as national

coordinator on Awareness, normally someone with some experience of public relations, communications or advocacy, or with wide knowledge of Europeana and its fit with the Digital Agenda for Europe. The British Library and Facts&Files will work with the national coordinator to select an expert PR agency. Working together, they will create a tactical PR plan to be carried out with an initial supported campaign that uses stories coming out of the other work packages or that are specifically relevant to the country and relate to Europeana. PR and advocacy campaigns will run in each country for an average of 4-6 weeks in the larger countries and 2-3 in the smaller ones (depending on the size of the country and the importance of the story) led by the professional agency. Apart from a raised profile for Europeana among target audiences, outputs will include a list of press contacts, policy-makers and social network sites with followers etc. These will be maintained once the campaign is over by the national coordinator and shared with the Europeana office, forming a solid basis for on-going work in support of Europeana.

The national coordinator, from their contact with the agency, and their on-going work with the Work package leader and other members of the work package, will have had the opportunity to develop a higher level of PR and advocacy skills; they will also have access to tools and expertise. They will have developed greater understanding of Europeana and the digital innovation arena in Europe. They are therefore in a position to act as national coordinator for Europeana in the long term, taking new stories and policies coming out of Europeana, translating and customising them for their country, and pushing them out to the lists and network that was established as part of the initial profile-raising campaign.

National coordinators will also work with their country's members of the *Europeana Network*, enabling deeper penetration into national institutions and networks. National coordinators should also work to encourage more cultural heritage institutions to become members of the Europeana Network, widening and strengthening the basic network of Europeana for the longer term. The Europeana Network, as a body of the Europeana Foundation and an established element of governance, will reinforce the sustainability of the awareness-raising programme, embedding principles of collaboration across domains.

Also identified in WP1 is the need to encourage and support national aggregation initiatives. Such aggregation is recognised by The New Renaissance report as the preferred model for sustaining the flow of content to Europeana; likewise, Europeana must play a part in underpinning the cost-effectiveness of such initiatives by promoting its open source software and interoperable standards.

The Europeana Strategic Plan 2011-2015 aims to create long-term viability and sustainability through the distribution of its content into other networks. The development and deployment of the Europeana API and search widget is central to this strategy, which is fundamental to the growth of a coherent European information space, in which research-focused portals, such as The European Library, European Film Gateway and Archives Portal Europe, will take content from Europeana to serve to their specialised audiences. At the same time, Europeana is also developing strong relationships with the education networks in Europe to be able to distribute content via European Schoolnet and EUROCLIO.

Raising the general awareness of Europeana will also promote the use of the APIs and search widget beyond the education and research communities to a more general audience. Improvements to the Licensing Framework, to be undertaken in WP5, will mean that Europeana data is widely available via the API and search widget so that individual blogs and special interest websites can make sustained use of them. Specialist websites for groups interested in cartography, the history of cycling and early photography have all applied to take the API once Licensing Framework issues are resolved. Major commercial booksellers have spoken to us about embedding the API in their sites to direct users to related cultural content. Again, this creates long-term value but is only a practical proposition once WP5 has worked to operationalise with the network all the elements of the Licensing Framework.

The initiatives around User Generated Content in WP2 also have broad applications in the long-term. The

story-telling widget, developed in Work Package 2, can be used in many contexts around Europeana and partners' sites, but also in other cultural spaces. Once available, its need for support and maintenance is limited: the network of open source developers, partners, aggregators and cultural organisations using it will all continue to refine it.

The content partnership with Wikimedia involves one Wikimedia Chapter, Sweden, and inaugurates a programme of events and relationships in 5 other Member States, representing the most active Wikimedia Chapters in Europe. The core intention, drawn from the joint research agenda of Europeana and Wikipedia, is to '…provide a relationship- brokering service between the European Wikimedia chapters and their local galleries, libraries, archives and museums, to help fulfill the mutual mission of sharing cultural heritage'. The model relationships – which will initially be with members of the Europeana Network – has the potential to be replicated with Wikipedia Chapters in every European country, and indeed beyond.

The active collecting of UGC through roadshows and a dedicated public ingestion site has already been pioneered in the Erster Weltkrieg in Alltagsdokumenten project (http://www.europeana1914-1918.eu/). This was an extension of an earlier UK project run by Oxford University that was remarkably successful when transferred to Germany in early 2011. Hundreds of people brought unique family records to 4 roadshows and 14,000 scans and photographs were taken of diaries, letters, photographs and memorabilia. The uploading website will continue to accept material beyond the centenary in 2014. This model will be further developed during the Europeana Awareness project, and rolled out in other theatres of the 1914-1918 conflict. It will culminate in the development of a central resource for learning about the First World War which will include a calendar of centenary activities.

The Europeana 1914-1918 process and tools will then be adapted for a second topic, the Fall of the Iron Curtain, across a further selection of countries. By the end of the project the methodology, process and toolkit will be available for any interested group to adapt and use for any UGC project. Creating the facilities for people to record the past and present of their own communities or to pursue distributed collection across their special interest is a powerful way to engage new audiences with cultural history. It also helps to spread digital literacy by introducing holders of community memory to the internet as a research and communication tool and to digitisation for sharing and preservation.

Workpackage 3, developing new partnerships, will produce online guides and tools for making digital content available and roll-out services to 100 public libraries. Its intention is to create a simple operational flow that will let public libraries and similar organisations contribute to Europeana in a quick and cost-effective way. This pump-priming makes it possible for the public library sector to maintain the momentum of roll-out. A similar approach will be taken to local archives and the involvement of local archives and libraries in the development of the UGC elements whether as collection venues, as contributors, as trainers and facilitators, strengthens their community role going forward and stimulates digital literacy at the local level.

This work package's research into the potential for initiatives with broadcasters, following the model of Culture24's 2011 collaboration with the BBC, will result in test feeds to a number of broadcasting services across Europe. Successful trials will be implemented as operational services, resulting in long-term distribution of content via channels that have significant public reach and awareness.

The same principles inform the work of Workpackage 4, which will investigate how Europeana can deliver cultural heritage content that the tourism sector can shape and present. The goal is to bring content into the users' workflow, insofar as people planning travel use a range of branded travel sites, such as Rough Guide and Trip Advisor, to check out places of interest and plan itineraries. A successful feed to such sites would create ongoing demand, both from users and from the diversity of other tourism sites, ranging from local tourist information providers to national tourism marketing boards and international commercial

players.

Workpackage 5 focuses on raising awareness of rights issues encountered in the European information space and on the Europeana Licensing Framework in particular. Complex and seemingly intractable IPR issues surround digitisation and access. Their result – in the case, for example, of orphan works – is paralysis because the memory organisations are risk-averse and under-resourced, so although they recognise a demand for out-of-commerce 20th century material, they will not face a lawsuit. The work package will continue the work on collective licensing begun in Europeana Connect, and work in concert with proposals in the Commission's Draft Directive on Orphan Works, with a view to moving towards a resolution during the course of Europeana Awareness. This would be a long-term service both to the memory organisations of Europe in particular and to the users of cultural heritage in general.

Once the project has ended, the Europeana Office will be responsible for keeping the resulting network of coordinators in institutions active and will, together with the coordinators, maintain a centralised database of their media and political contacts. These actions will further sustain the long term benefit of Europeana Awareness.

In terms of sustainable funding overall for work that will begin in Europeana Awareness, and will need to be maintained in one form or another, there is at present a framework for discussion. Funding of Europeana is written into the Digital Agenda 2020, Article 15 and the exact mechanisms may be known prior to the start of this project. It is expected that there will continue to be support from the Ministries of Culture, Education and Tourism in the form of funding. Europeana Foundation has multiyear commitments from some of its contributing ministries.

B2.3. Wider deployment and use

Target User Description	Needs	Involvement & Role	Country Coverage
End users:			
General - Hobbyists	To know about Europeana as a resource	Through press and media campaigns	All 30 countries
Users with WW1 or 1989 related content	To get it digitised. To participate in Europeana	Users generating content leads to direct interaction with Europeana	Italy, Belgium, Hungary, Poland, Lithuania, Latvia, Czech Republic, Estonia, Croatia, Serbia
Users of public Libraries	To know about Europeana as a resource	Through WP3 awareness campaign and conference for public libraries	Ireland, Norway, Spain, Poland, Belgium, Greece, Germany actively and the rest of the EU through public library networks
Cultural Tourist	To know about the area, place, picture they are visiting	Through WP4 working with Plurio.net and publishers such as the Rough Guide	UK and the Greater Region
Genealogists	To conduct family research	WP3 will work with some private online genealogy companies to place Europeana related information on their sites	Worldwide
Wikipedia users	To contribute to cultural	Public art campaign to add	All 30 Countries

	heritage and to find more resources for wikipedia	content to Europeana and encourage participation of Wikimedians	participating but reach is worldwide
Policy makers			
MEPS, Ministries	Instruments to enable the free flow of data	Working with cultural heritage institutions and national organisations to resolve IPR issues	All 30 countries
Professional cultural heritage users			
Europeana Network (formerly CCPA)	To improve awareness of cultural heritage via the promotion of Europeana	To disseminate further the work of Awareness and participate in the campaigns	All 30 countries
Public Librarians	To offer more resources and to be able to help their library goers with the internet	To be trained in how to create user generated content and to inform users of Europeana as a resource	All 30 countries
Hackers	Re-using Europeana content in new and exciting ways	Participation in remixes and hackathons	All 30 countries

Networking Capacity

The Best Practice Network extends and works with the current Europeana network. This network has grown from 50 in 2008 to over 200 aggregators and providers, with more than 20 EU projects all contributing content to Europeana in 2011. The total reach of the network has been calculated at 60,000 cultural heritage institutions across Europe. Europeana gives access to the results of all these networks via its Europeana Professional site and actively encourages sharing of knowledge in line with its Strategic Plan 2011-2015. Some of these network members have a relationship with Europeana that predates its launch and many of these are national organisations capable of extending their roles to become stronger ambassadors of Europeana in their countries. Globally Europeana has strong links with other Digital Libraries and is seen as the example to follow. The new Digital Public Library of America is taking its lead from Europeana.

The consortium for the project itself is made up of institutions, many of them national, with considerable reach in their own countries.

Europeana is run by the Europeana Foundation, which is also a network of networks. Its Board of 11 is made up of pan-European Associations of Content Holders: *Association Cinémathèques Européennes, Conference of European National Librarians, Consortium of European Research Libraries, European Museum Academy, European Museum Forum, European Regional Branch of the International Council on Archives, International Federation of Television Archives, International Council of Museums Europe, International Association of Sound and Audiovisual Archives, Ligue des Bibliothèques Européennes de Recherche, Multilingual Inventory of Cultural Heritage in Europe.* This number will grow by the end of 2011 to 15. Each association has hundreds of members in Europe and most have worldwide reach. Many of the Associations are global in nature and so the breadth of dissemination has worldwide potential. The Board of the Europeana Foundation is responsible for the promotion of Europeana and its activities to their Associations.

In the last year, to underpin the work of the Board the Europeana Network (formerly CCPA) was formed. The Europeana Network elects 6 Officers who sit on the Board of the Europeana Foundation. The

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Europeana Network is a fast growing organisation with over 250 individual members and it has a very large role to play in increasing its membership, networking and clustering activities as well as encouraging its network to promote Europeana more widely and disseminate the knowledge gained from this project.

The Europeana Network is a pan-European forum where the views of content holders can be reflected, from big aggregators to individual institutions. It represents museums, libraries, archives and the audio-visual sector across a wide range of Member States who contribute to Europeana.

The Europeana Network forms task forces according to need to either assist directly the work of the Europeana Foundation or to push forward an agenda of direct importance to the museums, libraries, archives and audio visual collections themselves. The Europeana Network and its working groups will play an active role in the strategy and communication of Europeana Awareness both during and after the project.

Members of the Europeana Network will also have a role in communicating to their own national and domain networks the value of providing content to Europeana. Europeana Awareness also promotes country based networking to encourage greater aggregation of material for Europeana and to benefit from:

- Enriching their content by displaying it alongside related material from other countries, other domains
- Knowledge transfer between different institutions, domains and countries
- Sharing best practice and common standards
- Being part of an award-winning, highly visible portal that is the focus of political attention
- Demonstrating the relevance of cultural and scientific heritage institutions to new generations of users
- Improving users' experience of Europeana by integrating all types of content and active participation

Europeana has good contacts with the Ministries of Culture in Europe. These ministries form a funding and advisory group under DG INFSO specifically to raise funds and advise Europeana. They are part of the Member States Expert Group and meet twice a year in Luxembourg. At each event Europeana is on the agenda and for the duration of the project and beyond this will also include discussion on Europeana Awareness in each member state. There are representatives of all 27 member states and 4 with observer status at all meetings.

In terms of user networks Europeana produces a monthly newsletter and a blog. The newsletter has over 40,000 readers worldwide. Part of the aim of the project will be to increase this readership and possibly localize the newsletter through translation. Europeana also makes heavy use of the social networks and will use these to gain traction in the web 2.0 environment.

Clustering Activities
The Europeana Network has several work group meetings per year and at least one Annual General Meeting. These, together with the other meetings of the Europeana projects group and specific cluster meetings around technical, data or communications topics, mean that a steady knowledge transfer will be part of the project and will ensure widespread dissemination of its activities. Additionally, Europeana holds a biannual conference and has a large presence at events such as DISH or Open Culture in the years they are held.

As well as regular meetings of the providers and aggregators, Europeana participates in all the European Presidency events, European Heritage and Digital Agenda Days, and organises events with international participation on digital topics, such as the recent round tables with the Digital Public Library of America and Europeana in Amsterdam and the World War 1 Centenary projects in The Hague. These events will continue as the Europeana Foundation develops, within the project, its facilitation and cross-fertilisation

role.

Dissemination & Awareness
The primary roles of WP1 and WP2 are to raise awareness of Europeana and engage users respectively. The proposal includes a partner from every EU country to strengthen the pan-European ownership and therefore promulgation of Europeana. Using professional public relations experts and experts in community collections around the themes of World War 1 and the Fall of the Iron Curtain, broad take-up and engagement is assured.

An education in public relations will also be part of the development of long term skills transfer and engagement with Europeana in each country. During the lifetime of the project a Europeana Awareness partner will participate in a campaign which will generate public awareness of Europeana, set up online collection sites and create the means for the partner to undertake similar exercises on different topics for themselves and for Europeana in the longer term.

The additional advantage of working in this way to achieve widespread promotion of Europeana will be the knowledge transfer so that the institutions involved can also promote their own institutions and work more effectively. They will have built up press and media contact that can then be easily re-used for future and continual media or user generated content campaigns.

Workpackage 3 works at improving and widening the networks of Europeana with the use of public libraries as disseminators of Europeana as a resource as well as generators of content via the UGC and digital story collection of WP2. It further aims to develop relationships with broadcasters making use of the content of Europeana in connection with their television programmes and on their websites. Culture24 has successfully managed this with the BBC in the UK and Europeana is looking to extend this to the whole of Europe.

Workpackage 4 further develops the distribution of Europeana content for cultural tourism widening the usage of the content. This, together with mobile development, take-up of the API and widgets and the Storytelling Widget, will promote awareness of Europeana but also increase technology use and knowledge transfer across the European information landscape.

The project will have a dedicated workspace, linked to all the other projects related to Europeana, for participants to find and make use of the technologies and best practices. Care will be taken to promote this workspace to others who are trying to increase top down and bottom up interest in their content, be it cultural or scientific.

Events and cluster meetings
As part of the rolling PR programme a number of awareness-raising events will be planned and realised in each participating country. They may be of broad interest, aimed at supporting the setup of a national aggregator in a particular country or targeting a particular topic. For example, a workshop about the Europeana data model may run parallel to an important technical conference. Events might also be related to European cultural or sporting events taking place in the country, about which Europeana has interesting content. Such events will be either sponsored by Europeana, co-organised with the national partner or with another Europeana partner such as the Ministry of Culture in a particular country.

Building on the already successful UGC collection efforts in the UK and Germany, the first UGC campaigns planned in WorkPackage 2 will focus of the First World War in years 1 and 2 followed by the Fall of the Iron Curtain in years 2 and 3 of the project.

University of Oxford and Facts&Files will work with local partners to run public participation days to raise

awareness and draw media interest. In Flanders Fields and Fondazione Museo Storico del Trentino will be responsible for expanding the Great War Archive in Belgium and Italy respectively.

The UGC theme around the fall of the Iron Curtain will centre on Member States previously within the Eastern Bloc, and will also include Croatia and Serbia. Campaigns will be run by NInA in Poland, the National Library of Lithuania, Open Society Archives from Hungary, Deutsche Kinemathek from Germany and the Czech Institute for Contemporary History. The campaigns will include days on which members of the public can contribute content relating to the ending of the Soviet era.

In support of Workpackage 2, a number of public libraries and local archives from WP3 will be trained and supported to run UGC submission days ensuring appropriate country coverage. Thus 20th century European history will be enlivened with personal accounts from different angles of the Great War and the Cold War.

Another set of important events which are part of Europeana Awareness are the GLAM-wiki events which will be organised by Wikimedia Sweden with an aim to mobilise users to take pictures and submit content to Wikimedia related to Public Art. These events will initially be hosted at GLAMs in France, Germany, Netherlands, Poland, Sweden and the UK and will run in the first and the second years of the project.

Furthermore, users will be involved in the creative re-use of Europeana data and content. NInA and PSNC will organise together with partners in Europeana v2.0, two culture hack days that help to forge collaborations between the public and private sector, focusing on the development of new views and services based on Europeana resources. NInA, supported by Europeana and Sound and Vision, will organise one more thematic content remix competitions, designed to attract a young target group (youths and young adults 15-35 years old) to showcase creative re-uses of Public Domain and Creative Commons licensed content available in Europeana (Month 24).

The current and future role and relation of public libraries in regard to Europeana will be explored in a major conference organised by the Spanish Ministry of Culture involving Ministries of Education and Culture, local authorities and other public bodies responsible for public libraries. The Conference will take place in the second year of the project.

At the beginning of the project a roundtable event with experts from the sector is aimed at scoping existing practices and needs of tourism and tourist agents with regards to cultural information data delivery in combination with online tourism services. Culture24 and Plurio.net which run operational services combining cultural and events listings covering the UK and the Benelux countries will hold bilateral meetings with national tourism bodies and major commercial tourism industry players throughout the project to promote the connection of Europeana data with venue and events listings and the delivery of online tourism services. Europeana will host a strategic briefing or roundtable event at the end of the project on the opportunities afforded by Europeana content for key European tourism ministries and bodies.

Two types of awareness- raising events will be organised or attended by WP5 participants: On one hand events promoting the adoption of the Europeana licensing framework by content providers and facilitating the integration of correct and accurate rights management information into data submitted by them. For this purpose, WP5 partners will organise or attend workshops addressing the Europeana Network (formerly CCPA), the EU-funded projects, the national and thematic aggregators and other data delivering bodies. On the other hand, WP5 partners will be present or organise events aimed at policy makers in particular with regards to promoting best practices in cross-border licensing and at raising awareness about policy developments in the field of copyright law that are directly affecting the digitisation and online availability of digital cultural content such as the Orphan Works Directive, the Digital Agenda days, etc.

Together with the Commission and making use of some of the resource of Europeana v2 a Big Bang event is scheduled in the 5th month of the project. This event will synchronise events in several EU countries while launching a competition for completion by the Europeana plenary. It will involve the Commissioner for Information Society and Media, politicians at EU and country level together with the major stakeholders.

B3. Implementation

B3.1. Consortium and key personnel

The Consortium, coordinated by the Europeana Foundation is extensive (48partners) and brings together leading players with strong track records in the Europeana network in the areas of work to be undertaken, as well as some new players with specific expertise in areas such as PR, User Generated Content and cultural tourism. Every Member State is represented by a Country Partner who will have a key role in continuing the PR work kicked off by the initial Europeana Awareness campaign

P1. (EF) Europeana Foundation

Europeana is an online portal that contains over 18 million digitised objects from Europe's museums, libraries, archives and audiovisual sources. It connects to Europe's cultural heritage by providing access to items from over 1,000 heritage collections. Europeana is supported by funding from the European Commission and member states. Originally known as the European digital library network – EDLnet – it is a partnership of 100 representatives of heritage and knowledge organisations and IT experts from throughout Europe. They contribute to the work packages that are solving the technical and usability issues. The project is run by a core team based in the National Library of the Netherlands, the Koninklijke Bibliotheek. Overseeing the project is the Europeana Foundation, which includes key European cultural heritage associations.

Jill Cousins is Executive Director for the Europeana Foundation and Director of The European Library. Her past experience includes the commercial and scholarly publishing world as European Business Development Director and a variety of marketing and research careers in the information field including managing her own research company.

Harry Verwayen is Director Business Development at Europeana. His main focus is the design and implementation of new business models and strategies that will support Europeana to fulfil its mission as a driver of innovation in the cultural heritage sector. Prior to this position Harry worked at the Amsterdam based thinktank Knowledgeland where he was responsible for innovation and positioning of the project Images for the Future. He has over ten years of experience in the Academic Publishing industry in various positions including sales, business and product development and worked for Kluwer Academic Publishing, Springer and IDC. Harry holds a MA in History from Leiden University and a certificate from Nyenrode Business University.

Anne Marie van Gerwen is manager of the Europeana marketing team. She holds a Master's degree in Marketing Management. She has over 10 years experience in sales, marketing and programme management in the Telecommunications Industry and for online media companies. Anne Marie joined Europeana in 2009 focusing on engaging end users with digital heritage content, is a board member and work package leader in the ASSETS project.

Jan Molendijk was trained as a mathematician and computer scientist at Delft University of Technology,

graduating in 1987. He then worked as a database consultant in ICT, in both the banking and telecoms industries. As such he was involved in implementing the first text messaging services on GSM cell phone networks. After that he moved into the publishing world and worked on the production environment of Elsevier's ScienceDirect. Discovering there how much fun publishing is, he then worked in various publishing and production roles in STM, trade and legal publishing. His best job there was to find business models to bring digitized library and archive collections online for IDC, now a part of Brill. For the last five years prior to joining Europeana he ran his own publishing firm in the field of management and HRM. Since March 2010 he is the Technical and Operations Director for Europeana, returning to the goal of bringing history into the future.

Annette Friberg is Business Development Manager of EDL Foundation, working at the project Europeana developing content, partnerships and funding. Annette has more than 20 years experience in business development and marketing for both the public and private sector. She has developed strategic and tactical plans targeting B-t-B and B-t-C from the A.P. Moeller Groep Roulunds Fabriker A/S and in the on-line content publishing area when working for Wolters Kluwer-Teleroute in the Netherlands and for ITE Media Denmark as Sales and Marketing Director. Some of her main tasks were to develop new products and content to end-users and continuously adapt new technologies to supporting end-users needs and wants. She worked for almost five years for the Ministry of Foreign Affairs contracted out to the Danish Embassy in the Netherlands where she was responsible for developing strong business partnerships between Danish and Dutch organisations and identifying new business opportunities to improve the business relations. Annette holds a MBA.

P2. (AAKB) Aarhus Public Libraries www.aakb.dk

Aarhus Public Libraries, Denmark is a modern public institution with a high degree of decentralization and self-management, governed by politically accepted aims and goals. Aarhus Public Libraries is a dynamic and development-oriented organization and has a long tradition of project and development management, competence development and networking with other libraries, organizations and institutions, both nationally and internationally. The ITC department works specifically with marketing libraries and library resources. Aarhus have throughout the last years been manager of several projects funded by the Danish Agency for Libraries and Media, the European Union and private companies and was awarded the 2004 *Access to Learning Award* from The Bill & Melinda Gates Foundation.

Anne-Marie Schmidt (M. Sc. L. I.) is manager in the ITC Department of Aarhus Public Libraries. She was project manager and coordinator of the PuLLS project (Public Libraries in the Learning Society) and has been involved in several projects funded by the Danish National Library Authority and EU funded projects including PULMAN where she was coordinator of the training workshops held in Helsinki, Ljubljana, Veria and Aarhus.

Dorthe Brandt Larsen (MA) is project manager in ITC and her functions include project management, video production, translation and proofreading. She participated in the ENTITLE project as main coordinator of the production of a set of guidelines. Project management experience includes projects that focus on digital signage as a way of marketing e.g. library resources.

P3. (Across) AcrossLimits

AcrossLimits is a dynamic Maltese SME with its roots firmly set in the cultural and media sectors. It has been providing policy consulting, project development support and online content management systems to many public and private entities in Malta, amongst which the Ministry of Youth & the Arts, Heritage Malta, The Malta Centre for Restoration, several Local Councils and private museums. We are also the Maltese local content aggregator since 2008 of Europeana Local – a project under Europeana that collects

local/regional content for Europeana. Our http://expo.acrosslimits.com includes contributions related to folklore, landscapes, prose and photography from a variety of individuals and organisations.

Angele Giuliano holds a Master's degree focused on digitization of cultural heritage. She has been consulting several ministries and organizations in Malta and Italy on exploitation of heritage for education and tourism. She has been involved in the Minerva network and was the author of the first digitization policy for Malta in 2005.

Annalise Duca holds a B.Sc. in Computer Studies and has worked on digital culture projects with AcrossLimits. She is currently one of the administrators of the Expo Digital Library and focuses on dissemination of the aggregator with potential contributors.

P4. (AH&G) Department of Arts, Heritage and the Gaeltacht

The recently formed Department of Arts, Heritage and the Gaeltacht (DAHG) is responsible for the formulation of polices and the provision of funding; for the promotion of the arts in Ireland; the management of, and provision of access to, the national cultural collections; the proper management and conservation of State owned National Parks and National Nature Reserves and other non-State owned nature conservation areas; and the promotion of Irish in the Irish speaking areas (Gaeltacht).

The Department is primarily a policy-making Department for the Culture sector but works very closely with Tourism and Sport particularly because the Department was, until an organisational re-shuffle earlier this year, part of a single Department for Tourism, Culture and Sport. As such it maintains a close working relationship and ties with the Tourism officials whose mission is: "To enrich Irish society by supporting the growth of a competitive and sustainable tourism industry. The aim being to facilitate the continued development by the tourism industry of an economic and environmentally sustainable and spatially balanced tourism sector, through formulating monitoring and reviewing a range of supporting policies and programmes, particularly within the framework of the National Development Plan and North/South Co-operation.

Chris Flynn is the Principal Officer in the Department currently responsible for policy, funding and governance issues in relation to certain of Ireland's national cultural institutions. He is also responsible for facilitating the digitisation of all the Irish national cultural collections. He previously worked as Departmental Press Officer and has managed natural heritage, inland waterways and arts and culture portfolios.

P5. (BCL) Belgrade City Library

Belgrade City Library is the biggest and most significant among the public libraries in Serbia nowadays. BCL is consisted of central library and the network of 13 municipal libraries and 70 branches. Web environment and Web 2.0 for Library 2.0 are Belgrade City Library powerful tools. Managing digital context will be a challenging task for BCL in years to come. BCL participated in the AccessIT project, providing the main focus for the work in Serbia intensifying the co-operation begun in PULMAN-XT and CALIMERA and working to ensure support and participation from other local services in Serbia. BCL constantly builds internal partnerships between libraries, museums and archives. BCL is member of IFLA's MetLib Section.

Jasmina Ninkov works as director of the Belgrade City Library, Serbia. She holds MA degree in Political Science. Mrs. Ninkov is the president of Serbian Library Association. She was Country coordinator for the CALIMERA project, PULMAN-XT and since 2009 for AccessIT and 2011 AccessIT Plus - Europeana related projects.

Vesna Vuksan works as assistant director in Belgrade City Library responsible for Belgrade City Library's network of municipal libraries (70 branches). She holds MA degree in LIS from the University of

Belgrade. Ms. Vuksan participated in IFLA/OCLC Early Career Development Fellowship Program in 2009 and AccessIT (2009-2011).

Predrag Djukic works as assistant director in Belgrade City Library. He is responsible for IT and digitisation development. He holds MA degree in LIS from the University of Belgrade. Mr. Djukic participated in CALIMERA project, PULMAN-XT and since 2009 in AccessIT and 2011 AccessIT Plus (2011-2013) - Europeana related projects.

Milan Vasiljević works as librarian instructor in Belgrade City Library responsible for IT and digitisation development. He holds MA degree in LIS from the University of Belgrade. Mr. Vasiljevic participated in IFLA/OCLC Early Career Development Fellowship Program in 2011 and AccessIT (2009-2011) a Europeana related project.

P6. (BEELD EN GELUID) Stichting Nederlands Instituut Voor Beeld En Geluid

The Netherlands Institute for Sound and Vision (Stichting Nederlands Instituut Voor Beeld en Geluid) maintains and provides access to 70 per cent of the Dutch audio-visual heritage, comprising approximately 700,000 hours of television, radio, music and film, making Beeld En Geluid one of the largest audiovisual archives in Europe. Beeld En Geluid is the business archive of the national broadcasting corporations as well as a cultural heritage institute. Beeld En Geluid has brought thousands of hours of archive footage on-line for educational use and also operates a facility for the general public, the Media Experience, which is visited by 200,000 people annually. Beeld En Geluid is an experienced partner in national and European research projects and active in the international organisations FIAT/IFTA, IASA, EBU and UNESCO. Recent research projects include AXES, LiWA, PrestoPRIME, EUScreen, MultiMatch, VidiVIDEO and COMMUNIA. Beeld En Geluid has a strong R&D department with projects on archive disclosure and access related themes such as technology aided manual annotation, automatic annotation strategies, Internet archiving, contextualisation and user requirements. Within Europeana Awareness, Beeld En Geluid is leading WP2 on user engagement.

Johan Oomen is head of the Netherlands Institute for Sound and Vision R&D Department and researcher at the Web and Media group of the VU University Amsterdam. He is mainly working on externally (FP7, ICT-PSP, CATCH) funded research projects that focus on providing access to digital heritage on the web. Oomen holds an MA in Media Studies. He has worked for the British Universities Film and Video Council and the RTL Nederland.

Roeland Ordelman is manager R&D at NSIV and researcher in Speech & Language Technology and Multimedia Retrieval at the University of Twente (PhD 2003). He is co-founder of XMI (Cross Media Interaction), a company that provides services for automatic, speech-based annotation of audio data. He has been working on a number of national and international projects in the area of multimedia retrieval and speech and language technology.

P7. (BL) The British Library

The British Library is the national library of the United Kingdom. Its history dates back to the formation of Department of Printed Books of The British Museum in 1753. The British Library was formally created by the 1972 British Library Act. It is a non-departmental government body sponsored by the Department of Culture, Media and Sport. The annual report is available at http://www.bl.uk/aboutus/annrep/index.html

The British Library was a founder member of The European Library (TEL) www.theeuropeanlibrary.org and is an active member in the governance and running of this operational service. It was a partner in TEL-ME-MOR and lead partner in PLANETS. It is also involved in IMPACT and ARROW. It has made its bibliographical metadata available to the TELplus work package on multilingual access.

The Chief Executive, Dame Lynne Brindley, was a member of the High-level Group on Digital Libraries, and

she chaired the expert group on public and private partnerships. The British Library is a significant contributor of content to Europeana. It is also a member of CENL, LIBER and CERL. In Ev2 the British Library will lead WP4 concentrating on Communications to the Thematic Partner Network and to the Press.

Jon Purday is currently Senior Communications Advisor for Europeana, and has been managing the project's communications and marketing activities since 2007, as WP Leader for Communications and Dissemination in both v1.0 and EDLnet. He is currently on secondment from the British Library, where he was Head of Corporate Communications from 2000, implementing award-winning campaigns around public value and digital access. Previous roles include communications for the Library's digital initiatives in the 1990s. He began his career as the first Curator of Recorded Literature at the National Sound Archive.

He read English at the University of Sussex, and did postgraduate studies in marketing at Manchester Business School. He is a Chartered Member of the Institute of Marketing, and has taught communications on their professional development programme.

P8 (BnF) Bibliothèque nationale de France/National Library of France

The Bibliothèque nationale de France (BNF) is one of the largest public and research libraries in the world. Today, its patrimonial collections encompass all areas of culture and knowledge in a great variety of languages and illustrate the library's encyclopaedic nature. The BNF offers access to its digital library *Gallica* obtained through the library's commitment to the digitization of selected items of its collections. *Gallica* now contains over 1.5 million digitized documents: manuscripts, sound materials and music score, books, images and over 800,000 newspapers issues, in French and other languages. They cover all domains of knowledge, with a specific focus in literature and history. Together with these collections, all in public domain, *Gallica* gives access to digitized documents belonging to French partner libraries as well as a set of copyrighted documents in collaboration with the French Publishers Association, some publishers and e-retailers. In 2010, Gallica received 7.4 million visits (85% up comparing with 2009) and 135 million pages were displayed. BNF will strengthen its role as a unifying national coordinator by testing a new digital mode of cooperation with the French libraries: digitization of partners' materials in the production lines of the BNF, made available on Gallica with reference to partners and with customized desktop environments, digital preservation and sustainable delivery of a digital copy for more localized use.

The BNF is a founding member of The European Library consortium and is a major contributor to Europeana. It is involved in some European projects: *IMPACT* where it is looking at high quality OCR, full-text indexing and subject multilingual issues, *BHL-Europe* which aims to make available online Europe's biodiversity information as well as *Europeana 1914-1918* which aims at creating a European corpus of digitized materials concerning the First World War. The BNF is also a member of the *Europeana v1.0* thematic network. Besides these projects, the BNF is in charge of the coordination of the *KEEP* as well as *Europeana Regia* European projects. Website : www.bnf.fr The digital library of BnF: *Gallica* – http://gallica.bnf.fr/

Gérald Grunberg obtained a master degree in philosophy at Sorbonne University. He was appointed head of the public libraries department at the French Ministry of Culture in 1985 and in 1989 became deputy director for the programme devising the new National Library of France. He was technical advisor to the Alexandrina Library project in Egypt and is director of the international Division of the BnF.

Elisabeth Freyre, project manager for European Affairs in the Department of International Relations (BNF); in charge of managing the European projects in which the BNF is involved, especially within the framework of *TEL/The European Library* and related projects (*Europeana v1.0, IMPACT, BHL-Europe, Europeana 1914-1918*); coordinating *KEEP* and *Europeana Regia* projects.

P9. Ministère de la Culture (BNL)

Its role and status as the national library of Luxembourg are defined by the law of 25th June 2004 (http://www.legilux.public.lu/leg/a/archives/2004/0120/2004A17981.html). Its roles include the collection and preservation of all printed national heritage (incl. digital born) and giving the best and widest possible access to it, including to the general public; the management of the national union catalogue and library system (http://www.bibnet.lu); the management of the digital scientific library portal and its licensing consortium (http://www.portail.bnl.lu). Digitisation activities: The current focus of the digitisation program is on newspapers (www.eluxemburgensia.lu). Since 2008, the national library hosts a bi-annual meeting to inform, update and prepare the national heritage sector to join Europeana, called « Groupe Europeana Luxembourg ».

Patrick Peiffer has a Masters in Library and Information Science from Humboldt University. He has eight years' experience in digital library services. Relevant projects include building and managing the national digital scientific portal and licensing consortium, rights clearance for the national library's digitisation project and work package leader in Europeana Connect. Patrick is the founder and project lead of Creative Commons Luxembourg (non-profit).

P10. (BNP) Biblioteca Nacional de Portugal

The BNP holds the largest historical and cultural bibliographic collection of the country with over 3.5 million items from a wide range of materials and genres, both in print and manuscript, spanning from the 12th century to the personal papers of many Portuguese writers since the 19th century. The BNP is also responsible for the National Bibliography, the administration of Legal Deposit and the National Online Union Catalogue – PORBASE. The BNP also acts as the Portuguese standardization body for information and documentation (the national equivalent to ISO TC46) and is responsible for the IFLA UNIMARC Core Activity since 2003. A digitisation programme has been developed since 2001 and over 10.000 documents (600.000 images) are currently available from its National Digital Library (http://bnd.bnportugal.pt/) and accessible through TEL (The European Library) and the Europeana Portal. With a long record of participation in EU funded projects since 1990, the National Library of Portugal is currently a partner of Europeana, EOD Network, Europeana Connect and associated partner of DPE – DigitalPreservationEurope.

Helena Patrício is the Director of the Information Systems Services at the National Library of Portugal since April 2007, being in charge of the National Digital Library and the NLP information systems. She is also responsible for the management of several national digitisation projects and for the NLP participation in European Projects like EOD, Numeric and EDLnet. Graduated in Law in 1996 and post-graduated in Library and Information Science (1998), she holds a master degree in Information Studies and Digital Libraries since 2004 (Thesis title: "Comparative analysis of the relational model and the RDF applied to the conceptual modelling of legislative information").

Maria Inês Cordeiro is the Deputy-Director General of the National Library of Portugal, since 2006. With a long experience in the management of library information systems, she participated in automation projects and held several positions has head of department at the National Library, from 1987 to 1997; from 1997-2006, she served as library information systems and innovation projects manager at the Calouste Gulbenkian Foundation. Graduated in History (University of Lisbon, 1981), post-graduated in Library and Archival Science (University of Coimbra, 1983) and Information Society Law (University of Lisbon, 1998), she was awarded a PhD by the University of London (University College, SLAIS) in 2006 (thesis title: "Information technology frameworks in LIS: exploring IT constructs as sources of conceptual alignment").

P11. (CEU) The Central European University

The Central European University (CEU, www.ceu.hu) in Budapest is a privately funded and endowed postgraduate institution of higher education for social sciences and the humanities, with accreditation from the Middle-States Network of American Universities and, since 2005, the Hungarian Government. From its

very inception in the early 1990s, CEU systematically implemented a multicultural policy for recruiting its faculty and student body from a vast array of countries and milieus. CEU also promotes research into a wide range of subjects. As a result of this policy CEU has achieved to recruit a truly international, high-level faculty, including scholars coming from diverse European countries, the Americas and CEU is in contractual relation with several European and American universities for the regular exchange of scholars and students.

The Open Society Archives (OSA, www.osaarchivum.org) at CEU is an archival laboratory, as well as a research, educational and cultural institution. While collecting, preserving, and making openly accessible documents related to the history and afterlife of communism and the Cold War, and recent human rights violations, OSA continues to experiment with new ways to contextualize primary sources, by developing innovative tools to explore, represent, or bridge traditional archival collections in a digital environment. OSA's acquisition policy is increasingly proactive and inclusive; it reaches out to non-traditional material, or material previously marginalized based on its content, social origin, or form. At OSA Archivum, professional archival work is integrated with public programs, and its Galeria Centralis serves as the focal point of exhibitions, performances, film screenings, lectures, and seminars. Through all of these endeavours, OSA advocates for open access and transparency in public administration; equal rights to information; the ethical use of private data; open formats and open standards; and broad access to cultural heritage.

Nóra Bertalan has been working for the Open Society Archives as a Communications and Public Events Coordinator for more than a decade. She is responsible for coordinating and promoting OSA's extensive public programs, and ensuring due media coverage on both local and international media platforms. Her work includes organizing media campaigns, identifying target audiences, and creating PR strategies. She works on about 40 events such as exhibitions, concerts, reconstructions, and film screenings annually and was involved in the Generation 89 international project's local promotional campaign and media campaign.

Katalin Gádoros has been the Administrative Director of the Open Society Archives for over 10 years. Her responsibilities cover the day to day operations of the Archives, its financial and administrative management, fundraising, grants application and grants management. So far she has submitted, managed and administered over 20 local and international grants, coordinated a Culture 2000 project with OSA as its lead partner and is currently partner coordinator in the three year collaborative ICT-PSP HOPE project.

Csaba Szilágyi is the Chief Archivist of the Open Society Archives. He is also a content specialist for the Parallel Archive, an open source Web 2.0 content storage and creation tool for primary source archival documents developed by OSA. He has overseen a number of public projects and exhibits aiming at the collection, publication and dissemination of digitized archival material; among them a year-long online documentation project on the regime change in Hungary titled "Was There A 1989?", and the user-contributed Digital State Security Archives and OSA Leaks: Secret US Diplomatic Documents project.

P12 (Cluj) Biblioteca Judeteana

"Octavian Goga" Cluj County Library is one of the largest public library in Romania that has a new building perfectly adapted to the users' needs. Our library plays a distinct role in the cultural life of Cluj city, due to its dynamic and pro-active attitude and to its openness to new challenges.

Currently, the library has a main building and three branches placed in all the large neighbourhoods of the city, offering to more than 300,000 inhabitants modern services and facilities, updated to the present needs for information, reading and leisure activities: over 760,000 documents: books, periodicals, audio-visual documents, electronic and other types of documents; an electronic catalogue which reflects about 90% of the lending stock (through an integrated library software); the first service of virtual reading in the Romanian public libraries; free Internet access to public users; 84 workstations for the users; 233 reading seats; 100% free access to lending collections; five years validity for entrance cards; new services provided through new reorganized departments: General Reference Department, Art Department, Children's Department, external library services for persons with disabilities, voluntary activities.

Since 1995 the library personnel has had a very large experience in implementing European projects.

Sorina Stanca is director of the "Octavian Goga" Cluj County Library, Romania. She has worked in European projects since 1998. She has very good expertise in project management and the planning and organising of workshops and conferences. She participated in the following European projects: PLDP, PULMAN, CALIMERA, LIBER-IMMS, and coordinate ENTITLE, Europeana Local projects. She has given presentations in many conferences organised in Romania and other countries and has published many professional articles in different library and information science revues. She is member of the standing comity of Romanian National Public Library Association.

Floarea Elena Mosoiu is the deputy director of the "Octavian Goga" Cluj County Library and she has experience in coordinating a technical team and in project management. She is a member of the ANBPR's *Committee for library services automation and digitization*. As an IT specialist she is involved in the partnerships and projects of the library. She coordinated the technical activities of several European projects since 2005. Presently, she is the Cluj county coordinator for the implementation of the Biblionet program – *The world in my library*, part of the Bill and Melinda Gates Foundation's *Global Libraries Program*.

Anca Docolin works as a reference librarian at Cluj County Library, Romania. She is part of the team responsible for submitting, writing and implementing new library projects. She was one of the translators in several European projects CALIMERA, PULMAN, LIBER-IMMS, ENTITLE, Europeana Local (*The Metadata Mapping & Normalisation Guidelines for the Europeana Prototype*.). She followed a *Project Manager* course. She created metadata for EUROPEANA Local Romania and she also actively participated in the planning and organising the Europeana Local National Dissemination Conference *Digitisation - a priority for cultural institutions in the 21st century?* that took place in Cluj-Napoca, Romania, on June 16th 2010.

Georgeta Topan is a reference librarian at the "Octavian Goga" Cluj County Library, The Bibliographical Department. Her responsibilities are: to write and implement projects in the library, to translate project materials and other documents. In 2010, she participated at a workshop on *"Web 2.0 – for culture and education".* She has previously been involved in other European projects: The Mobile Library Project, CALIMERA, LIBER-IMMS, Europeana Local and ENTITLE. In the Europeana Local project she was involved in *creating metadata* for the digital items of the library. She participated in planning and organising the *National Dissemination Conference* (Cluj-Napoca, 2010). She was part of the team that translated *the Metadata Guidelines.*

Adrian Iarin Pop is the head of the *Marketing Department* of the Cluj County Library. He has experience in coordinating the activity of the library's radio station - "Bibliotecaradio"; researching users' needs in order to improve the library services and develop new services; supporting the county public libraries in organising cultural activities; coordinating promotional activities of the library; designing and creating promotional materials; proposing library involvement in various local and national cultural activities in cooperation with specialized institutions and with the administrative authorities; ongoing collaboration with the media. He followed an *Institutional Protocol*

P13. (Culture24) Culture24

Culture24 is an independent charity that supports the arts and heritage sector to reach audiences on digital platforms. Culture24 has thrived in the digital space for over 10 years. Originally conceived as just one website, Culture24 has grown into the UK's digital hub for arts and heritage. Their aggregation network includes 4,600+ UK cultural organisations (museums, galleries, libraries, archives, heritage sites & more) and their database holds information on their events, exhibitions, resources and collections.
Culture24 collects, curates and distributes this content to their own channels (www.culture24.org.uk and www.show.me.uk) and also packages and shares it across a range of third parties services which include the BBC, Hewlett Packard, NCT and more.

Jane Finnis is the director of Culture24 and founder and chair of Culturemondo, the informal international network of people who are all developing, building and running online cultural services around the world. Jane has worked in the arts professionally since 1989, starting in artist film and video production then moving into arts management and artist commissioning. She is an experienced consultant, fundraiser and project manager and currently leads the delivery of the Museums at Night campaign in the UK. She is also one of 50 female leaders from across the UK chosen by Cultural Leadership Programme of 'Women to Watch' – a list 'celebrating women who are making a huge contribution to the UK's rich cultural life'.

 Anra Kennedy is Head of Programmes at Culture24 and responsible for the development and delivery of their partnerships, publishing, data aggregation and portfolio of websites. She oversaw the specification, data structuring, taxonomy and UID of their www.culture24.org.uk site and led the thinking behind their award winning www.show.me.uk site for children. Originally a teacher and journalist, Anra has extensive experience of managing digital cultural and educational resource production in the commercial and non-profit sectors. Anra is also a founding trustee of the Kids in Museums charity (www.kidsinmuseums.org.uk), a judge of the Guardian's annual Family Friendly Museum Awards and chair of Europeana's Council of Content Providers and Aggregator's (CCPA) Finance and Sustainability Working Group.

P14. (DNB) Deutsche Nationalbibliothek

The German National Library is the central archival library and national bibliographic centre for the Federal Republic of Germany. Its task, unique in Germany, is to collect, permanently archive, comprehensively document and record bibliographically without gap all German and German-language publications from 1913 on, foreign publications about Germany, translations of German works, and the works of German-speaking emigrants published abroad between 1933 and 1945, and to make them available to the public. The German National Library maintains co-operative external relations on the national and international level, and it coordinates the network of excellence of the German Digital Library.

Denise Baumgart has been working at the German National Library in Frankfurt am Main since 2007. She started at the Office for Library Standards and since 2009 she has been working at the IT department. She has experiences in European digital preservation projects and is now primarily involved in the German Digital Library and among other things she is responsible for public relations.

P15. (Facts&Files) Facts & Files

Facts & Files is a small private research institute specialised in historical research, applied history and especially the presentation of historical topics to a wide audience and in all forms of media. A main task is to make history more accessible for the public. For twelve years, Facts & Files has been conducting historical research, delivering expert reports and organising exhibitions, research projects and PR campaigns. Facts & Files has a wide network of contacts in media, academic and public circles in Germany and all over Europe. The team comprises of experts with academic education well versed in communications and deployment of latest IT technologies. The company facilitates the organisation, preservation and presentation of cultural heritage stored in archives, libraries, and museums.

Frank Drauschke, founding partner of Facts & Files, studied History, South Asian Studies and International Relations in Asia at Humboldt University in Berlin and at Jawaharlal Nehru University in New Delhi. He has a long standing experience in management of international research, PR and exhibition projects. Travelled broadly he can draw on a wide international network. Recently he became involved in the accumulation of history related user generated content through crowd sourcing.

Beate Schreiber, founding partner of Facts & Files, studied History, German, Educational Science and Psychology at Humboldt University in Berlin and at the Technical University in Berlin. She is well experienced in project management. She led a number of projects on research and presentation of

historical content in books, on internet sites and in exhibitions and organised various PR campaigns.

P16 (FMST) The Fondazione Museo storico del Trentino

The Fondazione Museo storico del Trentino (FMST) is a non-profit organization founded on November 26, 2007 with the aim of drawing attention to the history of the city of Trento, the Trentino region and the historical Tyrol area. The Foundation is a network and reference point for the various communities of Trentino and through study activities, research, training and diffusion of their results intends to contribute to the construction of history and memory of Trento and Trentino, a cultural history that may promote integration and enhance cultural pluralism and cooperation with other institutions operating in the whole Alpine region, first of all in South Tyrol and Austrian Tyrol. Offered services: archives and collections, library, editorial services, books, magazines and video productions, temporary exhibitions and historical training lab.

Giuseppe Ferrandi has been General Director of the Fondazione Museo Storico del Trentino since 2007. University qualifications: Degree in Philosophy (University of Bologna), Doctorate Degree in Historical Studies (Scuola Superiore di Studi Storici in San Marino), 1-year-scholarship at the University of Paris 1-Sorbonne, 2-year-scholarship at the University of Bologna.

P17. (ICCU) Istituto Centrale per il Catalogo Unico delle biblioteche italiane e per le informazioni bibliografiche – Ministero per I Beni e le Attività Culturali

The Central Institute for the Union Catalogue of Italian Libraries and Bibliographic Information was created in 1951 with the task of producing the entire national bibliographic record. ICCU is an Institute of the Ministry of Cultural Heritage and Activities. It has a deep expertise in digitisation standards and guidelines, and collaboration for integrated access to CH resources; in fact, on behalf of the Ministry of Cultural Heritage and Activities, it coordinates major digital cultural heritage projects on the national level, as CulturaItalia, the Italian portal for cultural heritage. ICCU coordinated two European projects of the Europeana family (ATHENA, 2008-2011) and Linked Heritage (2011-2013).

Marzia Piccininno (Dr.): Since 2002, works with the Italian Ministry of Cultural Heritage in the management of European Project. Expertise in organization, networking and workflow facilitation of CH collaborative projects.

Maria Teresa Natale (Dr.): Since 2002, works with the Italian Ministry of Cultural Heritage in the management of European Project. Expertise in management, networking, communication and dissemination of CH collaborative projects.

Sara Di Giorgio (Dr.): Technical coordinator of CulturaItalia, the national portal of Italian Culture, content provider of Europeana

Andrea Tempera (Dr.): Since 2002, works with the Italian Ministry of Cultural Heritage as financial and administrative manager of EU projects

P18. (IFFM) In Flanders Fields Museum

The In Flanders Fields Museum tells the story of WW1 in the region of Ypres from the point of view of the people who lived through it. As this region of the front is very rich in stories and witness accounts (from the people who lived and are living in the region, from the people who fought in this region, who died here, men, children women, visitors, relatives,..), the museum, and its knowledge centre considers it as its duty

to collect and preserve these stories and to make them available for as many people as possible. As such, the museum wants to create a meeting place between the generation which has by now completely disappeared and the next generations. The museum will be altered completely in the next year (reopening in June 2012). In the new museum the personal story will be even more prominent. New technologies will be used to connect the visitors' geographical background to the background of the historical person he will encounter in the museum

Piet Chielens. 1956, Reningelst. MA in economic sciences and in political sciences. Director of the In Flanders Fields Museum since the renewing in 1998. In charge of programmation, In charge of the renewal of the museum due for 2012, integrating as much personal stories as possible. Coordinating the concept for refreshing and building outdoor sites on the former Battlefield due for 2015

Jan Dewilde is director-curator of the In Flanders Fields Museum and responsible for acquisitions of the municipal museums, the inventory and the digital database. He is a member of the Europeana Vlaanderen Overlegplatform (Flemish Consultation Group on Europeana).

Annick Vandenbilcke °Ieper, 1963. University degree (MA) in contemporary history, scientific researcher with the In Flanders Fields museum: co-responsible for programmation, co-responsible for public functions of the knowledgecenter and responsible for the personal stories collected in the knowledgecentre and made available for the public in the museum.

Dominiek Dendooven (°1971) , MA in History, MA in Archival Science, on the staff of In Flanders Fields Museum since 1998. Development and coordination of displays exhibitions and publications; especially focusing on multicultural aspects of World War One, and particularly, the presence on non-European troops at the front in World War One.

Wouter Sinaeve. °1974, Teacher primary school 1995 – 2005, Head educational department IFFM. The educational department develops workshops and tours for school groups. Bringing the story of the First World War, using the testimonies of the people (soldiers, civilians, doctors, nurses, …) who, where, here

P19. (IMO) The Institute for International Relations

The Institute for International **Relations** is a public, non-profit, scientific and policy research institute, engaged in the interdisciplinary study of international economic, political, cultural relations and communication. Cultural policy and communication constitutes one of the fields of IMO's expertise that has been continuously researched within the scope of activities of IMO's Department for Culture and Communication. The Department for Culture and Communication is engaged in cultural research and analysis, especially in the field of cultural identities, cultural policies and cultural cooperation, with a particular focus on the Croatian integration process into the EU. It also concentrates on new forms of intercultural communication, media policies and digital culture. International cooperation and partnership with networks and institutions in the field of cultural development has been developed through the framework of the Culturelink Network, a global network for research and cooperation in cultural development, coordinated by the Department. IMO staff members have actively participated as experts and consultants in activities that international or European cultural organisations and networks are undertaking in researching or monitoring development trends in different cultural segments, including the *Compendium of Cultural Policies and Trends in Europe*; *Culturemondo international surveys of cultural portals*; the *Gateway to Cultural Cooperation* (G2CC) project, etc. Staff members have also actively taken part in advisory committees or expert groups working within the framework of the Council of Europe and UNESCO.

Aleksandra Uzelac is a research associate at the Institute for International Relations (IMO) in Zagreb and Head of the Culture and Communication Department at IMO. She holds a PhD (2003) in information science from the University of Zagreb. She has 17 years of professional experience in the area of cultural research

related to issues of digital culture. Her research interests focus on the impact of ICT on cultural issues, digital culture, virtual networks and portals, digitalisation of culture, organisation of knowledge in the cultural field, issues of public domain and cultural heritage, cultural policy and cultural cooperation and the changing context that virtual culture has brought to cultural policies. Dr. Uzelac combines her research activities with practical initiatives aimed at developing the e-culture infrastructure in Croatia. She is a member of the Culturelink Network team and the Culturelink editorial board since 1993, as well as a member of the international steering committee of the CultureMondo Network.

Jaka Primorac is a Research Fellow at the Department for Culture and Communication, Institute for International Relations (IMO), Zagreb, Croatia. She holds a Ph.D. (2010) in Sociology from the University of Zagreb, Croatia. Her research interests include the field of creative and knowledge industries, digital culture, cultural transition and cultural production. Her experience include research activities, managing communication and organizational support in European research projects (e.g. FP7). Dr. Primorac was the winner of the 2005 Cultural Policy Research Award (www.cpraward.org), awarded by the European Cultural Foundation (ECF) and Riksbankens Jubileumsfond. Since 2010, she is a member of the board of the European Association of Cultural Researchers – ECURES.

P20. (KB) National Library of the Netherlands

The KB (Koninklijke Bibliotheek) is the national library of the Netherlands and its mission is to bring people and information together. The library's efforts are now aimed at digitizing all Dutch books, newspapers and magazines published since 1470.

Mireille Kok (1970) is Corporate Communication Manager at the KB. Her areas of expertise include management, organization, marketing and (corporate) communication (public relations), among other things.

Helena van Oers (1974) is corporate communications consultant at the KB. She writes and edits articles and press releases and other areas of expertise include complex corporate and employee communication projects, branding and social media.

P21. (KL) Stichting Nederland Kennisland (Knowledgeland)

Knowledgeland (KL) is an independent Dutch think-tank based in Amsterdam. Founded in 1999, its mission is to help establish the Netherlands as one of the key regions in the international knowledge economy, in a way that creates both economic and social value. KL (staff of 15 people) brings together a network of government, private sector, knowledge institutions and civil society. With this network KL develops public innovation strategies, takes action through projects and experiments and supports learning networks. Kennisland is involved in mass digitization projects in the Netherlands ('Images for the future') and an existing contributor to Europeana (as lead for the Europeana Licensing framework developed as part of the Europeana Connect project.

Paul Keller (project management and policy development) is co-director of Knowledgeland and responsible for Knowledgland's activities in the fields of open content and social innovation. He is Public Project lead for Creative Commons Netherlands and advises on the images of the future project on open content licensing and general rights management issues. Paul Keller is one of the developers of the Europeana Licensing Framework.

Martijn Arnoldsu (research & outreach) is advisor on copyright and open business models at Knowledgeland. He is part of the Images of the Future project team focussing on copyright issues and open content models. Martin also has extensive experience with open content licensing and educational content.

Maarten Zeinstra (development & outreach) is advisor open content & technology. Maarten specialises in

licensing infrastructure and open content infrastructures. He is part of Creative Commons Netherlands and the Images for the Future team and has extensive experiences in linking cultural heritage institutions to Wikipedia

P22. (Kulturrad) Arts Council Norway

Arts Council Norway manages the Norwegian Culture Fund and plays a vital role in the strategic development of the art, archive and museum sectors in Norway. Arts Council Norway also functions as an advisory body to the central government and public sector on cultural affairs. Tasks and responsibilities: - The Norwegian Culture Fund and the functions and tasks of the Arts Council; Strategic development of the archive and museum sectors; The EU Culture Programme. The aim is to put the constituent sectors and individual institutions in a better position to solve the tasks that relate to their specialist subjects and to find ways of meeting the new challenges presented by society. Arts Council Norway participates in all of the tasks that involve the archives, and museums, but it also works across the boundaries of the specialist fields and handles cross-ministerial joint initiatives relating to the art, archives and museum sector.

Gunnar Urtegaard **i**s the Director of Digital Initiatives at Arts Council Norway. For many years he was director of the County Archive of Sogn og Fjordane. He has been project manager for a number of projects involving new technology and cultural institutions. He is an experienced practitioner in establishing harvesting infrastructures.

Siri Slettvåg is a senior adviser at Arts Council Norway, with background in project management and knowledge management. She is responsible for Digitalt fortalt, (Digital narratives), the official Norwegian portal to digital stories from institutions and individuals. She has also been involved in Europeana Local.

Anders Olsson is a senior adviser at Arts Council Norway and has extensive experience in IT-project management, use of mobile devices and social media in dissemination of cultural heritage. He has also been involved in Europeana Local.

Bård Bie-Larsen,Master in Art History from the University of Oslo (2002). Worked in the National Museum of Art, Architecture and Design, Oslo (2003-2009) as cataloguer and art historical consultant on database migrations and CMS-development. Currently working in The Arts Council Norway as adviser on museum collections management with a special interest in knowledge organization.

P23. (KV)The Cyprus Library

Is the national library of Cyprus. It is a member of the Conference of European National Librarians (CENL) and The European Library (TEL) and from the beginning it has cooperated with the other European national libraries in the task of creating Europeana, the European digital library.

Antonis Maratheftis is the Director of the Cyprus Library. He has been involved with the Accelerate, Calimera, Telmemor, EDLnet and Europeana v.1 projects.

Ioanna Eliades-Argyrides holds a Bachelor of Library and Archive Science (University of Ionion) and a MSc Econ Management of Library and Information Services - Aberystwyth University, University of Wales. She is in charge of public services and has been involved with Europeana since the EDLnet project. She is also cooperating with a local teacher in an effort to create a presentation of Europeana to be used in the public schools.

P24. (Martynas Mažvydas) National Library of Lithuania

Martynas Mažvydas National Library of Lithuania (NLL) is a national cultural institution, which collects, organizes and preserves Lithuania's written cultural heritage content, develops the collection of Lithuanian

and foreign documents relevant to research, educational and cultural needs of Lithuania, and provides library information services to the public. The mission of NLL is to meet the demand for documentary and digital information by the Lithuanian knowledge society, thus contributing to the nation's cultural, scientific and educational processes.

Sandra Leknickienė graduated Vilnius University Faculty of Communication. She has been working for National Library since 1994. Her experience includes research activities, managing communication and organizational support in international research projects and activities. She is a national coordinator of The European Library and Europeana and was involved in various projects (TEL-ME-MOR, TELplus etc.).

Birutė Pečiulevičiūtė graduated Vilnius University Faculty of Physics. She is a head of public relations department and has been working for National Library since 2004. Her experience includes management of PR, exhibition projects. She was involved in The European Library projects and is a member of The European Library Editorial Working Group.

P25. (MECD) Ministerio de Educacion, Cultura y Deporte

The Subdirectorate General for Library Coordination (SGLC) is the administrative unit of the Ministry of Culture, under the Directorate General for Fine Arts and Cultural Assets, Archives and Libraries, the mission of which is the development and coordination of Spanish libraries, with a special emphasis on public libraries and bibliographic heritage, as well as to promote library cooperation in Spain. The SGLC is carrying out large-scale digitization projects in cooperation with public and private libraries and institutions all over Spain and is in charge of the Hispana project, the Spanish aggregator for Europeana.

María Luisa Martínez-Conde is projects manager at the SG for Library Coordination of the Ministry of Culture from 2001 which includes digital libraries and coordination of digitization projects of the Ministry of Culture and other institutions all over Spain and technical coordination and development of the Spanish aggregator.

Julio Cordal Elviro is head of digital libraries section at the SG for Library Coordination of the Ministry of Culture from 2010. In 2009 he was employed by the National Library of Spain focusing mainly on its newspapers digitization projects

P26. (MDR) MDR Partners

MDR is an SME which since its formation in 2000 been centrally involved in developments to establish a strong presence for Europe's local cultural institutions and their content and new services in the digital environment. It has in particular been the scientific coordinator/project manager of important networking and best practice promotion activities under IST which have involved partners from every member and candidate country. These have included CALIMERA (Cultural Applications: Local Institutions Mediating Electronic Resource Access) under FP6, PULMAN and PULMAN-XT (FP5).

MDR is coordinator of the Europeana Local Best Practice Network project under eContentplus and is coordinator of the CARARE Best Practice network funded under the CIP ICT PSP programme, which are respectively designed to help and regional cultural institutions and archaeology and architectural heritage organisations to make their content available through Europeana and deliver new services. MDR was also coordinator of the ePSIplus Thematic Network under the eContentplus programme and its successor ePSIplatform contract, which supported development of the European Agenda on the re-use of Public Sector Information, following transposition of the related European Directive into member state's legislation. Each of the actions described above has involved the creation of extensive and well-used web dissemination and content management facilities, the organisation of conferences and other high impact dissemination activities, most of which have been coordinated and implemented by MDR.

Robert Davies is an experienced leader and manager of European IST projects and networks in the CH sector since 1994 and spanning IST FP3 to FP7. He initiated and led European projects and actions such as DECIDE (FP3), PubLiCA-CEE (FP4) PULMAN (FP5) and CALIMERA (FP6), and is/was the coordinator of ePSIplus (eContentPlus) and Europeana Local (eContentPlus) as well as participating in a number of other projects under ICT-PSP. He has a first degree in European literature and history and a Master's degree in library and information science.

Mary Rowlatt is a qualified information professional with extensive experience of instigating and managing successful information development projects, with strategic impact and often in a multi-partner environment. She has a strong track record in web, information and digital content management, having worked for many years as a senior manager at Essex County Council, first as Head of Information Services for Essex Libraries and more latterly as Strategic Information Manager and Customer Services Manager for the Council. Her responsibilities included leading teams responsible for information services, web services, knowledge management and customer relations. She has personal expertise and interest in usability and interoperability. She has coordinated or participated in a wide range of projects relating to information and libraries, including: Europeana Libraries, Europeana Local, Namibian Library Strategy, Access-IT, EMPATIC, DIP, PSINet, ePSINet, CALIMERA, ENCORE, seamlessUK, Live Community Networks, PULMAN, ONE-2, ISTAR, PLDP and SEAMLESS. She has a first degree in librarianship and a Master's degree in analysis, design and management of information systems.

Kate Fernie has extensive experience of ICT and digital resources for the historic environment and cultural sectors and with EU-funded projects. She is an experienced project manager and is currently the Technical coordinator for CARARE (CIP ICT-PSP), project manager for PATHS (FP7) and DigCurV (LLP) with MDR Partners, she brings her experience of managing EU projects for the Museums, Libraries and Archives Council (MLA) in actions such as CALIMERA (FP6), MINERVA (FP5), BRICKS (FP6), MICHAEL (eTen) and MICHAEL Plus (eTen) as acting as expert advisor on standards, documentation and training. She has a first degree in archaeology and anthropology and Master's degrees in museum studies and landscape archaeology.

Carol Usher has worked as a member of the projects administration team for MDR since the mid nineties, including CALIMERA, ePSIplus, ePSIplatform, ENTITLE, IMAGINE, AccessIT, EMPATIC, PATHS, CARARE and DigCurV. She has been responsible for the design and technical aspects for a succession of MDR Partners' projects and has created visual designs for large EC Network projects including reporting templates, PowerPoint presentations, newsletters, surveys and other project communication templates. Carol has a background in the design, development and implementation of quality systems procedures, is a qualified systems auditor and has been responsible for planning, control and implementation of Internal Quality Audit Programs. She is also experienced in the development of data input systems, data input & analysis, website design, development and maintenance.

P27. (NInA) National Audiovisual Institute

The National Audiovisual Institute is a modern cultural institution created on April 1, 2009 with the renaming Polish Audiovisual Publishers (in existence since 2005). The National Audiovisual Institute (NInA) is a digitization centre that coordinates the governmental programs of preservation, extension and publication of digital cultural heritage. NInA is also a producer and co-producer of important cultural events. The activity abroad and in Poland involves audiovisual co-productions as well as participation in conferences and networks or hosting events in the fields of new media education, digitization, archiving, dissemination of audiovisual content and web culture. NInA is involved in the large spectrum of activities, from publishing (documentaries, animations, music and theater performances) recording major performing arts in Poland, publishing cultural periodicals, hosting artistic and professional events, to coordinating national governmental funding for digitization.

Moreover, the Institute produces, organizes, and co-organizes significant cultural events and is designated as the national coordinator of the Cultural Programme of the Polish EU Presidency 2011 in the frame of which responsible for organizing the key project : European Culture Congress held in Wrocław 8-11 September 2011.

Karolina Czerwinska holds BA in theatre studies and anthropology. From 2010 works in NInA in the Education & Research Department, where is responsible for media education programs and is involved in organizing events such as conference Culture 2.0, Docs Dock's Gdansk Remix competition. Experienced in international projects management, especially in partnership with NGOs and institutions in Eastern Europe and Caucasus.

Agata Ners, holds double MA in cultural studies (University of Warsaw and Paris la Sorbonne). In NInA since January 2010, coordinates NInA's international relations and partnerships. Conducts research related to European and international institutions and programmes in the fields of new media and digitization. She is also involved in the Cultural Programme of the Polish EU Presidency 2011 and coordinator of the Docs Dock's Gdansk Remix competition. Before entering NInA she has worked as culture manager (several different festivals) and press attaché of the French Institute of Warsaw.

P28. (NLE) National Library of Estonia

The National Library of Estonia, through its complex activities, plays an important role in the Estonian cultural life. The library has developed better knowledge of its role in information society and adapted its activities to the needs of the changing society. Today, the Library's main goal is to develop a user-oriented digital library. Providing open access to its collection, targeting the services, widening access to the collections, implementation of services based on new information technology, and improving service quality are considered equally important in developing library services. The primary task for NLE during last years has been to create and increase online access to the services and digital collections to meet the demanding requirements of our users. That includes also raising awareness about available collections, which is also the scope of this particular project. NLE public relations department was created in 1990s in order to carry out the dissemination activities among broader public and specific target groups.

Kristina Rood. Education: MA in information studies (Tallinn University), BA in information studies (Viljandi Academy of Culture). Working in NLE since 1994, chief specialist of e-services since 2000. Key person in implemeting and managing MetaLib-based search portal, coordinator for acquiring and using databases in NLE.

Õnne Mets. Education: MA in communication (Tallinn University), BA in information studies (Tallinn University). Working in the NLE since 1997, head of PR department since 2008. Experiences: part of the national dissemination team during the pre-referendum period of Estonia joining the EU; activity leader of communication in EOD (eBooks on Demand) project (supported by Culture programme).

P29 (NLL) National Library of Latvia

The National Library of Latvia is the largest research library in the country. Its mission is to facilitate the stable and on-going development of the spiritual and intellectual abilities of the Latvian population, acting as the centre for development of the library system in Latvia, establishing collections of information resources, and providing information to various national programs. The Library participates in the implementation of various library-related programs in Latvia, does methodical and scientific researches, publishes bibliographic indexes and collected articles on book science and librarianship, enacts the initiative for a process of library standardisation, and participates in the work of international library organisations.

It is a member of international library organisations IFLA, CENL, CDNL, CERL, EBLIDA, ELAG, LIBER, IAML,

IBBY, Bibliotheca Baltica. The Library is a national content aggregator and provider to Europeana. The National Library of Latvia has been a partner in projects TEL-ME-MORE funded by the European Commission under the Sixth Framework Programme of the Information Society Technologies Programme and project TELplus financed by the European Commission under the eContentplus Programme, and is a partner and regional content coordinator for Latvia in project Europeana Local and partner of Europeana Travel project, both financed by the European Commission eContentplus Programme.

The Library has been engaged in the building of Latvian National Digital Library "Letonica" since 2006. Beside digitising the collections of the National Library of Latvia and other similar organisations and making them accessible, our research is focused on the interoperability of large-scale multi-format digital resources. Additionally we work on the support of searchability and content clustering of different format multi-faceted digital content. Our aim is to develop a clustered resource where different kinds and formats of digital content are linked to a searchable, precise and user-friendly structure (i.e., pictures, texts, cartographic information are linked to each other and segmented according to the search task).

Ilze Egle is a Head of the Communication union at the National Library of Latvia. Main responsibilities are management of publicity projects and public relations, development of communication strategies, arrangement of publicity for the organisation through different outlets. Participated at the development and management of publicity for Latvia participation at Europeana Local and Europeana Travel projects and many other international and local projects of the Digital Library of Latvia.

Signe Valtina is a Public Relations Specialist at the National Library of Latvia. Her main responsibilities include library collection marketing, development and implementation of social media strategy and event management. Currently she also works at the University of Latvia teaching the course *New Media and Society* for students of Communication Science.

Karina Bandere – Project Manager of the Digital Library. Since 2003 has been working with projects in culture and culture heritage area in national and international level. Since 2009 has been leading mass digitization project and project directed to development of several services of Digital Library in NLL, as well as has been involved in projects TEL, Europeana Local and Europeana Travel. Member of Europeana Council of Content Providers Economical/Sustainability working group.

Antra Indriksone is a Portal editor at the Digital Library Section of the National Library of Latvia (NLL). Main responsibilities are information management and maintaining of content at the NLL home page and at sites of the Digital Library of Latvia.

P30. (NM) Narodni Muzeum (National Museum)

The National Museum is a public scientific institution which systematically collects, researches and exhibits natural and historical collections from all over the world. The National Museum is the oldest museum in Bohemia and today the most distinguished and largest museum in the Czech Republic. At present the National Museum shelters almost 20 million of items from the area of natural history, history, archaeology, arts, music and librarianship, located in more than 15 public museums and exhibition halls all over the country which are cared for by more than 500 researchers and employees.

Pavel Douša is the director of the Historical Museum, which is a part of the National museum in Czech Republic. He has PhDr. in museology and holds PhD in History. He has managed or participated in these scientific projects: Museums at network: European children, games and local cultures, Prague Museum Night 2006, 2007, Informational website eMuzeum.cz, Barrande I. – Cultural Heritage Research & Scientific Center of the Czech Republic.

Kateřina Musílková received her Master's degree in history from the University of Pardubice in Czech Republic in 2007. She has coordinated the ATHENA project (ACCES TO CULTURAL HERITAGE NETWORKS

ACROSS EUROPE) in the Czech Republic. Kateřina Musílková also manages an on-line presentation of Czech Museums www.esbirky.cz.

P31. NTUA (National Technical University of Athens)

The Image, Video and Intelligent Multimedia Systems Lab (IVML, www.image.ntua,gr) was established in 1988, in the School of Computer and Electrical Engineering of NTUA. Prof. S. Kollias and Dr. G. Stamou have co-edited a book on "Multimedia and Semantic Web", published by Wiley in June 2005. IVML has been involved in more than a hundred R&D projects. Half of them have been funded by the European Commission and the rest by Greek organisations. Ninety of them have been completed, while twelve are in progress. IVML participates in the design and implementation of intelligent semantic analysis and retrieval of multimedia content, following the MPEG (4,7,21) and Semantic Web standards (being a member of W3C).

The leader of the Lab, Prof. S. Kollias has been one of the experts that the EC has used for defining the framework of 'Semantic Content Analysis' and its perspective for 2012. IVML has been a key technological member in the Digital Libraries and particularly in the EUROPEANA developments. S. Kollias has been a member of the EC 'Interoperability Group' on Digital Libraries in 2006-2007, and a member of the Member States Expert Group on Digital Libraries (2007-2011). He has organised the Workshop on "Semantic Interoperability in the European Digital Library" in the European Semantic Web Conference, Tenerife, June 2008.

Prof. Stefanos Kollias, received the Diploma degree in Electrical Engineering from the National Technical University of Athens (NTUA) in 1979, the M.Sc degree in Communication Engineering from the University of Manchester (UMIST), U.K., in 1980, and the Ph.D degree in Signal Processing from the Computer Science Division of NTUA in 1984. In 1982 he received a ComSoc Scholarship from the IEEE Communications Society. From 1987 to 1988, he was a Visiting Research Scientist in the Department of Electrical Engineering and the Center for Telecommunications Research, Columbia University, New York, U.S.A. Since 1997 he is Professor of NTUA and Director of IVML. He is member of the Executive Committee of the European Neural Network Society.

Dr Vassilis Tzouvaras received the B-Eng in the Dept. of Electronic & Systems Engineering of Essex University, the M-Eng in the Dept. of Automatic Control & Systems Engineering of Sheffield University in UK, and the Ph.D. in the EECE Dept. of NTUA in the field of knowledge technologies. His research interests include knowledge representation, ontology engineering, reasoning and semantic search. He is active in the Europeana developments and many related projects (Athena, Videoactive, Euscreen, Europeana Connect, Europeana V01, Carare, and Eclap). He has published 12 journal papers and 35 conference papers.

Dr. Athanasios (Nasos) Drosopoulos received the degree in Computer Science from the University of Ioannina, Greece in 1998, and the Ph.D. in the field of computer vision from the Comp. Eng. Dept. of the NTUA in 2005. He has worked as a senior researcher, software engineer and project manager for more than 15 Greek and EC projects in the fields of neural networks & machine learning, emotion analysis & human-computer interaction, knowledge technologies and digital archives. He is currently involved in research activities and projects (Europeana projects cluster) concerning metadata modeling and aggregation, interoperability and access to digital cultural heritage content and, semantic web technologies.

P32. (NUK) NATIONAL AND UNIVERSITY LIBRARY OF SLOVENIA (Ljubljana, Slovenia)

The National and University Library (NUK) is a public institution founded by the Republic of Slovenia. It was founded as a public research library in 1774, acquired the function of the university library in 1921 and

became Slovenian National Library in 1945. NUK is one of the key providers of digitised cultural heritage in Slovenia. The Library developed the *Digital Library of Slovenia* (dLib portal: www.dlib.si) which provides access to digitised materials of the library and other partners. NUK is an active partner in the *Europeana* and other international projects. Various promotional and marketing activities for the Europeana and dLib - like conferences, workshops for librarians, students and general public, and reports for Slovenian printed and other media - are running regularly as part of the library's annual programme.

Breda Karun was the coordinator of the regional public library system at the National and University Library between 2004 and 2010. Her experience includes: Country Coordinator for Slovenia in the projects PubliCA CEE, PULMAN and PULMAN-XT, CALIMERA and member of the management boards; member of OSI: NLP (Soros Foundation) screening committee of the Call on proposals for Libraries as Community Centres. She is the program manager of the Public Libraries Innovation Program, managed by EIFL and funded by the Bill and Melinda Gates Foundation. She is the national coordinator in the project Europeana Local. As the representative of NAPLE she was a member of two Europeana work groups: users and aggregators. Since 2010 she works for Zavod Jara, a non-profit organisation for library development.

Karmen Štular Sotošek, MSc, is the Head of Digital Library Development Office and Digital Information Infrastructure Department. She has been working for National and University Library since 1996. She has many years of international experience in the field of digital libraries. She was a member of Gabriel (the precursor of TEL) Editorial Group and a member of The European Editorial Group. Currently, she is a member of The European Library Contacts Group. She has also participate in EU funded TEL-ME-MOR project. She is also in charge of the organisation of Slovenian libraries cooperative in order to harness their buying power for access to electronic resources within Slovenian Consortium COSEC, which is a member of a multi-country library consortium, eIFL.net.

P33. (ONB) Austrian National Library

The Austrian National Library (ONB) is the main research library of the Republic of Austria. With a history dating back to the 14th century, the Austrian National Library, its eight special collections and three museums hold a significant part of the world's cultural heritage. The library offers access to and professionally competent advice on its own holdings (around 8 million objects, 3.5 million books) and links to international digital resources and digital library services. In addition ONB acts as a research centre and has been involved in numerous national and international digital library initiatives. The Research and Development Department cooperates with numerous institutions and has been partner in several EC-funded projects in FP4 to FP7 as well as in the eContent, eContentplus and ICT PSP programmes, recently including PLANETS, IMPACT, SCAPE, APARSEN, Europeana v.1.0, Europeana v2.0, EDLproject, EDLnet, TELplus, EuropeanaTravel and Europeana 1914-1918.

The library is strongly involved in the Commission's European Digital Library initiative and has been a full member of The Europeana Library (TEL) since 2005. ONB has been involved in setting up Europeana from the very beginning. Currently the library acts a project coordinator of the Europeana Connect Best Practice Network which is a core project for the actual implementation of Europeana. ONB will be leading WP7 – "Innovation" of the Europeana v.2.0 project.

Max Kaiser, M.A. Head of the Research and Development Department. He has a degree in German Philology and Philosophy from the University of Vienna. He has joined the Austrian National Library in 2000 and is the coordinator of the Europeana Connect project. He is also member of the Management Boards of Europeana v1.0 and v2.0 and work package leader of WP7 – "Innovation" of Europeana v.2.0. He acts as programme lead for "Austrian Books Online", the Austrian National Library's large scale digitisation cooperation with Google.

Jeanna Nikolov-Ramírez Gaviria, M.A. holds a MA in Graphic Design and Advertising and Elisava Escola Superior de Disseny. She headed the Danube University Krems masters programs in digital collections

management, media art histories and image science. Currently she is the operational project manager of Austrian Books Online in which 600.000 books are being digitized. She is also responsible for ONB's involvement of WP7 "Dissemination" of the Europeana Connect project.

P34. (Plurio.net) Agence luxembourgeoise d'action culturelle asbl / Plurio.net

The "Agence luxembourgeoise d'action culturelle asbl" is a non-profit association between the Ministry of Culture of Luxembourg and the City of Luxembourg. It is the lead partner and legal representative of the Plurio.net project since 2004. It benefits from a sustainable funding of the partner consortium consisting of the public cultural administrations and ministries of the Greater Region Luxembourg (LU), Wallonia (BE), Lorraine (FR), Saarland (DE), Rhineland-Palatinate (DE). Plurio.net is an infrastructure for the collection and dissemination of event information in the Greater Region. In the challenging cross-border context of the Greater Region, Plurio.net has tackled questions and found solutions relevant to the Europeana Awareness project, i. e. multilingual content dissemination, data transfer to tourism, technical aspects of intersectorial data transfer, etc.

Frank Thinnes is an expert for cultural cooperation in the "Greater Region" in the heart of Western Europe. He is an art historian (M.A.) and cultural manager. He works for the public cultural agency of Luxembourg and is a member of the culturemondo.org network. He has built up the "plurio.net" project (www.plurio.net), which started in 2006 as a unique cultural portal for the Greater Region and has evolved since 2008 to a cross-border digital backbone for cultural content collection and dissemination.

P35. Provincie Limburg, BE

Erfgoedplus.be is an activity of the Province of Limburg, Belgium. Erfgoedplus.be collects available information about the province's cultural heritage and publishes it collectively as a searchable database on the internet, using the technology for the semantic web. Currently another province has joined the initiative, and the database holds over 67000 objects from nearly 200 mainly local collections. Various supporting services were developed for local collection holders. Erfgoedplus.be acts as an aggregator for Europeana. It was the Belgian content partner in the Europeana Local project.

Jef Malliet is an engineer-architect by education, and worked for more than 20 years in various projects and functions at ICCROM in Rome (International Centre for the Study of the Preservation and Restoration of Cultural Property). Since 2005 he is employed at the Province of Limburg (Belgium), for the development of the heritage database/aggregator Erfgoedplus.be. He is chairman of the Ethics Working Group of the Europeana CCPA (Council for Content Providers and Aggregators).

Bart Bosmans. Master of Science in communication sciences and post-master degree in cultural studies specialized in non-commercial communication and public participation. He worked on diverse government projects creating awareness and stimulating participation in environmental and social projects. He has been is employed at the Province of Limburg (Belgium) since 2006 and from 2009 onwards he has been involved in involved in the development and promotion of the heritage database/aggregator Erfgoedplus.be.

P36. (PSNC) Instytut Chemii Bioorganicznej Polskiej Akademii Nauk – Poznańskie Centrum Superkomputerowo-Sieciowe

Poznań Supercomputing and Networking Center (PSNC) was established in 1993 by the State Committee for Scientific Research. PSNC is responsible for the management of the countrywide Polish NREN "Polish Optical Internet – PIONIER" and serves as an HPC service provider and an operator of Poznań Metropolitan Area Network. The overall number of active/finished European projects in which PSNC is/was involved exceeds 50. In the area of digital libraries, PSNC has several European and national projects like the dLibra and dMuseion Frameworks and the Digital Libraries Federation (major Europeana content provider for Poland). PSNC is also the main organizer of national "Digital libraries" workshop and "Polish Digital

Libraries" conference and Europeana Foundation partner for the Polish edition of the Hack4Europe! event.

Cezary Mazurek has a PhD in Computer Science and is the Head of the Network Services Department at PSNC. His research interests include a wide variety of advanced network services including digital libraries, streaming technologies and distance learning. He has managed numerous projects in those fields coordinated by PSNC.

Marcin Werla, M.Sc. Eng., is the leader of the Digital Libraries Team at PSNC. He works on the development of dLibra and dMuseion software frameworks, Polish Digital Libraries Federation service and also participates in several European projects. Marcin is the main organizer of the annual national "Digital Libraries" workshop (since 2004) and "Polish Digital Libraries" conference (since 2008) held by PSNC and the organizer of the Polish edition of the "Hack4Europe!" Europeana hackathon.

Adam Dudczak, M.Sc. Eng., is a member of the PSNC Digital Libraries Team. Adam is responsible for the contents of the e-learning course on digital libraries and Europeana, prepared during the ACCESS IT project. He is also the co-organizer several meetings and conferences for software developers, including international GeeCON Conference - 2010 and 2011 editions.

P37. (SAT) Spild af Tid (Waste of Time)

Is a small graphic design studio that works across media and disciplines. As professionals with different graphical capabilities, knowledge sharing and professional development are integral parts of life at the office and our many varied projects emphasize breadth - from classical identity tasks to animation, motion graphics, illustration, film, music videos, interactive installations, web and stage design. Our experience enables us to be able to present the collected data in a visually manageable way, in order to provide the user with at good overview.

Jakob Thorbek: Founding partner and Art Director at SAT. Educated as graphic designer & interaction designer at The Danish Design School & Ravensbourne College of Design & Communication. Works within various areas of visual design such as interaction design, motion graphics, stage design, & exhibition design. Assigned to this project as digital/interaction designer.

Lotte Kryger Broe: Educated in Production Design from The Danish Design School in 2005, and Digital/CGI Artist from Truemax Academy in 2007. Has a background as Production Designer for film, television and theatre. Works with areas such as animation, compositing, special effects, motion-graphics, stage design and interaction design. Assigned to this project as digital/interaction designer.

Peter Thorn: Relevant Education: New Media Manager (graduated 2000). Assigned to this project as Digital Project Manager for SAT. Has previously worked as project manager on SAT's several projects in the museum world, amongst other The Wall in Copenhagen. Has a background as webprogrammer (backend and frontend).

P38. (SDK) Deutsche Kinemathek

Since its establishment in 1963, the Deutsche Kinemathek - Museum für Film und Fernsehen has indexed everything related to film history and technology, cinema and television. In its archive the Deutsche Kinemathek has some 13,000 German and foreign silent and sound films.
The Deutsche Kinemathek launched in 2008 „Moments in Time 1989/1990", an innovative internet archive presenting private movies and photos around the fall of the wall in 1989.

Christiane Grün (M.A. media science), has been working for the Deutsche Kinemathek - Museum für Film und Fernsehen since 2008. She was a researcher and editor for LOST FILMS (www.lost-films.eu) and since the beginning of 2010 is the project manager of the WIR WAREN SO FREI internet archive www.wir-waren-so-frei.de.

Jürgen Keiper. Since autumn 2006 working at Deutsche Kinemathek – Museum für Film und Fernsehen in Berlin, responsible for project development in field of film and new media. Project manager for several projects: LOST FILMS project (www.lost-films.eu), the web exhibition of the project "Wir waren so frei... Momentaufnahmen 1989/1990"and the project FIRST WE TAKE BERLIN.

P39. (SNK) Slovak National Library (Slovakia, Martin)

The **Slovak National Library** is the national library of the Slovak Republic and the supreme state cultural, information-providing, scientific and educational institution in the area of librarianship, bibliography, literary museum, literary archives and biography. The fundamental mission of the Slovak National Library is to provide free access to information disseminated on all types of carriers by using library and information services and information technologies, to build, preserve and make access to library collections, archival collections and museum objects. It is the national workplace for the area of restoration, conservation, protective duplication and digitisation of documents, it carries out and coordinates implementation of ICT. SNK has been a partner in TEL-ME-MOR, TEL*plus,* EDLnet, Europeana projects.

Veronika Bieliková - graduated in 2006 at the Matej Bel University in Banská Bystrica in Linguistics and Language studies (Slovak, English, and MA). She has been working in the Slovak National Library since April 2010 as a Referee for International Relations.

Oliver Ardo - graduated in 2004 at the Constantine the Philosopher University in Nitra in specialisation of Applied Information Science. Currently he works in the Slovak National Library as an information technology expert focused on implementation of projects related with library and information systems, digitisation and digital archiving. He was involved in technical implementation of The European Library and Europeana.

Andrej Kožuch - graduated in 2002 at the Prešov University in Prešov, Faculty of Arts,

Master course of Aesthetics and Modern Non-Slavic Philology - English and English literature. Since 2009 responsible for coordination of digitisation and digitisation projects and digital library management in the Slovak National Library.

P40. (SwNHB) Swedish National Heritage Board, Sweden

The Swedish National Heritage Board serves as Sweden's central administrative agency in the area of heritage and the historic environment. The Board is under the auspices of the Ministry of Culture. The Board is both managing tools for PR and communications as well as storytelling (platsr.se), which serves as a "contextualizer" for collections from museums and for immobile culture heritage, and SOCH which aggregates museum information in Sweden. Recently, The National Heritage Board is part of a national, cross domain effort to develop tourism in Sweden.

Lars Lundqvist is the project owner for Platsr.ser, SOCH and Head of Unit, cultural heritage information and business development. Formerly researcher in archaeology, and has worked as consultant within contract archaeology, and has also been responsible for communicating cultural heritage issues in large projects (Environmental Code).

Henrik Summanen is working as developer of information systems, especially in the field of semantics, user generated content and the re-use of cultural heritage information for learning, experiences etc. Henrik has a background as archaeologist and technical producer of museum exhibitions.

Catharina Hammarskiöld is Head of Communication, responsible for all internal and external communication at the Board. Catharina has a background in press, internal, change and crisis communication. Catharina has also worked as a curator at several of Sweden's museums.

Maria Jansson is a Senior Communications Officer at the Board. Maria works with all channels and tools for communication and her special focus is on press and media relations.

P41. (UH) THE NATIONAL LIBRARY OF FINLAND:

The National Library of Finland is the oldest and largest scholarly library in Finland as well as one of the largest independent institutes at the University of Helsinki. It is responsible for the collection, description, preservation and accessibility of Finland's printed national heritage and the unique collections under its care. The National Library also serves as a national service and development centre for the library, archive and museums sector and promotes national and international cooperation in the field. The National library is responsible for the public interface project of the National Digital Library project under the Ministry for Education and Culture. National Library will also serve as the national aggregator for the Europeana.

Mr Tapani Sainio. Planning Officer at the National Library of Finland. He has studied ethnology, communication and new media. Master of Arts. He has worked as planner in the National Digital Library project and has represented the project in Europeana Aggregators workgroup. His present duties at the National Library include the planning of the consortium for the National Digital Library.

Ms Heli Kautonen. Head of Services at The National Library of Finland. Her work experience includes coordination of online services at the Finnish Literature Society, and management of extensive software development projects in the field of cultural heritage and education. She has graduated from the Helsinki University of Art and Design (M.A. in Art Education), and continues her studies to Ph.D. in the Aalto University School of Science.

Ms Heidi Partanen. Communications Officer at the National Library Network Services of the National Library of Finland. Master of Arts. Main field of study Finnish Language. She has studied also communication and speech communication as minor subject.

P42. (UOXF) University of Oxford

The Learning Technologies Group (LTG) of the Oxford University Computing Services (OUCS) supports all divisions within the University in the development and innovative use of IT in teaching and research. It also plays host to a series of major national projects. These have included RunCoCo as a direct continuation of the work done for the University's Great War Archive (2008). RunCoCo delivered training and support 2010-11 to groups wishing to run community collections and other forms of crowdsourcing, and ran a community collection, Woruldhord (about Anglo-Saxon Britain). RunCoCo is involved in the successful community collection Erster Weltkrieg in Alltagsdokumenten (funding from Europeana). The project developed the open-source CoCoCo (community contributed content) software which was used by all the above projects to collect user-generated content via the World Wide Web.

Dr Stuart Lee N.T.F. is a member of the English Faculty, Reader in E-learning and Digital Libraries, and Director of Computing Systems and Services for OUCS. He was the Project Director of the JISC-funded First World War Poetry Digital Archive. Stuart leads the Woruldhord community collection which has crowdsourced thousands of free online open educational resources, and is involved in the successful community collection Erster Weltkrieg in Alltagsdokumenten.

Alun Edwards is manager of the RunCoCo project, and has managed RunCoCo's involvement in Erster Weltkrieg in Alltagsdokumenten, and the Woruldhord project. He is a qualified librarian and for 10 years worked in the management of school, public and prison libraries, local archives and in a business research unit for a large global company. Subsequently Alun has worked at the University of Oxford as service manager.

Dr Ylva Berglund Prytz has been based at OUCS since 2001 providing advice and support to projects and

individuals creating or using digital resources. She has worked for a range of projects and services, including: EU's SACODEYL and CLARIN projects, all being in the field of creating, collecting, using and disseminating digital resources for learning, teaching and research. Ylva is project officer for RunCoCo, involved in the Woruldhord project and in Erster Weltkrieg in Alltagsdokumenten.

P43. (USD AV CR) Institute of Contemporary History

The Institute has conducted primary source research in Czech and Czechoslovak history during the era of two totalitarian regimes (1938-1989) as well as that following the collapse of communism (after 1989) and the history of science. The Institute would concentrate to their analysis, reconstruction and interpretation aimed to bring up their comparative survey, in particular by means of a broader synthetic historical study. Being the sole specialised institution of its kind, the Institute would grant in further its irreplaceable tasks in the field of Czech and Czechoslovak history: building the documentation of present time, publishing critical editions and the Institute journal Soudobe dejiny as a platform for contemporary history, and participating in building the field of contemporary history study at the universities.

Petr Roubal received his Ph.D. at the Central European University in Budapest, History Dept., his dissertation dealt with the political rituals under communism, namely the meaning of mass gymnastic performances. He also graduated at Cambridge in Social Anthropology. He is a researcher at the Contemporary History Institute of the Czech Academy of Sciences at the Department of Post-1989 Democratic Transition History, focusing mostly on politics of memory in the post-communist period.

Jiří Suk studied archive studies and history and gained his PhD in 2006. Since 1992 he has been working as a researcher at the Institute of Contemporary History of Czech Academy of Sciences. Presently he is part of the team of the Department of Post-1989 Democratic Transition History. In 2004 he was awarded Magnesia Litera Award in categories non-fiction and best book of the year 2003 for his work *Labyrintem revoluce.*

Andreas Dumalas participated in internet presentation projects Czechoslovakia 1989, Czechoslovakia 1968, German opponents of fascist regime in Czechoslovakia etc.

Anna Weberova graduated in Grammar school in Mladá Bolelsav. Now studying social communication and mass- media at University of J. A. Komenský in Prague. In a year passing Bachelor exams. In Institute of Contemporary History working for director in charge PhDr. Oldřich Tůma, Ph.D. on a grant project Czech Society's Historical Knowledge in the Years 1968-1989.

Kristina Andělová is currently a student of history at the Faculty of Arts at the Charles university in Prague. Her main interest is Czech modern history, especially cultural and social history of the late communist period.

P44. (UVA) University of Amsterdam - Institute for Information Law

The Institute for Information Law (IViR) is part of the Faculty of Law of the University of Amsterdam. The Institute is the largest research facility in the field of information law in Europe. During a national evaluation of legal research programmes, the institute received the highest grades in its field of expertise. The Institute employs approximately 25 qualified researchers. The personnel that will be involved in the Europeana Awareness project are senior researchers with long standing expertise in the field of intellectual property law and vast experience in policy-related research. IViR and its international staff regularly give advice to the European Commission, the European Parliament, the Council of Europe, WIPO and national governments on matters related to information law and policy. IViR is a member of the European Audiovisual Observatory – an information network founded in 1992 by 33 European states and the European Commission to serve the audiovisual industry. Through networks such as this and others, IViR researchers have direct access to scientific fields ancillary to information law, such as information market economics and communications sciences.

Dr. Lucie Guibault, a senior researcher at the institute, specializes in international and comparative copyright and intellectual property law. Focal points of her research are the appropriate scope of intellectual property law. Her most current work focuses on issues of mass-digitization and dissemination of collections held by cultural heritage institutions, in the context of the Europeana Connect project.

Dr. Stef van Gompel is researcher at the institute. In March 2011 he received his doctorate from the University of Amsterdam for his thesis entitled *Formalities in Copyright Law: An Analysis of their History, Rationales and Possible Future*. He is secretary of the Dutch Copyright Committee that advises the Minister of Justice on copyright-related matters. He is currently working for IViR as a researcher for the HERA project on authorship and originality.

P45. (Varna) Регионална библиотека "Пенчо Славейков" (Regionalna biblioteka Pencho Slaveykov)

Regionalna biblioteka Pencho Slaveykov in Varna, founded in 1883, is a public institution supported by the municipality and the government. The library has been depository of the Bulgarian national literature since 1945 and its collections numbered over 850 000 volumes of books, periodicals and other materials. The Library started a process of digitization of its rare and unique collections of periodicals, post-cards, photos, maps etc several years ago. Regionalna biblioteka Pencho Slaveykov developed the Varna Digital Library which provides access to library's and its partner-museums' digitised materials. Regionalna biblioteka Pencho Slaveykov is a partner in Europeana Local project and other international projects. The Library is the biggest data provider of Bulgarian content for Europeana since 2010 and also an Aggregator since 2011.

Radka Kalcheva is Head of the IT Department. She has a M. Sc. in Computer Science and a M.A. in Library and Information Science. She is the project coordinator for the Bulgarian partner in the Europeana Local project and a coordinator in the two Grundtvig projects. Her expertise in coordination and practical organization of digitization makes her one of the leading experts in this area in Bulgaria.

Emiliya Milkova is Director of the Public Library in Varna and Vice President of the Bulgarian Library Association. She has experience leading and managing national projects. Currently she is coordinating the Global Libraries Project for the region of Varna, funded by the Bill and Melinda Gates Foundation. Emilia was the administrative manager for all international and European projects Regionalna biblioteka Pencho SLaveykov took part in.

Tsvetelina Voycheva. Has been working for the Library since 2008. She has PhD in Library and Information Science and specializations in Austria and Hungary. On an expert level she has participated in several European projects and international partnerships such as CALIMERA, AITMES, LL4S and Europeana Local.

P46. (Veria) Veria Central Public Library

The Veria Central Public Library was founded as a local public authority in 1952. It has made a significant impact on the community and has emerged as a leader in Greece by offering a range of services and programs for children and adults, and helping other libraries replicate its success. It places a particular focus on young people, including highly popular programs like Magic Boxes, which provides children with computers, music stations, indoor and outdoor play areas, and a full schedule of activities — from storytelling to arts and crafts. In 2010, Veria Public Library received the Access to Learning Award (ATLA) of $1 million from the Bill & Melinda Gates Foundation. Since 1994, Veria Public Library has participated in 14 EU and National funded projects (more: http://blog.libver.gr/en/?page_id=3). National representative for Europeana thematic network. In the context of the Europeana Local, project partner and national aggregator.

Mr. Ioannis Trohopoulos has a MA in Public Law and a MLib in Library and Information Studies. He has been the director of Veria Central Public Library since 1990. Currently he is the national coordinator of the Europeana Local and AccessIT EU projects, both related to the development of digital libraries. In June

2010, he was appointed vice president of the National Committee for Libraries, Archives and Educational Television at the Ministry of Education.

Dr. Dimitris Protopsaltou is a partner of the Veria Public Library and responsible of its media and development strategy. He has contributed to EU projects e.g. Europeana Local and ISTAR. He has created the futurelibrary.gr, the first social network in Greece that connects people with public/municipal libraries. He received his PhD in Information Systems from the University of Geneva in 2007.

Mr Giorgos Bikas has a degree in computing. He has been responsible for the IT infrastructure of the library. He has been local technical coordinator for the projects ISTAR, PULMAN, CALIMERA, LIGHT, ENTITLE, UNTOLD, ACCESSIT, Europeana Local where his responsibilities have included web development, developing seminars on IT for the public, digital libraries, digital storytelling. He is currently working on the use of Web 2.0 tools in the context of web site development and the preparation of new services, based on social networking.

P47. (WMSW) Wikimedia Sverige

Wikimedia Sverige is the Swedish chapter of the Wikimedia Foundation. It is a not-for-profit association with the goal of spreading free knowledge across the world. The association is run by volunteers, and a very open decision-making system. Through a series of collaborations and projects, the association has organized conferences, events and presentations across Sweden. It is the de facto experts of Wikipedia in Sweden.

Lennart Guldbrandsson is one of the organisation's founders and its first chair. A long-time Wikipedian, and a writer by profession, Lennart wrote one of the first books on Wikipedia in the world and has extensive experience holding presentations about Wikipedia. He has also been a Fellow of the Wikimedia Foundation to increase participation of newcomers to Wikipedia.

P48. (ZLB) Zentral und Landesbibliothek Berlin (Central and Regional Library Berlin), Germany

As the regional library for the capital of Berlin, the Zentral- und Landesbibliothek Berlin (ZLB) is a metropolitan centre of communication and information transfer. It welcomes more than 1.5 million visitors per year – which makes it one of the most popular cultural institutions in the capital of Berlin. The library's digitised media has been made available to the general public as, e.g. Berlin Address books (1799-1943) and a variety of digital collections with specific reference to Berlin, e.g. maps, historical leaflets, periodicals and monographs. Hosting Europeana Local Deutschland as an aggregator for the Europeana, the ZLB maintains the infrastructure as a Europeana aggregator and consults a network of more than 25 regional cultural heritage institutions delivering their content to Europeana. Beyond that, the ZLB has a tradition of being an active member in a number of both regional and national networks of public libraries.

Michael Dürr holds a doctorate in linguistics and is the head of the publications and digitization department since 2005. From 1992 to 2004 he was in charge of the Berlin Union Catalogue. He has a long-time expertise in library computation, in project management and in electronic publishing, including multimedia.

Michael Onnen holds a degree in physics and is head of the IT department since 2007. With a background as system and network administrator, he has been working in a library environment for 5 years and has expertise in digital preservation.

B3.2a. Chosen approach

Europeana Awareness consists of 5 work packages that each aim to raise awareness and to promote the use of Europeana in a major area of operations or defined target groups as described in detail above. A 6th work package monitors the execution of all work according to plan and to quality standards set at the outset of the project. Work Packages 2-5 have specific foci relating to generating interest in Europeana by users and by professionals. These work packages create the stories and results to be used by Work Package 1 PR companies to heighten awareness of Europeana through public media. The increased awareness should lead to greater use of Europeana as a resource, facilitator and policy influencer.

Figure 1 below depicts the structure and the interconnections between the different work packages.
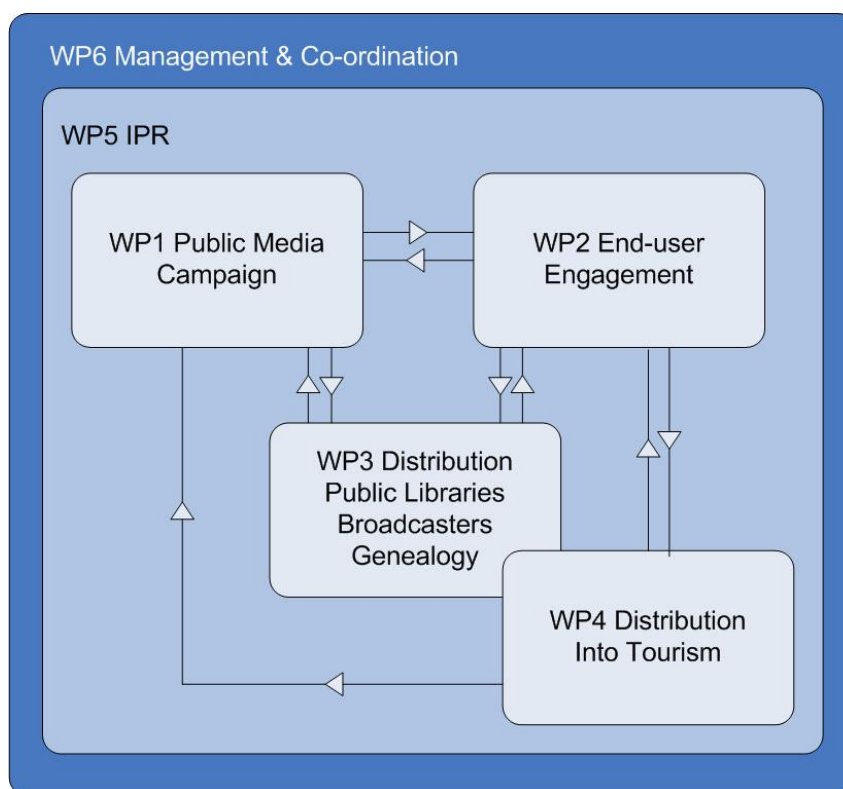
Figure 1 Work Package structure and interconnections

In summary:
- WP1 has a pivotal role: it organises the PR plans in collaboration with the national PR coordinators and the PR companies that will be selected and will take into consideration as well public events such as meetings and conferences being organised in other work packages. All other work packages feed the public media campaigns with their outputs and deliverables. Each of the other WP's contributes the 'stories' for the press and PR campaigns that are being held in each country.

- WP2 and WP3 are closely interlinked. Public libraries in particular will assist in the user generated content gathering happening in WP2 and will also receive and display the content back via the storytelling widgets. WP2 is responsible for generating the user engagement which will also inform

the PR campaigns. The user engagement is largely focused on user generated content gathering on specific topics such as World War 1 or The Fall of the Iron Curtain. Our experience with Erster Weltkrieg in Germany is that this generates enormous amount of press interest as all the generations are engaged in contributing to Europeana.

- Requirements for the development of the storytelling widgets will also come from the analysis of the needs of possible new partners such as the travel industry targeted partners in WP4. UGC content such as pictures and descriptions of the public monuments may very well fit the tourism partners and the services they offer on their portals.

- WP5 besides raising awareness about the Europeana licensing framework, will research and provide solutions for all IPR-related aspects of all WPs.

Work Package 1: Public Media Campaign
The Comité des Sages report, *The New Renaissance*, published January 2011, makes a key recommendation that Europeana must be reinforced as '*the* reference point for Europeana culture online'. The Report goes on to detail the ways in which Member States, their cultural heritage organisations and their citizens can derive value from the digital initiatives associated with Europeana's programme, and outlines opportunities for closer engagement with Europeana's work.

This work package will deliver on that recommendation, to reinforce Europeana's value to key target audiences, including users, policy makers, politicians and the cultural heritage sectors in every member state.

Europeana's brand and identity as Europe's museum, archive and library is well established at a European level, frequently referenced in the Digital Agenda for Europe 2010-2020 and referred to by the Commissioner for the Digital Agenda, Neelie Kroes as 'the EU's most visible expression of our digital heritage'. The value of that Europeana brand capital is significant and the role of this work package is to build on that investment and generate interest and a level of commitment in each of the Member States.

To reinforce the brand at the European level during the project, a high-level event will be held in Brussels, with possible participation from the President of the Commission and the Commissioner for the Information Society and Media, in May 2012. The event will highlight Europeana's progress and will focus on the activities and results of Europeana Awareness with particular emphasis on results gained or expected in each country.

The strong *European-level* identity of Europeana has to be shown to be relevant at the *national* level, which is why a series of individual campaigns will be run to localise Europeana – to show how it attracts public recognition when it engages at a local level. Examples include the recent Hack4Europe event in Spain, or the Erster Weltkrieg roadshows in Germany. While new participants engaged in very meaningful ways with Europeana, the memory organisations that worked on the ground to run these in partnership with Europeana were able to enhance their own skills and reputation at the same time.

Running individual national campaigns is in part an answer to log-file analysis of Europeana's users, which reveals substantial discrepancies between take-up of the service between countries. By localising and personalising Europeana, we can increase awareness and engagement. One element of this is to run campaigns in the national language – hence the involvement of a country partner and local PR agency. It is always preferable to engage people and policy-makers using their own language but, until this project, Europeana has not had the linguistic resources to carry out extensive campaigns in languages other than English. The great value of this project is that it begins to seed local forms of marketing and

communications for Europeana, and this will create new opportunities and fresh approaches that would otherwise not be available to the core team.

The British Library (BL), which has a high profile among world heritage institutions and award-winning public relations and communications expertise, will lead the work package. Its lead partner will be Facts&Files, a Berlin-based PR and research agency with an established record of leading and promoting successful cultural heritage projects across Germany and countries in Eastern Europe. Most recently, they directed the PR campaign for Europeana's highly successful Erster Weltkrieg in Alltagsdokumenten partnership in Germany.

All member states will be partners in the work package; each country will be represented by a PR and communications person, who will take on the role of Europeana coordinator in their country. Since 2007 many of Europeana's partners have promoted Europeana extensively and enthusiastically in their countries. This work package will join up that energy and commitment, and systematise it to deliver a consistent, coordinated and timely approach. The aim is to create a considerable pan-European force advocating strongly for digital innovation and promoting Europeana.

The focus will be on creating PR in different countries during periods of European media attention, for example during Presidency terms, Capital of Culture years and European sporting events. The overall PR plan will be timetabled and targeted to give maximum impact to the outputs and deliverables of Work Packages 2, 3, 4 and 5.

Engaging country coordinators ensures that the PR campaigns are calibrated to have national resonance. The short, intensive PR and advocacy campaigns generate an impetus that the coordinators can then renew on a regular basis to keep Europeana's profile high. This gives Europeana a cost-effective and sustainable advocacy presence in every country. Working with professional agencies enables the cultural heritage organisations to extend their skills base, and the outputs – including lists of journalists and policy-makers – can be maintained to provide lasting value. Furthermore, the coordinator's institution will become closely linked with digital innovation in the perception of the policy-makers and media; a perception from which the institution will be able to derive considerable benefit over time.

For each member state, we will establish dialogue and skills transfer between the PR agency responsible for the country and the identified Europeana national coordinator. Activities such as roundtable events in single countries or groups of countries will be run as appropriate, to bring agencies and national partners together to plan on-going Europeana awareness raising.

Outputs of each short-term PR campaign will be handed on to country coordinators by the agency. These will include:
- media list of email addresses for journalists, bloggers and commentators with background in digital cultural heritage or with track record of reporting on Europeana
- cuttings file identifying how titles and journalists have reported on Europeana, as a basis to build new coverage on
- social network resources, such as Facebook sites with associated friends and Twitter accounts
- list of target policy-makers and politicians with record of engagement [e.g. attendance at a briefing meeting; speech mentioning Europeana; appearance at relevant trade fair]

Once the short-term PR agency campaign is completed, the national coordinator will then be able to build on these foundations to develop the on-going PR activity. They will continue to keep social networks and press and policy makers lists updated and deliver information and briefings to target audiences. They will engage the wider Europeana partner network in their country and the Europeana Network (formerly CCPA) members both as a multiplier and also as a source of relevant PR material. These may be case studies and

examples to reinforce existing campaigns, or stand-alone stories that are likely to capture the popular imagination.

Furthermore, when there are synergies between campaigns in different countries these will be used to amplify the campaigns across borders and to pan-Europeana media. For example, the First World War user generated content programme will run in a number of countries during the course of the project, each building on the success of previous campaigns. The success of these collaborations across former lines of division has already been demonstrated in the UK and Germany's Great War Archive/Erster Weltkrieg in Alltagsdokumenten. This project attracted media attention which promoted user participation and drew political support.

The other user generated content element of WP2, the Fall of the Iron Curtain, clearly has impact beyond each individual Member State, although its focus will be on running a grassroots content-gathering programme in individual countries. The value of Europeana's role is in providing an overview across multiple national histories, and in helping to draw together the different strands of the narrative so that the overall historical pattern is apparent. The PR initiatives will reflect this, and will be at once national, cross-border (in terms of adjoining countries in the former Eastern Bloc) and pan-European.

The campaigns will be integrated at a pan-European level to draw out the key messages for policy makers. These messages will focus on the main elements of Europeana's Strategic Plan 2011-2015, in particular:

- user engagement – the involvement of citizens with European history and identity
- the facilitation of knowledge transfer in order that the cultural heritage sector can fulfil its potential in stimulating innovation and underpinning creative enterprise.

It is important to integrate the campaigns overall in order to maximise the impact of them and deliver high level messages. This means that among the agencies appointed to run campaigns, at least one should be an international player with multiple affiliates across Europe. The advantage of such a company – such as Porter Novelli, the agency running the Hack4Europe campaign, with 90 offices in 60 countries – is that they have unsurpassed reach and credibility at the highest level. The dis-benefits, however, are a degree of inflexibility and very high costs. For the 4-country campaign, which lasted around 1 month, this cost €30,000 plus VAT. The members of the work package, in drawing up the specifications and assessing submissions from agencies, will need to weigh these pros and cons, and consider too the value of supporting new, small creative agencies when awarding the contracts.

Part of the process of raising awareness of the value of Europeana is in the support that can be given by the Europeana Office to new aggregation initiatives. This includes the open source software, data models, networking experience, ingestion systems, governance and funding requirements. Supporting these national initiatives in their start-up phase helps ensure that Europeana continues to be sustainable into the future and that the new initiatives benefit from tested technologies and standards, contributing to a best practice network in aggregation and distribution of content rather than pulling in the opposite direction.

Planning and Timing
The first task of the work package is to work with the other work packages to create an Online Activity Planner, which will schedule their outputs over the 36 months of the project. This will then feed into the Strategic PR plan, which will contain a rolling programme of campaigns over the 36 months. Campaigns will tie into local programmes – such as Presidencies of the EU, European Capitals of Culture or European sporting events, for example. They will also be timed around the outputs of other work packages, for example the user generated content initiatives, or the Wikipedia partnership. 30 campaigns will run over the 36 months; each will last an average of a month, so there will always be a campaign running or about to start while others are in the opening or final stages of planning.

The strength of the Europeana brand at the strategic level will give the range of campaigns their overall coherence and consistency. All the campaigns will support elements of the Strategic Plan 2011-2015. They will also align with local conditions and digital aspirations, in support of appropriate action lines in the Digital Agenda for Europe.

Recent successful PR campaigns for Hack4europe and the Erster Weltkrieg project have given us a blueprint that we will follow in broad terms for each national campaign. The blueprint, which identified objectives, messages, communications tools and targets, set out costings and timetables and measured outcomes in terms of media attention, event visitors and onsite contributions, will form the basis of each national campaign – giving a further level of consistency to the range of different campaigns that will run.

As evidence of the specific value of this campaign planning, it is worth giving some detail on the Erster Weltkrieg project. The media campaign was run by a small PR company, Facts&Files. It ran for a month and cost € 30,000, including expenses. Its objective was to focus media attention on four roadshow events in German cities to which the public could bring family documents relating to World War One. The campaign began with a press launch a week before the roadshows began. The campaign also publicised the opportunity to contribute material via the website.
The results of the campaign were remarkable. By the end of the campaign month – April 2011– 262 media outlets had covered the story, 230 in Germany and 32 elsewhere, including the main German TV news and 12 radio stations. Our partner, the German National Library, had never before participated in a campaign that generated so much attention. To date, there have been 1,100 contributions to the project; 40% of them online. Over 13,000 digital files have been assembled and catalogued, and the Erster Weltkrieg site continues to receive about 2,500 visits a day.

Partner involvement
- All member states are represented in this work package as country partners. Each has identified a person with communications experience, in their organisations, to work as national coordinator with Europeana to identify and recruit a local PR agency and work with them to formulate and manage a campaign around a topic of national interest.
- Partners will agree a rolling programme of PR campaigns over 36 months in order to develop media coverage of Europeana. Each campaign will last an average of 1 month and will take place in a phased programme so that over the 36 months campaigns will have run in all member states.
- The coordinators will be involved in developing a strategic PR plan to establish and reinforce the value of Europeana's work throughout member states.
- Individually, they will be responsible for devising and delivering tactical plans, with actions and dates. Tactical plans will be validated on a rolling basis by the PR Campaigns Group.
- National coordinators will manage a selection process to appoint a number of PR agencies to cover each member state or group of states to implement the tactical plans.
- After the national PR campaign has been completed, the coordinator will continue to act in the longer term as a national focus for Europeana.

The campaigns will run in national languages and will secure:

- the commitment of policy-makers and politicians
- the involvement of data providers and aggregators
- the engagement of end-users, particularly special interest groups with amateur expertise in cultural heritage fields
- interaction with individuals and associations who are interested in contributing User Generated Content to WP2

The campaigns will have a strong element of advocacy and thought-leadership, amplifying the resonances between the Comité des Sages' New Renaissance report and the Europeana strategic plan.

The work package will develop PR initiatives in each member state using professional PR agencies as pump primers to start campaigns. The involvement of local coordinators will ensure that the campaigns are customised to meet local interests. After a short implementation period, these coordinators will take control of the on-going campaign and act as advocates for Europeana's initiatives.

The goals are to reinforce professional communications and influencing expertise in the partner network, and to create a sustainable network of local coordinators with detailed understanding of Europeana and a record of engagement with the media and policy makers in each member state.

The agencies will have:

- Coverage of all member states and across all official languages
- Experience of successful advocacy programmes and media campaigns that have engaged the policy makers, cultural heritage professionals and the general public
- Proven record of effective representation of clients in the cultural heritage sector
- Command of a wide range of offline and online tools, from face-to-face briefing to social media campaigns

The PR brief will be published and communicated widely to attract a range of agencies with the necessary competencies and coverage. This will offer a good opportunity to encourage smaller agencies or start-ups in member states to work with more practised international players in order to get the necessary geographic spread.

EF, the work package leaders and national coordinators will develop and agree an evaluation system for the submissions to the brief. They will evaluate these proposals, draw up the contract together and appoint the selected agencies.

The agencies will create evidence-based advocacy programmes to deliver information to Ministries and strategic bodies in member states to demonstrate the value of Europeana. Rolling campaigns will highlight the outputs and deliverables of other work packages as these become available over the course of the 36 months. The UGC campaigns in particular will generate extensive popular media coverage. The campaigns will also cover development of social networking sites focused on Europeana in each country.

The outputs of the campaign will include a cuttings file, a press list and policy-makers contact list so that the national coordinators can continue to update information about Europeana to the media and to policy makers as opportunities arise. The agencies will contribute to the development of the national coordinator's professional advocacy and PR skills, enabling them to extend their role of influencing and organizing on behalf of Europeana in their regions.

Each PR agency campaign will last on average 1 month and act as a pump-primer for subsequent work undertaken by the coordinators. The agencies will deliver campaigns that highlight the outputs of the different work packages to the relevant target groups:

- WP2: End User Engagement [User Generated Content]
- WP3: Developing new partnerships – focusing on public libraries, and also broadcasters
- WP4: Connecting cultural content with the tourism sector

The campaigns will also aim to demonstrate to Ministries and strategic bodies in member states the value of Europeana in terms of:

- knowledge transfer throughout national research organisations and cultural heritage institutions
- enabling R&D in digital services and applications
- showcasing national cultural and scientific heritage and locating it within the broader European context
- broadening engagement with cultural heritage, supporting lifelong learning and promoting cultural tourism

National coordinators will work with the agencies to match the outputs to different target audiences and to select the treatments, channels and platforms to be used for the campaigns. This could include organising events, roadshows, press conferences, briefings or seminars as appropriate, and producing printed or promotional materials. Sponsorship should be considered as a contributor to the cost-effectiveness of events and promotional activities.

Where relevant, campaigns may choose to develop an advocacy programme around national cultural heritage conferences or trade exhibitions, and use these as a vehicle for engaging the interest of policy-makers and the media.

As other WP outputs become available, this work package will manage the process of shaping the stories around the outputs and their distribution to the agencies according to the PR plan. This applies particularly to WP2's user generated content themes focused on WW1 and the Fall of the Iron Curtain, topics around which the partner Facts&Files has extensive experience in Germany and Eastern Europe

WP1: Initiation, control and evaluation of national PR campaigns
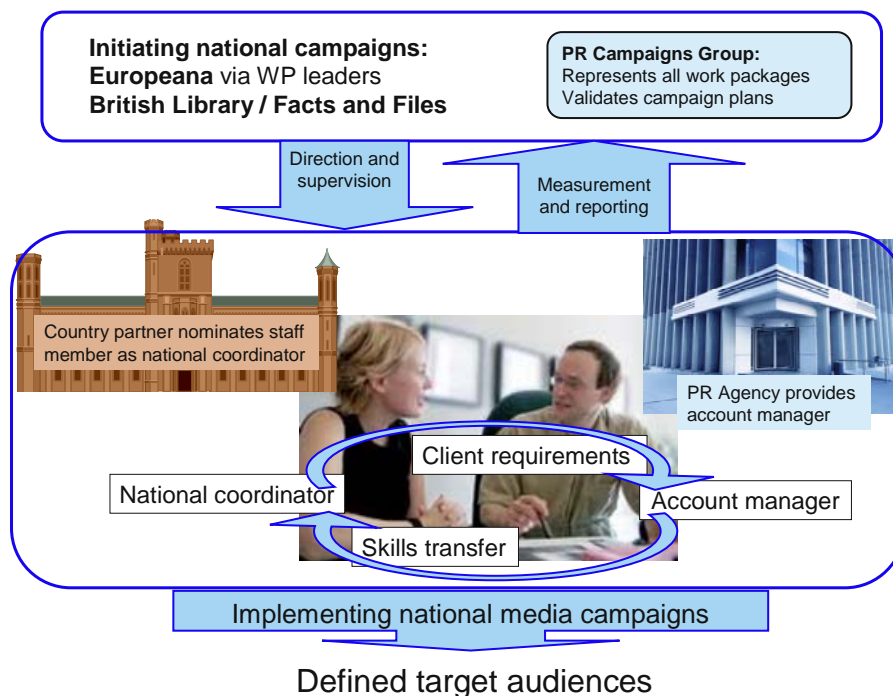
Work package 2 – End user engagement

This WP aims to engage both professionals and end users in conversations around new content, functions and features. This WP implements support for the meaningful inclusion of User Generated Content (UGC) in Europeana and of the distribution of Europeana content in external environments. Specifically, we examine the following three types of end-user involvement:

[1] Adding context such as stories
[2] Contributing content such as photos, videos and private historical documents
[3] Collaborating with the Wikimedia community for contextualisation and user contribution

Adding context such as stories

The digital storytelling platform will include services for ingesting and editing existing digital stories as well as creating new digital stories. Effective interaction design is essential for this platform to be embraced by users. The graphic design studio Spild af Tid ApS has a lot of experience in this area and will be the lead responsible to lead the design effort. An initial version will be available by Month 14, and will be extensively evaluated with end-users before a final version will be launched by Month 30.

Special attention will be given on how users will exploit the existing Europeana content in their digital stories manually (retrieve and select items using the Europeana API) or semi-automatically by extracting semantic entities from free text narrations to provide suggested links with Europeana and/or external resources (e.g. for geographical data).

We envision that a wide range of users will be creating stories, ranging from teachers, scholars, tourism industry, amateur historians and so on. To demonstrate the added value and support the uptake of the new platform, it will play an important role within activities in both WP2 and WP4. Specifically, the storytelling platform will be used in:

- Task 2.2 – the storytelling platform will play a role in the campaigns to promote contributions to Europeana. It will be possible to enhance the contributions by end users by writing stories that connects and contextualises them.
- Task 4.3.2. – as part of establishing a connection with the tourism sector several strategic themes. We can envision an effort will be made to create stories on potentially popular topics such as 'fashion', 'food' and so on.
- Task 4.4.3 – where the emphasis will be on creating themed data feeds. The use of the storytelling platform can be part of the envisioned partnership agreements with the tourism industry.
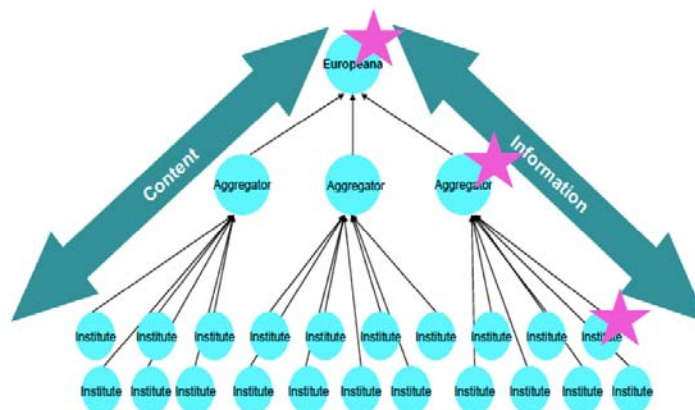

Figure 2 The Widget and the Europeana ecosystem

Contributing content such as photos, videos and private historical documents that can help to enrich and compliment the collection on Europeana.

Two large-scale content gathering campaigns will be organised, based on the successful Erster Weltkrieg in Alltagsdokumenten initiative that was begun in 2011 which collected memorabilia and stories from the period of the First World War. That phase of the project is focusing on letters, postcards, photographs and stories from Germany or with a German connection.

The two content gathering campaigns will be around specific themes. The first theme is 1914-1918 (World War I), the second more experimental, is the Fall of the Iron Curtain. Contributions can be made either via the project website or at public participation days. Members of the public are invited to bring their documents, artefacts and stories to these events. Project staff record stories and scan or photograph their objects. Both stories and images of the object will be added to the archive. Users have to agree with the Europeana Terms of Use http://www.europeana1914-1918.eu/en/about/terms

Collaborating with the Wikimedia community for contextualisation and user contribution
Collaborations between heritage organisations and the Wikipedia community have a great impact on the way contextual knowledge will be added to cultural heritage content. A first collaboration was initiated by a consortium of US/UK based museums in 2008, within an initiative called "Wiki Loves Art", that aimed to increase the amount of images from museum objects on Wikimedia Commons, the media repository of open content hosted by the Wikimedia Foundation. This has been repeated a number of times since. For a limited time period, participating institutions open their doors for users to take photographs that are subsequently uploaded to Wikimedia Commons. Contextual information is added as these pictures are attached to Wikipedia pages. In September 2011 the 'Wiki Loves Monuments' photo contest will start, as the first the pan-European collaboration between Wikimedia Chapters.

There is much to gain in establishing a profound, long-term collaboration between Wikipedia and Europeana. In the fall of 2010, a so-called Wikipedian (i.e. an individual contributing to Wikipedia) joined Europeana as 'Wikipedian in residence'. One of the results of the residency was a joined research agenda that summarises the most promising areas of collaboration. One of the most promising areas of collaboration would be to '…provide a relationship brokering service between the European Wikimedia Chapters and their local galleries, libraries, archives and museums to help fulfill the mutual mission of sharing cultural heritage.' . http://www.wittylama.com/2010/10/europeana-the-meta-glam/

This will be central to the proposed collaboration within Europeana Awareness. Wikimedia Sverige (one of the Wikimedia chapters with experience working with heritage organisations) will define the necessary preconditions for setting up a Europe-wide action to gather content related to Public Art, i.e. sculptures, monuments, mosaics, murals, site-specific installations, memorials. Members of the Council of Content Providers and Aggregators will be encouraged to collaborate with local Wikimedia Chapters to gather content related to Public Art. The basic concept is that people are invited to upload images of public art under a free license for usage on Wikipedia. As the licences on Wikipedia (both for content as well as the texts) are similar to licences propagated by Europeana, it will be able to include these contributions also in Europeana.

Partner involvement
Beeld en Geluid, Culture24 and University of Oxford will participate in the development of the user scenarios and requirements for the development of the tools needed for the end user contributions. NTUA and Spild af Tid (SAT) working with Sound and Vision, with University of Oxford and with the technical team of Europeana will create the components needed for the user contributions such as building the digital storytelling platform. NTUA and Europeana are the principle responsibilities for the development

of the technical infrastructure for the user contributions. SAT will build user-engaging front-end interfaces.

The University of Oxford and Facts&Files, expanding on the successful First World War Archive project run in the UK and Germany will coordinate the relevant projects in the new countries in collaboration with In Flanders Fields in Belgium and Fondazione Museo Storico del Trentino in Italy.

Facts&Files will also organise the Fall of the Iron Curtain User Contributed Project. National representatives such as NInA, the National Library of Lithuania, the Open Societies Archives in Hungary, the Deutsche Kinemathek in Germany, the Czech Institute for Contemporary History, the Institute for International Relations in Croatia and Belgrade City Library will be responsible for running the national submission days. Both user content contribution projects will be run with the support of a number of local libraries and archives suggested by WP3.

At least 5 Wikimedia chapters (France, Germany, Netherlands, Poland and UK) with the lead of Wikimedia Sweden will run the GLAM-Wiki events around public art.

Wide publicity will be given to these events by WP1 while WP5will make sure that any rights-related issues are properly addressed in the project. Culture24 is a partner to the WP to ensure how user contributed content projects tie in with the tourism services investigated in WP4, as for example, the First World War centenary in 2014 is expected to raise a huge interest in tourism for the landmarks of the Great War.

Workpackage 3 – Developing new partnerships
This WP will address several key stakeholder sectors which are not yet optimally exploited by Europeana and will take action to raise awareness among stakeholders in each sector of the potential benefits of developing such a relationship.

The four key sectors identified are:

- Public libraries
- Local archival collections
- Broadcasters
- Open Culture reusers

This approach to them will, in each case, typically entail:

- a brief phase of inputs and discussion from the participating institutions and based on the state-of-the-art examples and previous work followed by more structured assessment and negotiation of the possibilities;
- piloting and testing of joint activities with the sector or cultural domain, utilising available tools and processes;
- a period of dissemination and mainstreaming with the sector, conducted via appropriate cooperation with the public media campaign in WP1;
- accompanied by identification of processes for operationalisation of promising services, mainly through Europeana V2, which exists for this purpose.

Public libraries
Europe has an extensive network of public libraries. Up to date figures are not available but the latest reliable figures (from 2004) show that there were over 205,000 public library service points across Europe. This makes them uniquely well placed to reach out to and engage with the people in the communities they serve. It is an interesting and testing time for public libraries as they face a combination of factors which together are having a negative impact on their traditional roles and activities but which also open up

exciting opportunities for them and their staff to develop new services and activities for their users.

On the one hand they are facing: severe economic constraints; a shift away from print to digital publishing and e-books, where online delivery is challenging and replacing traditional channels; a struggle to digitise their unique collections, especially local history collections; difficulty in knowing what to collect and preserve in an era when the amount of digitally created content has increased exponentially and now includes user generated content of various types as well as multiple media formats; unclear, unhelpful and as yet unresolved issues around IPR law and practice; decisions to face in the light of uncertainties about electronic legal deposit and the position of national and other libraries; demographic changes which alter customer demands for information – increasing numbers of older citizens and perhaps surprisingly increasing library visits driven in part by an increase in independent research by the 'citizen-scholar', in many cases associated with local or family history; changes in the information-seeking behaviour and expectations of customers as they are influenced by the development of new technologies and resources become available from alternative and new information providers, a strong and perhaps conflicting demand for easy to use, personalised online services and resources ; the emergence of new customer groups – organisations such as schools, colleges, businesses many of which will provide increasingly important channels for making library collections and services accessible to far more people than will ever be able to visit the libraries themselves; competition from online search services, commercial information providers, and Smartphone Apps; demands from governments and local authorities that public libraries meet topical political priorities; the problems of an ageing professional workforce and a need to re-skill to stay relevant in the digital era; and a need to continue to focus on their customers and service provision at a time when municipalities and library services increasingly find themselves facing organisational change and upheaval, often not of their own making.

However, it is also a time of unparalleled opportunities for libraries and librarians who are prepared to look beyond their traditional roles and experiment with new ways of interacting with and serving their communities as well as new methods of working and new tools. Arguably, now is the time for librarians to stop focusing on managing their collections and start focusing on their managing their activities so as to work with and support their various user communities. To move away from providing physical copies of books and other media and focus instead on providing a community space for people to engage with and interact with ideas and information and on giving people the tools and knowledge they need to manage their information and interaction in a sensible way.
Innovative and user focused libraries are already beginning to move in this direction and to play an important role in their communities by providing services such as: archiving the local communities in which they exist; acting as electronic 'outposts' of the central library – offering activities and services tailored to the needs of their local communities which might include digital tablets and e-book readers, book down load centres, periodical centres, mini-theatres and performance/rehearsal space, gamer stations, tools of production like audio and video creation/ editing studios, pod cast and blogger studios, mash up consoles, graphic editing suites, search centres which allow users to find and interact with information in novel and user friendly ways; access to databases and subscription materials; educational materials and lifelong learning services; co-working spaces providing facilities to support freelancers and homeworkers; day care etc. All supported, promoted and mediated by trained and skilled library staff.

As they move towards this environment, Europeana, as a leading supplier of digital content, stands out an ideal partner for public libraries, and vice versa. Public libraries can and do act as important collection points for User Generated Content and are also well placed to reach out to and involve users through workshops, lessons on genealogy and how to use the new media and other services. This WP will seek to identify a range of services based on Europeana which can be engineered to satisfy the interests and needs of public library users for a variety of purposes.
A core group of public libraries based in five countries will define, pilot and test these services initially, working together with WP2, followed by a period of roll out to a further 100 public libraries right across

Europe, supported by the organisation of a Europeana public libraries conference.

Partner involvement
This work will be carried out by the public libraries of Aarhus, Belgrade, Berlin and Veria, the Spanish Ministry of Culture and Veria.

Local and regional archives
These are broadly defined to include heritage objects, documents and knowledge held for example by local history societies, associations for genealogical studies, church councils etc. as well as municipal and regional archives. This currently underexploited sector will form a bridge to cross the 'missing link' between the more 'formal' cultural institutions whose content is currently ingested by Europeana, on the one hand and the User Generated Content to be engaged through WP2, on the other. A vast reservoir of potential content exists in such collections. They provide a vital link for the public with their own local cultural history, and from there further with the cultural history of others and better known heritage, thus broadening the participation base for heritage information and for heritage safeguarding in general.

There are however many unknowns concerning the extent of digitisation and aggregation of this type of content. The New Renaissance report states that '*we have specifically excluded from the scope of our calculations:*

- *Business Archives*
- *Community Archives*
- *Church Archives*
- *Private Archives*
- *Other 'Special' archives*

…. These have been excluded on the basis that (a) insufficient data is available to quantify their number or the scope of their collections and (b) they are likely in any case to adopt different approaches to Digitisation, based on funding support from other sources'.

Evidence from Europeana Local shows that in some countries, for example Belgium, France and Norway, this type of archival content is taken increasingly seriously. Most of this heritage is held by local heritage communities, on a voluntary basis, without much support from public authorities. This makes such heritage and the associated knowledge particularly vulnerable. The communities often lack basic experience, skills and means. Proper digitisation and access would greatly enhance its durability and value. 'Aggregators' wanting to collect this information need to provide extra support and services to make it possible. Some good examples and experience exist. They can be regarded as pilots or proofs of concept and should be investigated as models for application elsewhere. Were Europeana in a position to identify and ingest substantial quantities of such local archival, cultural 'records', the potential exists to greatly enhance its relevance in key sectors of public interest, in particular local history and genealogy and later potentially to enter into agreements with specialised providers of such services in both the public and commercial sectors.

The WP will produce guides on how to use Europeana for specific user groups in areas such as family and local history research, building on the approach taken by existing resources such as those produced by the National Archives (UK) http://www.nationalarchives.gov.uk/records%5Cdefault.htm with the aim of raising awareness and driving up use by people with these interests..

Partner involvement
The work in this area will be carried out by MDR, Norsk Kulturråd, Aarhus and Provincie Limburg

Broadcasters
Models are beginning to come into being in which broadcasting organisations, are able to make digital objects available within the services they provide, in particular those delivered through their websites. Frequently, these sites accompany a popular television or radio series and frequently often cover cultural topics such as art and archaeology.

The growing amount of data available on the Web, APIs to access and manipulate that data, and trends towards common identifiers and metadata schema are also providing new opportunities to link TV viewing with both the viewer's personal Web profiles on social networks, and with social activities across the Web. There is significant evidence of interest within the broadcasting research and enterprise community to explore the new possibilities inherent in social Web, semantic Web, Linked Data and semantic TV to produce future, new, innovative services and platforms for TV which are more personal and more social.

WP3 will seek to gain understanding and to raise awareness of the potential 'fit' of Europeana content in these contexts, through dialogue with broadcasters in at least 12 member states and will subsequently implement trial 'feeds' with a selection of these during the course of EA.

Partner involvement
This work will involve Europeana Foundation, MDR and a selection of country partners from WP1.

Open Culture re-users
WP3 will build on current trends and interests in the development of an Open Culture community by raising awareness of Europeana's potential in this area. Activities will be targeted towards two main groups:
- programmers, software developers and designers;
- researchers and activists in Open Culture.

The work will involve organisation of activities including:

- A widely-promoted European 'Remix' competition and awards (working in conjunction with WP1), designed to raise awareness of how Europeana content can be used to produce 'mash-ups' of cultural interest, in the context of the Themes identified in WP2.

- A series of Hackathons, designed to demonstrate and popularise the use of application tools such as the Europeana API among young programmers.

Partner involvement
This work will be led by NInA working in conjunction with Beeld&Geluid.

WP4: Connecting cultural content with the tourism sector
This strand of work will focus on the distribution of content through established tourism sector online services, combining cultural and historical digital collections content with cultural listings in practical ways.

A primary focus will be on combining Europeana content with location based venue and event information in order to enrich the travel and tourism offer for cultural tourists.

Tourism is one of the sectors identified in the Europeana Strategic Plan and this work will provide tourists with ideas for cultural visits through access to deeper, more engaging online experiences and in turn raises awareness of Europeana content. This work package will combine the 'grass-roots' and 'top-down' approaches previously outlined.

Thus far the worlds of online tourism and travel information have not connected in a meaningful way with that of digital cultural resources. Tourist audiences browse, research and buy online to meet their travel and accommodation needs, supported in this by a large, mixed economy of public and private publishers and service providers. 'Real world' cultural venue and event information often plays a supporting role in this digital activity, guiding decisions on where to visit, but collections content has yet to feature in tourism services in any high profile way. The availability of targeted collections content, alongside accurate cultural venue and listings data is therefore key to the development of any service aimed at promoting culture to tourist audiences and the tourism sector.

WP4 package will tap into culturally engaged audiences by sharing digital cultural collection content from institutions (from Europeana), in useful and appropriate formats to the tourism sector.

It will work with both public tourism bodies and commercial tourism services such as Trip Advisor, Rough Guides, Tui (owners of Late Rooms, First Choice and Thompson Holidays and a range of other European-wide services) to:
- identify user needs and promotional opportunities
- form sustainable and effective partnerships
- distribute cultural collections content via their existing channels and services and across a range of platforms.

Pilot partnerships will offer data packages for use in a range of mobile applications and online services. Cultural heritage institutions will benefit from the cooperation between Europeana and these kinds of commercial partners by reaching a larger audience base and also by adding contextual value to their collections, linking items with locations or themes. The project will raise awareness by tapping into themes and subjects of interest to tourism audiences and by reaching out to them in the online spaces people already inhabit whilst planning and researching their leisure time and holidays.

This work package will relate closely to activities planned in WP1 and WP2, tying in to subject themes and PR campaigns, sharing technologies where appropriate and being sure to maximise potential benefits of collaboration.

Partner involvement
Culture24 is leading the work package with Plurio.net as its principal partner. Both partners are non-for-profit organisations operating in the cultural sector in their country and which run operational services that aggregate, organise and disseminate events and venues information covering the UK and the Benelux countries. Culture24 is also delivering aggregated data as a service to BBC, Hewlett Packard and others. Together with the International Relations Institute in Croatia they will investigate the needs and the challenges of the tourism sector regarding the delivery of online cultural information and research the existence of other relevant services in Europe.

Working with SOCH in Sweden, the project will pilot the Culture24 approach to its operational model, in order to determine what elements can usefully be replicated in other countries.

Together with AH&G from Ireland the project will raise awareness amongst National Tourism Bodies about Europeana and the availability of cultural content and listings information as a means to boost tourism. Last but not least they will investigate how such services can potentially be offered to commercial tourism service providers in partnership with some of the biggest such market players in Europe.

Workpackage 5 – Copyright and related rights framework
This works package builds on the on-going work that the Institute for Information Law (IVIR), Kennisland (KL) and the Ministère de la Culture (BNL) are providing in the context of the Europeana Connect project that is running until October 2011. WP4 of Europeana Connect is responsible for developing the Europeana Licensing Framework including supporting research, policies, technologies and tools. WP4 of Europeana Connect is working closely with Europeana Office and has become an important facilitator in the relationship between Europeana and its data providers. By the end of the Europeana Connect project the fundamental elements of the Licensing framework will have been established. This includes a transition to the new Europeana Data Exchange Agreement. The transition period runs until June of 2012 and assisting data providers during the transition period will be one of the initial focuses of the work of WP5.

Raising awareness for the Europeana Licensing Framework
After the initial transition period Work Package 5 of Europeana Awareness will focus on raising awareness for the Europeana Licensing framework and its implications for the major stakeholders of Europeana (Data providers, content partners, other thematic projects and the public at large).

The primary target group is Europeana's data providers. Through a number of workshops, presentations and targeted communications we will raise awareness for the possibilities created by the licensing framework. At the same time we will collect feedback and fine-tune the various amounts of the licensing framework accordingly.

In addition to this, WP5 will provide high-level legal expertise and coordination for network wide issues connected to the Europeana Licensing Framework as well as practical support with integration of legal tools developed for Europeana. A special focus of these activities will be on raising awareness for the opportunities created by the Linked Open Data approach and the rights management issues presented by this approach.

Raising Awareness for rights issues encountered by Europeana
In addition to this work WP5 will also carry out activities that are targeted at raising awareness for copyright issues, notably rights clearance, encountered by Europeana and its stakeholders. This includes, but is not limited to legislative bodies, standard setting bodies and professional organizations that represent rights holders. This aspect of the work will focus on mechanisms for rights clearance (building on research being done in the context of Europeana Connect WP4 on Extended Collective Rights Management) and on integrating rights management information from external parties into Europeana. The activities will be coordinated with other projects (LAPSI, the Digital Public Library of America initiative, etc.) and stakeholders.

Finally, this workpackage will work towards increasing the amount of content in Europeana that can be freely re-used, either because it is in the Public Domain or because it is available under liberal licenses. We will do so by raising awareness of the benefits of making content available under such licenses (Creative Commons, etc.) and by improving compliance with Europeana's Public Domain Charter. This part of the workpackage strives to make a substantial portion of the content accessible through Europeana available for re-use by third parties. A particular focus of these activities is enabling use of digitized cultural heritage by Europe's educational institutions and increasing the exposure of content available via Europeana through platforms like Wikipedia.

Partner Involvement
Kennisland, Europeana Foundation, the National Library of Luxembourg and the Institute for Information Law are continuing and expanding the work on the licensing framework which started in Europeana Connect with a twofold purpose: to raise awareness about the licensing framework among Europeana

partners and to raise awareness among policy makers about the IPR issues encountered by Europeana and the need for working solutions for its content providers in particular with regards to rights clearance for mass digitisation projects.

Europeana Foundation will provide coordination between the project partners and the Council of Content Providers and Aggregators Legal Working Group. The latter will advise the Awareness partners regarding the further development of the Europeana Licensing Framework and will support them in their activities targeting policy makers. Europeana Foundation will help disseminate and promote the work of the WP to the whole Council of Content Providers and Aggregators and monitor the uptake of the licensing framework such as the correct rights labeling of the records provided to Europeana.

B3.2b. Work plan

<u>Timing of Work Packages and their components:</u>

	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																								D2.6												
WP3	Developing New Partnerships																																				
Task 3.1	Building a public libraries network to support Europeana									D3.1													D3.4														
Task 3.2	Local archival collections												D3.2						D3.3																		
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						D4.4																		
Task 4.3	Connecting with National Tourism												D4.3																		D4.6						
Task 4.4	Connecting with Commercial Tourism Services																								D4.5						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 D6.2												D6.3 D6.4												D6.5 D6.6
Task 6.2	Internal communication and meetings																																				
Task 6.3	Quality assurance and Risk Management																																				

2. Performance monitoring table:

Indicator No.	Relating to which project objective / expected result?	Indicator	Method of measurement	Expected Progress		
				Year 1	Year 2	Year 3
1.1	Wide political awareness and support at EU and National level	Existence of national initiatives	Quantitative	8	16	20
1.2	Wide political awareness and support at EU and National level	Europeana Structural Funding	Quantitative	Agreement on form	Development of mechanisms	Funding in place
1.3	Wide political awareness and support at EU and National level	Events involving EU-officials and participating countries' policy-makers	Quantitative	4	6	10
1.4	Wide political awareness and support at EU and National level	Increase in labeled Public Domain material	Quantitative	500,000	2,000,0000	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	9	18	27

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Indicator No.	Relating to which project objective / expected result?	Indicator	Method of measurement	Expected Progress		
				Year 1	Year 2	Year 3
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 and unprompted recognition of the brand and investigation of values that target groups associate with the brand. A research agency will be appointed to survey representative target groups before and after a campaign. This survey will be carried out three times over the course of the project.	Raise brand awareness and recognition among target audiences by 20% during country campaign, to be measured by representative phone and email surveys as described.	Raise brand awareness and recognition by 20% among target audiences during each individual country campaign	Raise brand awareness and recognition by 20% among target audiences during each individual country campaign
2.3	Wide brand recognition among end-users and user engagement across all main user groups and delivery modes	Media reporting	Press cuttings and OTS [Opportunities to See] statistics	An online cuttings file will 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	An online cuttings file will 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 .	An online cuttings file will 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
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.	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.	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.	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.

Indicator No.	Relating to which project objective / expected result?	Indicator	Method of measurement	Expected Progress		
				Year 1	Year 2	Year 3
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	20.000	40.000	80.000
2.6	Wide brand recognition among end-users and user engagement across all main user groups and delivery modes	Number of people attending the content gathering events	Quantitative	200	500	700
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	30	150	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	-	600	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	15	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 Council of Content Providers and Aggregators	Quantitative	50	100	200

Indicator No.	Relating to which project objective / expected result?	Indicator	Method of measurement	Expected Progress		
				Year 1	Year 2	Year 3
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	100	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	1	3	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	1	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	3	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	60%	80%	95%

Indicator No.	Relating to which project objective / expected result?	Indicator	Method of measurement	Expected Progress		
				Year 1	Year 2	Year 3
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	15%	25%	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	463,507	1.000.000	2.000.000

B3.3. Project management

Europeana Awareness will be managed by the Europeana Foundation, which has coordinated and managed many of the Europeana 'family' of projects and, as the operator and central organisation in Europeana, is particularly well placed to understand both the 'political' and the operational/technical landscape in which Europeana operates. The Foundation also manages the Europeana v2.0 project and can therefore ensure that the two projects compliment and assist each other each other and do not compete, duplicate or overlap. The Foundation will use proven components and methodologies, as described below, and the day to day project management will be carried out by an experienced project manager.

Project governance and organisation structure
Project governance will be achieved through the following groups, which the various partners in the project will contribute to as follows:
- The General Assembly
- The Steering Group
- The Project Management Board
- Work Package Management Groups
- The PR Campaigns Group

Other groups, for example focusing on the technologies or new markets, may be convened if and when a need for them becomes apparent.

The General Assembly (GA) provides the strategic governance for the project. Its views will be sought in the event of a conflict (see below for more detail on conflict resolution) or on issues which might impact on the contractual position of partners, such as a budget reallocation, a partner leaving the project or major changes to the work plan. It will also consider any major issues arising which might impact on the future direction of the project. It is made up of one senior representative, with the necessary authority to make decisions for their organisation, from each of the 48 partners and will be chaired by the Coordinator (EF). It will meet physically at the kick-off meeting, during the mid-term meeting and additionally if required. These additional meetings may be facilitated using skype or conference calling. Decisions and input from the GA may also be sought by means of the project basecamp (see below) or email. The project will seek to achieve consensus on decisions involving the GA but should this not be forthcoming a vote may be taken (with each partner having one vote), and with the Coordinator exercising the casting vote if necessary.

The Steering Group (SG) provides advice and guidance on the general direction of the project and provides advice to the Project Management Board and Work Package Leaders as required. It is also responsible for approving the quality of project deliverables (taking on board the views of the Quality Review Team – more details below) and signing them off for submission to the EC. It will monitor the overall progress of the project and suggest amendments to the work plan as required. The Group will also help the project coordinate its work with that of other related projects, notably Europeana V2.0. The Steering Group is made up of the Coordinator and the Europeana Foundation Board and will be chaired by the Coordinator. It will meet on a six monthly basis, or more frequently if required, usually via electronic means.

The Project Management Board (PMB) is the main decision making body for the project and is also responsible for the day to day implementation of the project, flagging any serious issues to the Steering Group for advice and/or the General Assembly for a decision where necessary. Its main tasks are to ensure the work is completed according to the project plan and also to coordinate planning and project activities across the work packages so as to manage project effort and timings appropriately. It will also be the first point of discussion and resolution for any technical or operational changes proposed by work package leaders or other partners and for any disputes between the partners, referring to the SG where necessary.

The PMB will be responsible for monitoring the risk register and performance targets, taking corrective action as necessary. It will meet on a monthly basis, mostly virtually, and more frequently if required. The project manager will be responsible for providing all partners with guidelines on the use of resources and project reporting and will supply them with a reporting template. Project partners will be required to submit reports at 6 monthly intervals (more often initially so as to allow additional guidance to be issues and corrections made if required) so that overall project finances, progress and reporting can be monitored. The Project Management Board is made up of the Project Manager and all Work Package Leaders and will be chaired by the Coordinator.

Work Package (WP) Groups and Leaders
Each work package has a designated work package leader who is responsible for overseeing the work of that work package, according to the work plan; and with the associated partners for: meeting project milestones; delivering the WP deliverables to an acceptable quality, monitoring and mitigating any assigned risks (see below for more on risk management); and monitoring and reporting on assigned performance targets. Each work package leader will convene regular WP meetings (mostly by electronic means) and will be responsible for ensuring good, two way communications with all the partners in his/her work package. WP leaders will contribute to the activities of the Project Management Board and will supply the PMB with monthly WP progress reports using the template supplied. These will include sections for the reporting against risks and performance targets. Each work package group will comprise the members of that work package and be chaired by the WP leader.

PR Campaigns Group
In addition to the WP1 work package group, the WP1 leader will convene a PR Campaigns Group. The purpose of this group is to plan and coordinate the various media and promotional activities envisaged within the various WPs with the overarching work of WP1. Each WP will nominate a member to contribute to this group and the group will be chaired by the WP1 leader. Meetings will take place as required, although not less than bi-monthly, mostly by electronic means.

Project Communication
In addition to the communication activities mentioned above there will be a range of facilities and mechanisms to facilitate communications within the project (internal communications). A project basecamp will be established. This will provide group and individual email facilities, which will be 'archived' for future availability; project contacts lists (broken down by function e.g. legal representatives, finance contact; operational contacts etc); a file sharing area, which can be categorized as required (e.g. contracts and budget; WP areas; Steering Group area etc); and a collaborative work space where partners can work together on documents. The basecamp can also support individual lists for each of the groups listed above. Skype and/or teleconference facilities will be used to support virtual meetings and partners will also be able to benefit from and contribute to the Europeana Professional website. In addition a project blog will be maintained and partners will be sent regular updates to keep them abreast of what's happening in WPs they are not involved in.

The minutes and documents for the various group meetings listed above will be available on basecamp. In addition there will be two meetings for all partners – the project kick off meeting and a mid-point plenary meeting half way through the project.

In addition to internal communications the Project Coordinator and Project Manager will be responsible for maintaining good links and communications with other related projects and for ensuring that Europeana Awareness is represented at and contributes to the relevant cluster meetings and ICP-PSP concertation events , as well as any other relevant meetings, such as those of the Europeana Network (formerly CCPA) etc.

As described above this will be the responsibility of the Project Management Board, overseen by the Steering Group. Individual WP leaders will be responsible for the work of their own WP and will report on this on a monthly basis to the PMB. The PMB will review the reports against the work plan and agree corrective action or changes as required, if necessary referring to the Steering Group for advice or decisions. The Commission will also be consulted and informed of any changes. Major changes may need the approval of the General Assembly and formal revisions of the work plan (Annex 1) and/or the project budget. Less major changes will be documented as appropriate by the Project Manager and the revised documents shared with all partners via Basecamp.

Partners' use of resources and financial expenditure will be monitored throughout the project using the templates and reporting procedure described above. The PMB will review these on a regular basis and take action as appropriate. The PMB will also monitor progress against the project's performance targets, using the monthly progress reports of the WP leaders, and take action as required. Periodic and annual progress reports will be supplied to the Commission as stipulated. In addition the project will take part in annual Technical Reviews, where external evaluators will review progress and suggest improvements if necessary.

Quality Assurance
All project deliverables will be subject to a Quality Assurance process. The PMB will nominate project partners or external experts to review each deliverable before it is further reviewed and finally signed off by the Steering Group. The process will be iterative, so that deliverables may be reviewed several times if major changes are requested by the reviewers. As a general principle, reviewers may not comment on deliverable for which they have been responsible or played a part in creating. Wherever possible deliverables should be ready for review four weeks ahead of their delivery date, to allow time for the review processes to be completed. The review group for any given deliverable will communicate and meet electronically.

Conflict resolution
In the event of a conflict arising between any of the partners, the Coordinator and Project Manager will attempt to negotiate a resolution within the limits imposed by the contract and will inform the PMB and where necessary the Project Officer at the Commission of the situation. If negotiation fails, the matter will be referred to the General Assembly for a simple majority decision on the action to be taken. The decision of the General Assembly is binding for all members of the network.

B3.4. Security, privacy, inclusiveness, interoperability, standards and open source

An important aim of the Europeana Awareness work plan is to aggregate User Generated Content in Europeana. To this end, Europeana Awareness will play a critical role in establishing and energising the necessary infrastructure and standards for UGC to be included in Europeana.

Interoperability
The technical standards enabling interoperability form an important dimension of the work of Europeana Awareness. The bulk of User Generated Content is created in a multitude of different services, big and small, using many different tools and is most often available on the Internet as this is typically the channel through which the user contributes it. For Europeana Awareness this means that it must implement a decentralised service architecture which is capable of communicating over many different protocols and which is able to interpret and process many different formats. Instead of starting from scratch, Europeana Awareness will take as a starting point the existing Europeana infrastructure and extend it with additional functionality and content processing capabilities.

Europeana already is based on a decentralised architecture where repositories (or aggregation services) are harvested to contribute metadata for its search and discovery services. The OAI-PMH communication protocol has become the chosen method for metadata delivery to Europeana although other web services have also been explored.

Europeana Awareness will use OAI-PMH, where possible, to harvest existing UGC. The use of OAI-PMH has benefits from the perspective of users as it can be implemented on many systems using Open Source software.

The stability of decentralised service architectures relies on the fault-free operation of many different network nodes, something which cannot always be guaranteed due to dependency on third parties. In order to leave the Europeana Awareness technical architecture less vulnerable, a caching mechanism will be implemented allowing for offline access to content as a fail-over mechanism when a node is not responsive.

Standards
The required infrastructure Europeana Awareness will be developed as an open, Internet based service oriented architecture where the components communicate with each other and expose Web Services to the Internet through widely used protocols, languages and formats as indicated in the table below:

Protocols	Languages	Formats
A "protocol" is an instruction set which may be used to communicate between two or more end-points in a network	*A "language" is a syntax for expressing objects, methods and properties as well as data structures*	*A "format" is a structured use of a language to represent a specific type of message or data such as a metadata format or an ontology encoding format.*
HTTP GET/POST SOAP FTP OAI-PMH ODBC/OLE/ADODB OpenID Z39.50	UNICODE URI XML XHTML JSON SPARQL SQL Javascript	Web Services XML Schema RDF – Resource Description Framework RDF Schema RSS – Really Simple Syndication OWL – Ontology Web Language SKOS – Simple Knowledge Organisation System DC – Dublin Core ESE – Europeana Semantic Elements EDM – Europeana Data Model ATOM – Atom Syndication Format

XML will be the most important transport format for request, response and data exchange between the– but in parallel non-formal open standards like JSON will be included due to their compact nature which allows for efficient data transfer without the extensive overhead caused by XML markup.

APIs. Widely used Web APIs such as those provided by Facebook, YouTube, Flickr and Google have established the reference frame for all subsequent achievements in this area. For this reason, Europeana Awareness will also assess these APIs as inspiration for the architecture of UGC services related to Europeana.

Open-source. All Europeana Awareness applications, and APIs will be exposed to the Internet and be publicly available for re-use in the Open Source community. Proprietary technology will only be used for components where no current Open Source technology can serve the purpose. Interfaces towards third-party software will be based on plug-ins so that they can easily be replaced as technologies and products evolve.

Privacy and Security
Europeana Awareness seeks to re-use OpenID authentication and does not intend to store any sensitive information about users. In the event that preferences will be stored, this may be done without exposing the person's name, rendering the information harmless in the event of malicious data intrusion.

Security is also an important factor that plays a significant role in many levels of the proposed implementation. The design of the Europeana Awareness services will ensure the authenticity of the UGC being aggregated and help avoid hijacking and poisoning attacks that could infect the target database. It should be noted that a successful attack on an aggregation channel will result in the collection of false data. If a source in turn is trusted by Europeana, this could result in the spread of infection and lead to improper functioning of Europeana's services (e.g. search). Several methodologies and technologies exist that can help strengthen the aggregation service these include:

- secure sockets layer,
- authentication mechanisms, and
- anomaly detection methodologies.

Inclusiveness
Inclusiveness and accessibility are key emphasis in the design of both the architecture itself, the selection of formats and standards which will be supported as well as access interfaces (web through pc, web through mobile) and graphical user interface design.

B3.5. Resources to be committed

Europeana Awareness is a Best Practice Network involving 48 partners from 30 countries (all Member States plus Croatia, Norway and Serbia) where the focus is on promoting awareness of Europeana among politicians, policy makers and media as well as professionals and end users throughout the member states and beyond. As such, the project is requesting total funding of
€4,000,000 distributed as follows between the main types of project activity:

Personnel costs (average monthly rates for each partner are as follows:

1	EF	Europeana Foundation	6030
2	AAKB	Aarhus public library	6000
3	ACROSS	AcrossLimits	4000
4	AH&G	Department of Arts, Heritage and the Gaeltacht	6250
5	BCL	Belgrade city library	800
6	Beeld & Geluid	Beeld & Geluid	5400
7	BL	British Library	5130
8	BnF	Bibliothèque nationale de France	7000
9	BNL	Ministère de la Culture	7083
10	BNP	National Library/ Aggregator RNOD Portugal	3500
11	CEU/OSA	KOZEP-EUROPAI EGYETEM	3567
12	Cluj	Biblioteca Judeteana Octavian Goga	2300
13	Culture24	Culture24	5300

14	DNB	Deutsche Nationalbibliothek	5966
15	Facts&Files	Facts & Files	7200
16	FMST	Fondazione Museo storico del Trentino	3425
17	ICCU	Central Institute for the Union Catalogue of Italian Libraries and Bibliographic Information (ICCU) (Culturaitalia.it)	3199
18	IFFM	In Flanders Fields Museum	4100
19	IMO	Institute for International Relations (Culturelink)	2600
20	KB	National Library of the Netherlands	3776
21	KL	Kennisland	5216
22	Kulturrad	Arts Council (Norway)	7800
23	KV	National Library Cyprus	2500
24	Mazvydas Library	National Library of Lithuania	1000
25	MECD	Ministerio de Educacion, Cultura y Deporte	4650
26	MDR	MDR Partners	9800
27	NInA	National Audiovisual Archive	2000
28	NLE	National Library of Estonia	2016
29	NLL	National Library of Latvia	2800
30	NM	Narodni Muzeum-National Museum NM (Czech Republic)	2500
31	NTUA	NTUA	5300
32	NUK	NARODNA IN UNIVERZITETNA KNJIZNICA	3450
33	ONB	OESTERREICHISCHE NATIONALBIBLIOTHEK (National Library of Austria)	7650
34	PLURIO.NET	Plurio.net	5500
35	Provincie Limburg	provincie Limburg	6521
36	PSNC	Instytut Chemii Bioorganicznej PAN (Polish digital libraries federation)	4500
37	SAT	Spild af Tid ApS (Waste of Time)	5600
38	SDK	Stiftung Deutsche Kinemathek – Museum für Film und Fernsehen	4300
39	SNK	National Library Slovakia	1400
40	SwNHB	Swedish National Heritage Board	6175
41	UH	Helsingin Yliopisto (National Digital Library, Finland)	4335
42	UOXF	University of Oxford	6870
43	USD AV CR	Institute for Contemporary History	3500
44	UVA	University of Amsterdam – Institute for Information Law	5067
45	Varna	Регионална библиотека Пенчо Славейков (Varna Public Library)	3220
46	Veria	Veria Central Public Library	5100
47	WMSE	Wikimedia Sweden	5000

48	ZLB	Berlin City Library	5000

Travel and subsistence

Partners' travel and subsistence is generally calculated at an average rate of € 750 per person/trip. This totals € 333.450 for the project.

During the project, partners will make extensive use of online communication and collaboration tools and services in order to keep travel costs to a minimum. In addition the project will seek to align and co-locate the two plenary (all partner) meetings with meetings of the PMB and other relevant group meetings.

A considerable amount of the travel will be within the borders of countries. This is reflected in the low-ish budgets allocated to the national coordinators with more substantial amounts being allocated to the work package leaders who will need to travel to attend the UGC and PR events as well as conferences. The University of Oxford and Facts&Files also have larger travel budgets to accommodate the costs of the Community Collections which operate across several countries. The dissemination activities will also involve a series of online and video communication to enable the BPN to maximise its reach.

However, while the project will fully exploit online modes of communication, it is important to ensure that sufficient provision is made in the travel and subsistence budget so as to allow the partners in the project to carry out the planned activities to the full extent foreseen in the project plan.

Other operational costs include:

Subcontracting

Subcontracting is substantial in Europeana Awareness accounting for 16.21% of the total budget. This is largely due to the € 666,089 needed for the employment of specialist PR experts in all 27 EU member states. Subcontracting has been allocated as follows:

WP1 – for Europeana Foundation and Koninklijke Bibliotheek
- € 591,089 for public media campaign in 27 countries (includes travel costs for subcontractors). There will be a series of tenders for PR companies and experts to create campaigns on a country by country basis and, at the same time, transfer some of their professional knowledge about creating and sustaining momentum for the campaign and how best to promote and encourage Europeana related news and stories in their countries and in their languages. The total campaign will be organized by Europeana Foundation (budget = € 91,089) in cooperation with the Koninklijke Bibliotheek (budget = € 500,000)
- € 75,000 for advocacy and coordination work on IPR issues relating to libraries, museums, archives and audio visual collections resulting from work in WP5 and where specialist capability will be needed.

WP4 – for Culture24 (€ 73,800)
- € 15,000 subcontractor skilled in strategic cultural audience research. They will produce a report on scoping and analysing user needs and the current challenges of three key project constituencies in relation to the use of cultural content and information within online tourist services. The report will inform the planning and delivery of all aspects of this workpackage.

- € 27,000 to cover specialist technological development of any widgets, data feeds or technical presentation layers needed to make data work across and within the systems it is supplying e.g. from Europeana to Culture24 or into a commercial online tourism supplier. It will be necessary to

package the data in response to the work on commercial needs and channels will also need some specialist development.

- € 31,800 subcontracting for research into the content and data needs of tourists and the tourism sector and profile user needs.

WP4 – for Plurio.net (€ 25,000)

- € 25,000 is provided for the other partner in this work package needing to export and import data and make it interoperable. It will be for similar activities to those described above for Culture24 but on different data sets

WP4 – for IMO (€ 10,000)

- € 10,000 experienced online researcher
  Research to collect and assess venue and events data aggregation models to determine if they meet the needs of the 3 constituent groups identified in tourism.

WP5 – for Ministère de la Culture (BNL) (€ 35.415)

- For work on copyright and related rights framework.

Other costs

These are listed below by work package and partner and cover, in the main, the incidental costs of running the various web technologies, printing and meetings.

WP1 – Europeana Foundation
- € 71,149 – this includes € 30,000 for print and promotional materials to cover 27 countries plus € 41,149 for conferences, events and activities that bring the Best Practice Network together, or promote Europeana at a pan European level e.g. for Awareness events.

WP2 – Europeana Foundation
- € 15,000 Euro for Community Collection Days

WP2 – Beeld en Geluid
- € 5,000 is envisaged for printing costs

WP2 – KOZEP-EUROPAI EGYETEM, Fondazione Museo storico del Trentino, ICCU, In Flanders Fields, National Library of Lithuania, Deutsche Kinemathek, Institute for Contemporary History
- All have € 2,000 allocated towards local costs associated with Community Collection in their budgets.

WP2 – Facts & Files
- € 5,000 to print postcards advertising for Community Collections.
- € 5,000 for local equipment costs of Community Collections

WP2 –University of Oxford

- € 5,000 to print postcards advertising for Community Collections
- € 6,000 for local equipment costs of Community Collections

WP2 – Wikimedia Sweden
€ 8,500 is allocated for a conference jointly organised by Wikimedia Sweden and the Europeana Foundation, aimed at the Wikimedia community and taking place in Month 24.

WP3 – Spanish Ministry of Culture
- € 20,000 is provisioned for a public libraries conference to promote distribution and collection of material for Europeana.

WP3 – National Audiovisual Archive (NIna)
- € 7,000 to cover the costs of hackathons and remix activities

WP3 – Instytut Chemii Bioorganicznej (PSNC)
- € 5,000 to cover costs of culture hack days.

WP4 – Culture24 (€ 24,000)
- € 9,000 website hosting costs for underlying aggregation infrastructure under-pinning the new tourism work over the three years.
- € 2,500 for printing and other promotional costs
- € 12,500 Round table events

WP4 – for IMO (€2,460)
- € 2,460 to cover the website costs of carrying out pan-European survey work

WP4 – Plurio.net (€ 9,000)

- € 9,000 website hosting costs for underlying aggregation infrastructure under-pinning the new tourism work over the three years

Wp5 – Kennisland
- € 8,000 is envisaged to cover meeting and cluster event costs

WP5 – University of Amsterdam
- € 8,000 is envisaged to cover meeting and cluster event costs

B3.6. Dissemination / Use of Results

List of Events & Meetings			

	Meeting	Date (Project month)	Participants	Location	
	Kick-off meeting (General Assembly)	1	All participants	The Hague	
	Events running along National PR Campaigns	From Month 4	various	Across Europe	
	Major European media event	5	MEPs, policy makers, stakeholders	Brussels	
	2 Culture Hack days	Between Month 5 and Month 7	Technical developers, Hackers	Poland	
	6 GLAM-Wiki Europe events/contests	Between Month 8 and Month 20	various	France, Germany, Netherlands, Poland, Sweden and UK	
	Europeana Plenary (Ev2)	Annually (June 2012, …)	Europeana network	Leuven (2012)	
	Technical review	13, 25, 36	Workpackage leaders, coordinator	Luxembourg	
	First World War events	Between Month 2 and Month 34	Users with theme based related content	Belgium, Italy	
	Series of workshops under WP4	Between Month 13 and 18	t.b.c.	Sweden and/or UK	
	Fall of the Iron Curtain events	Between Month 18 and Month 34	Users with theme based related content	Poland, Lithuania, Hungary, Croatia, Serbia, Germany, Czech Republic	
	Mid-term plenary meeting (General Assembly)	22	All participants	t.b.c.	
	Public Libraries conference	22	Ministries, senior professionals, local authorities and other bodies responsible for public libraries	t.b.c.	
	Strategic briefing or roundtable event	30	Key European tourism ministries and bodies	t.b.c.	

Steering group (SG) meetings	2 x year	Europeana Foundation Board, Coordinator	t.b.c.	
Project Management Board (PMB) meetings	Monthly, and more frequently if required	Work Package leaders, Coordinator	Mostly virtually and physically if required	
Work Package (WP) Groups and Leaders	Regular WP meetings	Work Package (WP) Groups participants and Leaders	Mostly virtually and physically if required	
PR Campaigns Group	as required, at least bi-monthly	WP1 leader and nominated persons	Mostly virtually and physically if required	

The Europeana Awareness project is fundamentally about creating awareness for Europeana. Europeana consists of a number of public facing websites that are run by the project coordinator.

As a consequence the majority of the dissemination activities is aimed at focusing attention on Europeana and not on the Europeana Awareness project as such. Given this we strive to minimise the visibility of the Europeana Awareness brand in order to maximise the effectiveness of the activities undertaken as part of the project.

We distinguish two types of dissemination activities:

- **External** dissemination activities aimed at creating more awareness for the Europeana and its services among the general public
- **Internal** dissemination activities aimed at creating more awareness for certain features and procedures related to Europeana among the Europeana's professional partners.

The majority of the activities in Work Packages 1 (Public Media Campaign) and 2 (End-user engagement) will be *external* dissemination activities. Work Package 4 (Connecting cultural content with the tourism sector) involves both *external* and *internal* dissemination activities. The majority of work packages 3 (Developing new partnerships) and 5 (Copyright and related rights framework) involve *internal* dissemination activities.

External dissemination
Wherever possible external dissemination will take place as communication originating from Europeana (conforming to the Communication guidelines developed by Europeana). This means that we will not communicate the Europeana Awareness brand (except for the required statements indicating the support for the project by the European Commission).

The main external dissemination activity is the public media campaign (WP1). In addition WP2 contains a number of external dissemination activities that will be either integrated into the main Europeana website or run on separate websites (similar to http://www.europeana1914-1918.eu/)

Internal dissemination
The use of the Europeana Awareness project identity will be limited to internal dissemination activities. Internal dissemination activities will primarily be carried out via the existing networks of Europeana that bring together all its professional stakeholders.

In order to maximise the effectiveness of the internal dissemination activities Europeana Awareness project will not create a new separate project website. Instead Europeana Awareness will document all its activities and resources on the Europeana Professional platform that is currently being developed by Europeana. This website will be accessible at pro.europeana.eu and will be maintained by the project coordinator.

By not creating a separate project website we will not only save resources that would otherwise go into creating and maintaining such a website but we also expect to increase the visibility of project activities, outcomes and resources among the professional participants of other Europeana related projects.