

## D8.3 – Annual Report 1

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# Deliverable

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**Authors:** Katharina Holas, ONB

**Contributors:** Breandán Knowlton, EF  
Vassilis Tzouvaras, NTUA  
Nikki Timmermans, KL  
Lizzy Komen, NISV  
Nico Kreinberger, MFG  
Margaret Mulligan, EBN

**Design:** Laura Johanne Danielsen, SAT  
Christina Holm, SAT

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Version	Date of approval	Name	Role in project
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1.0	March 6, 2014	Max Kaiser, ONB	Project Coordinator

**Statement of Originality**

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# Public Report on Year 1 of the Project

[www.europeanacreative.eu](http://www.europeanacreative.eu)

# Europeana Creative: Where Cultural Heritage and Creative Industries Meet

Europeana Creative is a European project that enables and promotes greater re-use of cultural heritage resources by creative industries. Europeana Creative sets the stage for multifaceted collaborations between content-providing cultural heritage institutions and creative industry stakeholders in the education, tourism, social networks and design sectors.

Europeana Creative is coordinated by the Austrian National Library and co-funded by the European Union, through the ICT Policy Support Programme as part of the Competitiveness and Innovation Framework Programme (CIP).

The project was launched in February 2013 and will end in July 2015. It unites 26 partners from 14 European countries in an innovative alliance across multiple sectors. Project partners include content-providing institutions such as libraries, museums and archives with world-famous collections, living labs, creative industry hubs and organisations, software development, game and multimedia experts, business experts, think tanks and representatives from the education and tourism sectors.



Europeana Creative Kick-off Meeting at the Austrian National Library in Vienna, February 2013 (CC BY-SA Europeana Creative)

Europeana Creative sets out to demonstrate that Europeana, the online portal providing access to more than 30 million digitised cultural heritage objects from Europe's libraries, museums, archives and audiovisual collections, facilitates the creative re-use of digital cultural heritage content and associated metadata.

Europeana Creative partners explore new ways to engage with Europe's digital cultural heritage for business, education and entertainment. Europeana

Creative develops innovative pilot applications that are focused on education, tourism, social networks and design. Developers, creative entrepreneurs and cultural heritage experts meet to identify, incubate and spin off viable projects in a series of open innovation challenge events.

The project goals are supported by the Europeana Labs website and the Europeana Labs Network, an on- and offline environment for experimentation with content, tools and business services. The licencing framework, where content holders can specify the re-use conditions for their material, is also vital. The project is supported by continuous evaluation and business modelling development.

# Europeana Creative in the Context of Europeana and the Digital Agenda for Europe

Europeana offers access to over 30 million digitised objects from more than 2,300 institutions, covering all European countries and 32 languages. The re-use of digital content is an essential part of the Digital Agenda for Europe. Several activities are already stimulating the re-use of cultural heritage in order to demonstrate the social and economic value of cultural content. With the publication of Europeana metadata under the terms of the Creative Commons Public Domain Dedication (CCo) in 2012, development of innovative applications based on this metadata is possible. Europeana Creative

takes this a step further by facilitating re-use of the digital objects themselves.

Europeana Creative is one of Europeana's key projects, as re-use of digital cultural heritage is at the core of Europeana Foundation's Strategic Business Plan 2015–2020. The Europeana Foundation believes openly accessible digital cultural heritage, fostering the exchange of ideas and knowledge, leads to a better mutual understanding of our cultural diversity and contributes to a thriving knowledge economy for Europe.



## Expected Results of the Project

- Europeana Labs online platform and Europeana Labs Network
- Technical infrastructure, services and tools to support re-use of digital cultural heritage by creative industries (i.e., semantic web platform, pattern detection and geographic mapping services and extended Europeana search API)
- Content Re-use Framework: an extended Europeana Licensing Framework that gives access to digital content for specific re-use scenarios
- Pilot apps and games in the education, tourism, social networks and design sectors
- Organisation of open innovation challenge events and incubation of innovative spin-off projects in the education, tourism, social networks and design sectors
- Best practice in evaluation
- Project results widely disseminated to foster continued collaboration between cultural heritage organisations and creative industries
- Best practice in project management

# Results in the First Year of the Project

Europeana Creative has produced a number of significant results (“deliverables” and “milestones”) so far, as

anticipated in its plan. Further major results will be delivered in the second and third year of the project.

## Work Package 1

WORK PACKAGE 1 (EUROPEANA OPEN LABORATORY NETWORK) develops online and offline laboratory spaces that encourage creative industries to tap into the potential of the digital cultural heritage aggregated by Europeana. A set of services, tools and expertise has been defined to bring together the outcomes of the project in the Europeana Labs Network. As a variation of the successful “creative hub” model to connect academic, commercial and public sector actors, the Europeana Labs Network will entice collaboration between cultural heritage institutions and creative industries, both on- and offline. Four physical labs, operated by project partners in Barcelona / Palma de Mallorca (Platoniq’s [YOUCOOP CoLaboratory](#)), Brussels (European Schoolnet’s [Future Classroom Lab](#)), Helsinki (Aalto University’s [Media Factory](#)) and Paris (youARhere’s [i-Matériel.Lab](#)), support collaborative activities. The online laboratory space [Europeana Labs](#), launched in January 2014 as an alpha release, offers an inventory of data and technical tools, information

on the Europeana API, an overview of physical lab spaces, a gallery of apps and projects and other support features. Further releases with additional services are scheduled for March 2014, July 2014 and January 2015.

Work Package 1 organised four co-creation workshops with project participants and external user representatives to define ideas and kick off collaborative work on pilot apps and games in four domains (natural history education, history education, tourism and social networks). It has continuously supported the development of five pilot apps and games and facilitated development sprints by using an adapted agile Scrum development methodology.

In the first year of the project, examples of content suitable for re-use by creative industries have been identified. Content inventories

for the natural history and history domain have been established, and work on content inventories for the tourism and social networks domain was started.

Work Package 1 is led by Europeana Foundation (EF).



Social Networks Co-Creation Workshop in Palma, November 2013  
(CC BY-SA Europeana Creative)

## Work Package 2

WORK PACKAGE 2 (INFRASTRUCTURE FOR CONTENT RE-USE) develops the technical infrastructure that allows re-use of digital cultural heritage content: for the Europeana portal, the pilot apps and games built in the project and the Europeana Labs online platform. Work Package 2 worked on content retrieval services, API development, transformation services and linking to external web resources. In the first year of the project, a semantic query engine and a user interface were set up comprising of customised views of the Europeana Data Model (EDM) SPARQL endpoint (SPARQL Protocol and RDF Query Language), and a full-text search index was implemented. Work on establishing a Europeana Open Archives Initiative (OAI) server to update the semantic repository and work on the technical implementation of the Content Re-use Framework (development of a media file checker tool, extension in EDM, customisation in metadata index and API) was started. A first version of the image-similarity service and the image annotation back end were completed, and work on a geo-mapping service was started. The MINT mapping tool, used for the mapping and transformation of



Work Package 2 Lead at the All Staff Meeting in Vienna, January 2014 (CC BY-SA [Europeana Creative](#))

metadata (from other formats to EDM and vice versa), was integrated in Europeana's ingestion mechanism and will be accessible to external users. A number of metadata enrichment tools were evaluated. Furthermore, collaboration between all technical partners of the project, including developers working on pilot apps and games, was ensured via meetings, calls and the definition of tasks.

Work Package 2 is led by the National Technical University of Athens (NTUA).

## Work Package 3

WORK PACKAGE 3 (BUSINESS MODEL FRAMEWORKS) developed requirements and specifications for the content layer of the extended Europeana Licensing Framework that will allow access to content (not only metadata) via specific re-use scenarios and conditional rights statements. A requirements workshop and a viability meeting were organised, an online survey to define the minimum technical quality for re-usable digital objects was carried out and the specifications for implementing the content layer of the extended Europeana Creative Licensing Framework were published in a deliverable.



Business Model Trends Workshop at DISH2013 / Europeana Network Annual General Meeting in Rotterdam, December 2013 (CC BY-SA [Europeana Creative](#))

To define business models for each theme of the project, a market activity analysis that identified best practices and key characteristics of successful collaboration between cultural heritage institutions and creative industries was designed and published. Business model workshops, following the business model canvas designed by Alexander Osterwalder and Yves Pigneur and a project-specific method and programme, were organised for the first co-creation workshops to kick off the development of the natural history education, history education, tourism and social networks apps and games. The business models were further developed and refined together with the pilot app teams, and a white paper was published. As part of the Digital Strategies for Heritage conference (DISH2013) and the Europeana Network Annual General Meeting, a Business Model Trends Workshop with selected participants from cultural heritage institutions and creative industries was held in December 2013 in Rotterdam. Work on a business model for the Europeana Labs (Network) was initiated in a strategy workshop.

Work Package 3 is led by Kennisland (KL).

## Work Package 4

WORK PACKAGE 4 (PILOTS) created a pilots delivery plan and a content-sourcing strategy for the overall project. In the first year of the project, work on five pilot apps and games in four themes was kicked off and pursued. The first set of pilots, the Natural History Education Pilot and the History Education Pilot, started in May 2013, while the second set of pilots, the Tourism Pilot and the Social Networks Pilot, started in November 2013. This staggered approach allows the project to improve the development process over time and provide feedback about best practice and lessons learnt. All pilot apps and games are developed in sprint cycles, according to an adapted agile Scrum methodology. The last pilot app, the Design Pilot, will be kicked off in May 2014.

The History Education Pilot prototype was delivered and demonstrated in October 2013. This pilot will allow history educators to create their own learning activities online via the Historiana platform and by using content from Europeana. It consists of a variety of tools. The Search and Select Tool will enable re-use of content from Europeana by searching and selecting content via the Europeana API, adding new metadata and importing sources. Other tools developed are an Analysis of Visual Sources Tool and a Compare and Contrast Tool. All tools were tested by history educators who provided valuable feedback concerning the content and the development. The History Education Pilot is led by EUROCLIO – European Association of History Educators.

The Natural History Education Pilot prototypes were delivered and demonstrated in November 2013.

Two products are developed: a museum game and a memory game that showcase natural history content available via Europeana. The museum game is a serious adventure game, taking place at the Museum für Naturkunde in Berlin. Its main character, a relative of Alexander von Humboldt, solves natural history education puzzles on a treasure hunt. In the first year of the project, the concept and design for the first chapter

were finalised, and work on the second chapter started; an extensive storyline was developed, 19 puzzles and a comprehensive design document were created.

The memory game allows children and young adults to create memory sets of minerals, fossils, etc. by answering questions related to natural history. In the first year of the project, the pilot team worked on the game design and illustrations, content selection and API integration. The Natural History Education Pilots are led by the National Museum, Prague.

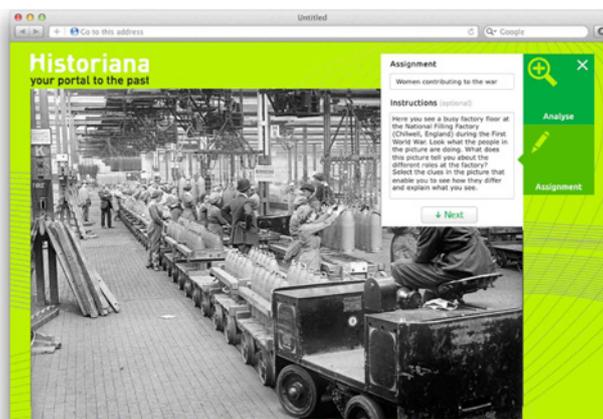
The Tourism Pilot and the Social Networks Pilot were kicked off in two co-creation workshops in November 2013. The Tourism Pilot web app will allow users to recreate paintings and images by uploading the re-enacted image, twin-

ning it with the original and sharing it via social media. The Social Networks Pilot will feature geo-tagged sound files from the collections of the Netherlands Institute for Sound and Vision and the British Library. The Tourism Pilot and Social Networks Pilot prototypes will be delivered and demonstrated in the second year of the project.

Work Package 4 is led by the Netherlands Institute for Sound and Vision (NISV).



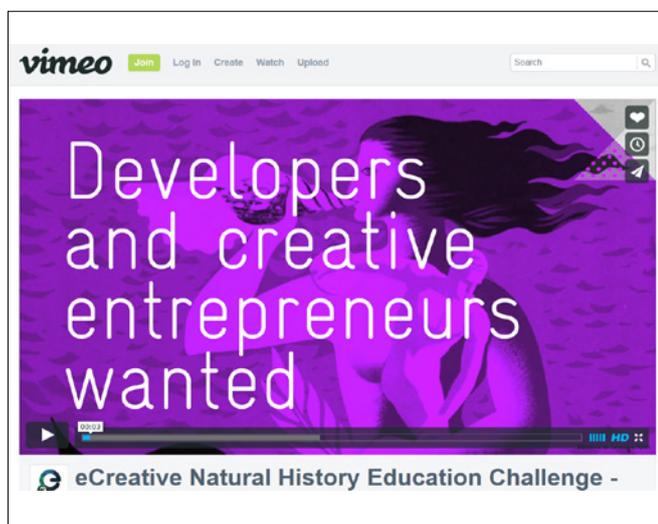
Natural History Education Pilot: museum adventure game  
(CC BY-SA Europeana Creative)



History Education Pilot: learning activities  
(CC BY-SA Europeana Creative)

## Work Package 5

WORK PACKAGE 5 (OPEN INNOVATION) created an open innovation delivery plan for the overall project to define the organisation and set-up of open innovation challenge events (entry and selection criteria and prize), incubation support, creative industries uptake parameters and the planning of events and promotional campaigns. For each of the five themes of the project, an open innovation challenge will be held, promoted via an extensive PR campaign. Software developers and creative entrepreneurs are invited to submit innovative business ideas and concepts for apps



Promotion video for the Natural History Education Challenge event (CC BY-SA Europeana Creative)

and games via the iStart platform. The challenge events allow the applicants to engage with cultural heritage content, build on the tools developed in the project and develop their own products. For each challenge theme, a winner will be chosen to receive three months of incubation support.

In the first year of the project, the preparation of the first combined challenge event, the Natural History Education and History Education Challenge, to be held on April 29 in Brussels, started. An incubation support pack offer for the winners of the challenges was developed, including online and offline resources (web tutorials, access to funding platforms, technical and business support, etc.). After the challenge event, challenge winners will receive hands-on incubation support during an Incubation Support Kick-off Day. Work on the incubation support pack for the Europeana Labs website started in the first year of the project and will be delivered in the second year.

Work Package 5 was led by the European Design Centre (EDC) until October 2013. MFG Medien- und Filmgesellschaft Baden-Württemberg, Innovation Agency for ICT and Media Baden-Württemberg (MFG) took over the interim lead of the work package.

As of May 2014, the European Network of Living Labs (ENoLL), Europeana Creative's new partner, will lead Work Package 5.

## Work Package 6

WORK PACKAGE 6 (EVALUATION) evaluates all strands of the project: Europeana Labs, co-creation process, technical infrastructure, Content Re-use Framework, pilot apps and games and development process, challenge events and uptake by creative industries. In the first year of the project, relevant stakeholders were identified, a set of evaluation methods was developed and an evaluation strategy was defined. The mixed-method design comprises expert interviews, focus groups, surveys, usability tests and diary-keeping. Lessons learnt are fed back to improve all development processes in the project. Great emphasis was laid on the evaluation of pilot development sprint cycles: expert interviews with the pilot leaders / product owners were carried out and published in an interim report; the sprint cycles are documented and analysed.



Evaluation of pilot app concepts  
(CC BY-SA Europeana Creative)

Work Package 6 is led by MFG Medien- und Filmgesellschaft Baden-Württemberg, Innovation Agency for ICT and Media Baden-Württemberg (MFG).

## Work Package 7

WORK PACKAGE 7 (DISSEMINATION) promotes visibility for Europeana Creative and its results, to foster collaboration between cultural heritage institutions and creative industries. A dissemination plan and an events plan have been established to ensure effective outreach. Designers Spild af Tid developed the visual identity of the project (logo, templates, style guide), and WP7 partners produced a number of promotion materials such as a project leaflet, a challenge flyer, business cards, a roll-up and a PowerPoint presentation. So far, three promotion videos have been produced by labkultur.tv:



Presentation at the Europeana Network Annual General Meeting in Rotterdam, December 2013 (CC BY-SA Europeana Creative)

two videos promoting the Natural History Education and History Education Challenge events and a video introducing the objectives of the project. To support the Europeana Creative partners' dissemination efforts, they were provided with the promotion materials and a challenge promotion package.

The project website, including a blog about news and events, is continuously updated and had approx. 17,000 views so far. The project's social media channels, Twitter (approx. 550 followers) and Facebook (500+ reach), are fully set up and running. Further outreach is achieved by the use of Europeana's dissemination channels such as Vimeo and LinkedIn groups. Europeana Creative partners organised events, such as the Business Model Trends Workshop at the DISH2013 conference in December 2013 in Rotterdam, and project partners participated in numerous international conferences, workshops and events such as the Theory and Practice of Digital Libraries (TPDL) conference, the Museum Computer Network's annual conference and Gamescom.

In the second year of the project, the promotion campaigns for the challenges will be implemented and further relevant stakeholders such as users of the Europeana Labs online platform will be engaged.

Work Package 7 is led by the European Business & Innovation Centre Network (EBN).

## Work Package 8

WORK PACKAGE 8 (PROJECT MANAGEMENT) ensures effective financial administration, internal consortium management, coordination and communication, monitoring of project documents such as deliverables and milestones and liaison with the European Commission. Furthermore it is responsible for effective quality and risk management and technical coordination. The Executive Board and the General Assembly are the decision-making bodies of the project; regular meetings and communication allow the smooth implementation of the project objectives.

In the first year of the project, a Consortium Agreement between all partners was produced. A project kick-off meeting and several other meetings and workshops were organised. Due to the bankruptcy of project partner European Design Centre (EDC),



Europeana Creative partners recreating "The Last Supper" by Giampietrino (CC BY-SA Europeana Creative)

a request to amend the project contract, which required substantial changes in the project plan, was produced and submitted. The European Network of Living Labs (ENoLL) joined the Europeana Creative consortium as of January 1, 2014, and the Austrian National Library, as Project Coordinator, effectively managed the reallocation of resources and tasks.

Collaboration with other projects with similar objectives such as Europeana Cloud, Europeana Space and Apps4Europe was initiated and will be continued in the second year of the project.

Work Package 8 is led by the Austrian National Library (ONB). The technical coordination of the project is ensured by Europeana Foundation (EF).

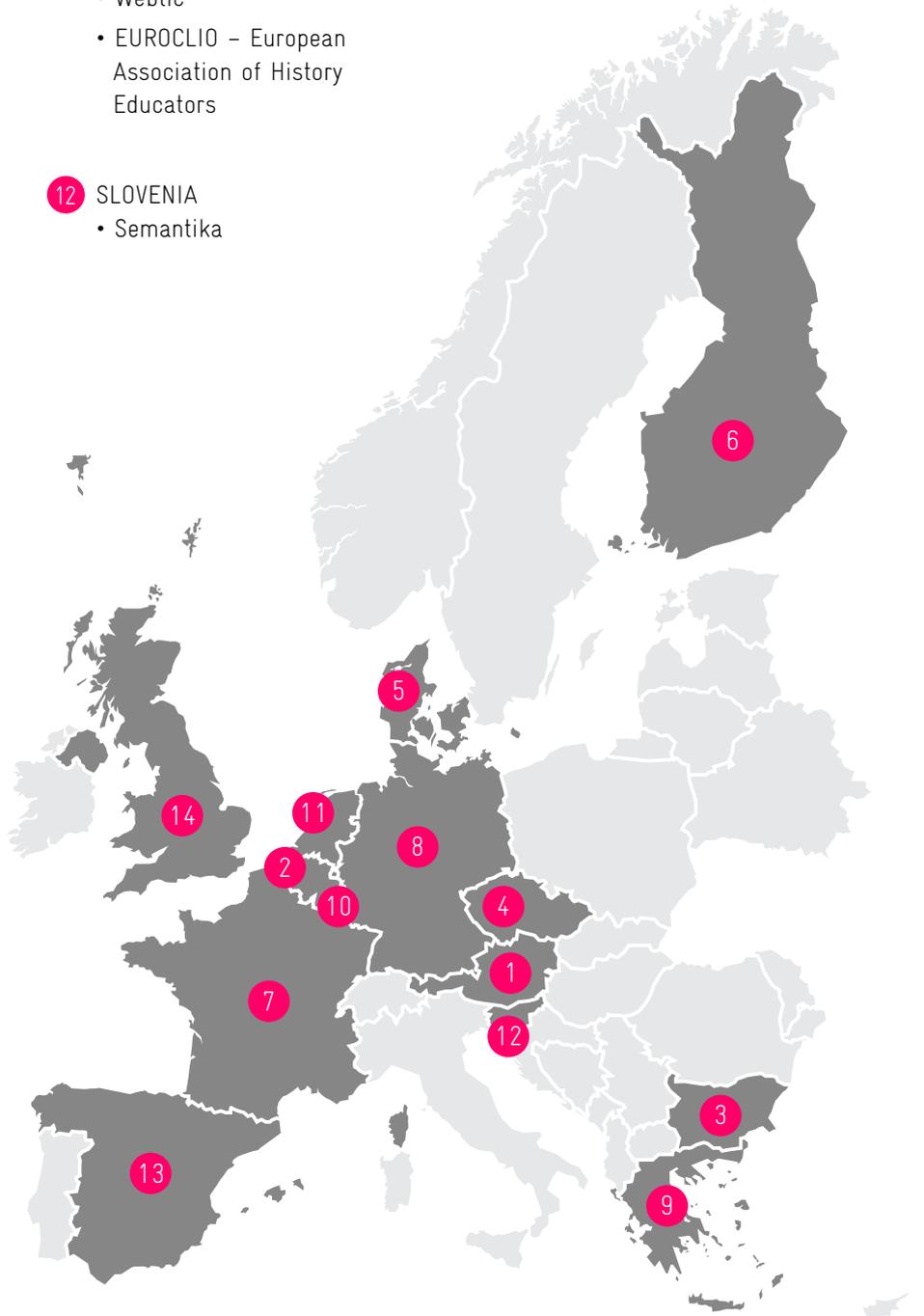


# Europeana Creative Partners

- 1 AUSTRIA**
  - Austrian National Library
  - AIT Austrian Institute of Technology
  
- 2 BELGIUM**
  - European Business & Innovation Centre Network
  - European Network of Living Labs
  - EUN Partnership / European Schoolnet
  
- 3 BULGARIA**
  - Ontotext
  
- 4 CZECH REPUBLIC**
  - National Museum, Prague
  
- 5 DENMARK**
  - Spild af Tid
  
- 6 FINLAND**
  - Aalto University, School of Arts, Design and Architecture
  
- 7 FRANCE**
  - youARhere
  
- 8 GERMANY**
  - MFG Medien- und Filmgesellschaft Baden-Württemberg
  - Museum für Naturkunde, Berlin
  - Exozet Games
  
- 9 GREECE**
  - National Technical University of Athens
  
- 10 LUXEMBOURG**
  - Agence Luxembourgeoise d'Action Culturelle

- 11 THE NETHERLANDS**
  - Europeana Foundation
  - Kennisland
  - European Design Centre
  - Netherlands Institute for Sound and Vision
  - European Creative Business Network
  - Webtic
  - EUROCLIO – European Association of History Educators
  
- 12 SLOVENIA**
  - Semantika

- 13 SPAIN**
  - Platoniq Sistema Cultural
  
- 14 UNITED KINGDOM**
  - We Are What We Do
  - Culture24
  - The British Library



# Europeana Creative Project Office

Europeana Creative is coordinated by the Austrian National Library.

MAX KAISER (PROJECT COORDINATOR)  
Head of Research and Development  
Josefsplatz 1  
1015 Vienna  
Austria  
E-mail: EuropeanaCreative@onb.ac.at

KATHARINA HOLAS (PROJECT MANAGER)  
Austrian National Library  
Josefsplatz 1  
1015 Vienna  
Austria  
Tel.: +43 1 534 10-865  
E-mail: katharina.holas@onb.ac.at

E-mail: EuropeanaCreative@onb.ac.at



Press and Public Relations

MARGARET MULLIGAN  
European Business & Innovation Centre Network  
Avenue de Tervuren 168  
1150 Brussels  
Belgium  
E-mail: margaret.mulligan@ebn.eu

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