



europæana  
inside

**Grant Agreement 297292**

## ***EUROPEANA INSIDE***

### **EUROPEANA INSIDE Website & blog**

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## Revision History

Revision	Date	Author	Organisation	Description
1	28/06/2012	Dr. Stefan Rohde-Enslin, Isabell Ehrlicher	SPK	Third Version
2	17/07/2012	Gordon McKenna, Carolien Fokke	CT	Final Version

### Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise.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

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## 1 Introduction

The Description of Work Task 1.4 - *Creation of EUROPEANA INSIDE website/blog* says:

*“The EUROPEANA INSIDE website will act as a key platform for dissemination and testing of the project outputs.*

*The website and blog will include:*

- *Information about the aims and objectives of the project*
- *Information on how to collaborate with the Best Practice Network*
- *Opportunities to register to beta-test the Europeana Connection Kit*
- *Social media functionality including a twitter feed*
- *An opportunity to register to receive the Europeana Inside email newsletter.”*

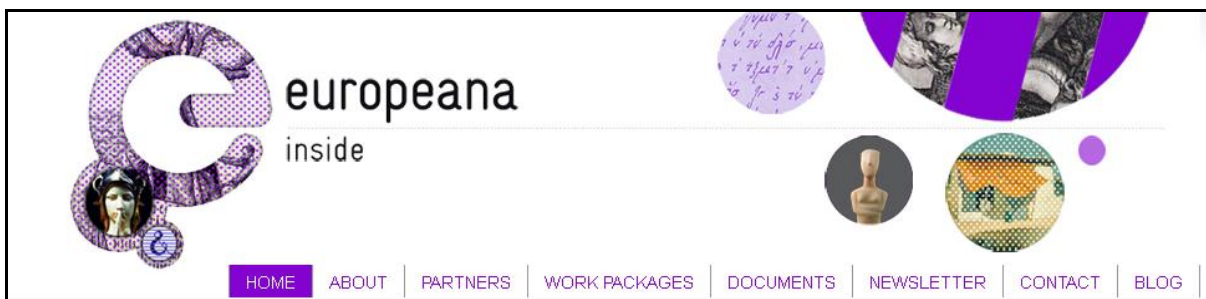
*The intended audience will be:*

- *participating cultural institutions*
- *participating software companies*
- *clients of the participating software companies*
- *potential cultural institutions not yet participating*
- *potential software companies not yet participating*

The Europeana Inside website has the address:

<http://www.europeana-inside.eu>

It is supported, technically, by PostScriptum Information Architecture Ltd. The Stiftung Preussischer Kulturbesitz (SPK) manages the website administration and content.



**Screenshot at launch**

## 2 How the system was implemented

One of the partners, PostScriptum (PS), has its own content management system (CMS) called “Post::CMS” which is an open source CMS. A version of this has been installed on a server provided by PS for use by the Europeana Inside project. A publicly available layout template was chosen as a starting point for the implementation.

The design and layout is not too far away from that of other Europeana related projects, so that a ‘family’ similarity can be seen. At the same time the design is different enough to be distinctive. This supports the branding idea – the project as a brand.

The website was created in the following way:

1. SPK made a list of points for the website’s navigation and structure;
2. PS implemented the layout and design points in their content management system, and put some dummy texts into the pages. They then gave SPK an introduction on how to use the CMS;
3. SPK then:
  - Created the proper texts;
  - Put them into the system;
  - Restructured the layout where necessary;
  - Added links and images;
  - Asked all project partners for a description of themselves, and a logo;
  - Placed this information on the website.

The website at the moment has 8 main sections:

- **Home;**
- **About;**
- **Partners;**
- **Work Packages;**
- **Documents;**
- **Newsletter;**
- **Contact;**
- **Blog;**
- **Blank tab.**

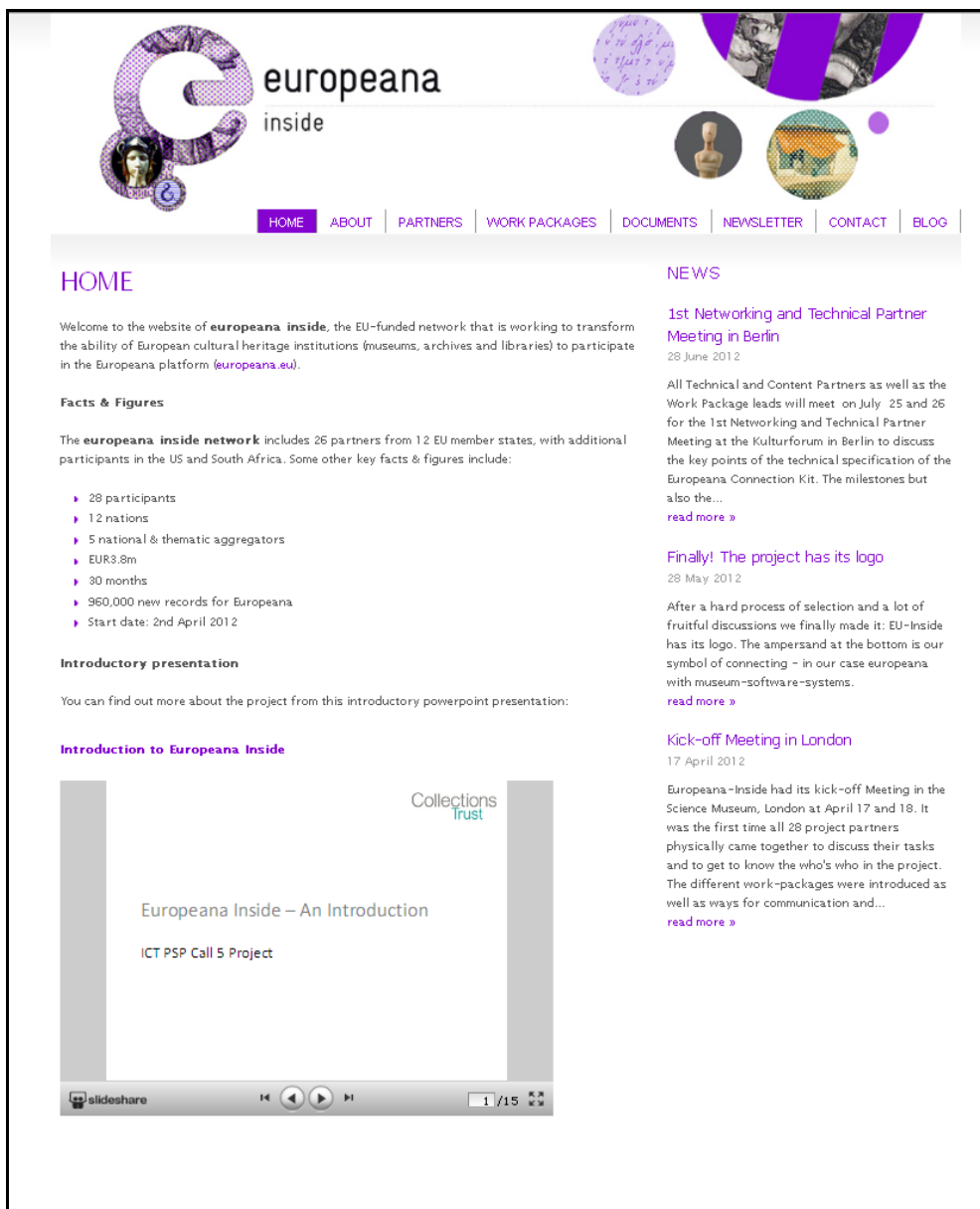
There is intentionally a blank tab for one further navigation point left free as a fallback option in the case that the Collaboration Platform Basecamp-tool and -service (D1.4 Collaborative Platform) proves to be insufficient for one or another task. We already implemented a ‘reserved area’ at the projects website and will then establish another collaborative platform for the project there if necessary.

### 3 Website sections

#### 3.1 Home

An introduction and first point of orientation for visitors to the website. It welcomes them and gives basic facts and figures about the project. It also offers a presentation, prepared by Collections Trust, for those who want to get some more information. This presentation will be replaced from time to time by others as the project develops.

The right hand column contains *News*. This also appears on most other pages of the website.



**Home page at launch**

### 3.2 About

Gives more detailed information about Europeana Inside:

- Project objectives;
- A statement about the increase of content to Europeana that the project will provide.

The screenshot shows the 'About Europeana Inside' page. At the top, there is a navigation menu with links for HOME, ABOUT, PARTNERS, WORK PACKAGES, DOCUMENTS, NEWSLETTER, CONTACT, and BLOG. The main content area is divided into two columns. The left column features a large purple 'E' logo with a person's face and a globe, followed by the text 'europeana inside'. Below this, the page title 'About Europeana Inside' is displayed. The main text describes the project's primary objective: to support the Digital Agenda for Europe by achieving a lasting transformation in the quantity, scope, and usability of content available to Europeana from European cultural institutions. It lists six main objectives, such as opening up critical-mass of new digital cultural content, simplifying the contribution process, and helping institutions overcome barriers. A paragraph states that Europeana Inside will lead to more than 960,000 records from 15 cultural institutions and 5 national and thematic aggregators in the EU, with the potential for more than 7000 other cultural institutions to deliver content. A link is provided for 'Europeana Inside Documents'. The right column is titled 'NEWS' and contains three news items: '1st Networking and Technical Partner Meeting in Berlin' (28 June 2012), 'Finally! The project has its logo' (28 May 2012), and 'Kick-off Meeting in London' (17 April 2012). Each news item includes a brief summary and a 'read more' link. At the bottom, there is a footer with 'Sitemap About Us' on the left and 'COPYRIGHT © 2012 EU-INSIDE ICTPSP' on the right.

**About page at launch**

### 3.3 Partner

Lists the name of each project partner. Clicking on a partner's name offers further information:

- The logo of the organisation;
- A short introduction to the partner, including information about their involvement in Europeana Inside.

The screenshot shows the 'Partners' page of the Europeana Inside website. The header features the 'europeana inside' logo and a navigation menu with links for HOME, ABOUT, PARTNERS (highlighted), WORK PACKAGES, DOCUMENTS, NEWSLETTER, CONTACT, and BLOG. The main content area is divided into two columns. The left column, titled 'Partners', contains a welcome message and a list of 26 funded partners, each with a link to their profile. The right column, titled 'NEWS', features three recent news items with dates and 'read more' links. The footer includes a 'Sitemap About Us' link and a copyright notice for 2012 EU-INSIDE, along with the ICTPSP logo.

**Partners**

We are actively expanding the Europeana Network and would welcome participation from new institutions.

The funded partners in the Europeana Inside Consortium are:

1. Collections Trust, UK
2. Knowledge Integration Ltd, UK
3. Stiftung Preussischer Kulturbesitz, DE
4. zetcom AG, DE
5. PostScriptum Information Architecture Ltd, GR
6. Digitaal Erfgoed Nederland, NL
7. System Simulation Ltd, UK
8. Catholic University of Leuven, BE
9. Museum of Fine Arts Budapest, HU
10. KE Software Ltd, UK
11. Royal Museums of Art & History, BE
12. Petöfi Literary Museum, HU
13. National Gallery - Alexandros Soutzos Museum, GR
14. Mobydoc, FR
15. IBBT, BE
16. Hungarian National Museum, HU
17. Europeana Foundation, NL
18. Adlib Software Ltd, NL
19. Länsmuseet Västernorrland, SE
20. Monguz, HU
21. Semantika, SL
22. Belgian Institute of Natural Sciences, BE
23. SKINsoft Ltd, FR
24. Benaki Museum, GR
25. House of Images, UK
26. Município do Seixal, PT

**NEWS**

**1st Networking and Technical Partner Meeting in Berlin**  
28 June 2012

All Technical and Content Partners as well as the Work Package leads will meet on July 25 and 26 for the 1st Networking and Technical Partner Meeting at the Kulturforum in Berlin to discuss the key points of the technical specification of the Europeana Connection Kit. The milestones but also the...  
[read more »](#)

**Finally! The project has its logo**  
28 May 2012

After a hard process of selection and a lot of fruitful discussions we finally made it: EU-Inside has its logo. The ampersand at the bottom is our symbol of connecting – in our case europeana with museum-software-systems.  
[read more »](#)

**Kick-off Meeting in London**  
17 April 2012

Europeana-Inside had its kick-off Meeting in the Science Museum, London at April 17 and 18. It was the first time all 28 project partners physically came together to discuss their tasks and to get to know the who's who in the project. The different work-packages were introduced as well as ways for communication and...  
[read more »](#)

Sitemap About Us

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**Partners page at launch**

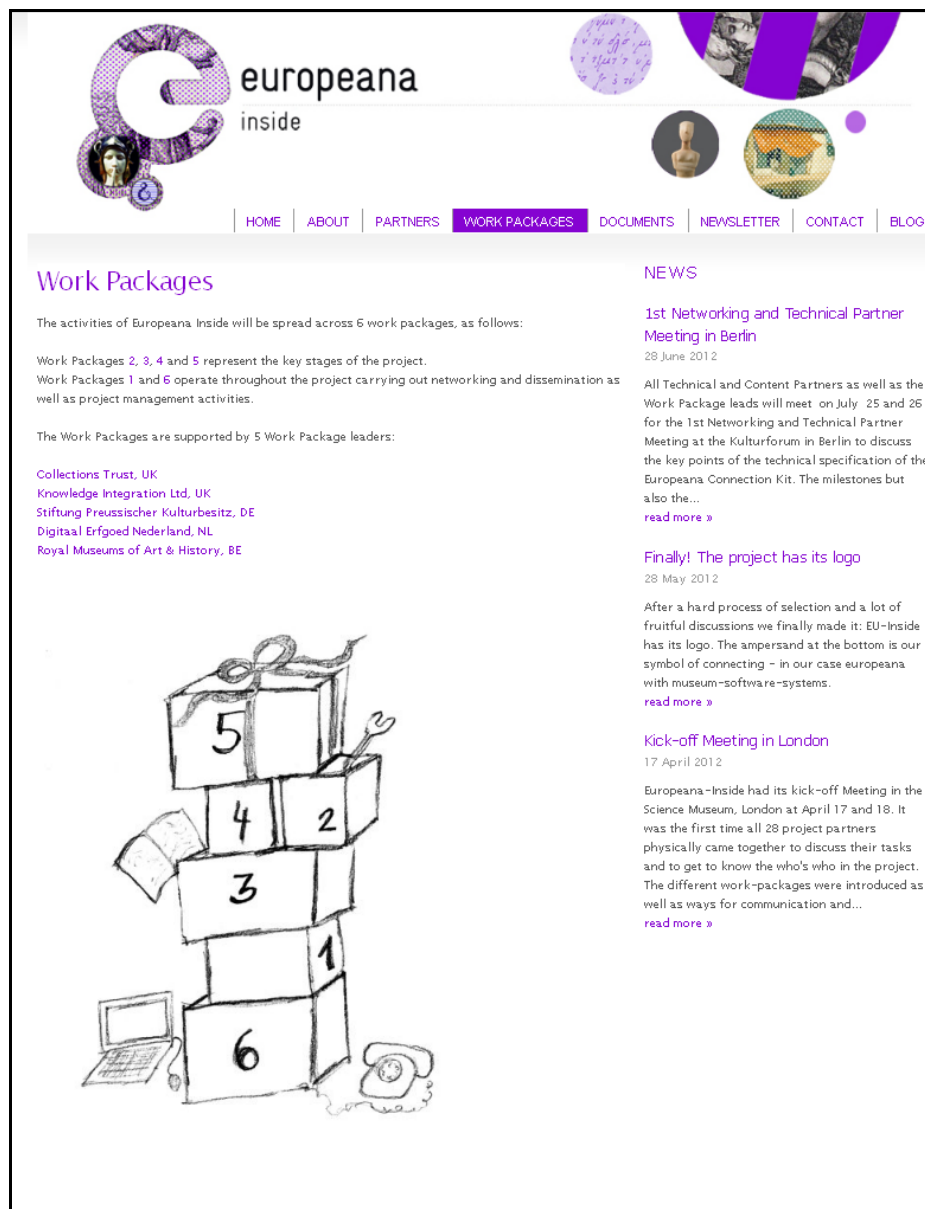


### 3.4 Work Packages

Displays the structure of the work inside Europeana Inside. This section has a dropdown sub-menu where information about single work packages is made available.

The graphic of stacked boxes symbolises each work package of the Europeana Inside project, and illustrates the different stages leading to Work Package 5 as final 'gift box', the full version of Europeana Connection Kit (ECK). At the same time the stacked work packages refer to *Postcard2* described in deliverable D1.2 – *Branding Material*.

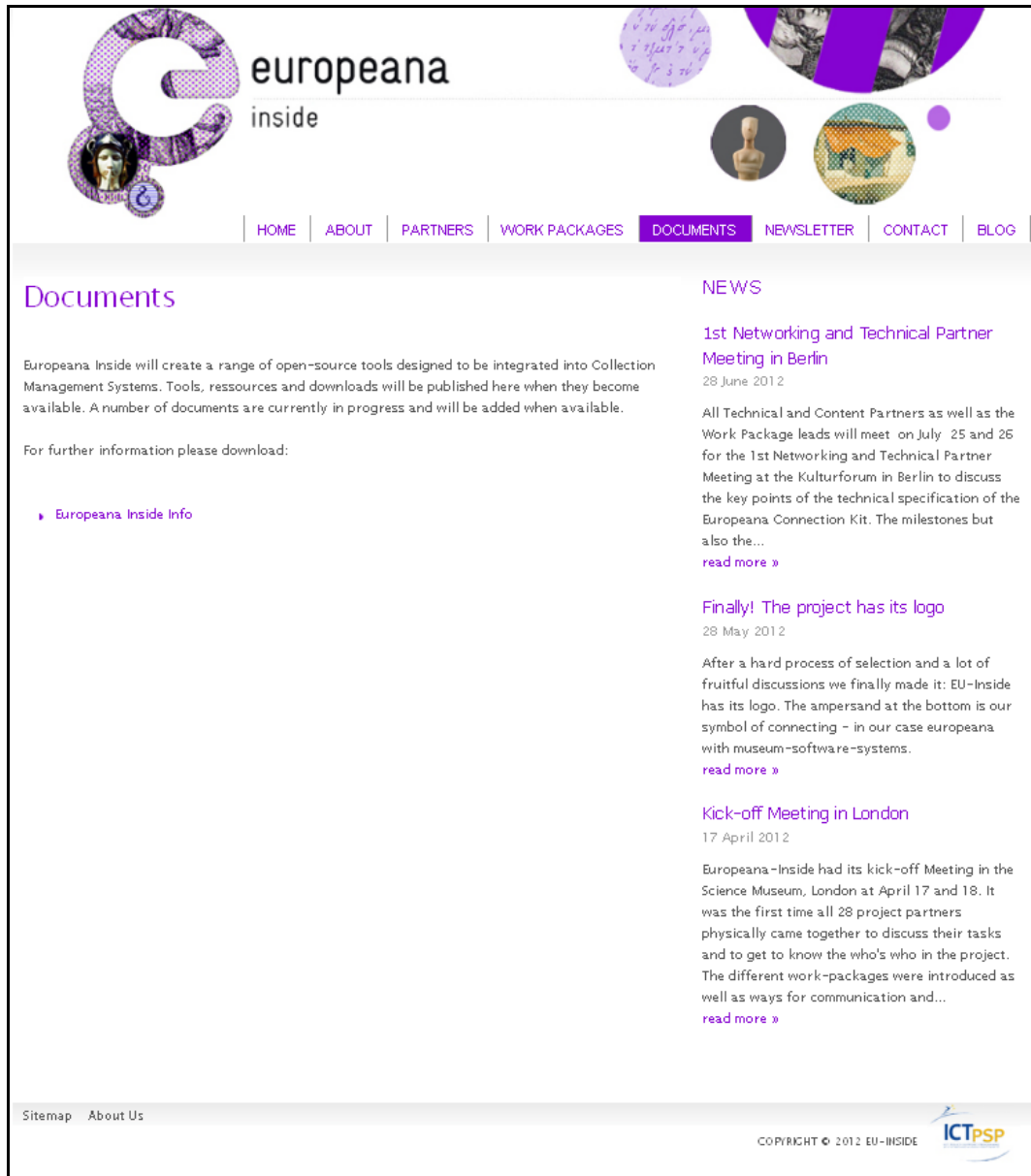
Each work package listed in the sub-menu is introduced by a small mnemotechnic verse which illustrates the purpose of the work package. The introduction of each work package ends with the name of the Work Package lead partner.



**Work Packages page at launch**

### 3.5 Documents

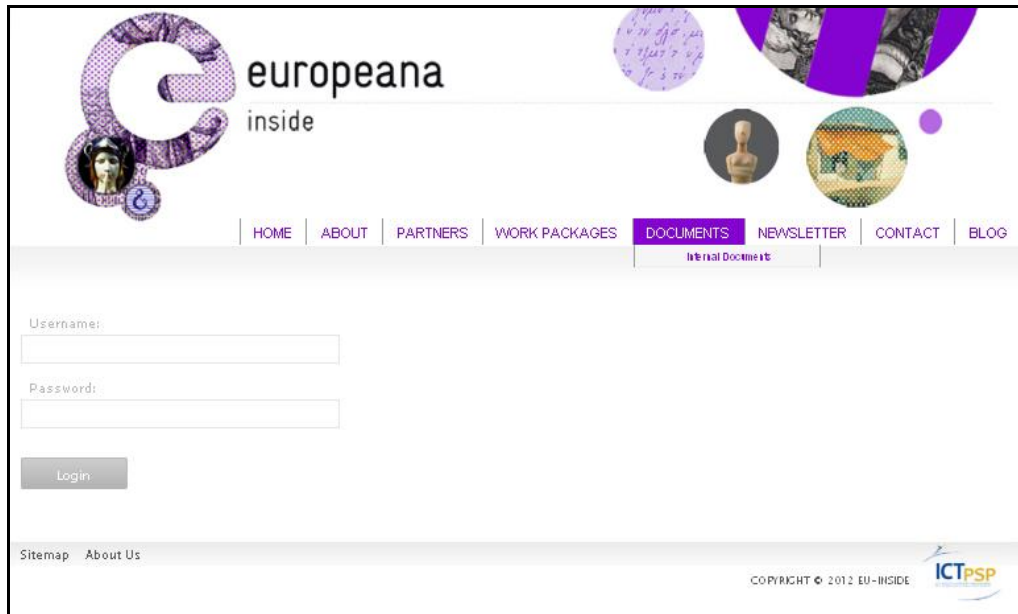
Europeana Inside will create a range of open-source tools designed to be integrated into collection management systems. Tools, resources and downloads will be published here when they become available.



#### **Documents page at launch**

This section also offers a sub-menu. This is for *Internal Documents*. This is where project internal documents will be accessible. To get access a password will be needed. A central password will be created by the administrator.

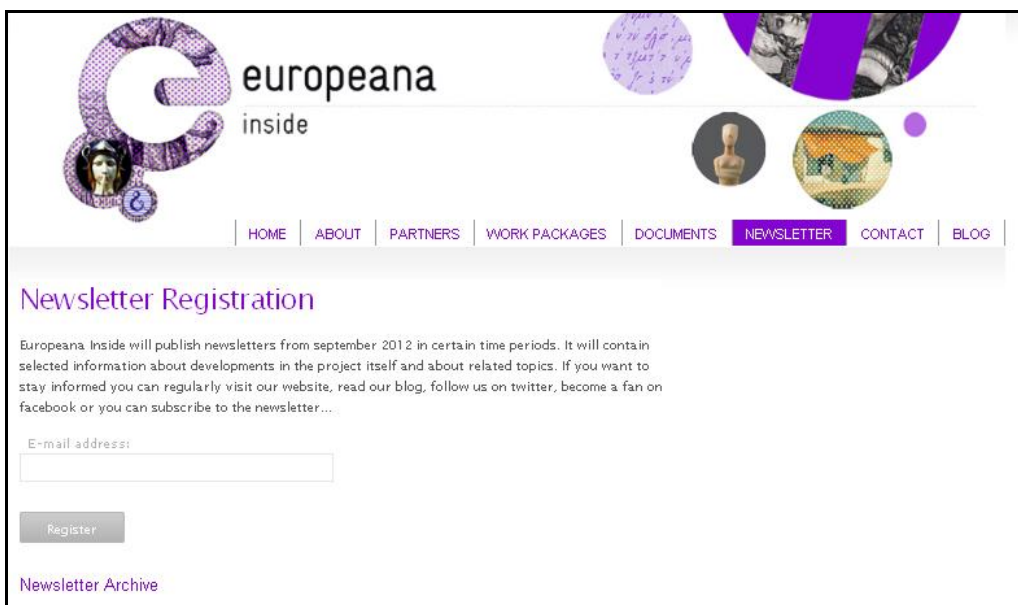
For the project's internal communication there will be special needs which the Basecamp collaboration tool cannot meet. For example, a requirement among technical partners during software creation to be able to work in parallel on code. If there are special needs the website will offer further information, perhaps to another collaborative platform (with a link), or offer a solution itself.



*Internal Documents page at launch*

### 3.6 Newsletter

Europeana Inside will publish 5 email newsletters from September 2012 on at certain time intervals. They will contain selected information about developments in the project itself and about related topics. The Newsletter is offered to every interested person, organisation and software provider. Everybody who is interested can subscribe to the newsletter via the tab “Newsletter” and the newsletter registration mask. 5 newsletters are planned to be published, more if needed. A newsletter archive will present every published newsletter below the registration mask.



*Newsletter page at launch*

### 3.7 Contact

This section has:

- A central address to the Project Management (Collections Trust) on the right
- An email message form on the left (the mails are sent to the central address).

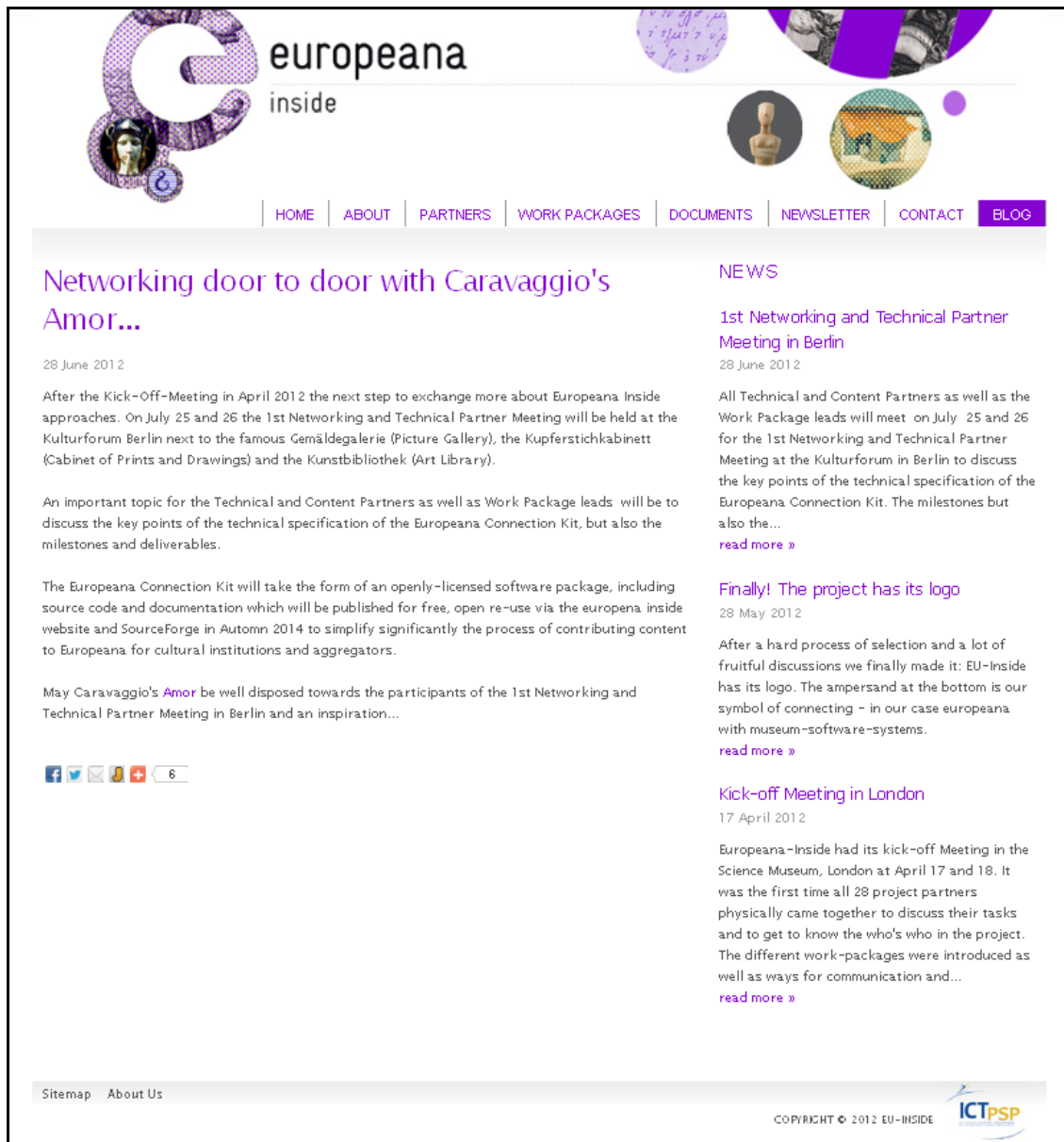
The screenshot shows the contact page of the Europeana Inside website. At the top left is the logo, a large purple 'E' with a woman's face inside, followed by the text 'europeana inside'. To the right are several circular images: a purple circle with handwritten text, a purple circle with a classical bust, a purple circle with a classical bust, and a purple circle with a classical bust. Below the logo is a navigation menu with links: HOME, ABOUT, PARTNERS, WORK PACKAGES, DOCUMENTS, NEWSLETTER, CONTACT (highlighted in purple), and BLOG. The main content area is divided into two columns. The left column is titled 'Send a Message' and contains a form with fields for Name, E-mail address, Subject, and Message, and a 'Send Message' button. The right column is titled 'ADDRESS' and contains contact information for Gordon McKenna, Collections Trust, WC209 National History Museum, London, SW7 5BD, with phone number +44 (0)20 7942 6082, email info@europeana-inside.eu, and website www.europeana-inside.eu. At the bottom left are links for Sitemap and About Us. At the bottom right is the copyright notice 'COPYRIGHT © 2012 EU-INSIDE' and the ICTPSP logo.

**Contact page at launch**

### 3.8 Blog

While the *News* items on the right side of many of the sub-pages are only short, the *Blog* section offers either short or detailed information more frequently.

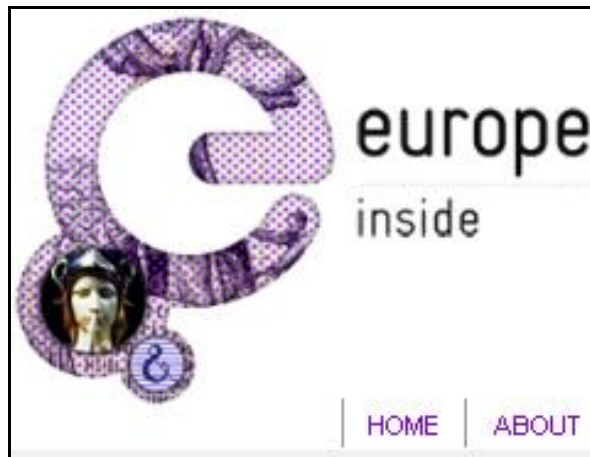
This section is a core element in the dissemination strategy. All blog entries will be published automatically on the Facebook and Twitter accounts at the same time. Once communication channels such as the website and the social web are firmly installed, the blog will be the 'voice' of the Europeana Inside project.



**Blog page at launch**

### 3.9 Free Space for another section

In the line with the top navigation we intentionally left space for another section. As soon as there is a part of the ECK to be shown, described or tested this place will be the entry point to a section called 'Europeana Connection Kit' and all information about the ECK will be made available here including an invitation and registration for beta testing.



*Free Space for another section later in the project*