

Europeana Space – Spaces of possibility for the creative reuse of Europeana’s content
CIP Best practice network - project number 621037

Deliverable number	D6.7
Title	Europeana Space portal online

Due date	Month 3
Actual date of delivery to EC	April 2014

Included (indicate as appropriate)	Executive Summary	<input checked="" type="checkbox"/>	Abstract	<input type="checkbox"/>	Table of Contents	<input checked="" type="checkbox"/>
---	-------------------	-------------------------------------	----------	--------------------------	-------------------	-------------------------------------

Project Coordinator:

Coventry University
Prof. Sarah Whatley

Priority Street, Coventry CV1 5FB, UK

+44 (0) 797 4984304

E-mail: S.Whatley@coventry.ac.uk

Project WEB site address: <http://www.europeana-space.eu>

Context:

Partner responsible for deliverable	Promoter Srl
Deliverable author(s)	Valentina Bachi, Claudia Pierotti, Nicola Cionini, Claudio Prandoni, Pietro Masi, Antonella Fresa
Deliverable version number	1.0
Target delivery date	30 April 2014
Actual delivery date	30 April 2014

Dissemination Level	
Public	<input checked="" type="checkbox"/>

Change log			
Version	Date	Author	Reason for change
V0.1	02/4/2014	Claudia Pierotti, Valentina Bachi	
V0.2	02/4/2014	Antonella Fresa	Comments to the first draft
V0.3	22/04/2014	Valentina Bachi	Comments to the draft by Tim Hammerton, Ruth Montague
V0.4	28/04/2014	Valentina Bachi, Claudio Prandoni	Modifications following the peer reviewers' suggestions
V1.0	29/04/2014	Valentina Bachi, Tim Hammerton	Final reading

Release approval			
Version	Date	Name & organisation	Role
0.3	23/04/2014	Kostas Konstantinidis, Menelaos Sotiriou, Vasia Pierrou, Post Scriptum	Internal peer reviewer
0.3	24/04/2014	Frederik Herrera, Proton Labs	Internal peer reviewer

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This deliverable contains original unpublished work except where clearly indicated otherwise.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

TABLE OF CONTENTS

1	INTRODUCTION: THE EUROPEANA SPACE PORTAL	5
1.1	VISUAL IDENTITY	5
1.2	INTERNET DOMAIN	7
1.3	TECHNICAL INFRASTRUCTURE	8
1.3.1	<i>Security Issues</i>	9
2	EUROPEANA SPACE LANDING PAGE	10
2.1	INTERACTION WITH THE VISITORS	13
3	THE MAIN NAVIGATION BAR	14
3.1	PROJECT	14
3.2	PARTNERS	15
3.3	PILOTS & DEMONSTRATORS	16
3.4	ACTIVITIES	19
3.5	OUTCOMES	20
3.6	NETWORK	21
3.7	CONTACTS	23
4	EUROPEANA SPACE BLOG	24
4.1	THE PROJECT BLOG	24
4.2	ABOUT PROJECT'S BLOGS: PREVIOUS EXPERIENCES	26
5	EUROPEANA SPACE PROJECT'S RESERVED AREA	28
5.1	THE CALENDAR	28
5.2	PROJECT'S REPOSITORY	29
6	THE CONTENT	31
6.1	EDITORIAL TEAM, GROUP OF EDITORS	31
6.2	INTELLECTUAL PROPERTY RIGHTS	32
7	SERVICES AND OTHER RELATED WEB PAGES	33
8	CONCLUSION	35
9	ANNEX: MAIN CONTENT OF EUROPEANA SPACE LANDING PAGE	36

EXECUTIVE SUMMARY

The present document describes the Europeana Space portal and the work carried on to build and implement it.

Due to the delivery of the document in month 3, it is an overall description of the early stage of implementation of the portal.

This document and the actual webpages constitute the deliverable D6.7 as foreseen in the DoW, task 6.4, and they are to be considered open and work-in-progress, as they will adapt to the growing needs and requirements of the project during its lifetime.

The portal is the essential tool for the internal and external communication of the project; it is the keystone for dissemination actions towards stakeholders and followers.

The **landing page** is intended to provide access to the information about the project, its structure, its activities and its outcomes. Dedicated subpages, designed each as a small website inside the website, are intended to widely disseminate the pilots and the project's events.

The **blog** is intended to collect information of a more general interest, certainly still related to the project topics but not strictly produced by it. This way, the blog will be an element of attraction towards a more general audience, thus addressing potential followers who are not reached through the project's "direct" dissemination activities. The blog will be constantly updated with articles, news, events, calls for papers, downloadable documents and other news.

The **reserved area** is accessible only to the partners and represents the knowledge base of the project.

Digitalmeetsculture.net is the official media partner of the project and with over 15,000 visitors per month will act for empowering the web-presence of Europeana Space and for redirecting traffic to the blog and the landing page.

The document is comprises this Executive Summary and eight Chapters:

- Chapter 1 is the introduction, describing the rationale for Europeana Space web-presence and its visual identity.
- Chapter 2 describes in detail the landing page and the mechanisms of interaction with the visitors
- Chapter 3 presents the indexing of the Europeana Space portal
- Chapter 4 is dedicated to the Europeana Space blog
- Chapter 5 presents the description of the Reserved Area
- Chapter 6 is about the content and the editorial team
- Chapter 7 presents the other services annexed to the portal such as the social networks and web statistics
- Chapter 8 is the conclusion
- The Annex includes the main content of the website pages.

1 INTRODUCTION: THE EUROPEANA SPACE PORTAL

The Europeana Space portal is an integrated platform developed and powered by partner Promoter for project's dissemination towards internal and external audience. It is conceived as a participative and modern communication tool.

Its structure, graphic layout and main features were designed keeping in consideration the latest trends of online communication and the extensive experience in projects' dissemination acquired by Promoter srl during previous projects, with the help, cooperation and support by all the consortium partners.

The Europeana Space portal features:

- **Project's landing page:** the most typical and traditional project's website, but with an innovative, more communicative and participative approach; it includes information about the consortium, work-packages, dissemination material available for download etc., along with interactive and creative subsections. Its scope is mainly to publicize project's activities, progress and achievements;
- **Project's blog:** this is a key element for engaging the stakeholders online, and for keeping an open dialogue with external communities, also featuring integrated social media tools. In the blog, articles about the project's progress are presented and interesting news items collected (e.g. announcements of upcoming conferences and events of interest to the project, call for papers, information about other projects' activities, Europeana news and press releases etc.);
- **Project's reserved area:** it is a tool with restricted access, for document sharing among the partners of the project. This element has been the first stage implemented for the partners' use, immediately after the kick-off meeting in February 2014, and it is integrated into Promoter's servers of the online magazine digitalmeetsculture.net;
- **Project's showcase on digitalmeetsculture.net online magazine:** this is a proven and effective way to redirect traffic to the project's website and blog. By addressing a very large general audience with about 15,000 visitors per month, digitalmeetsculture.net is now a valuable meeting point for the community of people involved or interested in the digital cultural heritage sector.

1.1 VISUAL IDENTITY

The Europeana Space portal is based on a user-friendly, intuitive logic and a sober design, which characterize all the elements of the platform. The design of the web communication is strictly linked to the design of a project's logo; the responsible partner for the visual identity of the project is Promoter srl, who produced several proofs of variants of the logo, submitted to the Coordination Team first, and then to the consortium for approval.

At this early stage of the project, the best option was considered that a very basic project's logo would be developed: a very clean graphic interpretation of the project's wording "E SPACE" which offer a "neutral" visual identity. This leaves the various activities of the project to have total creativity and a free space for expression.



Figure 1: the Europeana Space logo

In case the logo must be utilized on a black background, a white version of the logo is also available:



Figure 2: white logo on a black background

Possible future development of the project's logo, font and style will be considered, if needed, in a more advanced stage and following the creative developments of the project's progress.

Of course, the choice of the black&white writing influenced the graphic and design of the project's portal, resulting in a very elegant, non-invasive visual impact of each page, that enhances the images which complement the texts.

The Europeana Space portal and its elements are composed of webpages whose contents is periodically updated, on the basis of the partners' requirements and project's news and achievements (see chapter 7 for more information about the Editorial Team).

Every page of the portal features the project's logo as well as the following other logos:

- The partners' logo, linked to the official webpage of the partner
- The EU emblem
- Digitalmeetsculture.net logo as official media partner of the project

All the elements of the Europeana Space portal do not foresee royalties because they are all based on open source software.

1.2 INTERNET DOMAIN

The domain names registered by Promoter for the Europeana Space portal are the following:

- www.europeana-space.eu (main)
- europeana-space.net (redirect)
- europeana-space.org (redirect)
- europeana-space.com (redirect)
- europeanaspacespace.com (redirect)
- europeanaspacespace.net (redirect)
- europeanaspacespace.org (redirect)

Among the possibilities and the consortium's wishes for the project's web address, also europeanaspacespace.eu was taken into account. Unfortunately, it was discovered that this domain was already occupied. The webmaster at Promoter tried and get in touch with the owner of the domain, in order to possibly negotiate about a transfer, but received no reply.

The webmaster will take care for the implementation of the most suitable SEO (Search Engine Optimization) activities for optimising visibility and access from search engines.

The project's blog address is:

<http://www.digitalmeetsculture.net/projects/europeana-space/>

The direct address for the project's reserved area is:

<http://www.digitalmeetsculture.net/projects/europeana-space/europeana-space-reserved-area/>

On Digitalmeetsculture.net, the project is showcased with a button in the Home page and in any other page of the magazine. The button redirects to the project's blog.

<http://www.digitalmeetsculture.net/>

Digitalmeetsculture.net is an interactive online magazine dedicated to the theme of digital technologies applied to cultural heritage and the arts. Extensive and up-to-date information and events about projects and initiatives for the digital cultural heritage make *digitalmeetsculture.net* a valuable information tool and an effective advertising showcase, with a sharp focus on a selected, high-profile audience. The portal is quite well known among the actors of the digital cultural heritage community, and it currently counts more than 15,000 visitors per month, which is a constantly growing number.

Those visitors represent a selected and interested audience and will offer an added value in terms of dissemination and advertising of the project's activities and results.



Figure 3: The Home page of digitalmeetsculture.net featuring E Space button on the right

1.3 TECHNICAL INFRASTRUCTURE

The Content Management System that has been selected as the base technology upon which the Europeana Space website is implemented is WordPress¹.

WordPress is an open source blog tool and publishing platform licensed under the GNU General Public License (GPL). It is powered by PHP and MySQL and can easily be customized into a Content Management System (CMS). It was selected as the base technology for the implementation of the Europeana Space website because of its flexibility, its easy and user friendly setup and usage, and its provision of a high level of personalization. This ensemble of qualities makes it the ideal facilitator of a versatile CMS.

WordPress has a web template system that uses a template processor. The processor makes it easy to re-arrange widgets and install and switch between themes. The PHP and HTML code used by the themes can also be edited for more advanced customizations.

¹ <http://wordpress.org>

Moreover, WordPress has a number of useful features, including integrated link management, a search engine-friendly, clean permalink structure; the ability to assign nested, multiple categories for articles; support for tagging of posts and articles. Automatic filters are also included, providing standardized formatting and styling of text within articles. Multimedia files such as images, videos, flash movies, image galleries, slideshows etc. can be uploaded and linked to (or displayed in) pages and articles, or embedded directly from other places (e.g. Youtube).

WordPress provides several ready-to-use options for the display of portal archives. They can be arranged according to year, month, week, day, category, or author. New archives can be created and easily linked. Since WordPress generates pages dynamically, all these archive pages come at no additional space-cost to the server.

WordPress' built-in search functionality allows visitors to the portal to search for terms they are interested in; the search terms are highlighted, making it is even easier for them to find what they were looking for.

WordPress supports the Trackback² and Pingback³ standards for displaying links to other sites that have themselves been linked to a post or article.

Finally, WordPress has a rich plugin architecture that allows users and developers to extend its functionality beyond the features that come with the base installation.

1.3.1 Security Issues

In order to guarantee the security of the Europeana Space website the following measures have been adopted:

- The website is hosted on a secure server belonging to a professional web hosting company.
- The server is protected via a professional Web Application Firewall.
- WordPress, the theme and the plugins that are installed have been accurately chosen and will be kept updated to the very latest version.
- User accounts will be created with strong passwords and limited permissions and accesses will be accurately monitored.
- An automatically weekly back-up of the whole website have been scheduled.

² http://www.sixapart.com/pronet/docs/trackback_spec

³ <http://www.hixie.ch/specs/pingback/pingback>

2 EUROPEANA SPACE LANDING PAGE

The landing page is the web page where the Internet user arrives following one of the domain names registered for the project.

This page is also referred to as the Home page.

The landing page is intended to give full access to information about the project. The layout is very clean, black and white, and straight-to-the point, in order to enhance the attention on key information about the main components of the project: objectives and information of the project, partnership, structure and WPs, pilots and events, results and activities, how to join.

The Europeana Space landing page is connected with the project blog (see chapter 3); an automatic mechanism is implemented in order to capture contents from the project blog concerning news, events, calls for papers and downloadable documents, which are displayed in the landing page as well.

In detail, the landing page includes the following elements:

- Logo and title of the project, associated to the European Union emblem and the reference to the EC funding "Co-funded by CIP BNP program of the European Union"
- The main navigation bar on the top of the page, that provides access to the following sections and submenus:
 - Home
 - Project
 - Dissemination
 - Management
 - Press Room
 - Reserved Area
 - Partners
 - one page each
 - Pilots & Demonstrators
 - one page each

- Activities
 - Hackathons
 - Monetizing workshops
 - Project's conferences
 - Thematic workshops
 - Outcomes
 - Content Space,
 - Innovation Space,
 - Tech Space
 - Deliverables
 - Network
 - Contacts
- Link to the Europeana Labs
 - Link to the Press Room
 - Preview of the latest blogposts appeared on the Europeana Space blog (see chapter 3)
 - The logo and hyperlink to the media partner digitalmeetsculture.net
 - The RSS function and the link to the social networks
 - The Search function (simple full text search within the website)
 - The form to register to the Europeana Space Newsletter
 - The form to post a comment

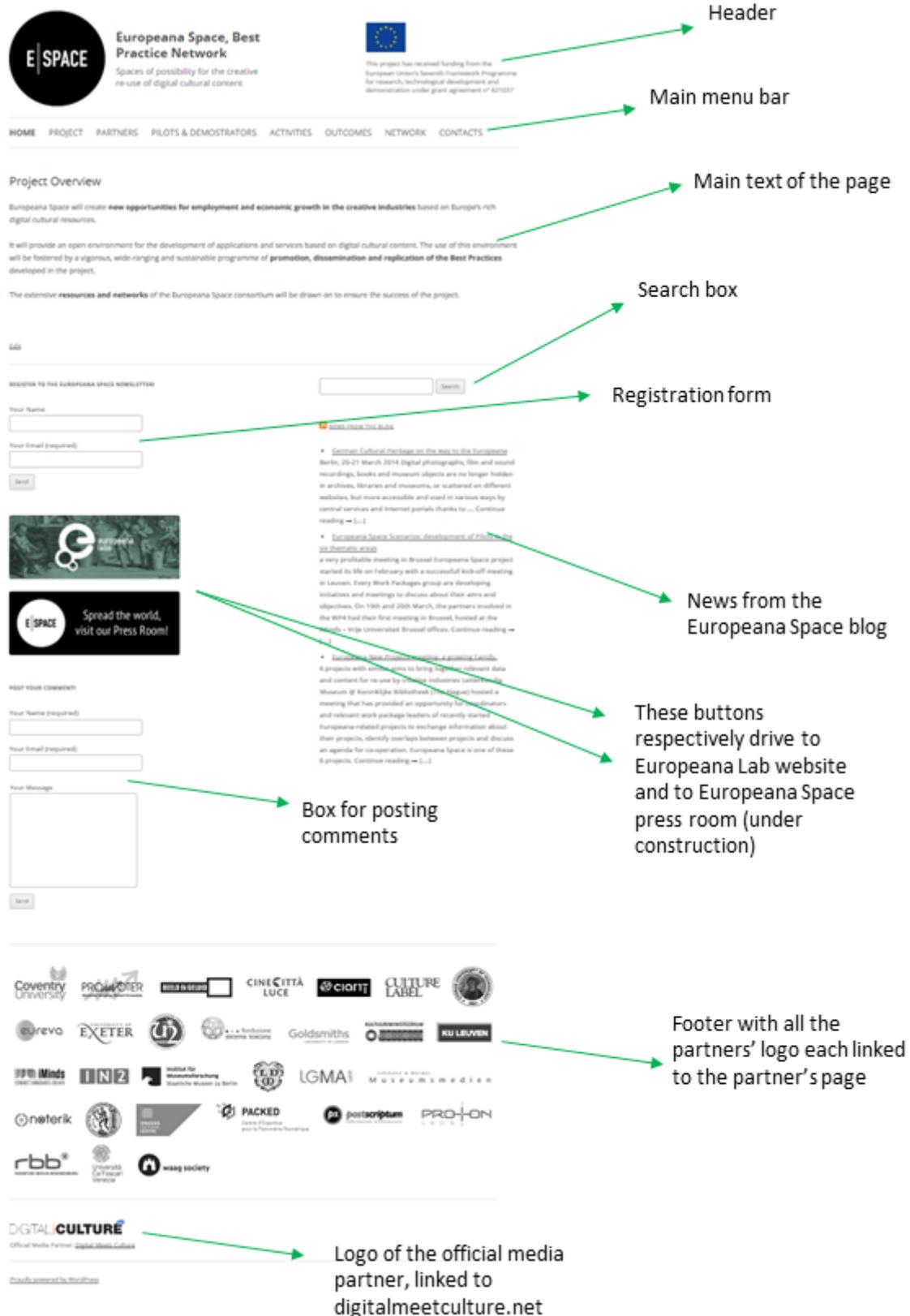


Figure 4: Europeana Space Home Page, with comments

2.1 INTERACTION WITH THE VISITORS

Interaction and fidelization of the users is an important factor for the success of the website.

For this reason, each page of the website features two forms that are provided as a mechanism to invite the visitors to get involved and to remain in contact with the project:

- The form for the registration to the Europeana Space Newsletter
- The form for posting comments to Europeana Space project.

The form for the registration to the Europeana Space Newsletter is very simple, in order to make it simple for people who intend to register. The minimum information required is the email address of the applicant. It is composed by the following two fields:

- Name (optional)
- Email (required)

The form for the post of a comment to the Europeana Space project is also very simple, but it naturally should allow the user to write their own comment. It consists of the following fields:

- Name (required)
- Email (required)
- Website (optional)
- Comment (required)

3 THE MAIN NAVIGATION BAR

The navigation in the website is based on a horizontal bar that is always present in all the pages of the site and that features multiple menu items directing to separate pages, which are described in the following sections.

3.1 PROJECT

The "Project" menu item opens a page providing the overall presentation of the project, its rationale, ideas and philosophy.

The work-packages are listed with name/s of leader partner/s.

On the right, a menu provides link to the sub-pages:

- "Dissemination", presenting here the main dissemination objectives and featuring material for free download (currently, the project's factsheet; then here will be available the presentations, videos, posters, flyers and other dissemination material produced during the project's lifetime);
- "Management", presenting the management structure of the project, and roles with contact email;
- "Press Room", which provides access to the section (currently under construction) where press releases from the project are displayed, along with articles about the project, photos from the events and any other useful material;
- "Reserved Area", which can only be accessed by using the appropriate username and password. See details in chapter 4.



Europeana Space, Best Practice Network
Spaces of possibility for the creative re-use of digital cultural content



*This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement n° 621037

HOME
PROJECT
PARTNERS
PILOTS & DEMOSTRATORS
ACTIVITIES
OUTCOMES
NETWORK
CONTACTS

Project

The objective of Europeana Space is to increase and enhance the creative industries' use of Europeana by delivering a range of resources to support their engagement. The use of Europeana by the creative industries is still limited by factors including issues around the IPR status of content and the need for business models demonstrating the potential for exploitation of available content. In addressing these problems Europeana Space brings together high-level key expertise from the European creative industries, technology-based enterprises, the cultural heritage sector and higher education.

Europeana Space will build 3 Spaces, the Technical, Content and Innovation Spaces: physical and virtual environments to enable the creative re-use of cultural content. They will contain online guidelines and tools, a technical framework; a platform for IPR management; hackathons and workshops to inspire and support content providers, technology partners, creators and industry bodies to develop new content-based services and applications; and incubation/mentoring by business experts to stimulate and support creative entrepreneurship. 6 Pilots and 3 Demonstrators will present innovative models of content use in interactive TV, photography, dance, games, publishing and cultural heritage. A wide-ranging dissemination and sustainability programme will ensure Europe-wide penetration of the Best Practices developed and shared through the project.

Europeana Space will address all sectors of the creative industries, from content providers to producers, exhibitors, artists and makers of cultural/creative content, publishers, broadcasters, telecoms and distributors of digital content. Its impact will be significantly increased use of Europeana and new opportunities for employment and economic growth within the creative industries through continuing development of innovative applications and services based on Europe's rich digital cultural resources.

WP1	Project management	LEADER: COVUNI with the support of PROMOTER as Technical Coordinator
WP2	Technical Space: Infrastructure and tools for content access, use and storage	LEADER: NTUA with cooperation of PostScriptum, IMinds, NISV
WP3	Content Space: Rights management for creative exploitation of Europeana content	LEADERS: UNIDIE + PACKED with cooperation of COVUNI and PACKED
WP4	Europeana Space Scenarios: development of Pilots in the 6 thematic areas	LEADERS: IMINDS + PROMOTER with cooperation of the pilotscoordinators
WP5	Innovation Space: Valorisation and exploitation	LEADERS: NISV + KU LEUVEN with cooperation of

PROJECT

[Dissemination](#)

[Management](#)

[Reserved Area](#)

POST YOUR COMMENT!

Your Name (required)

Your Email (required)

Your Message

Figure 5: PROJECT page

3.2 PARTNERS

The "Partners" menu item opens a page that provides a general introduction to the consortium as a whole, its geographic spread and the competencies represented. From this page, a sub-menu provides link to the individual partners' pages.

Each partner has one page with brief description, role in the project, contacts, link to their official website and logo.

Due to the large composition of the consortium, the list of the partners is very long. For this reason, in order to simplify the research of the individual partners, the names are listed in alphabetic order and are visible also in a sensible geographic map.



Europeana Space, Best Practice Network

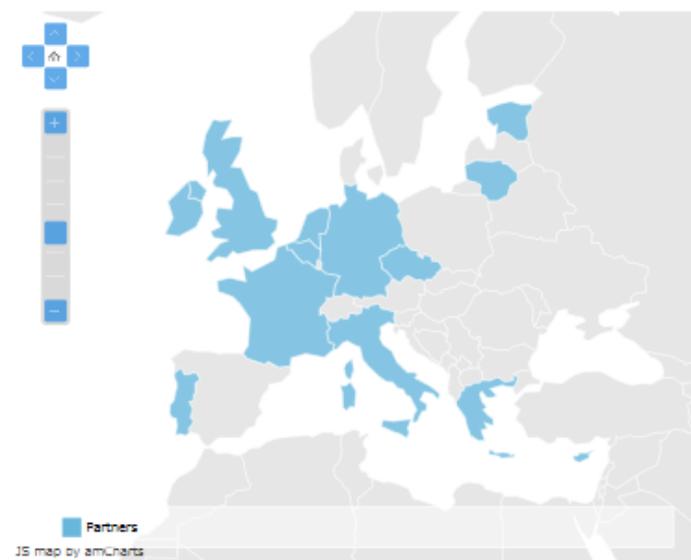
Spaces of possibility for the creative re-use of digital cultural content



This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement n° 621037

HOME PROJECT **PARTNERS** PILOTS & DEMONSTRATORS ACTIVITIES OUTCOMES NETWORK CONTACTS

Partners



PROJECT COORDINATOR

[COVUNI \(UK\) – Coordinator](#)

TECHNICAL COORDINATOR

[PROMOTER \(Italy\) – Technical Coordinator](#)

PARTNERS

- [CIANT \(Czech Republic\)](#)
- [CULTURELABEL \(UK\)](#)
- [CUT \(Cyprus\)](#)
- [EUREVA \(France\)](#)
- [EVK \(Estonia\)](#)
- [FCSH-LINL \(Portugal\)](#)
- [EST \(Italy\)](#)
- [GOLDSMITHS \(UK\)](#)
- [iMINDS \(Belgium\)](#)
- [IN2 \(UK\)](#)
- [KIJ LEUVEN \(Belgium\)](#)
- [LAM \(Lithuania\)](#)
- [LGMA \(Ireland\)](#)
- [LUCE \(Italy\)](#)
- [MUSEUMSMEDIEN \(Germany\)](#)
- [NISV \(Netherlands\)](#)
- [Noterik BV- NOTERIK BV \(Netherlands\)](#)
- [NTUA \(Greece\)](#)
- [OCC \(Greece\)](#)
- [PACKED \(Belgium\)](#)
- [POSTSCRIPTUM \(Greece\)](#)

The Europeana Space consortium has 29 key partners, from 13 European countries.

The consortium includes representatives of the whole value-chain to ensure the best possible delivery of impact: creative industry and technology-based SMEs, cultural bodies, memory institutions, broadcasters, national cultural agencies and centres of excellence in Multidisciplinary research.

The project's partner organisations have outstanding skills in areas relevant to the project's objectives: the building of technology platforms, IPR management, content provision, management of major digital cultural collections and of digitisation programmes; online publishing, games development and the use and re-use of cultural objects for commercial exploitation purposes.

Figure 6: PARTNERS page

3.3 PILOTS & DEMONSTRATORS

The “Pilots & Demonstrators” menu item opens a page that provides a general introduction to the pilots and demonstration activities foreseen by the project.

For the pilots, it describes the rationale beyond the pilots, their central role in the project, how the pilots are connected with the projects’ “Spaces” (namely, the Technical, Content and Innovation Spaces) and a very brief presentation of the six thematic areas:

- Interactive TV

- Photography
- Dance
- Games
- Open and Hybrid Publishing
- Museums

For the demonstrations, it provides information about their scope that is in fact to showcase how cultural content can be re-used in creative products for the educational sector. The themes of the three demonstrators are shortly presented:

- Cavafy poems
- Irish tales
- Archaeology in Cyprus

Each pilot and each demonstrator has an individual page, that provides general information about the scope, target users, content, technologies, exploitation plan and expected outcomes.



Europeana Space, Best Practice Network

Spaces of possibility for the creative re-use of digital cultural content



This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement n° 621037

HOME PROJECT PARTNERS **PILOTS & DEMONSTRATORS** ACTIVITIES OUTCOMES NETWORK CONTACTS

Pilots & Demonstrators

THEMED PILOTS

Europeana Space project will develop six Pilots, which will cover the following thematic areas: Europeana TV, Photography, Dance, Games, Open and Hybrid Publishing, Museums. The pilots will be a means to explore different scenarios for the re-use of digital cultural content, with a special focus on the re-use of the content accessible via Europeana.

The results of the Pilots will then contribute to the subsequent phase of the project, devoted to the identification of viable and sharable business models for the exploitation of innovative applications and new creative ventures. This work is coordinated in WPS *Innovation Space: Valorization and exploitation in the Creative Industries*.

Following the Pilots' outcomes, six themed Hackathons, each based on one of the Pilots, will be organized in different venues.

BEST PRACTICE DEMONSTRATORS

Moreover, 3 Demonstrators will present innovative models of content use for cultural heritage and identify current best practices for environments/applications intending to facilitate re-use of digital cultural heritage content in an educational context.

The presentation and discussions of Demonstrators using content innovatively will have a dual impact:

- students, teachers and other education professionals will acquire creative and technical skills through learning how to work with the tools/applications that are offered
- they will also become more aware of the vast and diverse repository of digital cultural heritage

PILOTS

- [Museums](#)
- [Open & Hybrid Publishing](#)
- [Games](#)
- [Dance](#)
- [Photography](#)
- [Interactive TV](#)

DEMONSTRATORS

- [Archaeology in Cyprus](#)
- [Irish Tales](#)
- [Cavafy Poems](#)

POST YOUR COMMENT!

Your Name (required)

Your Email (required)

Figure 7: PILOTS & DEMONSTRATORS page

When the pilot is ready to display results, a link from the Pilot page will take visitors to another section of pilots demos. This section will be implemented in a way similar to the websites that present the apps on the Internet, The aim is to surprise the user, as they will find the colours and creativity, in accordance with the development of each pilot.

The content and graphic layout of these pages are not yet ready at the time of submission of this deliverable. They will be designed and implemented in agreement with the pilot leaders, leaving them full freedom to "advertise" and communicate about their pilot in the way they feel best. Here, demonstrators, videos, documents and - if present - a link to the pilot "independent" website are provided for the users. Every "pilot page" is intended to be like a small, self-standing website inside the main website.

Similarly, a dedicated section will be devoted to the demonstrations, to present their results interactively and with multimedia components.

3.4 ACTIVITIES

The “Activities” menu opens a page that provides an introduction to the programme of activities foreseen along the whole project life time. A sub-menu provides access to a page dedicated to each event.

This section will provide both a showcase of the project’s activities and a tool for engaging users and stakeholders.

The activities which populate this section are:

- Project’s conferences
- 6 hackathons
- 6 monetizing workshops
- Thematic workshops, about Educational Creative products and about Creative Marketing

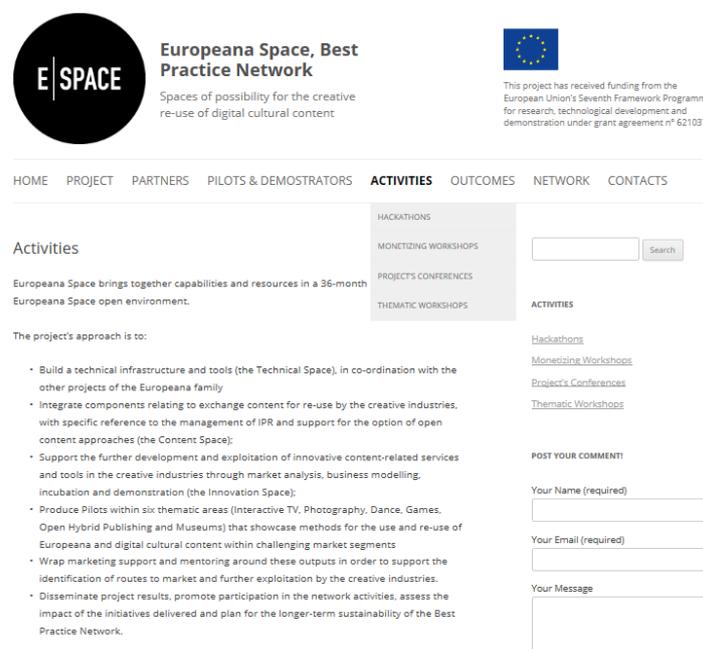


Figure 8: ACTIVITIES page

For each activity the responsible partner is provided with dedicated credentials, which allow him/her to:

- upload documents for the preparation of the event (e.g. the agenda, the venue, the registration form/tool etc.),

- upload photographs and videos taken during the event,
- provide follow-up to the readers by uploading the event's results, such as proceedings, guidelines or any other outcome.

Moreover, for each activity it will be possible to create a blog, and/or chat rooms available for the registered participants to foster discussion and exchange of ideas before, during and after the event. Each page is intended again to be a self-standing element, curated by the event leader in collaboration with the management/communication team.

3.5 OUTCOMES

The "Outcomes" menu item opens a page that provides access to the deliverables and to individual pages, currently under construction, related to the three Spaces (Technical, Content and Innovation Space) developed by the project. In addition, outcomes from the pilots, that will be available in the individual pilot's page, will be linked from the Outcomes page as well. A similar approach will be adopted for outcomes from the demonstrations, workshops, conferences etc and Technical, Content and Innovation Spaces.

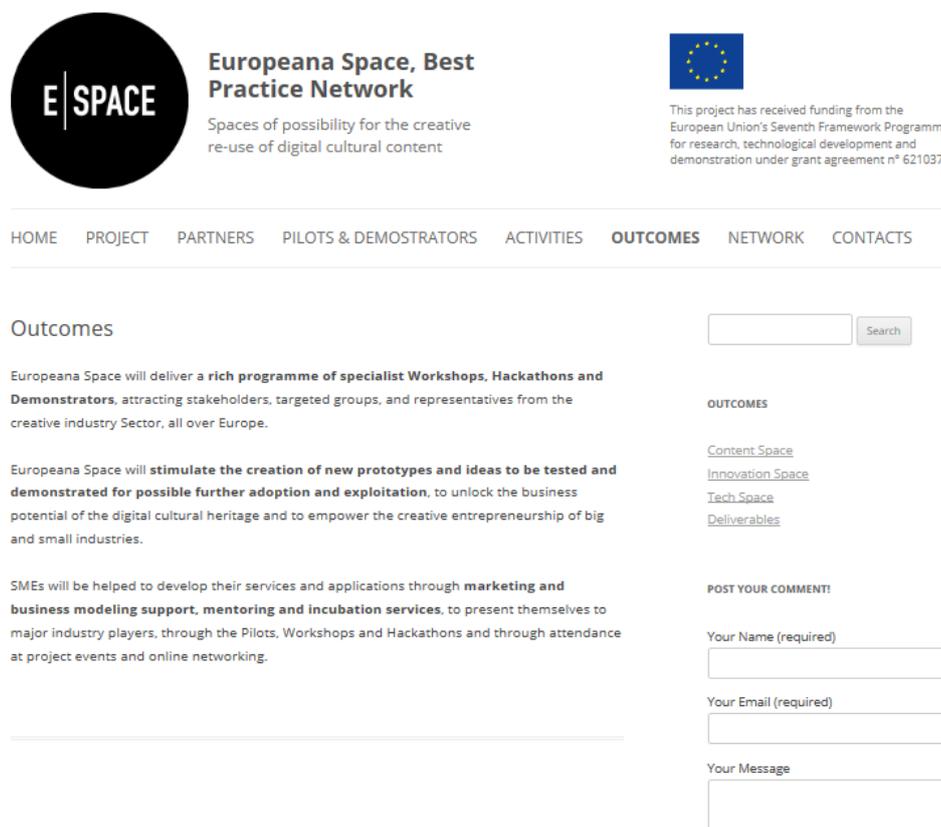


Figure 9: OUTCOMES page

A page is devoted to each Space, where its own on-line resources are described and possibly accessed through a link. Another page is accessible from the submenu and here the public deliverables, produced during the project's lifetime, are available for download.

3.6 NETWORK

The "Network" menu item opens a page that provides access to a range of resources dedicated to people and organisations who are interested in becoming involved in the project.

This section is dedicated to those who wish to join the Europeana Space project and activities, both in terms of becoming Associate partners and in terms of joining the Stakeholders Group and/or possibly other subgroups of common interest.

Models for cooperation agreements will be provided very soon in this page, next to explanations of how to use them.

Also, a form to ask for interaction with the project is available on the page, requesting very simple information:

- Name (required)
- Email (required)
- Website (optional)
- Organisation (optional)
- Nature of interest (optional)



Europeana Space, Best Practice Network

Spaces of possibility for the creative re-use of digital cultural content



This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement n° 621037

HOME PROJECT PARTNERS PILOTS & DEMONSTRATORS ACTIVITIES OUTCOMES **NETWORK** CONTACTS

Network

Are you interested in Europeana Space project and outcomes?

Would you join us, to follow the project's activities and to provide collaboration?

We are building a **Stakeholders group**, to include Creative Industry representatives, opinion makers, developers and technology evangelists etc. The Stakeholders group will be an important interface between the smallest of the creative industries and the larger companies with an interest in creative innovation; its members' presence at project events – especially the Hackathons – will bring these productively together. Moreover, joining our Stakeholders group means to be part of the new large Digital Cultural Heritage community, with special focus on Creativity and Re-Use of digital cultural content.

It is also possible to become an **Affiliate Partner** of Europeana Space, through the formalization of a simple a Cooperation Agreement, which clarifies its terms and conditions. Being an Affiliate Partners of Europeana Space brings great benefits both to institutions and private bodies who can:

- **access and experiment** with the tools and the "spaces" created by Europeana Space for developing new ideas and products; participate in the project as content provider, by contributing to the ingestion of new items to Europeana;
- **join events**, conferences, Hackathons and international workshops organised by Europeana Space; participate in dissemination and training activities
- most of all, **be an active part of an innovative network of allied partners**, who share the same big mission of unlocking the potential of digital cultural heritage in Europe.

Europeana Space already includes representatives of the key stakeholder groups from all over Europe, ranging from public institutions and universities to creative industries and technology

Search

JOIN THE E|SPACE NETWORK!

Your Name (required)

Your Email (required)

Your Website

Your Organisation

Your Message

Send

Figure 10: NETWORK page

3.7 CONTACTS

This page collects all contacts of Europeana Space project, which means:

- Project Management and Communication
- Pilot leaders
- Events leaders

For each area, the following information is provided:

- Name of the responsible person
- Role in the project / Organization
- Email

4 EUROPEANA SPACE BLOG

The project's landing page, although planned to be interactive in the future, currently represents the point of access to the information about the project. This is interesting for the stakeholders that are already in touch with the project (e.g. partner projects of the Europeana family, people and organizations linked to the Europeana Space partners, people met during dissemination events etc.). Europeana Space followers can therefore be informed about what is happening, both internally and on the project as a whole, through the landing page.

In order to reach other types of audience who could also become followers when more informed, Europeana Space features a blog. This form of on-line communication is currently very diffuse and trendy, and attracts web-surfers of any background. Of course, the followers of Europeana Space blog will be self-segmented on the basis of personal interest in the digital technologies, digital cultural heritage and creativity.

The Europeana Space blog is therefore intended to collect articles, news and events related to these topics, and not necessarily or strictly linked to the project. This is indeed an effective way of disseminating the project to a more general audience.

4.1 THE PROJECT BLOG

The project's blog is implemented with WordPress Content Management System (cfr. Par. 1.3), and it is powered by *digitalmeetsculture.net*, the media partner of the project.

The Europeana Space blog is organized into three columns:

- The central column hosts the main article: in the case of the home page of the blog this is a presentation of the project, followed by the list of the articles of the blog; then the central column hosts the full page of the article chosen by the user.
- The left side column hosts the contacts, the list of the latest news and upcoming events, the list of the most popular tags of Europeana Space in *digitalmeetsculture.net*
- The right side column hosts the logos of project's partners, each one linked to the official partner's website.

The blog has three menu bars to provide access to all the linked pages and functions. On the top of the page it is the main menu bar of Europeana Space landing page that gives access to the related website sections; immediately below there is another bar for quick access to the Blog Home and to the Reserved Area. Finally, on the very bottom of the page, the lower menu bar provides again fast access to website Home, Blog Home, Reserved Area and Contacts.

Thursday, 03 April 2014

WEBSITE PROJECT PARTNERS PILOTS ACTIVITIES OUTCOMES NETWORK CONTACTS

E | SPACE

BLOG HOME RESERVED AREA

Username:

Password:

MEDIA PARTNER

CONTACTS

Project Coordinator: [Sarah Whitley](#)

Project Manager: [Tim Hammerton](#)

Technical Coordinator: [Antonella Fresca](#)

Project Assistant: [Valentina Bacchi](#)

Project website: www.europeana-space.eu

LATEST NEWS

[German Cultural Heritage on the way to the Europeana](#)

[Europeana Space Scenarios: development of Pilots in the six thematic areas](#)

[Europeana New Projects meeting: a growing Family.](#)

[Europeana Space Kick-off meeting](#)

[Does education include?](#)

[View all the news](#)

UPCOMING EVENTS

[Workshop on ICT Technologies for the Multimodal Capture, Semantic Analysis and 3D Representation of Cultural Heritage](#)

[View all events](#)

EU-SPACE POPULAR TAGS in Digitalmeetsculture

PRESENTATION OF THE PROJECT

E | SPACE

new opportunities for employment and economic growth within the creative industries

Spaces of possibility for the creative re-use of Europeana's content

Summary Europeana Space aims to increase and enhance the creative industries' use of digital cultural content and Europeana by delivering a range of resources to support their engagement. The use of content is still limited by factors including the issue... [Continue reading](#)

IN FOCUS

Iasi (Romania) 22 - 28 September 2014

Art, Science and Technology Topic @ IPCAM 10

An Art-Science-Technology special session will be held during the 10th International Conference on Physics of Advanced Materials between 22 to 28 September 2014, Iasi, Romania, at the Alexandru Ioan Cuza University. This session focuses on presentations (oral and poster) related to: NanoArt, Scientific Photography (metallography, ... [Continue reading](#)

Berlin, 20-21 March 2014

German Cultural Heritage on the way to the Europeana

Digital photographs, film and sound recordings, books and museum objects are no longer hidden in archives, libraries and museums, or scattered on different websites, but more accessible and used in various ways by central services and internet portals thanks to ... [Continue reading](#)

a very profitable meeting in Brussel

Europeana Space Scenarios: development of Pilots in the six thematic areas

Europeana Space project started its life on February with a successful kick-off meeting in Leuven. Every Work Packages group are developing initiatives and meetings to discuss about their aims and objectives. On 19th and 20th March, the partners involved in the WP4 had their first meeting in Brussel, hosted at the IMinds - Vrije Universiteit Brussel offices. [Continue reading](#)

PARTNERS

Figure 11. Blog home

4.2 ABOUT PROJECT'S BLOGS: PREVIOUS EXPERIENCES

There are few examples of project's blogs in connection to the project's websites. Given the extensive experience of the WP6 Leader, partner Promoter, for communication and dissemination of EU projects, there is confidence that the Europeana Space blog will be effective to the dissemination scope.

For example, it is now proven that the online magazine digitalmeetsculture.net has a very big influence on the project's websites that are advertised in its pages. For example, the Europeana feeder project EuropeanaPhotography features a very extensive showcase into digitalmeetsculture.net, that redirects traffic to the project's official website, playing a central role for dissemination and being an important referral for the Europeana Photography website: it is the third greatest traffic source of the website⁴.



Figure 12: EuropeanaPhotography showcase, RICHES's blog, PREFORMA's blog

Similarly, it is worth considering the case of the DCH-RP e-Infrastructure project, that aims to develop a Roadmap for the digital preservation of cultural heritage. The showcase of DCH-RP on digitalmeetsculture.net is attracting many visitors, who are then redirected to the actual project website for more specific information.

The FP7 project RICHES and the pre-commercial procurement project PREFORMA have both a blog in connection to the project's website and to digitalmeetsculture.net, and the

⁴ Cfr. D7.3.1 Dissemination Report (first release) of EuropeanaPhotography, available here:

<http://www.europeana-photography.eu/index.php?en/115/deliverables>

figures are really impressive: in the short period from the start of the project, 1st December 2014 to-date⁵, the RICHES' blog has received 164 unique visitors and almost 1.400 visualizations of the presentation article (home page of the blog). In the same period PREFORMA, which is currently widely advertising a Call for Tender both in the project's website and in the home page of the blog, has 245 unique visitors and almost 1.500 visualizations. This data refers only to the visits received from external IP addresses⁶.

⁵ Data extracted on 2nd April 2014

⁶ i.e. excluding the visits from Promoter's IPs

5 EUROPEANA SPACE PROJECT'S RESERVED AREA

The Reserved Area is accessible from the Blog Home page and from the website Project page. It includes two elements:

- A calendar, which shows the events organised by the project or others where the partners are involved;
- The Repository.

The visual aspect of the reserved area, is designed in the same way as the Blog: in fact, the two lateral columns of the blog are unchanged in any part of the blog itself and remain the same in the reserved area too.

5.1 THE CALENDAR

A Google Calendar is embedded on the Europeana Space Reserved Area in order to highlight important professional events related to the project.

Google Calendar is a free time-management web application that will help the consortium in sharing events of common interest.

All the users authorized to access the reserved area can view the Calendar.

Only WP and Task leaders have permission to create new events.

Europeana Space Reserved Area



[Europeana Space repository](#)

Figure 13. Calendar

5.2 PROJECT'S REPOSITORY

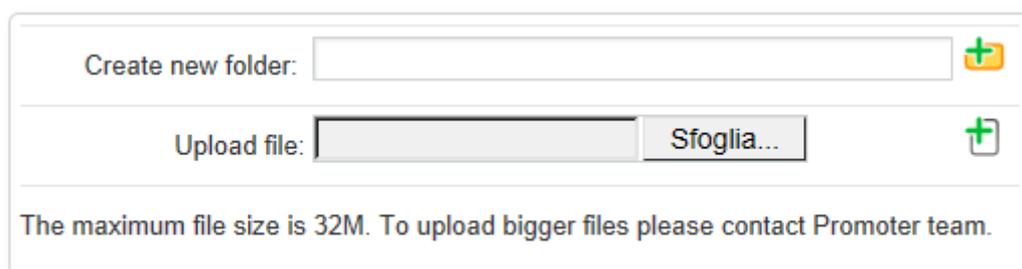
This area is intended to be a fast document-sharing tool for the project partners, and constitutes the knowledge base of the project. The access happens through a user-friendly interface that allows a quick, easy and safe download/upload of data.

The Repository contains the following main folders:

- Folders containing official documents such as the Contractual folder (including the DoW and Grant Agreement), the project's address book, the dissemination material, the deliverables submitted to EC (it is the responsibility of the Project Manager to upload deliverables in final version, once they are officially submitted to EC);
- A folder dedicated to Europeana Lab, which is useful to collect all the documents pertinent to this topic and related activities;
- A folder dedicated to Meetings where the hosting partner is responsible to upload the agenda, the presentations delivered at the meeting, the minutes and conclusions and any available document related to the meeting. Each meeting has an individual subfolder;
- WP main folder, which contains one subfolder for each WP, to exchange documents related to its activities. Structure and content of the folders associated to the WPs is under the responsibility of the respective WP Leader. Each authorized partner can upload/download/replace files and create directories, in agreement with the WP Leader.

The access to the Reserved Area is allowed to the partners only, who are provided with login and password; each partner can upload documents and can create new folders. In order to guarantee the safety and preservation of the content, only the system administrator (who is Promoter srl) is allowed to delete files and to manage sharing and permissions settings, in agreement with the Project Coordinator/Manager and WP and Task leaders.

It is very easy and intuitive to create new folders and to upload files:



The screenshot shows a web interface for file management. It features two main input sections: 'Create new folder:' with a text input field and a green plus icon, and 'Upload file:' with a text input field, a 'Sfoglia...' button, and a green plus icon. Below these sections, a message states: 'The maximum file size is 32M. To upload bigger files please contact Promoter team.'

Figure 14. Detail of the uploading system

Logged in as: valentina.bachi
Logout

Europeana Space Repository

You are in top level folder

File name ^

 Address Book <small>abc</small> 
 Contractual <small>abc</small> 
 Deliverables submitted to EC <small>abc</small> 
 Dissemination material <small>abc</small> 
 Europeana Lab <small>abc</small> 
 Meetings <small>abc</small> 
 WPs <small>abc</small> 

Create new folder: 

Upload file: 

The maximum file size is 32M. To upload bigger files please contact Promoter team.

[Edit](#)

MEDIA PARTNER

DIGITAL CULTURE

CONTACTS

Project Coordinator: Sarah Whatley
Project Manager: Tim Hammerton
Technical Coordinator: Antonella Fresa
Project Assistant: Valentina Bachi
Project website: www.europeana-space.eu

LATEST NEWS

German Cultural Heritage on the way to the Europeana
Europeana Space Scenarios: development of Pilots in the six thematic areas
Europeana New Projects meeting: a growing Family.
Europeana Space Kick-off meeting
Does education include?
[View all the news](#) →

PARTNERS





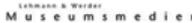



Figure 15. The Repository

6 THE CONTENT

The content of the website and of the blog is produced by the editorial team that is managed by partner Promoter.

6.1 EDITORIAL TEAM, GROUP OF EDITORS

The **Editorial Team** of Europeana Space is currently composed of:

- the Communication Manager (Antonella Fresa, PROMOTER) and the Project Assistant (Valentina Bachi, PROMOTER)
- the editorial staff of digitalmeetsculture.net at Promoter (Piero Masi, Claudia Pierotti, Tania Masi, Elisa Debernardi, Manuele Buono, Claudio Prandoni)
- the Project Coordinator (Sarah Whatley, Coventry University)
- the Project Manager (Tim Hammerton, Coventry University)

Moreover, as a part of T6.3, a **Group of Editors** is being formed to include other members of the consortium and participants from all the target groups that will be identified in the dissemination plan (D6.1). They cooperate with the Editorial Team for producing and editing all dissemination materials including the online content; they will also seek out and inform the Editorial Team about interesting events, conferences, articles, calls for papers, videos that would be of interest to the project, which be published in the Blog.

To-date, on a voluntary basis, the following people already joined the Group:

- Sofie Taes, KU Leuven
- Björn Stockleben, RBB
- Ruth Montague, LGMA

Other participants will be encouraged to join the Group in view of the upcoming Dissemination Plan.

The Group of Editors is collected in a dedicated mailing list (europenaspace-editorsteam@promoter.it) and will periodically meet via skype conferences, during the plenary meetings and, if needed, in communication-dedicated meetings.

Beside the activity of the Group of Editors, the content to be published on the website is also provided and/or suggested by all partners: direct contributions (articles, events, suggestions and proposals) can be sent to the Editorial Team by the partners and by the Associate partners, Stakeholders, project's followers, etc.

6.2 INTELLECTUAL PROPERTY RIGHTS

The Europeana Space project is the sole responsible party for content published on the website and the blog and any other publication of the project, which may not represent the opinion of the European Commission.

The text of the Europeana Space portal and web pages is licensed under a Creative Commons Attribution 4.0 (by) license⁷. Following this licence, users are allowed to share (copy, distribute and transmit), remix (adapt) and make commercial use of the website and blog's editorial content under the following conditions:

- **Attribution** — Work must be attributed in the manner specified by the author or licensor (but not in any way that suggests that they endorse you or your use of the work)

Nevertheless, the rights on single images and videos published on website and blog are dependent upon the respective license of each content provider and therefore may not fall under the above mentioned CC licence. Specific captions with all relevant IPR information are indicated in each image.

All other specific contents may be licensed differently according to agreements with individual authors.

An appropriate page, including such information on the terms of use, and the disclaimer about the responsibility of the content (for which Europeana Space only, and not the European Community nor the European Commission, is responsible) is available in the website through a link in the footer of each page.

The software platform on which the blog (and the landing page as well) is based is WordPress (cfr. Par. 1.3), which is an open source software, with high possibility for customization. The theme customization is a property of Promoter srl and is provided free of charge for the use of Europeana Space.

All the partners providing content for the implementation of the portal are committed to keep them available free of charge, ideally under a Creative Commons Attribution or Attribution Share-Alike 4.0 license, for the whole duration of the EC funded project and for the successive five years. In any case, all IPR and licensing information with regards to the content made available through the portal should be clearly stated.

⁷ <http://creativecommons.org/licenses/by/4.0/>.

7 SERVICES AND OTHER RELATED WEB PAGES

7.1 SOCIAL NETWORKS INTEGRATION

The landing page and the blog feature the AddThis⁸ tool for the easy, one-click sharing and liking of articles and pages. It is very diffuse and widely used to allow users of any website to make sharing and bookmarking simple by offering immediate access to all of the leading web 2.0 social networking, bookmarking, blogging, and e-mail services such as Facebook, Twitter, Pinterest, LinkedIn, Google + and many more.



7.2 WEB FEEDS

The [RSS 1.0 \(aka RDF\)](#)⁹, [RSS 2.0](#)¹⁰ and [ATOM](#)¹¹ specifications are fully supported by WordPress and any page on the Europeana Space portal has an associated feed that a reader can subscribe to.

RSS Feed in particular is implemented to automatically keep a subscriber updated on the Project, by informing him providing information of updates in the Events and News sections of the portal: this way the interested users are automatically informed about developing news and changing dates.



7.3 ANALYSIS OF STATISTICS

The analysis of statistics of the portal is extremely useful for project dissemination and the assessment of its impact. It is possible to implement this analysis with Google Analytics, a very popular web analytics solution that gives insights into one's website traffic and marketing effectiveness. Among its features there are: Advanced Segmentation, Custom Reports, Advanced Analysis Tools, Analytics Intelligence, Custom Variables, and Data exports¹².

⁸ The code is available at <http://www.addthis.com/>.

⁹ <http://purl.org/rss/1.0/>

¹⁰ <http://blogs.law.harvard.edu/tech/rss>

¹¹ <http://www.atomenabled.org/developers/syndication/atom-format-spec.php>

¹² For single features, see: http://www.google.com/intl/en_uk/analytics/features.html.

Referral tracking is available through Google Analytics from all kinds of sources, including search engines, display advertising, pay-per-click networks, e-mail marketing and digital collateral such as links within PDF documents.

The following specific statistical insights are available through this service:

- number of visits and number of unique visitors
- visit duration and last visits
- authenticated users and last authenticated visits
- days of week and rush hours (pages, hits, KB for each hour and day of week)
- domains/countries of visitors
- host list, last visits and unresolved IP addresses list, most viewed, entry and exit pages
- browsers used
- robot visits
- search engines, key phrases and keywords used to arrive at site
- number of times site is "added to favourites bookmarks"

Statistics are managed by the webmaster appointed by partner Promoter.

Statistics are analysed on a tri-monthly basis in order to verify trends and variations.

8 CONCLUSION

This deliverable describes the rationale and the implementation of the Europeana Space portal and its main features: the landing page, the blog and the reserved area. These elements are strictly linked to each other and to the on line magazine digitalmeetsculture.net (which is the media partner of Europeana Space).

The due date for this deliverable is month 3 of the project. Therefore, this document corresponds to the very first stage in the development of the portal. The website and its functions will be constantly and timely updated along the whole project's lifetime - also adapting and upgrading its structure according to the growing needs of the project and to new requirements that may arise.

The responsible partner for the portal's updating and upgrading is partner Promoter, in collaboration with the management team and the Group of Editors. This will guarantee a wide cooperation and different views represented in the published information.

The commitment is to constantly update the content of the portal by:

- keeping the landing page up-to-date in all its sections, according to the progress of the project
- publishing articles, news, events, materials for download, calls for paper and keeping the blog alive
- making public project deliverables and other public documentation available for download
- keeping the project reserved area working and available for the project's partners.

Being a very important element in the dissemination strategy of the project, the Europeana Space portal will be further described, from the point of view of addressed audience, in the deliverable D6.1 "Communication, dissemination plan and stakeholder building strategy and dissemination material" due at Month 6. Its developments and updates will be periodically reported in D6.2, D6.3 and D6.4 Communication, dissemination and network enlargement reports which are due at the end of each reporting period.

9 ANNEX: MAIN CONTENT OF EUROPEANA SPACE LANDING PAGE

PAGE: HOME

Project Overview

The aim of the Europeana Space project is to create **new opportunities for employment and economic growth within the creative industries sector** based on Europe's rich digital cultural resources.

It will provide an open environment for the development of applications and services based on digital cultural content. The use of this environment will be fostered by a vigorous, wide-ranging and sustainable programme of **promotion, dissemination and replication of the Best Practices** developed within the project.

The extensive **resources and networks** of the Europeana Space consortium will be drawn on to ensure the success of the project.

PAGE: PROJECT

The objective of Europeana Space is to increase and enhance the creative industries' use of Europeana by delivering a range of resources to support their engagement. The use of Europeana by the creative industries is still limited by factors including issues around the IPR status of content and the need for business models demonstrating the potential for exploitation of available content. In addressing these problems Europeana Space brings together high-level key expertise from the European creative industries, technology-based enterprises, the cultural heritage sector and higher education.

Europeana Space will build 3 Spaces, the Technical, Content and Innovation Spaces: physical and virtual environments to enable the creative re-use of cultural content. They will contain online guidelines and tools, a technical framework; a platform for IPR management; Hackathons and Workshops to inspire and support content providers, technology partners, creators and industry bodies to develop new content-based services and applications; and incubation/mentoring by business experts to stimulate and support creative entrepreneurship. 6 Pilots and 3 Demonstrators will present innovative models of content use in interactive TV, photography, dance, games, publishing and cultural heritage. A wide-ranging dissemination and sustainability programme will ensure Europe-wide penetration of the Best Practices developed and shared through the project.

Europeana Space will address all sectors of the creative industries, from content providers to producers, exhibitors, artists and makers of cultural/creative content, publishers, broadcasters, telecoms and distributors of digital content. Its impact will be significantly increased use of Europeana and new opportunities for employment and economic growth within the creative industries through continuing development of innovative applications and services based on Europe's rich digital cultural resources.

WP1	Project management	LEADER: COVUNI with the support of PROMOTER as Technical Coordinator
WP2	Technical Space: Infrastructure and tools for content access, use and storage	LEADER: NTUA with cooperation of iMinds and NISV
WP3	Content Space: Rights management for creative exploitation of Europeana content	LEADERS: UNEXE + PACKED with cooperation of COVUNI
WP4	Europeana Space Scenarios: development of Pilots in the 6 thematic areas	LEADERS: iMINDS + PROMOTER with cooperation of the Pilots Coordinators
WP5	Innovation Space: Valorisation and exploitation in the Creative Industries	LEADERS: NISV + KU LEUVEN with cooperation of UNIVE, WAAG, CULTURELABEL, COVUNI and PACKED
WP6	Communication, dissemination and sustainability	LEADER: PROMOTER with cooperation of COVUNI, KU Leuven, UNIVE and SPK

→ **SUBPAGE: DISSEMINATION**

Dissemination actions are addressed to:

- build the Europeana Space community;
- establishing contacts and dialogue with representatives of external targeted organisations and other initiatives and stakeholders;
- widely and regularly disseminating and demonstrating Europeana Space project results;
- delivering the plan for the sustainability of the network beyond the EC funding period.

The web presence of Europeana Space is guaranteed through the **project's website**, that provides information about the project itself and its activities and outcomes; a **project Blog**, that is the key element for engaging interested users online, for keeping an open dialogue with external communities, also featuring integrated social media tools, and the **project's showcase on digitalmeetsculture.net**, the renowned online magazine addressing a very large general audience with about 15,000 visitors per month.

Dissemination material free for download is also available:

[Europeana Space factsheet \(PDF, 408 Kb\)](#)

→ **SUBPAGE: MANAGEMENT**

The project Consortium, intended as the assembly of all the partners, is responsible for carrying out the project workplan, and takes any decision collectively. It is led by the Project Coordinator and **Project Manager, Coventry University**, assisted by the **Technical Coordinator, Promoter srl**.

Each Work Package and Pilot is led or co-led by different partners chosen because of their expertise within their specific area of work. Subgroups dedicated to specific and varied project activities cooperate to ensure that effective progress is made. In such a large group, it is essential the role of the management in order to effectively orchestrate the various and interconnected working areas.

Contact people:

- **Sarah Whatley**, Project Coordinator, S.Whatley@coventry.ac.uk
- **Tim Hammerton**, Project Manager, thammerton@cad.coventry.ac.uk
- **Antonella Fresa**, Technical Coordinator, fresa@promoter.it
- **Valentina Bachi**, Project Assistant, bachi@promoter.it

PAGE: PARTNERS

The Europeana Space consortium has 29 partners from 13 European countries.

The consortium includes representatives of the whole value-chain to ensure the best possible delivery of impact: creative industry and technology-based SMEs, cultural bodies, memory institutions, broadcasters, national cultural agencies and centres of excellence in multidisciplinary research.

The project's partner organisations have outstanding skills in areas relevant to the project's objectives: the building of technology platforms, IPR management, content provision, management of major digital cultural collections and of digitisation programmes; online publishing, games development and the use and re-use of cultural objects for commercial exploitation purposes.

→ **SUBPAGES PARTNERS:**

one page each

PAGE: PILOTS AND DEMONSTRATORS

THEMED PILOTS

Europeana Space project will develop six Pilots, which will cover the following thematic areas: Europeana TV, Photography, Dance, Games, Open and Hybrid Publishing, Museums. The pilots will be a means to explore different scenarios for the re-use of digital cultural content, with a special focus on the re-use of the content accessible via Europeana.

The results of the Pilots will then contribute to the subsequent phase of the project, devoted to the identification of viable and sharable business models for the exploitation of innovative applications and new creative ventures. This work is coordinated in WP5 *Innovation Space: Valorization and exploitation in the Creative Industries*.

Following the Pilots' outcomes, six themed Hackathons, each based on one of the Pilots, will be organized in different venues.

BEST PRACTICE DEMONSTRATORS

3 Demonstrators will present innovative models of content use for cultural heritage and identify current best practices for environments/applications intending to facilitate re-use of digital cultural heritage content in an educational context.

The presentation and discussions of Demonstrators using content innovatively will have a dual impact:

- students, teachers and other professionals across the wider education sector eg museums and community groups will acquire creative and technical skills through learning how to work with the tools/applications that are offered
- they will also become more aware of the vast and diverse repository of digital cultural heritage content that Europeana can offer as a basis for teaching and learning materials that they can assemble or develop.

→ SUBPAGES: PILOTS AND DEMONSTRATORS:

one page each

PAGE: ACTIVITIES

Europeana Space brings together capabilities and resources in a 36-month project to build the Europeana Space open environment.

The project's approach is to:

- build a technical infrastructure and tools (the Technical Space), in co-ordination with the other projects of the Europeana family
- integrate components relating to exchange content for re-use by the creative industries, with specific reference to the management of IPR and support for the option of open content approaches (the Content Space);
- support the further development and exploitation of innovative content-related services and tools in the creative industries through market analysis, business modeling, incubation and demonstration (the Innovation Space);
- produce Pilots within six thematic areas (Interactive TV, Photography, Dance, Games, Open Hybrid Publishing and Museums) that showcase methods for the use

and re-use of Europeana and digital cultural content within challenging market segments

- wrap marketing support and mentoring around these outputs in order to support the identification of routes to market and further exploitation by the creative industries.
- disseminate project results, promote participation in the network activities, assess the impact of the initiatives delivered and plan for the longer-term sustainability of the Best Practice Network.

PAGE: OUTCOMES

Europeana Space will deliver a rich programme of specialist Workshops, Hackathons and Demonstrators, attracting stakeholders, targeted groups, and representatives from the creative industry Sector, all over Europe.

Europeana Space will stimulate the creation of new prototypes and ideas to be tested and demonstrated for possible further adoption and exploitation, to unlock the business potential of the digital cultural heritage and to empower the creative entrepreneurship of big and small industries.

SMEs will be helped to develop their services and applications through marketing and business modeling support, mentoring and incubation services, to present themselves to major industry players, through the Pilots, Workshops and Hackathons and through attendance at project events and online networking.

→ SUBPAGES:

Deliverables
Content space
Innovation space
Technical space

PAGE: NETWORK

Are you interested in Europeana Space project and outcomes?

Would you join us, to follow the project's activities and to provide collaboration?

We are building a **Stakeholders group**, to include Creative Industry representatives, opinion makers, developers and technology evangelists etc. The Stakeholders group will be an important interface between the smallest of the creative industries and the larger companies with an interest in creative innovation; its members' presence at project events – especially the Hackathons – will bring these productively together. Moreover, joining our Stakeholders group means being part of the new large Digital Cultural Heritage community, with special focus on Creativity and Re-Use of digital cultural content.

It is also possible to become an **Affiliate Partner** of Europeana Space, through the formalisation of a simple a Cooperation Agreement, which clarifies its terms and conditions. Being an Affiliate Partners of Europeana Space brings great benefits both to institutions and private bodies that can:

- **access and experiment** with the tools and the “spaces” created by Europeana Space for developing new ideas and products; participate in the project as content provider, by contributing to the ingestion of new items to Europeana;
- **join events**, conferences, Hackathons and international workshops organised by Europeana Space; participate in dissemination and training activities
- most of all, **be an active part of an innovative network of allied partners**, who share the same big mission of unlocking the potential of digital cultural heritage in Europe.

Europeana Space already includes representatives of the key stakeholder groups from all over Europe, ranging from public institutions and universities to creative industries and technology developers: your voice is welcome too.

PAGE: CONTACTS

Project Management and Communication

- **Sarah Whatley**, Project Coordinator, S.Whatley@coventry.ac.uk
- **Tim Hammerton**, Project Manager, thammerton@cad.coventry.ac.uk
- **Antonella Fresa**, Technical Coordinator, fresa@promoter.it
- **Valentina Bachi**, Project Assistant, bachi@promoter.it

Pilot Coordinators

- Europeana TV: NISV, **Johan Oomen**, joomen@beeldengeluid.nl
- Photography: KU LEUVEN, **Fred Truyen**, Fred.Truyen@kuleuven.be
- Dance: COVUNI, **Sarah Whatley**, S.Whatley@coventry.ac.uk
- Games: COVUNI, **Jacqueline Cawston**, JCawston@cad.coventry.ac.uk
- Open and hybrid publishing: GOLDSMITHS, **Joanna Zylinska**, j.zylinska@gold.ac.uk
- Museums: FST, **Tiziana Lombardo**, t.lombardo@fondazionesistematoscana.it

Events leaders

- Venice opening conference, UNIVE, **Leonardo Buzzavo**, buzzavo@unive.it
- Final conference in Berlin, SPK, **Monika Hagedorn-Saupe**, m.hagedorn@smb.spk-berlin.de
- Monetizing workshops, CultureLabel, **Toby Kress**, toby@culturelabel.com
- Hackathons, WAAG, **Dick Van Dijk**, dick@waag.org
- Best Practice for Education workshop in Athens, OCC, **Christos Carras**, c.carras@sgt.gr
- Creative Marketing workshop in Florence, FST, **Tiziana Lombardo**, t.lombardo@fondazionesistematoscana.it

PAGE: TERMS OF USE

Europeana Space is solely responsible for the content of this website, which does not represent the opinion of the European Community and of the European Commission. The Community and the Commission are not responsible for any use that might be made of information contained herein.

The text of the Europeana Space portal and web pages is licensed under a [Creative Commons Attribution 4.0 \(by\) license](#). Following this licence, users are allowed to share (copy, distribute and transmit), remix (adapt) and make commercial use of the website and blog's editorial content under the following conditions:

- **Attribution** — Work must be attributed in the manner specified by the author or licensor (but not in any way that suggests that they endorse you or your use of the work)

Nevertheless, the rights on single images and videos published on website and blog are dependent upon the respective license of each content provider and therefore may not fall under the above mentioned CC licence. Specific captions with all relevant IPR information are indicated in each image.

All other specific contents may be licensed differently according to agreements with individual authors.