Europeana

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1. Europeana: How did it start?
2. Europeana: What are we now?
Europeana is the most visible representation of Europe

Commissioner Neelie Kroes
2008

- Prototype
- 13 million objects
- 28 data aggregators
- 1,500 participating institutions
- 200 partners
- 35 FTEs
- 21 projects
- 1 million visits in 2010
- 30,000 My Europeana signees
- Stable portal
- Open Source Code
- EuropeanaLabs
- Public Domain Charter

2010

- Operational service
Usage takes off!

In January the digital landscape changed: 160%+ increases in traffic

Usage has gone from:
January 2010 = 93,500 users to
January 2011 = 244,000 users
3. Europeana:
What should we be?
Political trends and factors

- A strong, unified Europe will be built on smart, sustainable and inclusive growth.
- Increased understanding that access to culture is the foundation for a creative economy. Culture leads to creativity, which leads to social innovation and to cultural and economic growth.
- It becomes increasingly important to create more understanding on a European level through culture.
Customer needs

- End users are evolving from passive consumers into active participants.
- They expect content to be free and easily accessible through the channels they are used to working with.
- They want a trusted source, easy access, re-usability.
- They want content “in their workflow.”
Uncertainties

1. IPR issues, lack of funding and lack of good business models limit our content providers’ ability to make content accessible.

2. Digitization requires cultural institutions to make significant shifts in their organizational cultures.
4. Europeana: What shall we do?
Follow four paths

1. AGGREGATE
2. DISTRIBUTE
3. FACILITATE
4. ENGAGE
1. Aggregate

Build *the* open trusted source for European digital cultural material
Aggregate more and better content
Improve data quality

The page cannot be found

The page you are looking for might have been name changed, or is temporarily unavailable.

Please try the following:

- If you typed the page address in the Address bar, make sure that it is spelled correctly.
- Open the httpd.apache.org home page, look for links to the information you want.
- Click the Back button to try another link.
- Click Search to look for information.

HTTP 404 - File not found
Internet Explorer
2. Distribute

Make this material accessible to the users wherever they are, whenever they want.
Put content in user workflow
Into the school systems
3. Facilitate

Facilitate innovation in the cultural heritage sector

- 1. Knowledge sharing (Linked data)
- 2. IPR (Business Models)
- 3. Develop Open Source Code (Labs)
- 4. Advocacy (Public Domain)
- 5. Examples (Thought lab)
Welcome to EuropeanaLabs

This portal, EuropeanaLabs, supports development of [Europeana.eu](http://Europeana.eu) with the Wiki for documentation, a source code repository [Subversion](http://Subversion), an issue tracking system [Trac](http://Trac), a repository storing all the external software libraries upon which Europeana depends [Artifactory](http://Artifactory) and a continuous integration server [Hudson](http://Hudson).

Contents

Europeana:
- Specifications on what should be done
- Design documents on how it should done
- Development notes on how it is actually done
- Papers white papers and other publications
- Project contributing projects
- Prototype demonstrating a functionality

Workflow:
- Team and its ongoing activities
- Tickets and how to work with them
- Wiki formatting
- Admin - EuropeanaLabs administration pages

Full Table of Contents
- WikiTOC - EuropeanaLabs Table of Contents

Shortcuts selection:
- Overview Europeana collections
- RHINE Requirements Status and progress
  - Overview (list requirements)
  - Detailed view (list requirements + status & progress)
  - Rhine Status Reports 2010
- DANUR Requirements
  - Overview (list requirements)
  - Overview COMPLETE WITH DEVELOPMENT ASSIGNMENT JULY 2010...
Policy - Public Domain

Public Domain Charter

Public Domain Mark

Public Domain Usage Guide
4. Engage

1. Add UGC
2. Experiment with Mashups
3. Get involved in social networks
4. Create Exhibitions
5. Hold competitions

Create dialogue & participation
The Great War Archive

Introduction

The Great War Archive contains over 6,500 items contributed by the general public between March and June 2008. Every item originates from, or relates to, someone’s experience of the First World War, either abroad or at home. Contributions were received via a special website and also through a series of open days at libraries and museums throughout the country.

The deadline for contributions has now passed. However, you can still share any images that you have by posting them to The Great War Archive Flickr Group. To post to the group you will need to set up a free Flickr account.

Many thanks to all those who have contributed to this initiative and assisted in our open days.
Enhance user experience

Art Nouveau
virtual exhibition

For a brief and brilliant period at the end of the 19th century – starting around 1890, and tailing off before World War One – Art Nouveau dominated the cultural scene. Everything from domestic furnishings and decorative art to architecture and advertising was characterised by its curvilinear elegance and organic forms inspired by nature. Even today, more than a century after the emergence of Art Nouveau, artists and designers continue to be inspired by the floral elements, natural features and colours of this enduring style.

Start Exhibition

La Maison moderne
Culture.Creativity.Growth.
5. Europeana: What do we need?
Europeana is

- On its way to becoming a portal that is speeding people to content they want, but mass digitisation is necessary to bring cultural treasures that are hidden from search engines into the open space for today’s and tomorrow’s users.

Europeana therefore needs

- Funding for mass digitisation
- Solutions for in-copyright works
Europeana’s 13 million objects:

Books, articles, postcards, folklore objects, photography, art, music, film … but:

Europeana.eu Content Types

- Images: 66%
- Texts: 32%
- Videos: 1%
- Sounds: 1%

18-19th Century dominance
The „Black Hole“ of the 20th Century
Europeana needs:

- Partnership with commercial content providers.
- Stakeholders working together to build technical solution and knowledge database to facilitate rights clearance process—such as Arrow.
- Arrow as a rights information database can support practical solutions for rights clearance if there is legal certainty across borders within Europe: National governments and EU must work together on a clear, modern, harmonised copyright to enable cultural institutions to fill the black hole of the 20th century—orphan works and out-of-distribution works in all sectors: text, sound, audiovisual, visual arts.... (S.a. “The New Renaissance”).
Break down the walls
‘All knowledge in one place’

Giovanni Pico della Mirandola
THE NEW RENAISSANCE

REPORT OF THE ‘COMITÉ DES SAGES’

REFLECTION GROUP ON BRINGING EUROPE’S CULTURAL HERITAGE ONLINE
The vision

- ‘Access’ is the central concept
- Cultural heritage is not only the legacy of the past, it is a body of knowledge and creativity growing every day
- Digitisation is more than a technical option, it is a moral obligation
- Main responsibilities for digitising and preserving our cultural heritage should be assumed by the public sector
- Time is of essence: Europe cannot afford to miss out on one of the key opportunities of the digital shift
Thank you