



Europeana Open Culture 2010

What are we now?
What should we be?
What shall we do?



europaena
think culture



1. What are we now?



Europeana is
the most visible
representation
of Europe

Commissioner Neelie Kroes

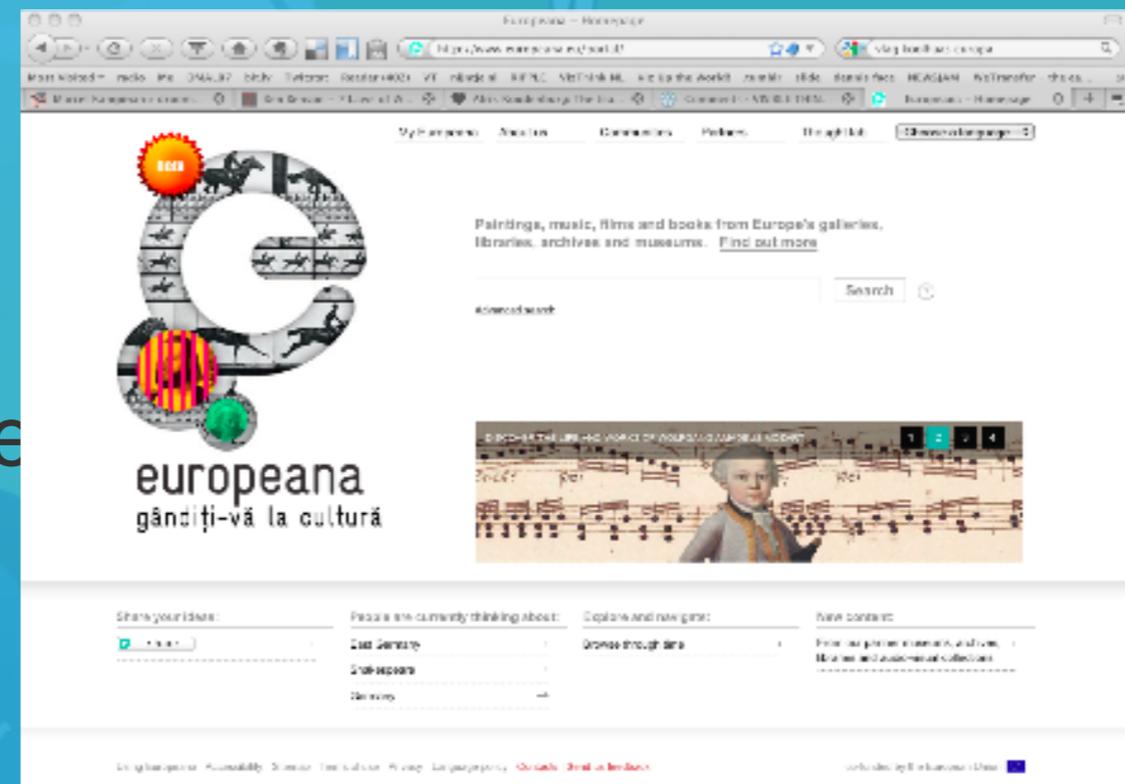
2008

prototype

2010

operational service

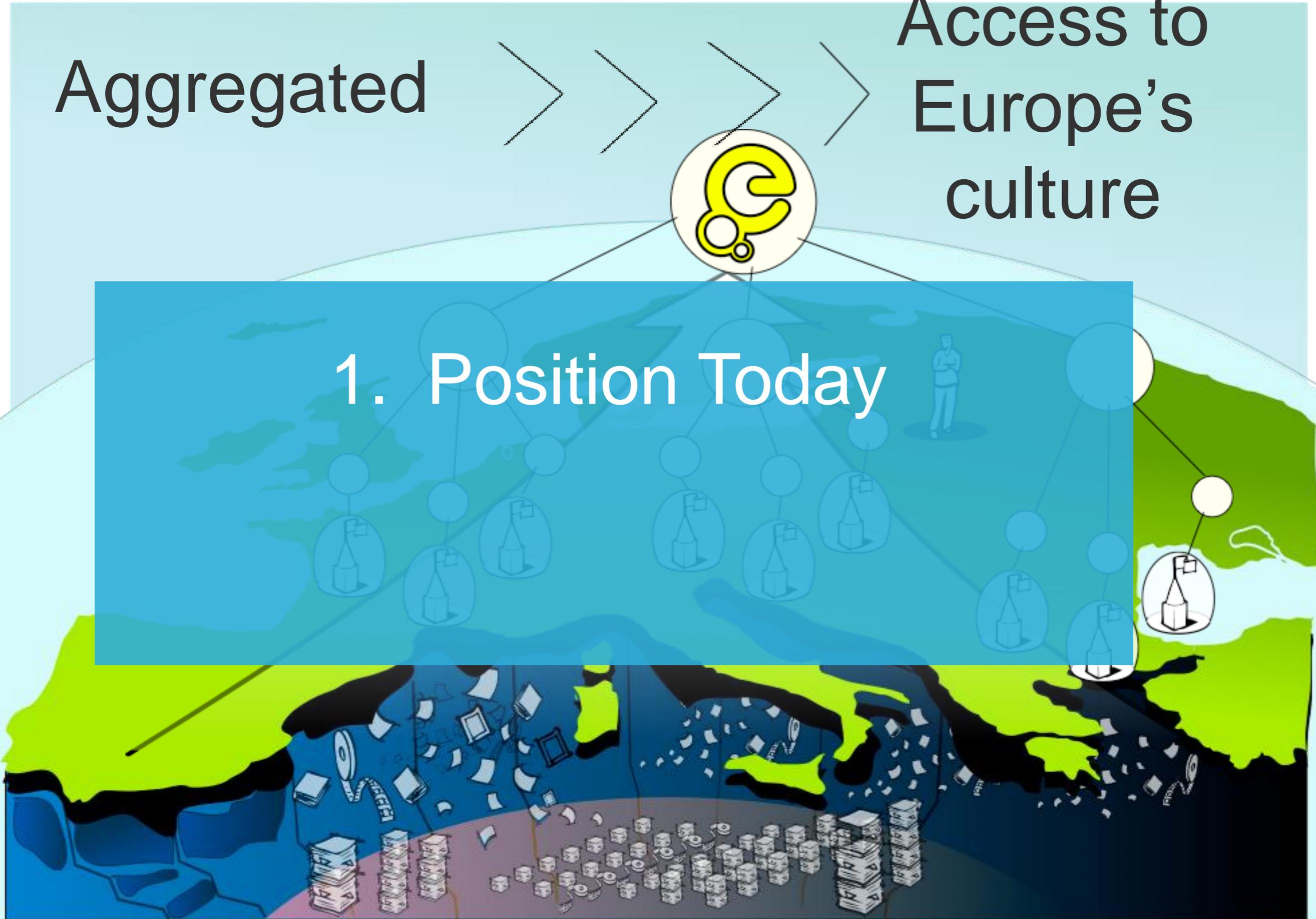
- ✓ 13 million objects
- ✓ 28 data aggregators
- ✓ 1500 participating institutions
- ✓ 200 partners
- ✓ 35 FTE's
- ✓ 21 projects
- ✓ 1 million visits in 2010
- ✓ 30,000 My Europeana signees
- ✓ Stable portal
- ✓ Open Source Code
- ✓ EuropeanaLabs
- ✓ Public Domain Charter



Aggregated

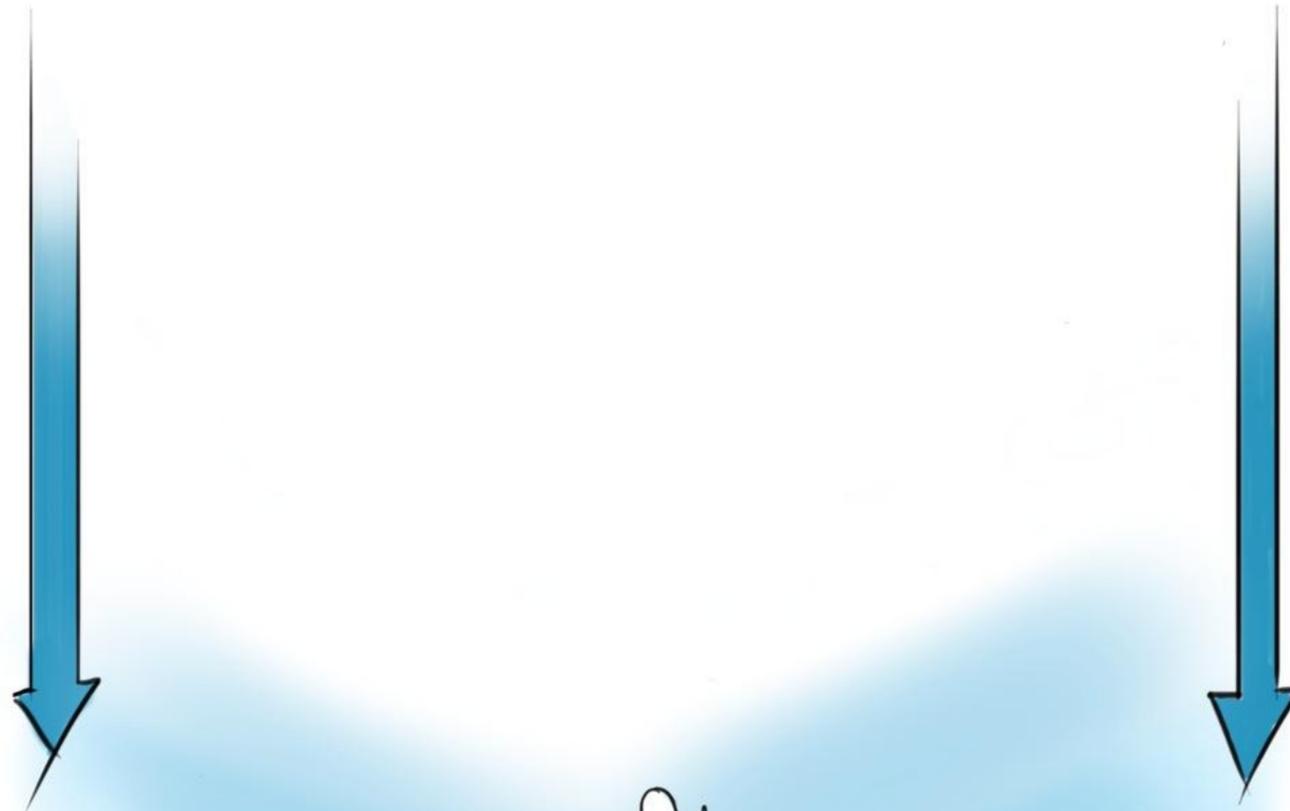
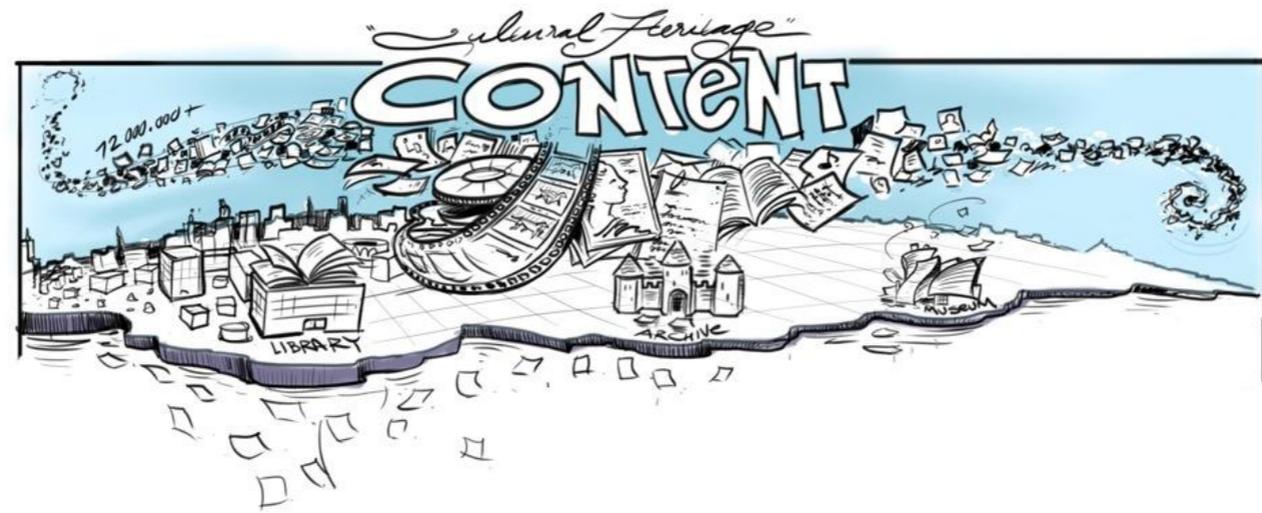
Access to
Europe's
culture

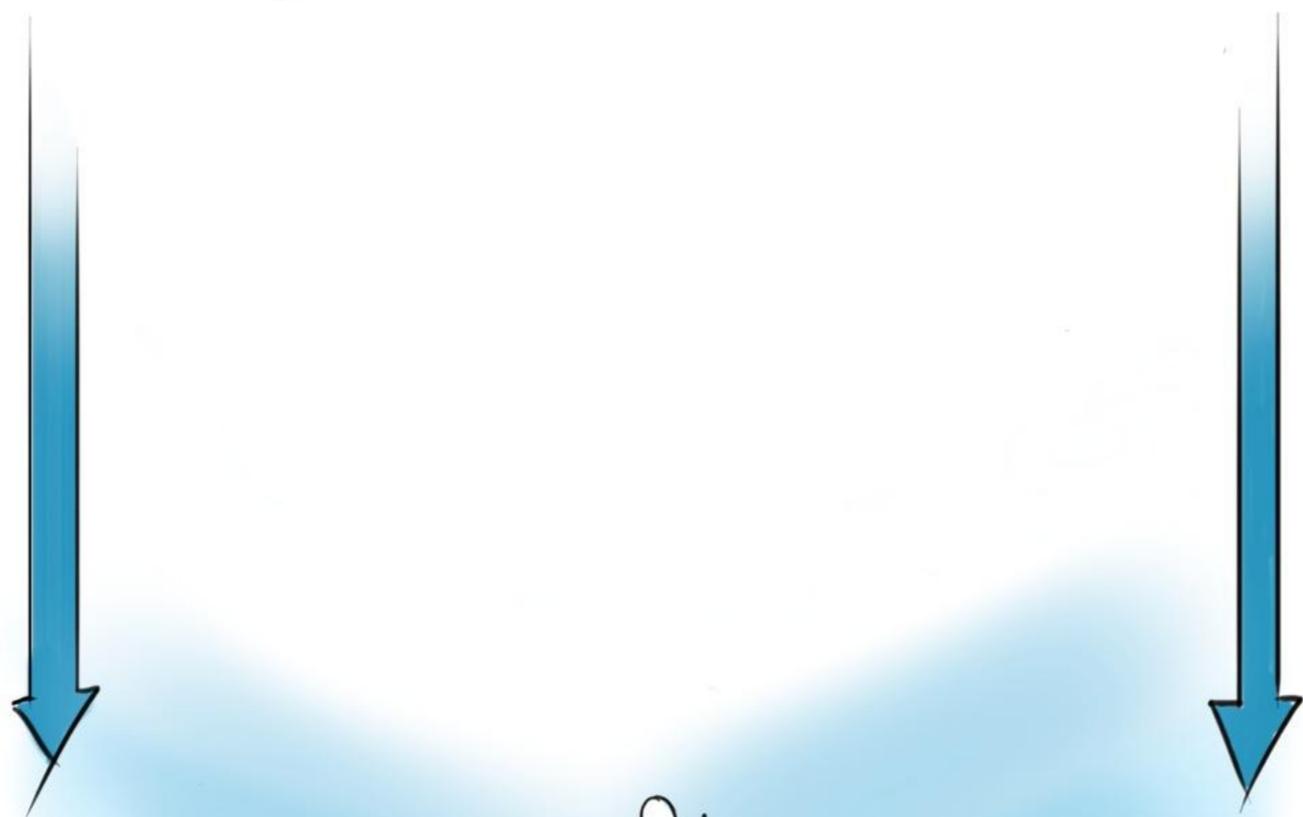
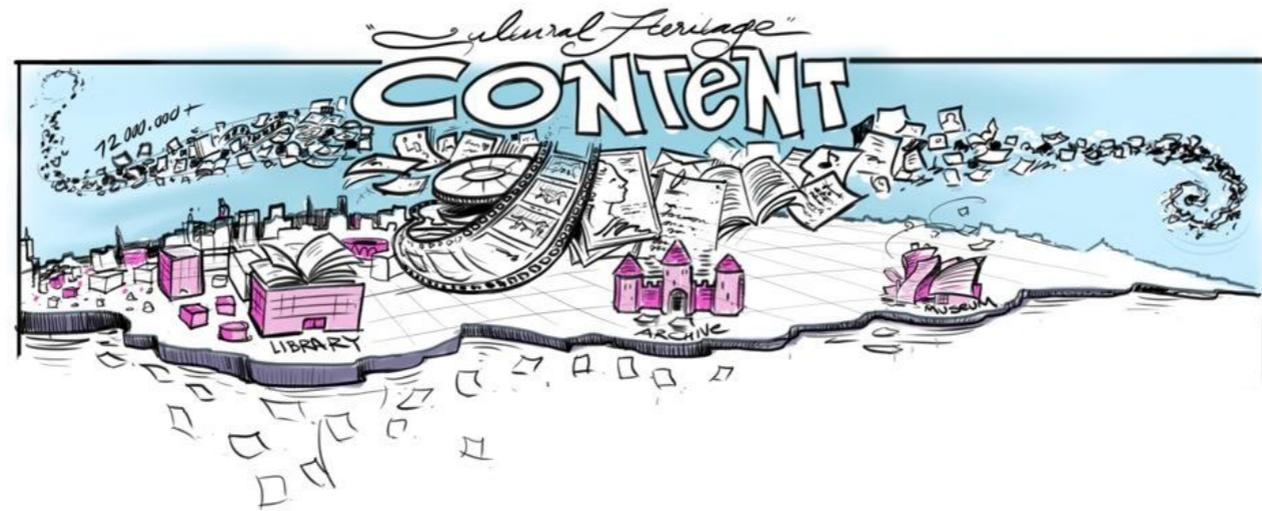
1. Position Today

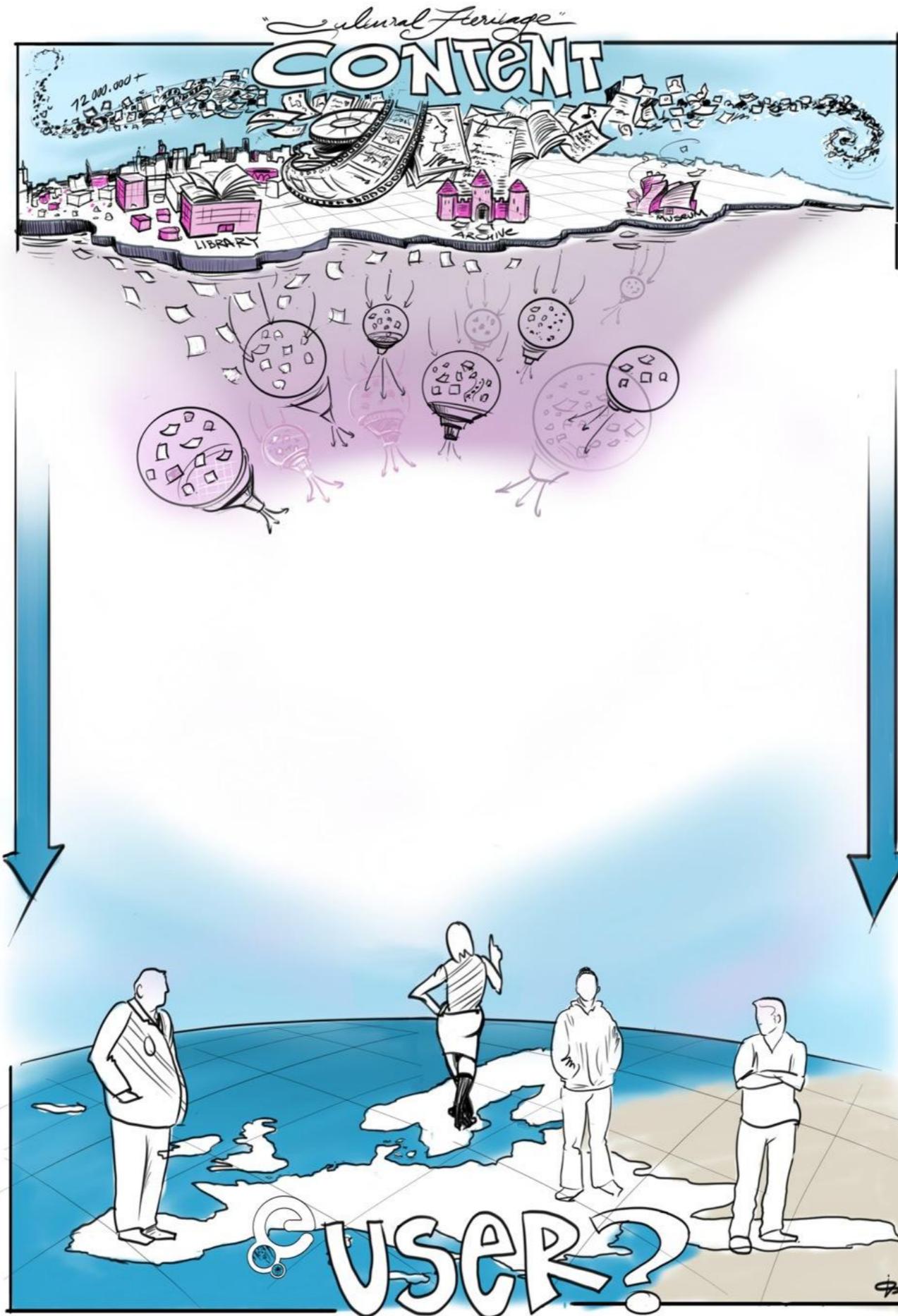


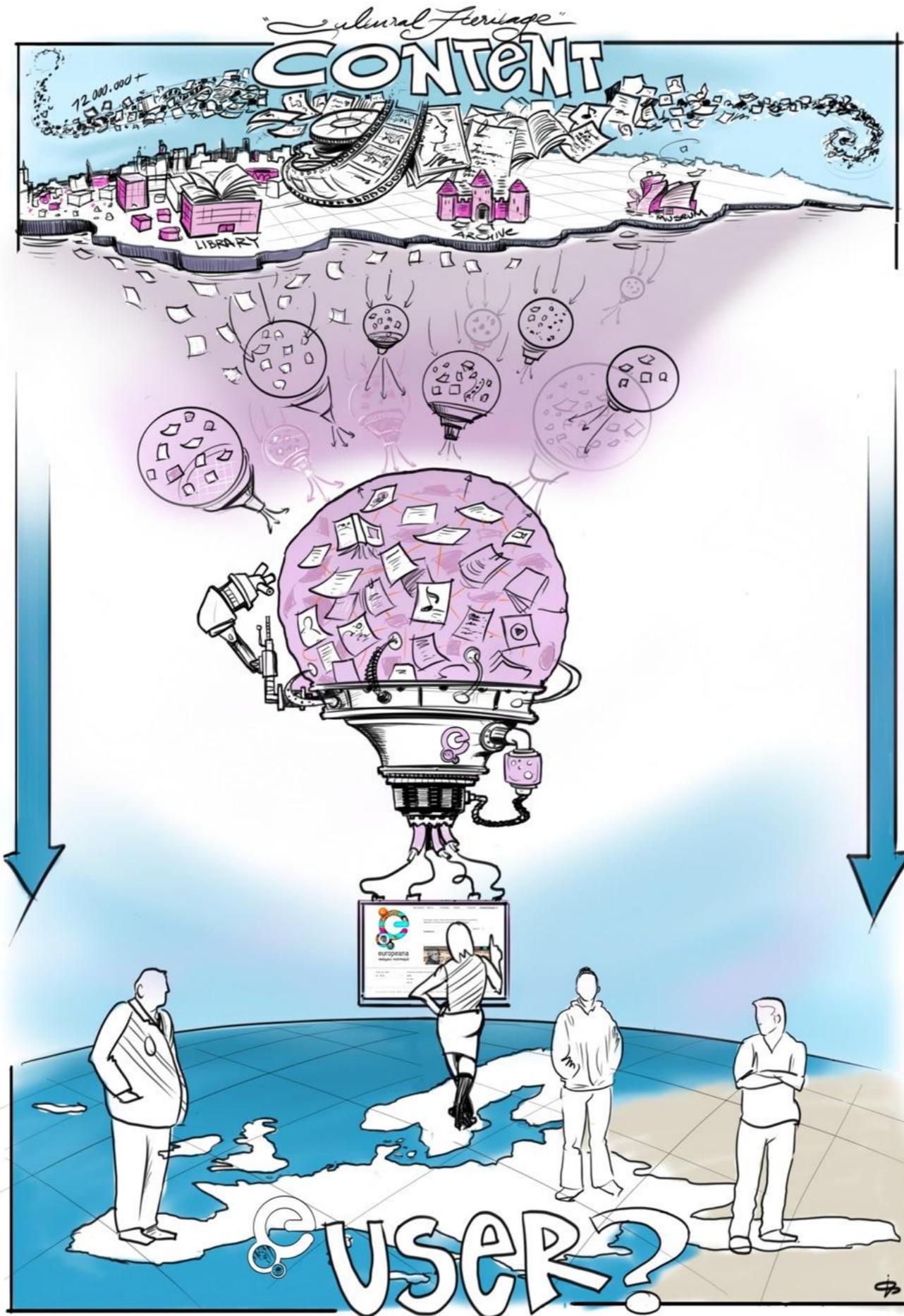
"Cultural Heritage"
CONTENT

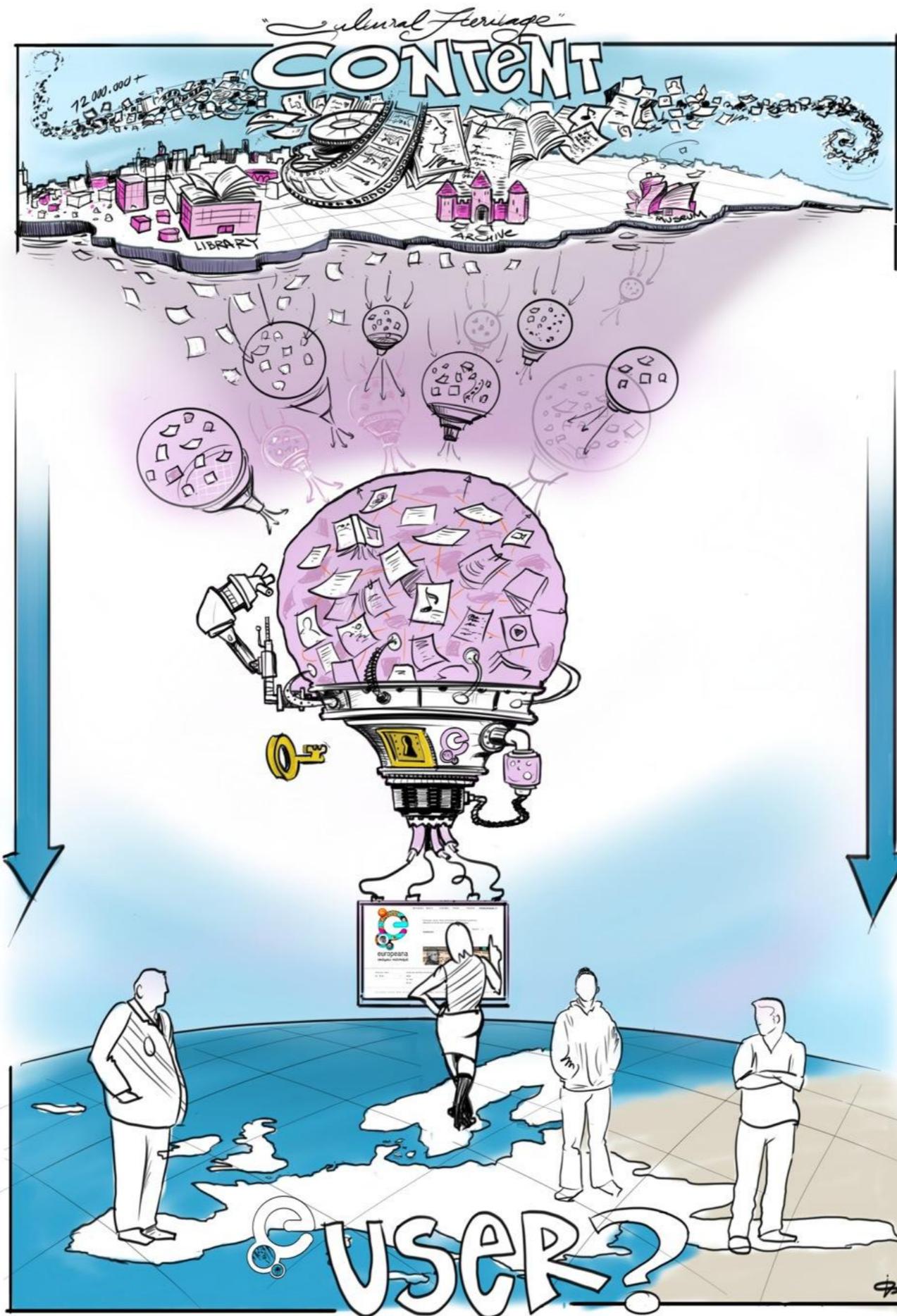


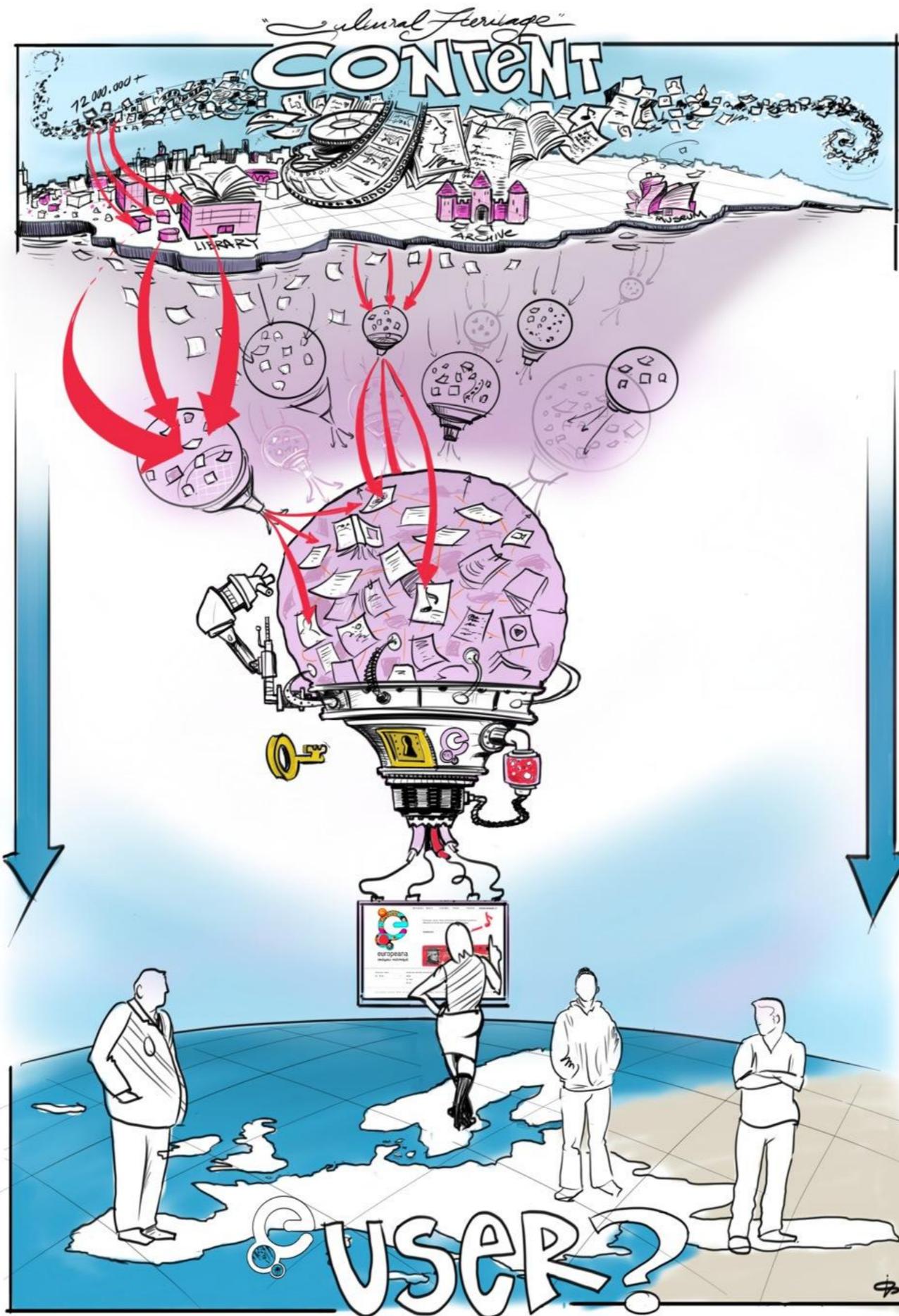


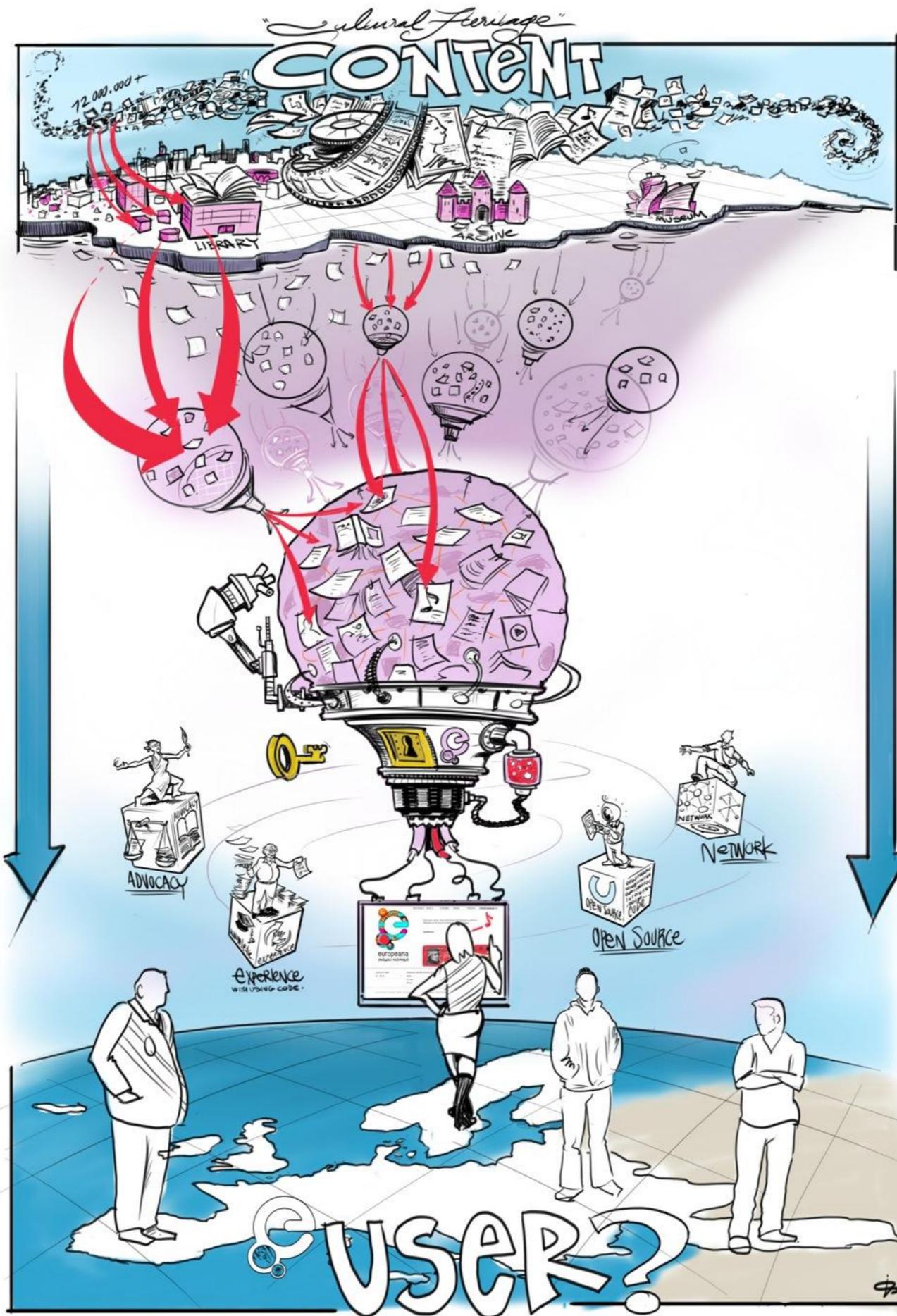


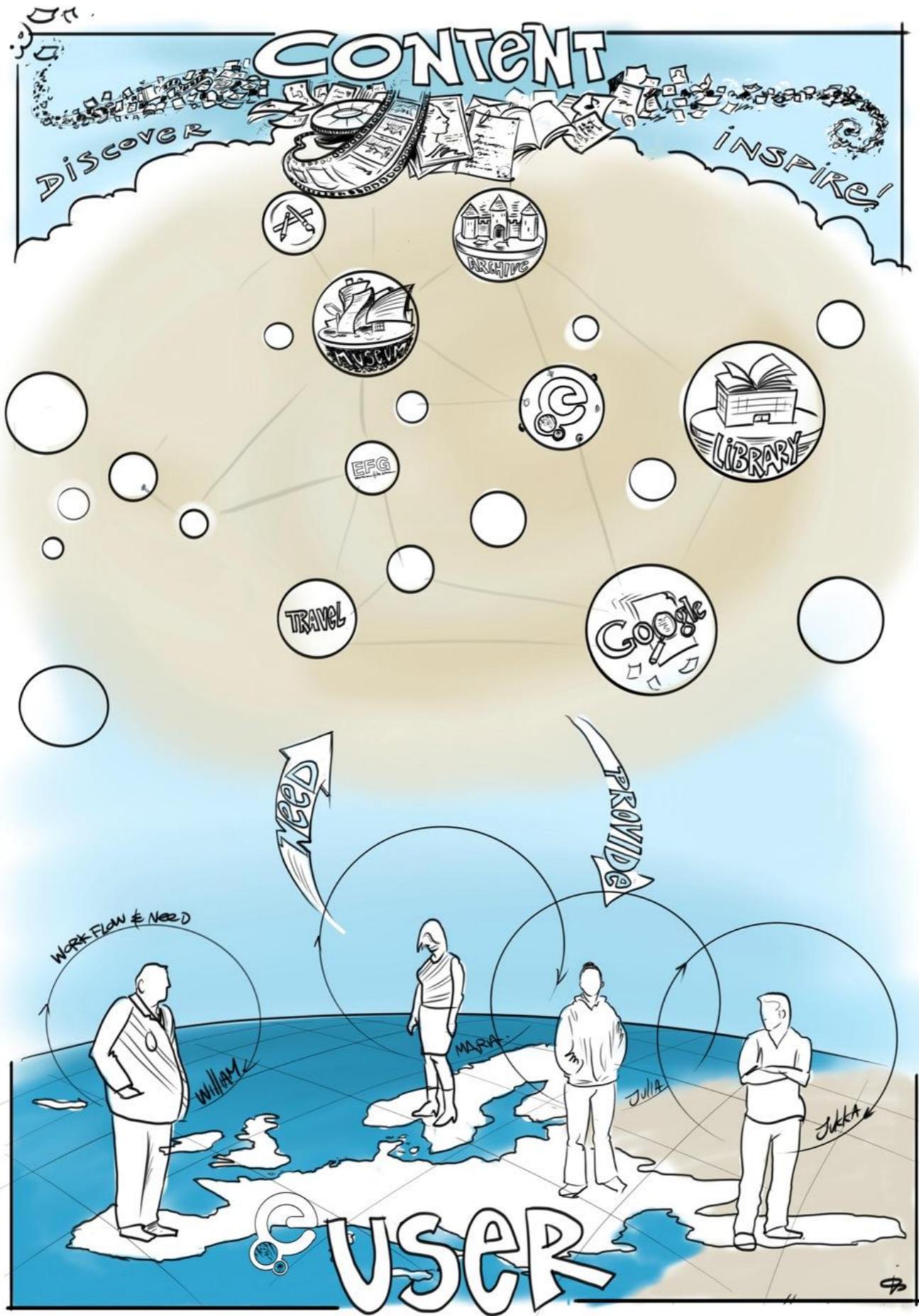








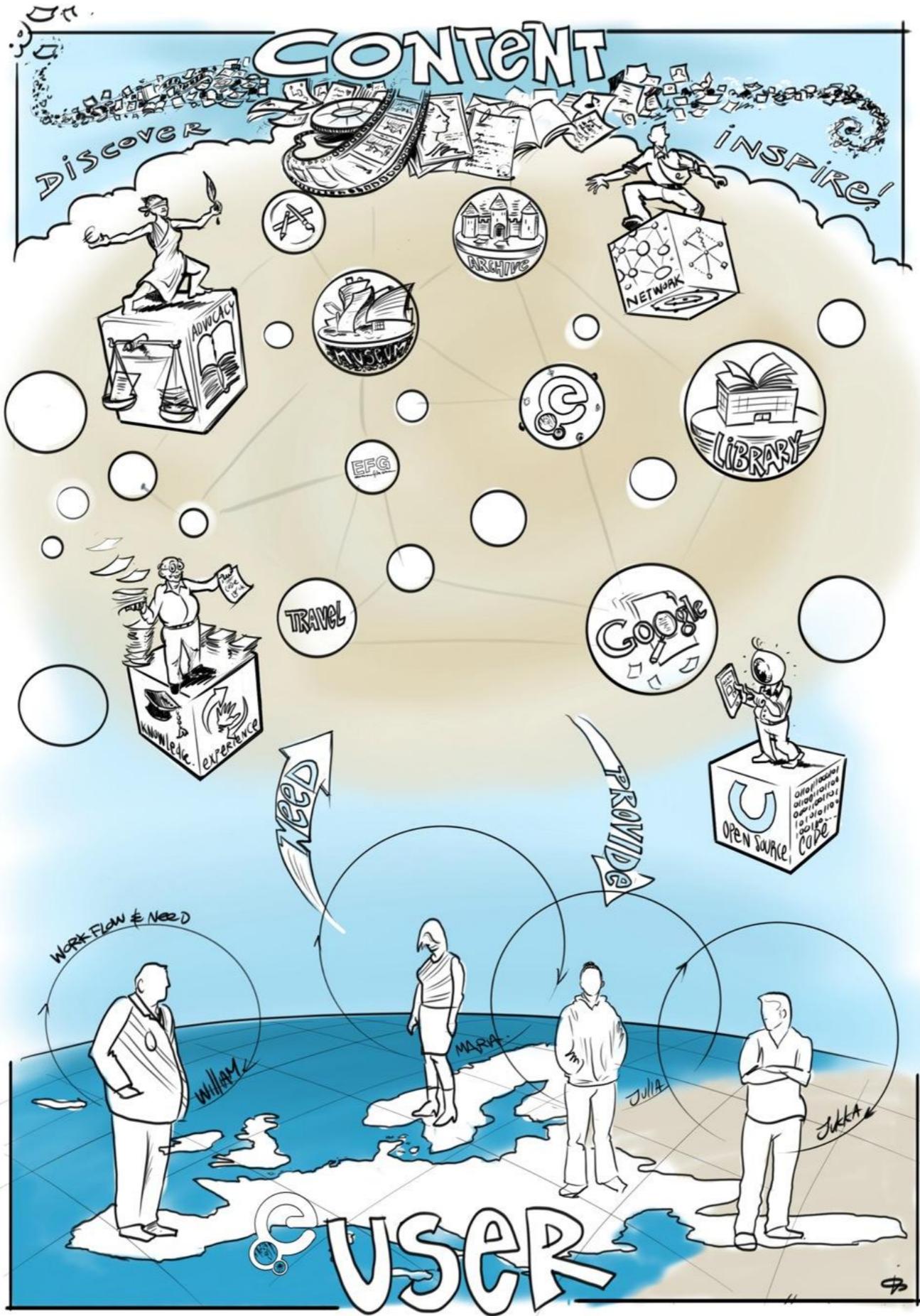




The European Cultural & Scientific Heritage Information Space

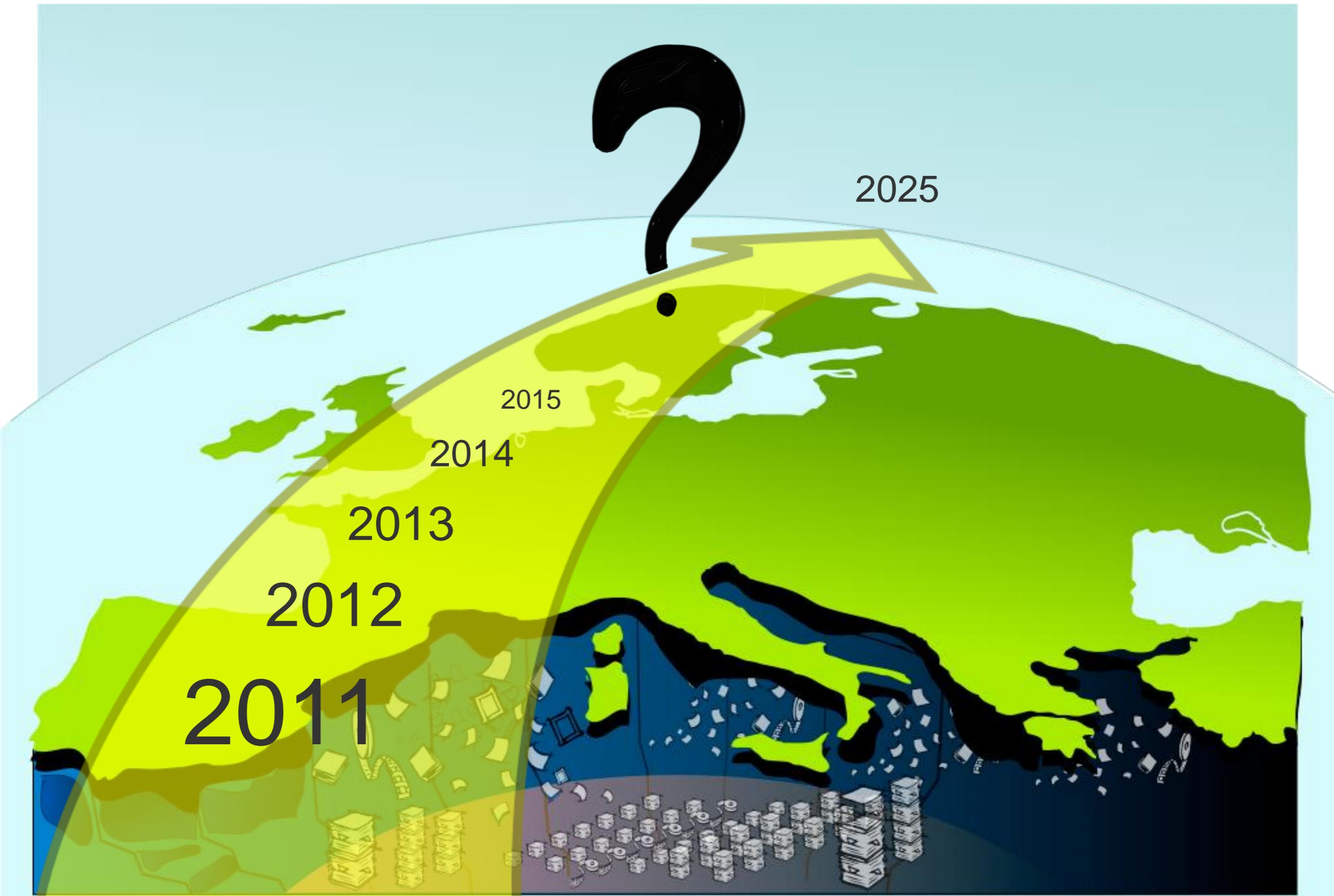


The positioning we need to achieve





2. What should we
be?



2025

2015

2014

2013

2012

2011



big
MICK
PARLOR

vs.
Always



Direct on [unclear] [unclear] [unclear]

The [unclear] [unclear]

Storage [unclear] [unclear] [unclear]
[unclear] [unclear] [unclear]
[unclear] [unclear] [unclear]

[unclear] [unclear] [unclear]

Environment Scan 10.09.10

● TRENDS

- Adding more meaning to life
- Publicly funded work should be open
- More fragmentation vs integration
- Portable, personalised and participatory
- Data re-use: APIs, mashups, etc

● POLITICAL FACTORS

- Striving for a unified Europe
- Lack of national ID, nationalism
- Social inclusion and responsibility
- The public good, openness & knowledge-exchange
- Ideological movements change: open culture, access, etc

● ECONOMIC CLIMATE

- Recession and cut-backs
- Knowledge econ. prevalence
- Creative industry on the up
- Funding of digitisation strained / sustainable?
- Revenue-making to match digitisation costs

● COMPETITORS

- Collaborate with our competitors
- Pay attention to Google
- Service providers as producers
- Service providers as distributors
- Content providers competing for funding

● TECHNOLOGY FACTORS

- Data speed is increasing
- Portal device strengths & access
- Platforms, apps vs websites/portals
- New tech: AR, geo-location services, gaming for personalised participatory access to information

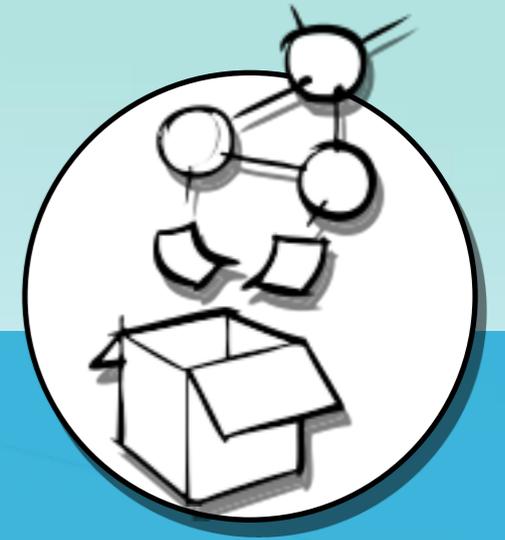
● CUSTOMER NEEDS

- Increasing need to find meaning in a complex world of information
- Bring content to the channel of the user
- Moving from consumer to participatory creator
- Simplify through focus by design & curation
- Free access to information

● UNCERTAINTIES

- The conservative world vs the dynamic
- The effect of the next big thing
- Can we exploit our metadata?
- How far can we provide access to content of the last 100 years?
- Are multilingual services up to it?

TRENDS



- Increased understanding that access to culture is the foundation for a creative economy. Thus, Culture leads to creativity which leads to social innovation and to cultural and economic growth.

Competitors



POLITICAL FACTORS



1. A strong, unified Europe will be built on smart, sustainable and inclusive growth.
2. With geo-political fragmentation and increasing Nationalism in Europe it becomes increasingly important to create more understanding on a European level through culture.

Competitors

CUSTOMER NEEDS

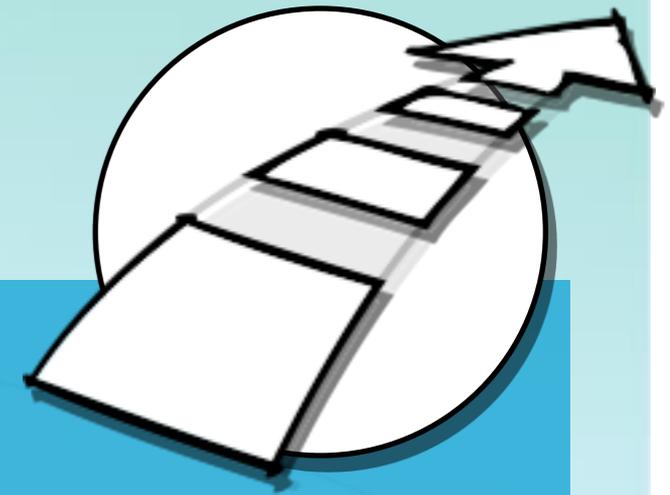


End users are evolving from passive consumers into active participants.

They expect content to be free and easily accessible through the channels they are used to work with.

Competitors

UNCERTAINTIES



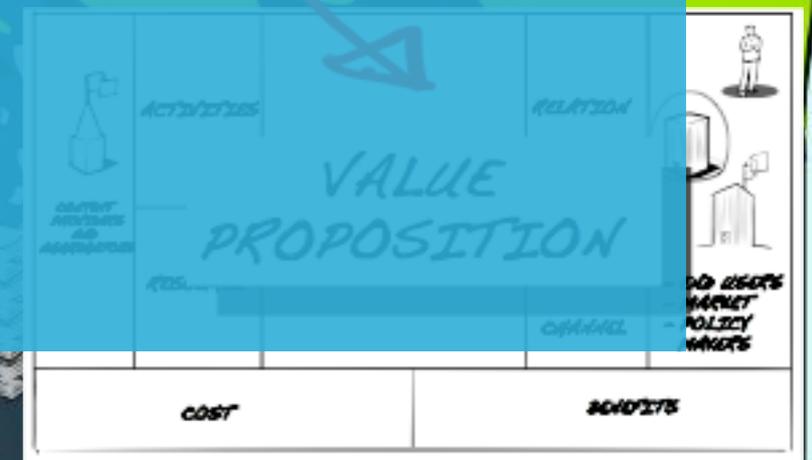
1. IPR issues, lack of funding and good business models limit our content providers ability to make content accessible.
2. Digitization requires our institutions to make significant shifts in their organizational cultures.

Competitors



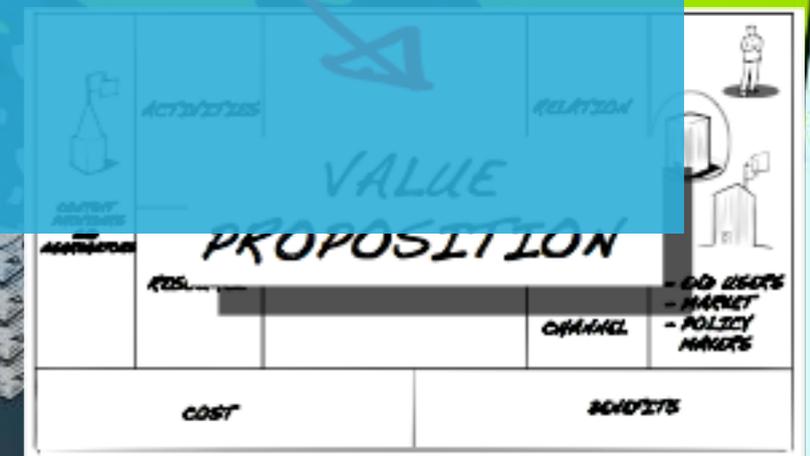
USERS

1. Trusted Source
2. Easy Access
3. Re-use
4. In my workflow



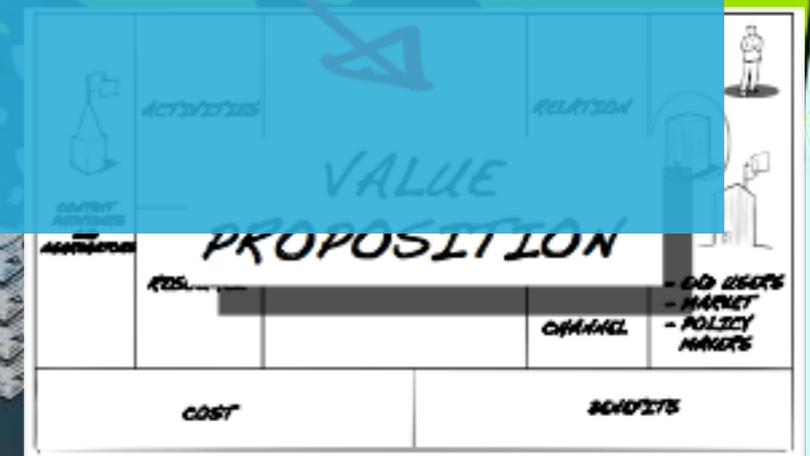
PROVIDERS

1. Visibility
2. Services
3. Revenue



MARKET

1. Open Access
2. Premium Services
3. Access to Network
4. Brand Association



POLICY MAKERS

1. Inclusion
 2. Leadership
 3. Education
 4. Economic Growth
- 



2. What shall we do?

Follow Four paths

① AGGREGATE



② DISTRIBUTE



③ FACILITATE



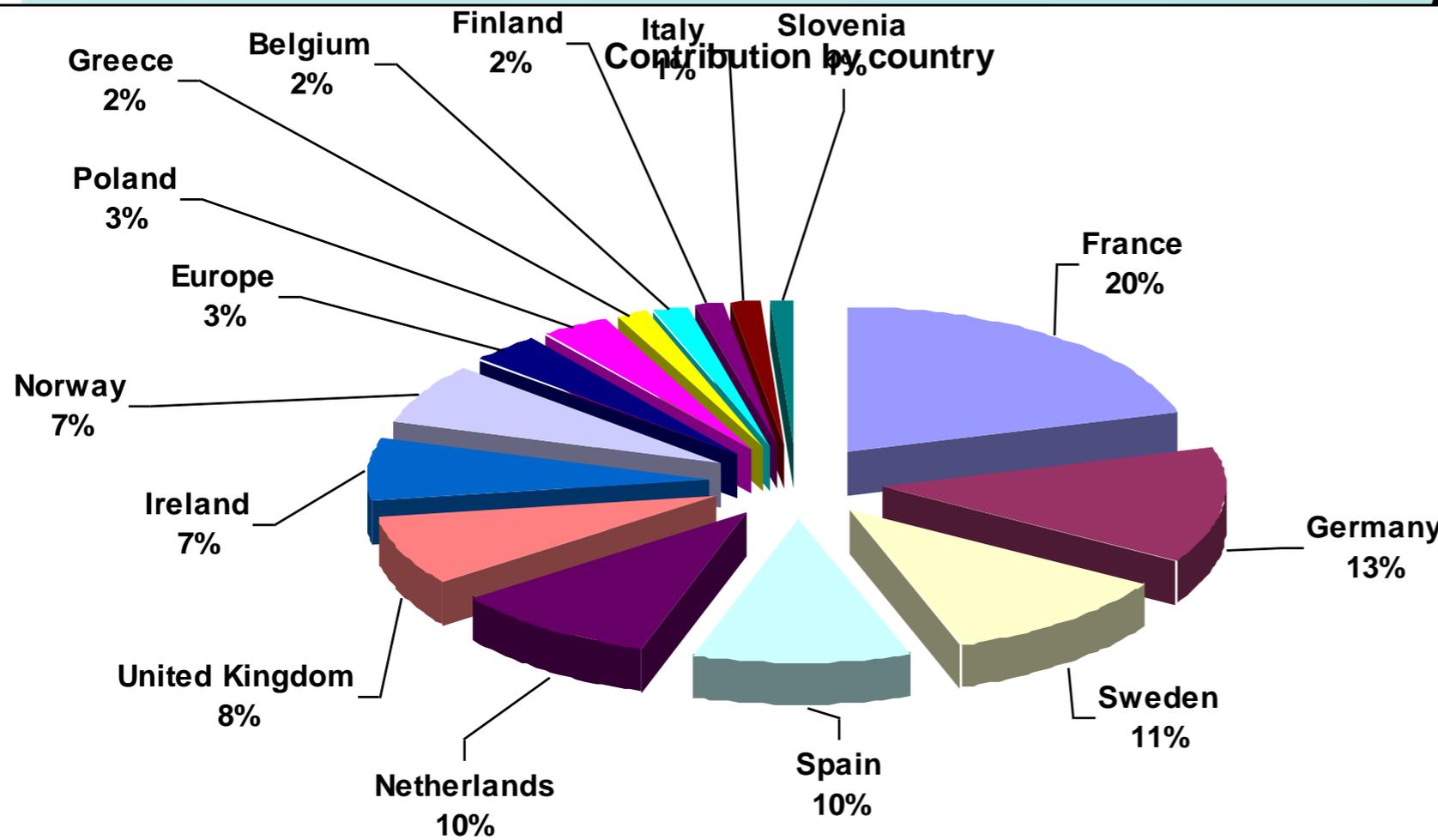
④ ENGAGE



1. AGGREGATE



13 million objects

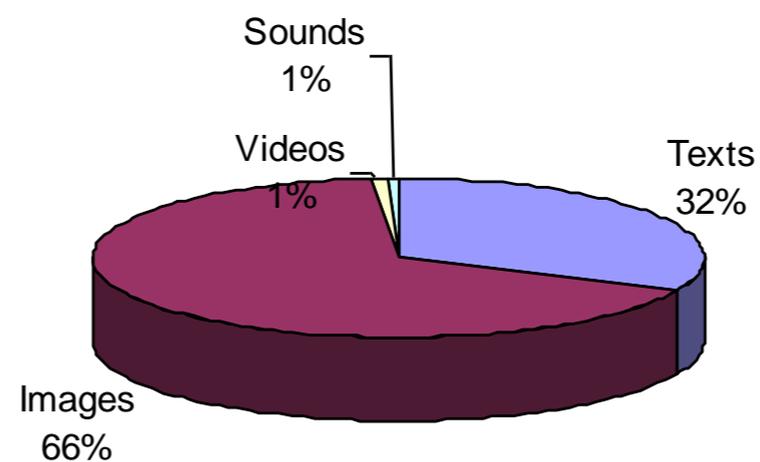


Books, Articles,
Postcards,
Folklore objects,
Photography, Art

18-20th

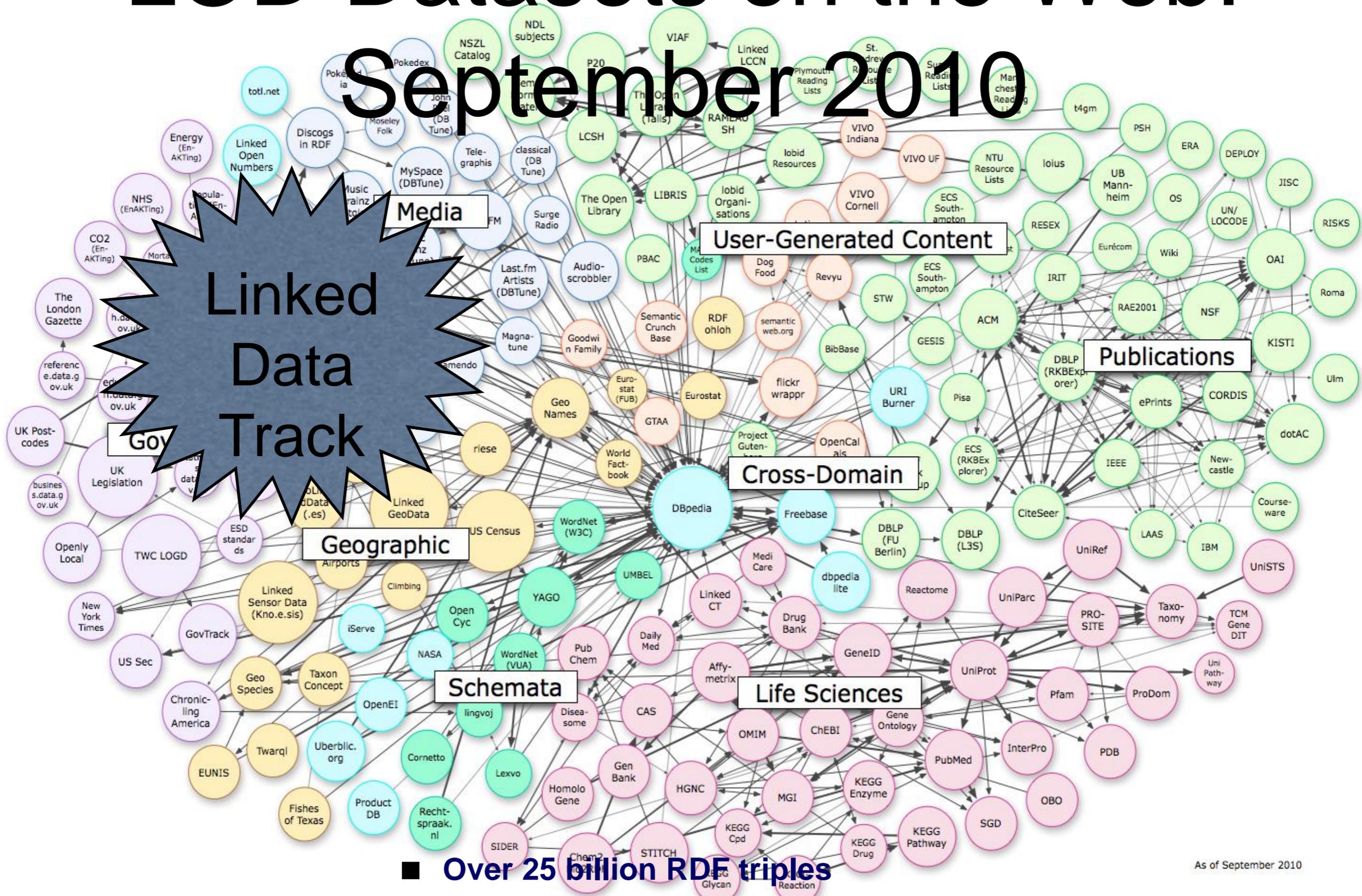
Century
Dominance

Europeana.eu Content Types



LOD Datasets on the Web:

September 2010



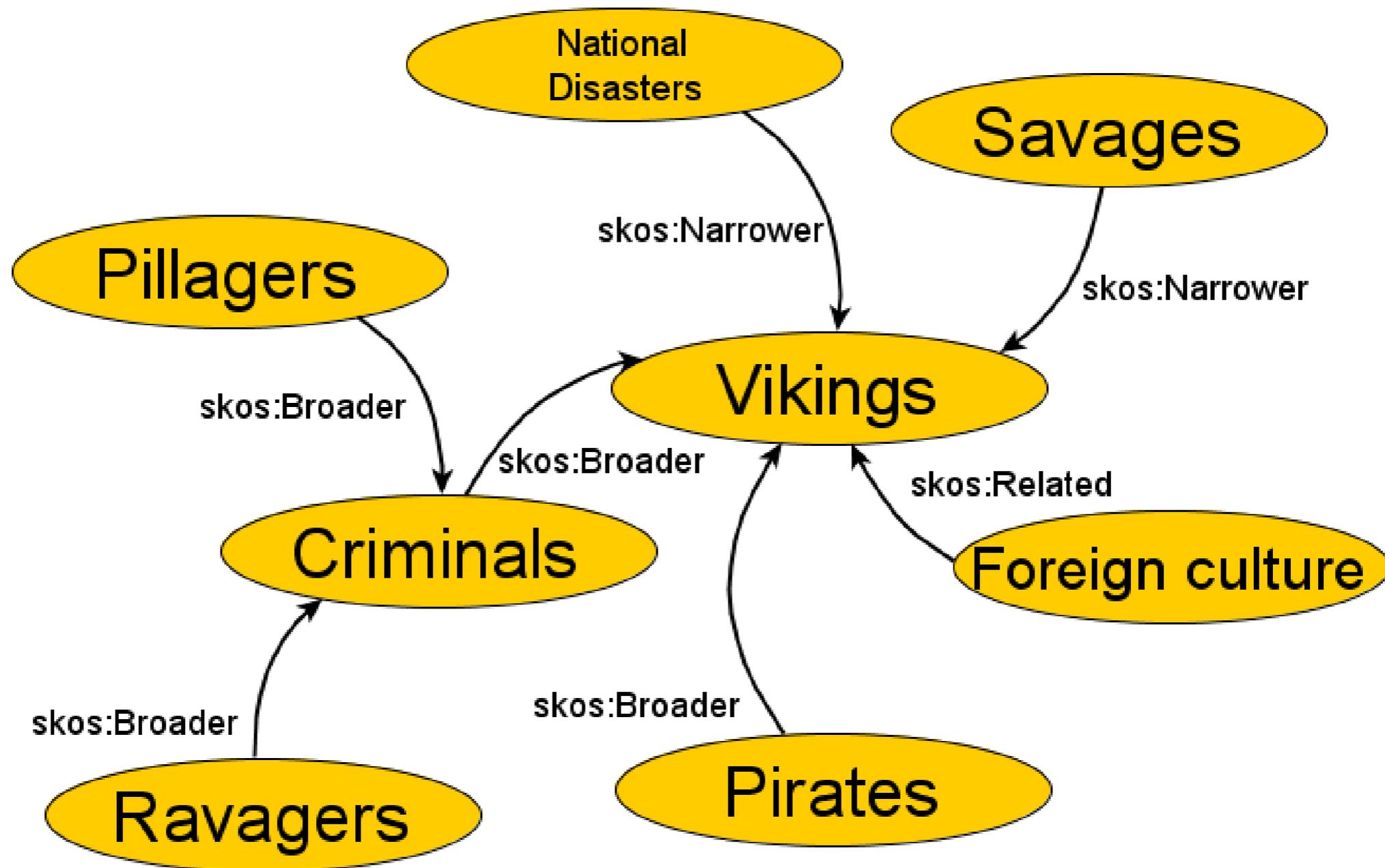
Linked Data Track

■ Over 25 billion RDF triples

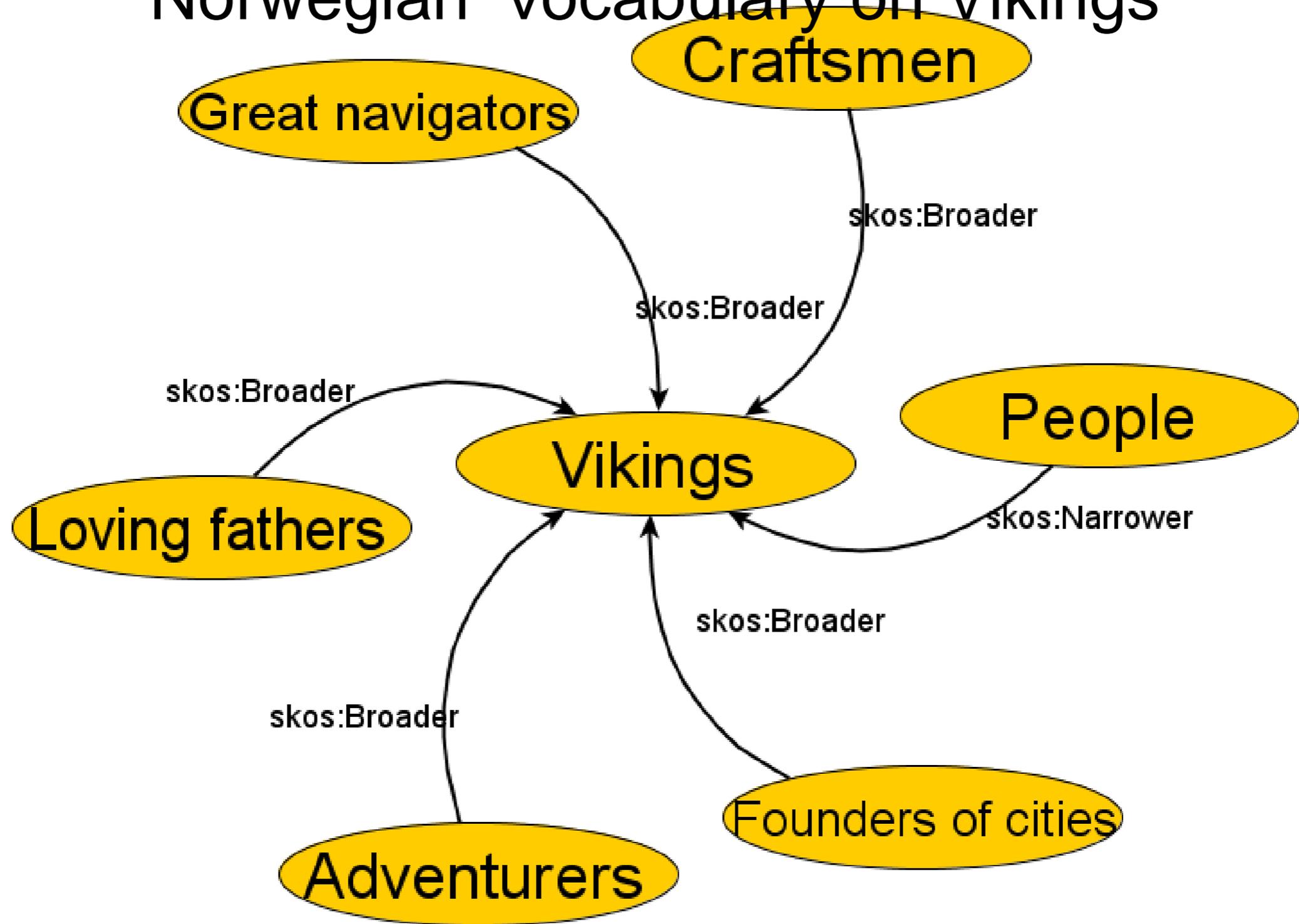
■ Over 395 million RDF links between data sources

As of September 2010

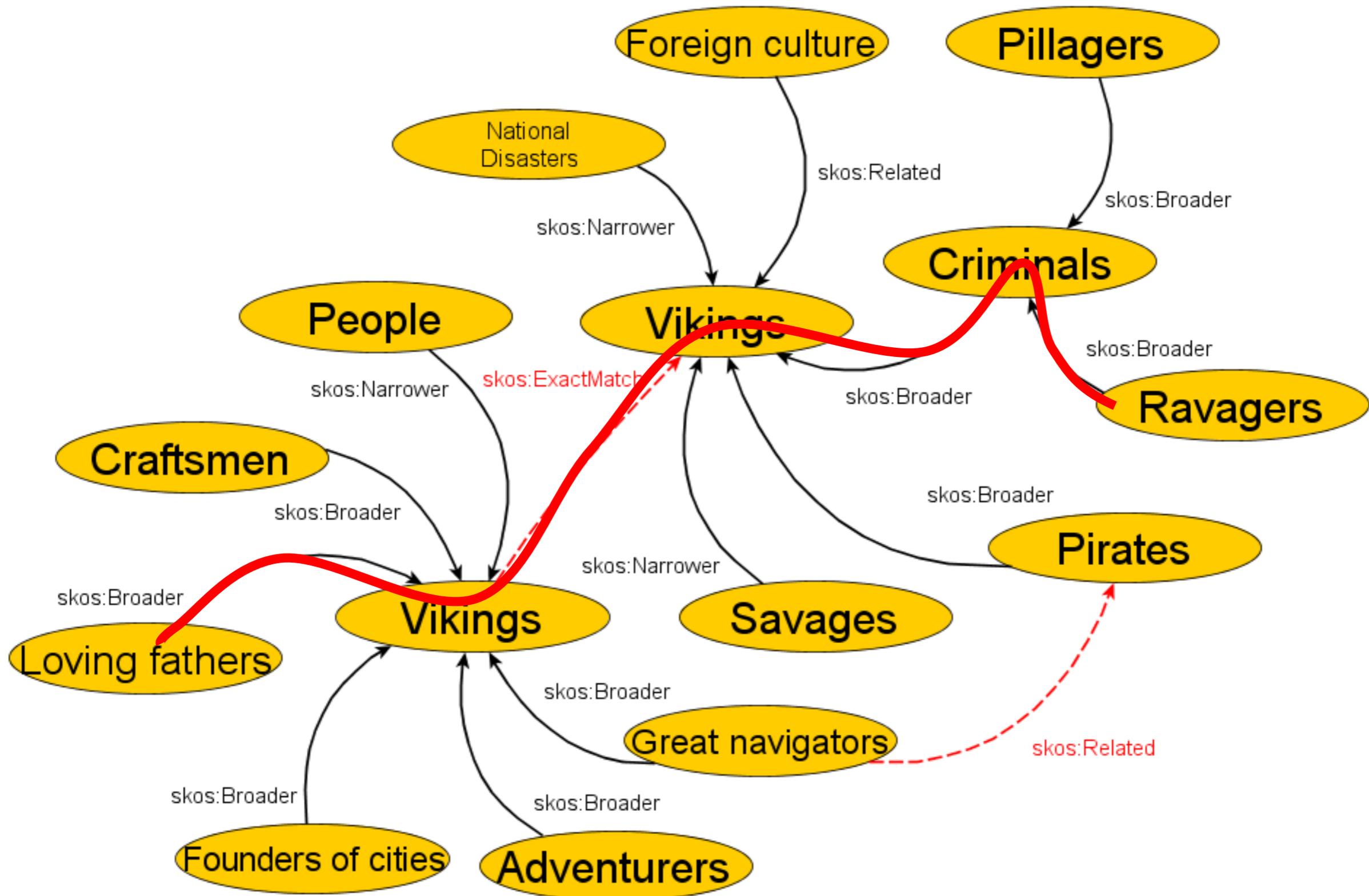
Tagging content with controlled vocabularies: Irish vocabulary on Vikings



Tagging content with controlled vocabularies: Norwegian vocabulary on Vikings



Mapped vocabularies –



2.DISTRIBUTE

① Portal

② APIs

③ Apps/Widgets

④ Partnerships

⑤ Monitor uses
& visibility

Make this material accessible to the user wherever they are, whenever they wants

Into the schools systems

The screenshot shows the European Schoolnet website with a navigation menu on the left, a main content area with news and featured articles, and a right sidebar with a word cloud and an awards registration notice. The browser's address bar and taskbar are visible at the bottom.

European Schoolnet
Transforming education in Europe

Search OK Print this page

HOME
ABOUT
NEWS
PROJECTS
MEMBERS
MEMBERS' PLATFORM
BLOGS
EMINENT

SIGN IN

OK

ABOUT EUROPEAN SCHOOLNET [More](#)

Policy, research and innovation
European Schoolnet demonstrates how information and communications technology (ICT) can support change in teaching and learning. Together with its members, EUN identifies evidence, best practice and emerging... [Read more](#)

LATEST NEWS [More](#)

MST 13/10/10
Digital Agenda: survey reveals more Europeans on-line but concerned about costs and security
Europeans are becoming increasingly "digital" according to a European Commission Eurobarometer survey which questioned 27,000 households throughout the EU on their use of internet, telephones and TV.... [Read more...](#)

eSafety 08/10/10
IWF awareness day
Today, 7 October 2010, is the fourth national Internet Watch Foundation (IWF) awareness day. This year major UK internet companies are joining together with government departments, charities and police bodies to promote the IWF and its confidential online reporting service.... [Read more...](#)

Schools 06/10/10

Register for eLearning Awards 2010!

LEARNING AWARDS 2010

To celebrate the 10th anniversary of the eLearning Awards, European Schoolnet invites all schools and teacher training institutions from Europe and beyond to take part and register at <http://elearningawards.eun.org>. The winners for each category, selected by an international jury of experts, will win thousands of Euros in cash prizes and ICT equipment.

Schools and teacher training institutions from all over Europe and beyond can participate. For a full list

Internet 100%

In to a site for the blind



The banner features the European Union flag on the left, a white silhouette of a person with a cane in the center, and the text "European Blind Union" in white on a blue background. Below the text is a line of Braille characters.

Access to information

- [Access to television](#)
- [eAccessibility \(under revision\)](#)
- [Pharmaceutical labelling](#)
- [The Euro](#)
- [Copyright and Publishing](#)
- [Postal Services](#)
- [Braille as the key to inclusion: Onkyo International Braille Essay Contest](#)



[[Homepage](#)] [[Search](#)] [[Contact Us](#)]

Internet 100%

Into a site for History Teachers

The screenshot shows the website of the European Association of History Educators (EUROCLIO). The header features the organization's name and a navigation menu with links to Home, About, Projects, News, Annual Conferences, Members, Partners, Resources, and Online Seminar. Below the navigation is a search bar and the EUROCLIO logo, which includes the text "Empower Professional Networks Support History Education" and "Promote Lifelong Learning Stimulate Intercultural Dialogue".

The main content area is titled "Historiana" and contains the following text:

Home ▶ Projects ▶ Current Projects ▶ **Historiana**

Historiana

After the meeting of the Project Advisory Group in November 2009, a new title has been decided for the programme which will become **Historiana**. **Historiana.eu** will be the name of the website to be developed within this programme.

More Articles...

- [Historiana Editors meeting - Looking ahead](#)
- [Comenius Grants available for the Second Historiana Seminar](#)
- [Register now for the First Seminar within Historiana](#)
- [Hungary: Fruitful meeting between theHistoriana Editors and Contributors](#)

On the left side, there is a sidebar with a "Historiana" section containing links to Overview, Activities, Photos, Timetable, Materials, and Advisory Board. Below these links is a small image of a historical map with the word "Historiana" overlaid.

On the right side, there is a "Follow all EUROCLIO Activities via this RSS Feed" link.

The browser's address bar shows "Done" and the status bar shows "Internet" and "100%".

To be part of the library portal

The screenshot shows a Windows Internet Explorer browser window displaying the SOLO search interface. The address bar shows the URL: http://solo.bodleian.ox.ac.uk/primo_library/libweb/action/search.do?&dscnt=1&frbg=&tal. The page title is "SOLO: Search Oxford Libraries Online - culture".

The interface includes a navigation menu with options: "Find Databases", "New Search", "OU e-Journals", "OxLIP+", "OLIS", "Bodleian Libraries", "Tags", "Feedback", "SOLO Guide", and "Help". The search term "culture" is entered in the search box. The results are displayed as "53,448 Results for All libraries / collections", sorted by "Relevance".

The "Refine your search" section on the left includes "Show only" options for "Online Resources (1,618)" and "Physical Items (52,096)", and "Refine My Results" by "Topic" with options for "Popular culture (2,727)", "Culture (2,180)", and "Political culture (1,907)".

The main results area shows a book entry for "Culture" by Chris Jenks, 2nd ed., published by Routledge in 2005. The entry includes a book icon, a star icon, and the text "1 of 2 versions of this work". Below the entry are links for "Locations", "Details", "Reviews & Tags", and "Additional services".

The Windows taskbar at the bottom shows the Start button, several open applications (Free large fi..., Home - Bodl..., SOLO: Sear..., Tasha, Removable ...), and the system tray with the time 21:51.

3. FACILITATE



Facilitate innovation in the Cultural Heritage sector

EuropeanaLabs

 Search[Login](#)[Wiki](#)[Roadmap](#)[Browse Source](#)[Search](#)[Project v1.0](#)[Artifactory](#)[Hudson](#)[Start Page](#)[Index](#)[History](#)[Last Change](#)

Welcome to EuropeanaLabs

This portal, EuropeanaLabs, supports development of [Gerrit](#) repository storing all the external software libraries upon

[Trac](#), an issue tracking system [Gerrit](#) [Trac](#), a [son](#).

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 & p
 - [Rhine Status Reports 2010](#)
- [DANUBE Requirements](#)
 - [Overview](#) (list requirements)
 - [Overview COMPLETE WITH DEVELOPMENT ASSIGNMENT JULY 2010](#) (list requirements & developers)
 - [Detailed view](#) (list requirements + status & progress)

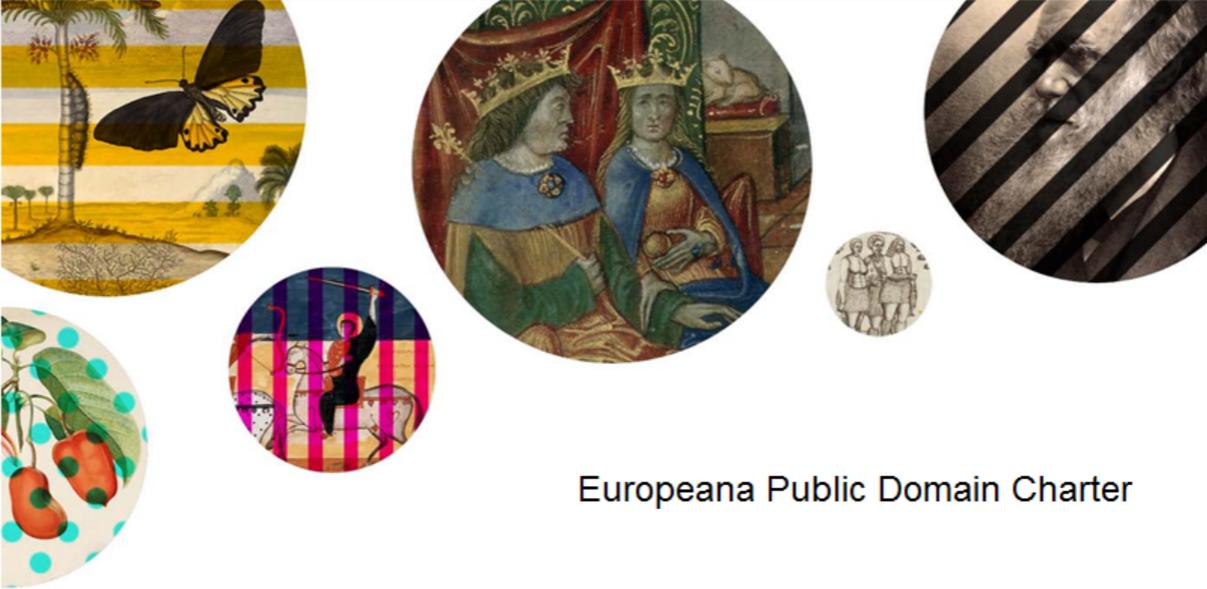


Policy – Public Domain

Public Domain
Charter

Public Domain
Mark

Public Domain
Usage Guide



Europeana Public Domain Charter

Europeana, Europe's digital library, museum and archive, belongs to the public and must represent the public interest.

The Public Domain is the material from which society derives knowledge and fashions new cultural works.

Having a healthy and thriving Public Domain is essential to the social and economic well-being of society.

Digitisation of Public Domain content does not create new rights over it: works that are in the Public Domain in analogue form continue to be in the Public Domain once they have been digitised.

Principles for a healthy Public Domain

Museums, libraries and archives of all kinds are holders of our cultural and scientific heritage. These memory organisations are the guardians of society's shared knowledge. They play an essential part in maintaining the Public Domain on behalf of citizens and must uphold a number of general principles. These principles are essential to preserve a meaningful understanding of the Public Domain and to ensure that it continues to function in the technological environment of the networked information society. These principles are not intended to prevent organisations from commercial exploitation of Public Domain works in their collections. Instead they provide a set of minimum standards that ensures that the Public Domain functions in the digital environment.

1. **Copyright protection is temporary.** Copyright gives creators a time-limited monopoly regarding the control of their works. Once this period

Done Internet | Protected Mode: On 100%

Data Provider Agreements

- Majority signed current agreements
- Your metadata on the web workshops

Risks &
Reward

S

Track



eupeana
think culture

Collective Licensing Research

- **Europeana Licensing Framework**
- Leader: [National Library of Luxembourg](#),
- interoperable licenses that cover rights information for objects in Europeana.
- Public Domain Charter
- Registries of rights information - ARROW
- Collective Licensing Research



4. ENGAGE

Google

2 Experiment with Mashups

1 Add UGC

3 Get involved in social networks

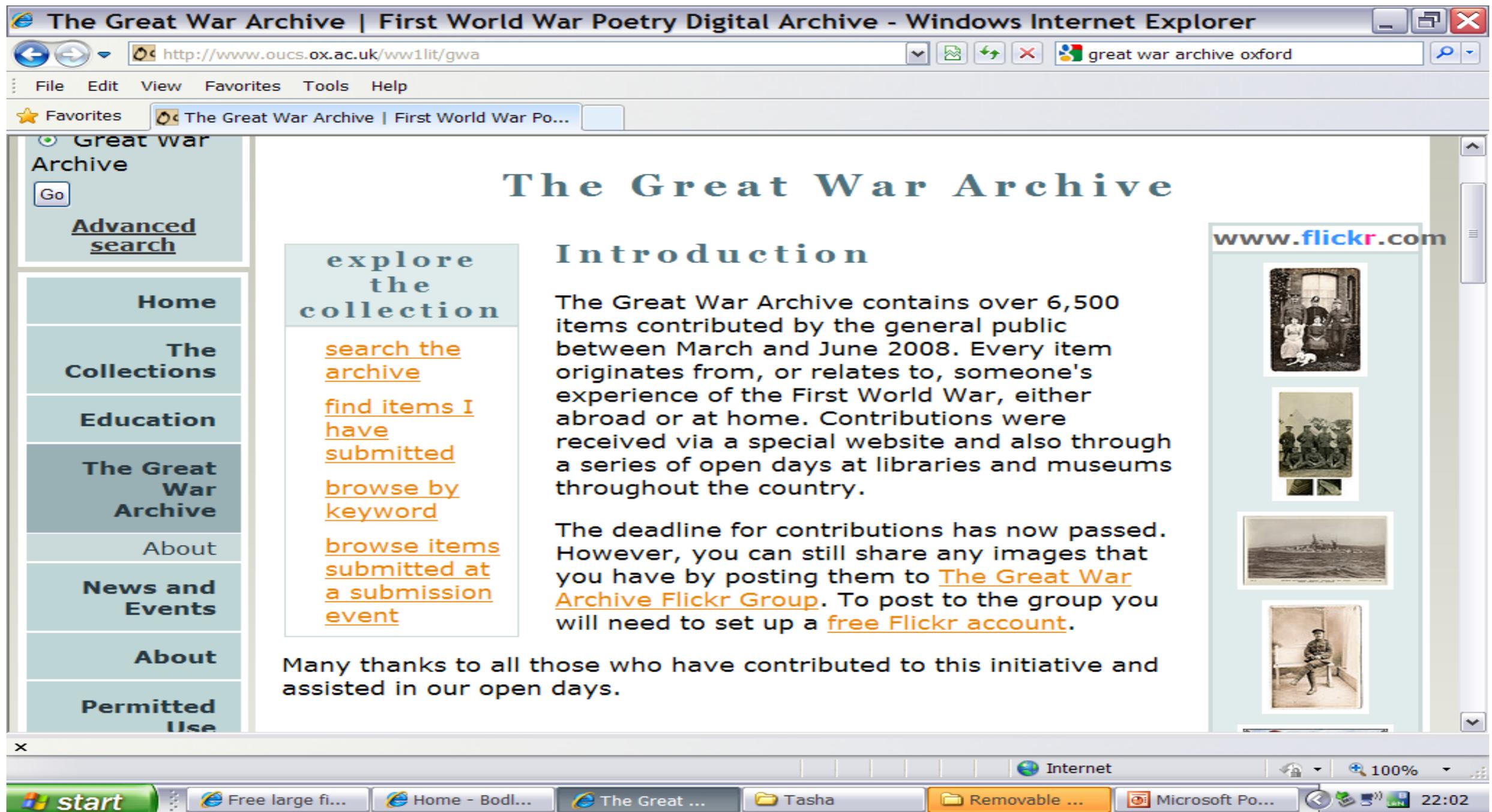
4 Create Exhibitions

5 Hold competitions

Create dialogue & participation



Great War Archive into mainland Europe



The screenshot shows a Windows Internet Explorer browser window displaying the Great War Archive website. The address bar shows the URL <http://www.oucs.ox.ac.uk/ww1lit/gwa>. The page title is "The Great War Archive | First World War Poetry Digital Archive". The website layout includes a left-hand navigation menu with links for "Home", "The Collections", "Education", "The Great War Archive", "About", "News and Events", and "About". The main content area features a large heading "The Great War Archive" and a sub-heading "Introduction". The introduction text states: "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](#)." Below the introduction, there is a thank-you message: "Many thanks to all those who have contributed to this initiative and assisted in our open days." On the right side of the page, there is a section titled "www.flickr.com" displaying a vertical column of four historical photographs. The Windows taskbar at the bottom shows the Start button, several open applications including "Free large fi...", "Home - Bodl...", "The Great ...", "Tasha", "Removable ...", and "Microsoft Po...", and the system clock showing "22:02".

The Great War Archive | First World War Poetry Digital Archive - Windows Internet Explorer

<http://www.oucs.ox.ac.uk/ww1lit/gwa>

File Edit View Favorites Tools Help

★ Favorites The Great War Archive | First World War Po...

Great War Archive

Go

[Advanced search](#)

Home

The Collections

Education

The Great War Archive

About

News and Events

About

Permitted Use

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.

[www.flickr.com](#)

Internet 100%

start Free large fi... Home - Bodl... The Great ... Tasha Removable ... Microsoft Po... 22:02

News and Events

About

Help

My Favourites

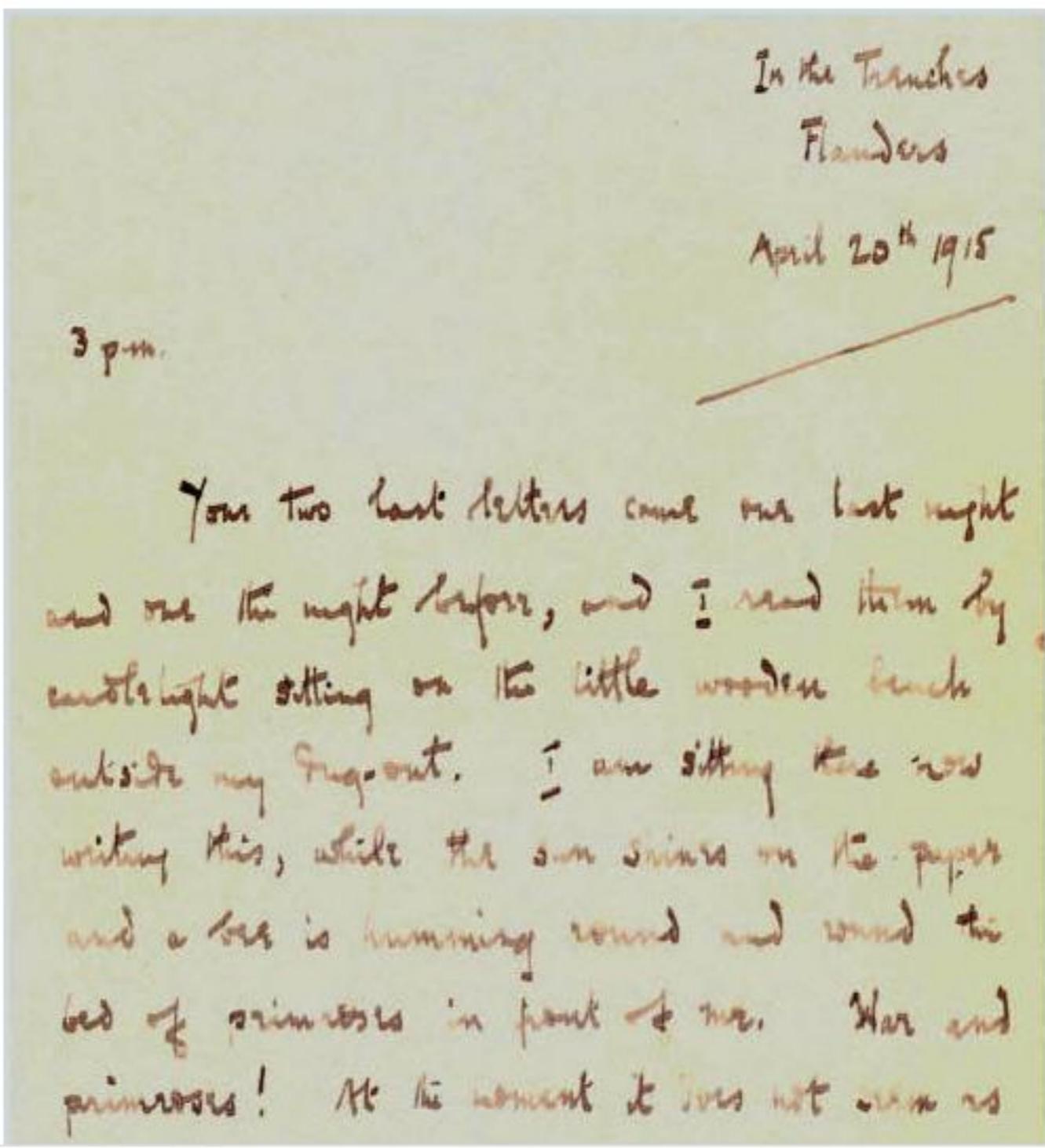
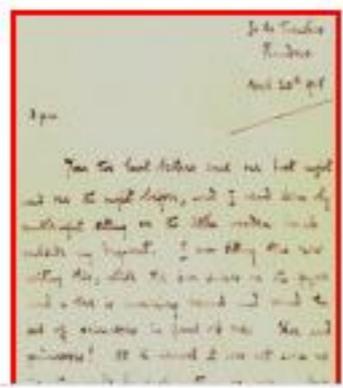
★ 0 items

[View favourites...](#)

3. [Letter: To Vera Brittain \(3\)](#)

4. [Letter: To Vera Brittain](#)

[Previous page](#) [Next page](#)



Show the European Connection



The screenshot shows a virtual exhibition interface for Art Nouveau. At the top left is a logo consisting of three overlapping circles. The main title 'Art Nouveau' is displayed in a large, elegant font, with 'virtual exhibition' underneath. A navigation menu includes 'Introduction' and a language dropdown set to 'English (eng)'. The main content area features the title 'Art Nouveau' and a descriptive paragraph about the movement's history and characteristics. A 'Start Exhibition' button with a right-pointing arrow is positioned below the text. To the right, a framed Art Nouveau poster titled 'LA MAISON MODERNE' is shown, depicting a woman in profile. Below the poster is the caption 'La Maison moderne'. At the bottom of the page, there are links for 'Browse all items' and 'Credits', along with social media sharing buttons for Facebook, Twitter, and a general 'share' button. The browser's address bar and taskbar are visible at the very bottom of the image.

Art Nouveau
virtual exhibition

Introduction English (eng)

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](#) >

[Browse all items](#) [Credits](#) [FACEBOOK](#) [TWITTER](#) [share](#)



La Maison moderne



[Introduction](#) > [Browse all items](#)

Browse Items (80 total)

[1](#) [2](#) [3](#) [4](#) [5](#) [Next](#) [Last](#)



Title: Wohnhaus Linke Wienzeile
40

Description: Wagner, Otto,
Außenansicht, Fassade,
Ausschnitt Wien, Wohnhaus
Linke Wienzeile 40

Provider: Deutsche Fotothek ;
Germany



Title: Immeuble

Description: France ; Ile-de-
France ; Paris ; Paris 07
Porte de l'immeuble

Provider: Culture.fr/collections ;
France



Title: Fatalisme

Provider: The European Library ;
Netherlands



Title: Scaun

Description: C16. Douăsprezece
piese identice.
Neobizantin Scaun spătar panou,
colțuri rotunjite, decorat cu pomul
vieții și două păsări ce se
înscriu...

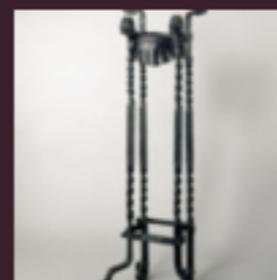
Provider: cIMeC - Institutul de
Memorie Culturală ; Romania



Title: Stol



Title: "Salle de jeu et de



Title: Support de jardinière



Title: Fauteuil à dossier



Artisanat d'art - Introduction

La technique fut mise au service des arts décoratifs de l'Art Nouveau. Par exemple, les maîtres verriers renvoyaient très souvent leur travail au four, et créaient ainsi une superposition de textures et d'éléments décoratifs. Des techniques anciennes furent réutilisées alors que de nouvelles étaient inventées, permettant ainsi de créer des couleurs chatoyantes aux reflets irisés, comme on l'observe dans la technique du verre favrile de Louis Comfort Tiffany. Dans les domaines de la poterie et de la céramique, des expériences furent tentées dans l'utilisation des formes et des vernis. Les bijoutiers créaient des pièces à la mode pour leurs clients prestigieux. Les ras-de-cou, les pendentifs, les bracelets et les boucles d'oreilles étaient fabriqués en matériaux semi-précieux, en ivoire sculpté, en écaïlle et en émail. On pouvait observer ce nouveau style partout en Europe: aux Pays-Bas (Brantjes et Rozenburg), en Allemagne (Meisenthal et Koepping), en Hongrie (Zsolnay), en Bohême (Harrach, Loetz) et en Scandinavie.



Drageoir



3 DISTRIBUTE

4

ENGAGE

Culture.Creativity.Growth.

2 FACILITATE

1 AGGREGATE



Thank you



eupepeana
think culture



eupepeana
think culture

Public Domain Mark

Public Domain Mark 0.8.5 - Windows Internet Explorer

http://labs.creativecommons.org/demos/pd/pd6.html

File Edit View Favorites Tools Help

Public Domain Mark 0.8.5

Mockup

Public Domain Mark 0.8.5

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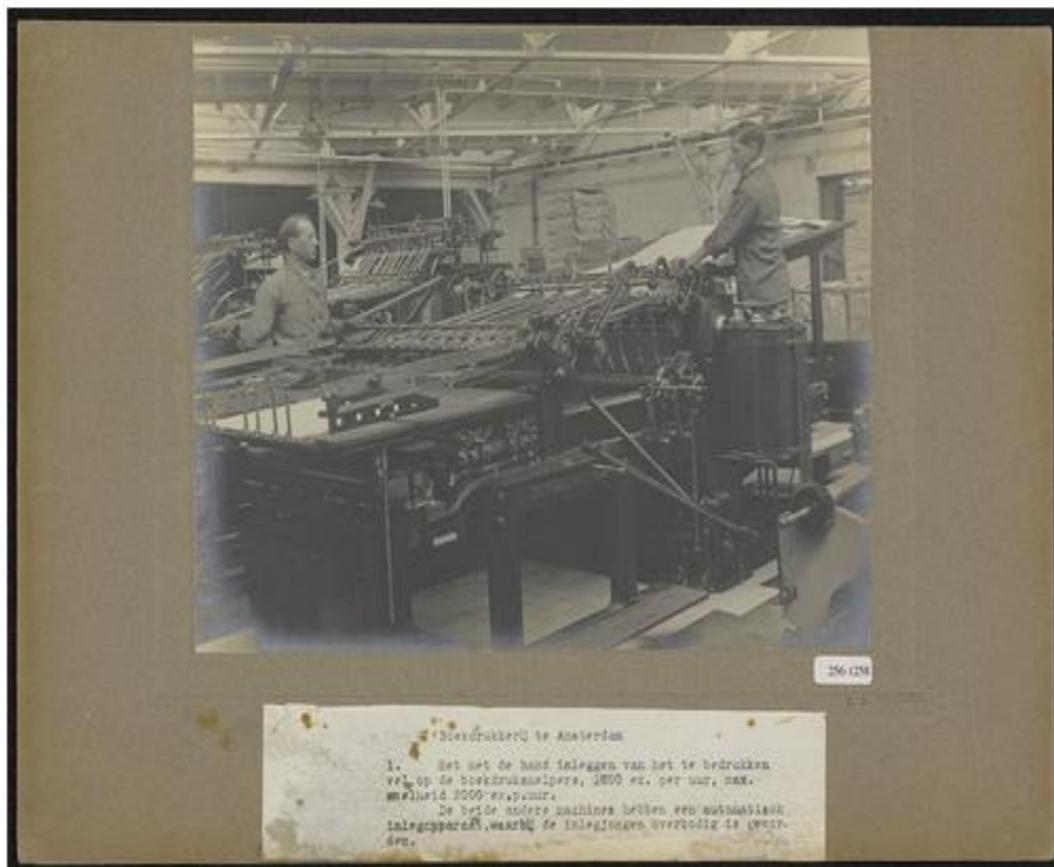
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