D8.6 – Annual Report 2

Österreichische Nationalbibliothek

Europeana Creative is coordinated by the Austrian National Library

Deliverable

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Revisions

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Statement of Originality

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Public Report
on Year 2 of
the Project

www.europeanacreative.eu

Europeana Creative: Where Cultural Heritage and Creative Industries Meet

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

Europeana Creative is coordinated by the Austrian National Library and co-funded by the European Union, through the ICT Policy Support Programme as part of the Competitiveness and Innovation Framework Programme (CIP).
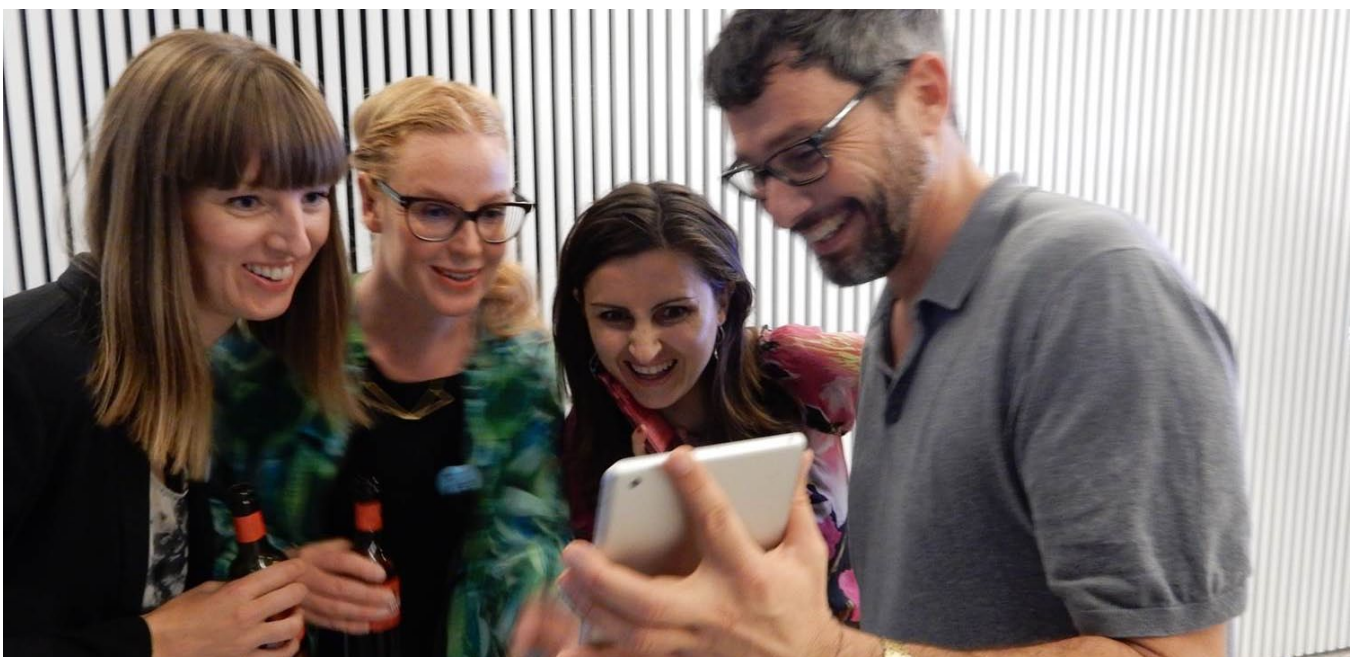
The project was launched in February 2013 and will end in July 2015. It unites 26 partners from 14 European countries in an innovative alliance across multiple sectors. Project partners include content-providing institutions such as libraries, museums and archives with world-famous collections, living labs, creative industry hubs and organisations, software development, game and multimedia experts, business experts, think tanks and representatives from the education and tourism sectors.

Europeana Creative sets out to demonstrate that Europeana, the online platform providing access to more than 40 million digitised cultural heritage objects from Europe's libraries, museums, archives and audiovisual collections, facilitates the creative re-use of digital cultural heritage content and associated metadata.

Europeana Creative partners explore new ways to engage with Europe's digital cultural heritage for business, education and entertainment. Europeana Creative develops innovative Pilot applications that are focused on education, tourism, social networks and design. Developers, creative entrepreneurs and cultural heritage experts meet to identify, incubate and spin off viable projects in a series of Open Innovation Challenge Events.

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

Europeana Creative Team testing 'VanGoYourself' in Barcelona, September 2014 (CC BY-SA Europeana Creative)

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

Europeana offers access to over 40 million digitised objects from more than 3,300 institutions, covering 36 countries and 30 languages. The re-use of digital content is an essential part of the Digital Agenda for Europe.

With the full operability of the Content Re-use Framework, it will be possible not only to browse the content of Europeana and filter by rights labels, but also by quality and filetype. Europeana and Europeana Creative are therefore taking the next step towards facilitating re-use of the digital objects themselves and further stimulating the re-use of cultural heritage content in order to better demonstrate its social and economic value.

Re-use of digital cultural heritage is at the core of Europeana Foundation's Strategic Business Plan 2015–2020 and Europeana Creative is one of Europeana's key projects in this regard. The Europeana Foundation believes that openly accessible digital cultural heritage can foster the exchange of ideas and knowledge, leading to a better mutual understanding of our cultural diversity and contributes to a thriving knowledge economy for Europe.

Europeana Creative has provided Europeana with use cases for handling the re-use of cultural heritage by the Creative Industries. This has allowed Europeana to create a funnel starting from co-creation to crowdfunding and financial investment. This has been applied within the Pilot VanGo-Yourself, but also in external creative developments in projects such as "Europeana Beacon".

In the 2015, Europeana Business Plan Europeana will directly and indirectly target the creative communities via Europeana Labs, looking to service their requirements even more closely in its next iteration. The work of Europeana Creative has allowed Europeana to start to develop a true end-to-end process for cultural institutions, developers and creative entrepreneurs who wish to make the new things out of our shared digital cultural heritage. Facilitated by the network of physical labs via EnoLL and the work of Platoniq and Peacefulfish, Europeana Creative has laid the foundations for 2015.

As Europeana Creative will end in July of 2015, the project and the Europeana Foundation are seeking close collaboration with other initiatives with similar aims, in particular Europeana Food and Drink and Europena Space to continue the work in this area.


Europeana Labs Round Table at the Europeana AGM in Barcelona, October 2014 (CC BY-SA Europeana Creative)
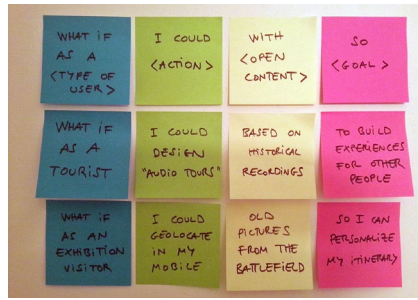
Europeana Creative Workshops (CC BY-SA Europeana Creative)

Expected Results of the Project

– Europeana Labs online platform and Europeana Labs Network

– Technical infrastructure, services and tools to support re-use of digital cultural heritage by creative industries (i.e., semantic web platform, pattern detection and geographic mapping services and extended Europeana search API)

– Content Re-use Framework: an extended Europeana Licensing Framework that gives access to digital content for specific re-use scenarios

– Pilot apps and games in the education, tourism, social networks and design sectors

– Organisation of Open Innovation Challenges, their respective Challenge Events and incubation of innovative spin-off projects in the education, tourism, social networks and design sectors

– Best practice in evaluation

– Project results widely disseminated to foster continued collaboration between cultural heritage organisations and creative industries

– Best practice in project management
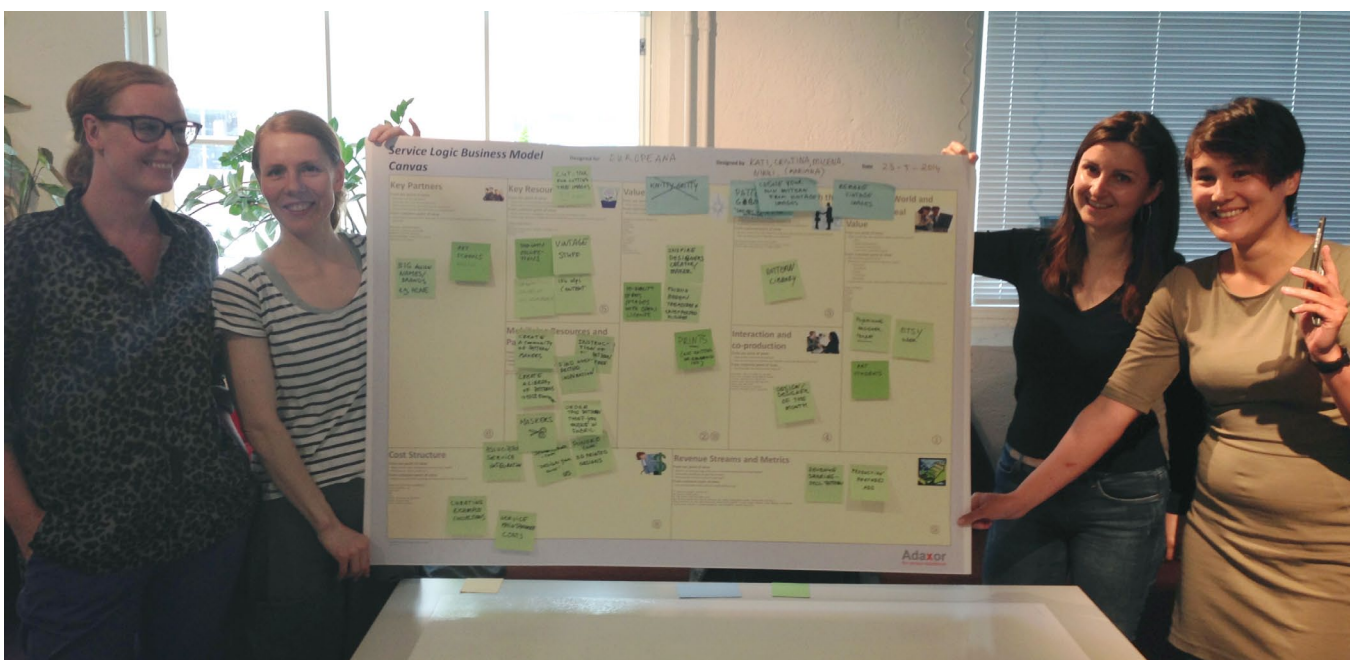
Europeana Creative Design Pilot Business Model Workshop in Helsinki, May 2014 (CC BY-SA Europeana Creative)

Results in the Second Year of the Project

In year 2 Europeana Creative has produced a number of significant results. Further major results will be delivered in the third and final year of the project.

Work Package 1

Work Package 1 (Europeana Open Laboratory) develops online and offline laboratory spaces that encourage creative industries to tap into the potential of the digital cultural heritage aggregated by Europeana. A set of services, tools and expertise bringing together the outcomes of the project in the Europeana Labs Network has been defined. The online laboratory space Europeana Labs, launched in April 2014 as beta release, offers an inventory of data and technical tools, information about the Europeana API, an overview of physical lab spaces, a gallery of apps and projects re-using Europeana content and other support features. Currently, 74 featured datasets provide access to a combined total of over 1 million openly licensed, directly accessible media objects. Since launch, the Europeana Labs site has been visited by over 16,000 unique users and there are now over 2,000 registered API keys.

Work Package 1 organised in May the fifth co-creation workshop at Aalto Media Factory, Finland with project participants and external user representatives to define ideas and kick off collaborative work on Pilot apps and games in the domain of design. It has continued to support the development of the five thematic Pilots and facilitated development sprints by using the adapted agile Scrum development methodology. In the second year of the project, the established content inventories for the natural history and history domain as well as the tourism, social networks and design domain have proved to be useful resources for the Pilots, the Open Innovation Challenge entrants and have resulted in new focused datasets being added to Europeana.

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

Europeana Labs website (CC BY-SA Europeana Creative)

Work Package 2

Work Package 2 (Infrastructure for Content Re-use) finalised its work in year 2 of the project as planned. It developed the technical infrastructure that allows the re-use of digital cultural heritage content. With the successful implementation of the Media File Checker, it is now possible to extract technical metadata such as resolution, bitrates, dominant colours and further media information. In year 2 the entire Europeana dataset was migrated and processed to extract these technical metadata. The Media File Checker is the basis for the realisation of the Content Re-use Framework which becomes operational in the final year of the project. Besides this elementary work, Work Package 2 continued to work on content retrieval services, to facilitate via an OAI-PMH repository synchronising the Europeana metadata servers with semantic repositories. Work on API development and services has continued, supporting the Design Pilot with the Image Similarity Service, the Tourism Pilot with an Image Twinning WordPress plugin and the Social Networks Pilot with services for geo-referencing. In addition, Work Package 2 integrated the metadata transformation service in the Europeana servers, created a detailed research about the enrichment and linking services of the Europeana metadata and completed the enrichment module.

Work Package 2 is led by the National Technical University of Athens (NTUA).
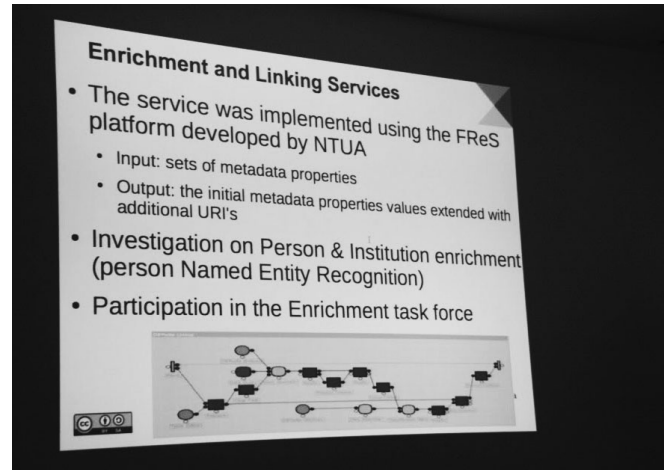
Presentation of the Enrichment and Linking Services at the All Staff Meeting in Brighton, January 2015 (CC BY-SA Europeana Creative)

Work Package 3

Work Package 3 (Business Model Frameworks) continued to guide and monitor the implementation of the Europeana Content Re-use Framework, making sure it met the requirements and specifications for the content layer of the extended Europeana Licensing Framework. The Europeana Content Re-use Framework allows access to content (not only metadata) for specific re-use scenarios. In addition, Kennisland (KL) and Europeana worked on developing a strategy for increasing the quality of the digital objects available via Europeana. In order to highlight the content that will be available through the Content Re-use Framework, WP3 proposed the development of an Image Embedding Service as part of a new sub-task, which will allow users to embed high quality pictures from Europeana on the web. In close cooperation with Work Package 4 and the Pilot partners, business models have been facilitated and documented and White Papers for four Pilot themes have been published. The four themes included are: natural history education, history education, tourism and social networks. Work on the business model for the Europeana Labs (Network) continued among other activities with a business model workshop conducted in September 2014 in Barcelona.

Within the final year of the project Work Package 3 will continue to investigate differentiated licensing options for digital objects.

Work Package 3 is led by Kennisland (KL).

Europeana Creative Europeana Labs Business Modell Workshop at Fabra i Coats in Barcelona, September 2014 (CC BY-SA Europeana Creative)

Work Package 4

Work Package 4 (Pilots) worked on the development and delivery of the Pilot applications and games in the five themes in year 2. It was preceded by the Pilots Delivery Plan and a content-sourcing strategy for the overall project from the first year of the project.   All Pilot apps and games are being developed in sprint cycles, according to the adapted agile Scrum methodology.

The History Education Pilot was finalised in September 2014. This Pilot, led by EUROCLIO, allows history educators to create their own learning activities online via the Historiana platform and by using content from Europeana. The Search and Select Tool enables re-use of content from Europeana by searching and selecting content via the Europeana API, adding new metadata and importing sources. Other tools developed in the History Education Pilot include an Analysis of Visual Sources Tool and a Compare and Contrast Tool.

History Education Pilot (CC BY-SA Europeana Creative)

The Natural History Education Pilot, led by NMP, was finalised in August 2014. Two products were developed: a museum game and a memory game that showcases natural history content available via Europeana. The museum game 'Secret Legacy' is a serious adventure game, which takes users on a treasure hunt and has them solve natural history education puzzles on the way. The memory game 'Memory Match' allows children and young adults to create memory sets of objects such as minerals or fossils by answering questions related to natural history.
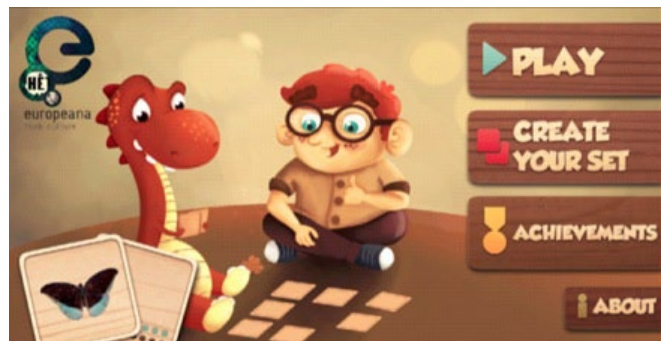
Natural History Education Pilot: The Secret Legacy / Memory Match (CC BY-SA Europeana Creative)

The Tourism Pilot and the Social Networks Pilot prototype were delivered and demonstrated in May 2014 and finalised in January 2015.

The Tourism Pilot "VanGoYourself" led by PLURIO.NET is a responsive web application which allows users to recreate paintings and images by uploading the re-enacted image, twinning it with the original and sharing it via social media. It is a deeply engaging way for visitors to interact with cultural heritage, based on emotion, playfulness and curiosity. In January 2015 the "Embed VanGoYourself On Your Site" widget was launched.
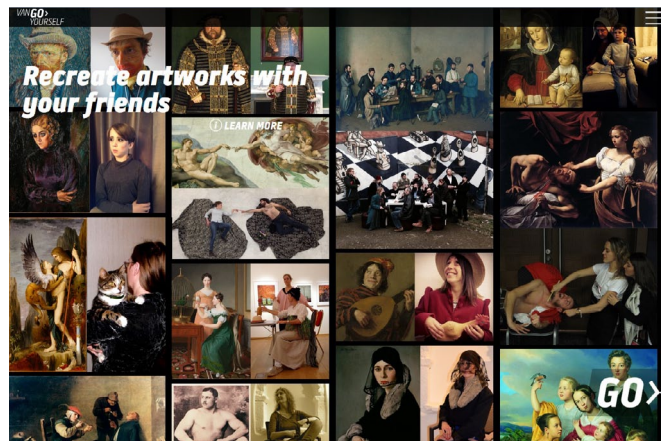
Tourism Pilot: VanGoYourself (CC BY-SA Europeana Creative)

The Social Networks Pilot "Sound Connections" led by NISV is a flexible tool for communities of interest to enrich specific sets of sounds in different ways on the themes of aviation, city soundscapes (London and Amsterdam) and birdlife. It features geo-tagged sound files from the collections of the Netherlands Institute for Sound and Vision and the British Library, which is displayed on the social engagement platform Historypin, developed by Shift (formerly We Are What We Do).

The Design Pilot prototype was delivered and demonstrated in November 2014. This Pilot, led by AALTO, is a similarity search tool designed by SAT in collaboration with AIT, AALTO and Europeana. This tool, called "Culture Cam", makes it easy to browse a sub collection of Europeana's Public Domain material in a fun and intuitive way: it uses a web camera to match the colour, shape or pattern of an object to those in Europeana.

All Pilots were used for promotion and as inspiration for creative industries to submit their ideas for the Open Innovation Challenges in Brussels and Barcelona 2014 and the final Challenge event in Manchester 2015.

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

Social Networks Pilot: Sound Connections / Design Pilot: Culture Cam
(CC BY-SA Europeana Creative)
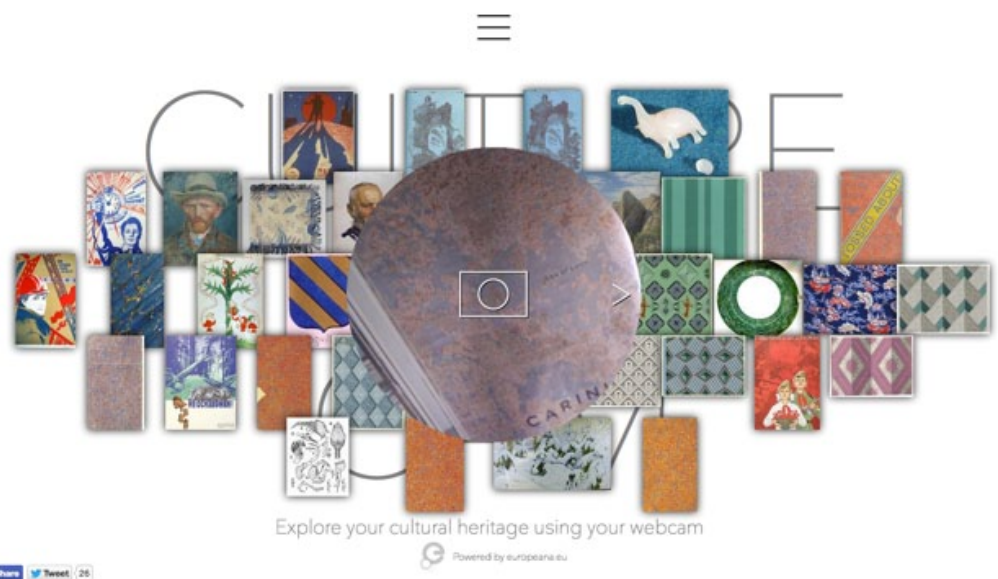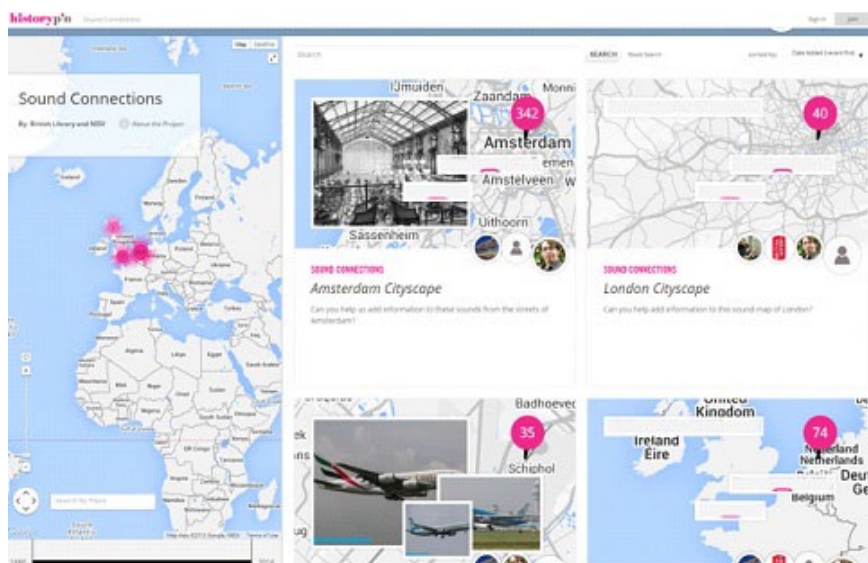
Work Package 5

Work Package 5 (Open Innovation) created an open innovation delivery plan for the project to define the organisation and set-up of the Open Innovation Challenge Events (entry and selection criteria and prize), incubation support, creative industries uptake parameters and the planning of events and promotional campaigns. For each of the five Pilot themes of the project, an Open Innovation Challenge was organised and promoted via an extensive PR campaign in project year 2. Software developers and creative entrepreneurs, as well as designers, artists and entrepreneurs were invited to submit innovative business ideas and concepts for apps, games or even products via the platform iStart. For each Challenge theme, winners were chosen to receive a tailor made incubation support package. The first Challenge Event for the Natural History Education and History Education domain was held on April 29 in Brussels. The second Challenge Event for the Social Networks and Tourism domain took place in Barcelona on September 23, 2014. The final Challenge Event for the Design Challenge is dated on February 27, 2015 in Manchester. An incubation support pack offer was developed including online and offline resources. This incubation support was delivered to all winners of the Challenges, covering assistance with business modelling, business planning, business strategy, user piloting and technical implementation.

Work Package 5 is led by European Network of Living Labs (ENoLL).

Left — Winners of the Social Networks and Tourism Challenge in Barcelona, September 2014 / Right — Promotion video for the Design Challenge event (CC BY-SA Europeana Creative)

Work Package 6

Work Package 6 (Evaluation) evaluates all strands of the project: Europeana Labs, the co-creation process, the technical infrastructure, the Content Re-use Framework, the Pilot development process, the Challenge Events and the uptake by creative industries. In the second year of the project, the Evaluation Strategy and Framework was redefined to focus on the perspective of the users and stakeholders. The mixed-method design used for this purposes comprises expert interviews, focus groups, surveys, usability tests and diary-keeping. Lessons learned are fed back to improve all development processes in the project. Work Package 6 conducted and documented user experience sessions and focus groups on the Natural History Education, History Education, Tourism and Social Networks Pilots. In addition, the first and second Challenge Event as well as Pilot Impact were evaluated.

For Europeana Labs, Work Package 6 has started its interview phase with representatives from the Creative Industries and agreed with Europeana on a corporate interview guideline for further evaluation efforts.

Work Package 6 was led by MFG Medien- und Filmgesellschaft Baden-Württemberg, Innovation Agency for ICT and Media Baden-Württemberg (MFG) until the end of 2014. Platoniq Sistema Cultural, Spain continues to lead the Work Package 6 in 2015.

User testing in Palma de Mallorca (CC BY-SA Europeana Creative)

Work Package 7

Work Package 7 (Dissemination) promotes the visibility of Europeana Creative and its results fostering collaboration between cultural heritage institutions, creative industries and the wider public. Based on a detailed dissemination plan and carefully detailed target audiences, all Pilots , the thematic Challenges and the Europeana Labs website have been promoted. The project's website has been updated on a regular basis to reflect the developments and results of the project. To support the Europeana Creative partners' dissemination efforts, Promotional Packages for all Challenges have been created and the Challenges as well as their final events in Brussels in April 2014, Barcelona in September 2014 and Manchester in February 2015 successfully disseminated. Online promotion has been accompanied by five videos produced by labkultur.tv for each Pilot theme: Natural History

Education, History Education, Tourism, Social Networks and Design. Work Package 7 uses the project website, including a blog, a Twitter account (more than 1850 followers), Facebook (750+ likes), Europeana's Vimeo account to disseminate project results and activities. To date, Europeana Creative partners organised and actively engaged in numerous international conferences, workshops and events further supporting the dissemination of the project. Physical promotional material such as flyers, business cards, posters and the Europeana Creative roll-up are used by the project consortium to increase awareness not only of the project but also of Europeana in general.

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

Filming of the Social Networks and Tourism Challenge in Barcelona, September 2014 (CC BY-SA Europeana Creative)

Work Package 8

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

In the second year of the project, several meetings and workshops were organised. In addition, all members of the consortium met for a second All Staff Meeting in Brighton at the end of January 2015. The request to amend the project contract, due to the leave of project partner European Design Centre

(EDC) was approved in April 2014. Due to additional significant changes in the budget and the consortium of the project, another request to amend the project contract, was produced, submitted and approved in year 2. Ramulus Ltd. (RAM) joined the Europeana Creative consortium as of August 1, 2014, YouArhere (yarh) requested to leave the consortium as of July 31, 2014. The Austrian National Library, as Project Coordinator, effectively managed the reallocation of resources and tasks. Collaboration with other projects with similar objectives such as Europeana Cloud, Europeana Space and Apps4Europe continued in the second year of the project and two Memoranda of Understanding with the projects PREFORMA and Europeana Food and Drink have been signed.


Europeana Creative Consortium at the All Staff Meeting in Brighton, January 2015 (CC BY-SA Europeana Creative)

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

Europeana Creative team re-enacting 'Prison scene', Johann Velten (1807–1883) at the All Staff Meeting in Brighton, January 2015 (CC BY-SA Europeana Creative)

Europeana Creative Partners

1 Austria
Austrian National Library
AIT Austrian Institute of Technology

2 Belgium
European Business & Innovation Centre Network
European Network of Living Labs
EUN Partnership / European Schoolnet

3 Bulgaria
Ontotext

4 Czech Republic
National Museum

5 Denmark
Spild af Tid

6 Finland
Aalto University, School of Arts, Design and Architecture

7 Germany
MFG Medien- und Filmgesellschaft Baden-Württemberg
Museum für Naturkunde
Exozet Games

8 Greece
National Technical University of Athens

9 Luxembourg
Agence luxembourgeoise d'action culturelle
(PLURIO.NET)

10 The Netherlands
Europeana Foundation
Kennisland
Netherlands Institute for Sound and Vision
European Creative Business Network
Webtic
EUROCLIO – European Association of History Educators

11 Slovenia
Semantika

12 Spain
Platoniq Sistema Cultural

13 United Kingdom
Shift (formerly We Are What We Do)
Culture24
The British Library
Ramulus Ltd.
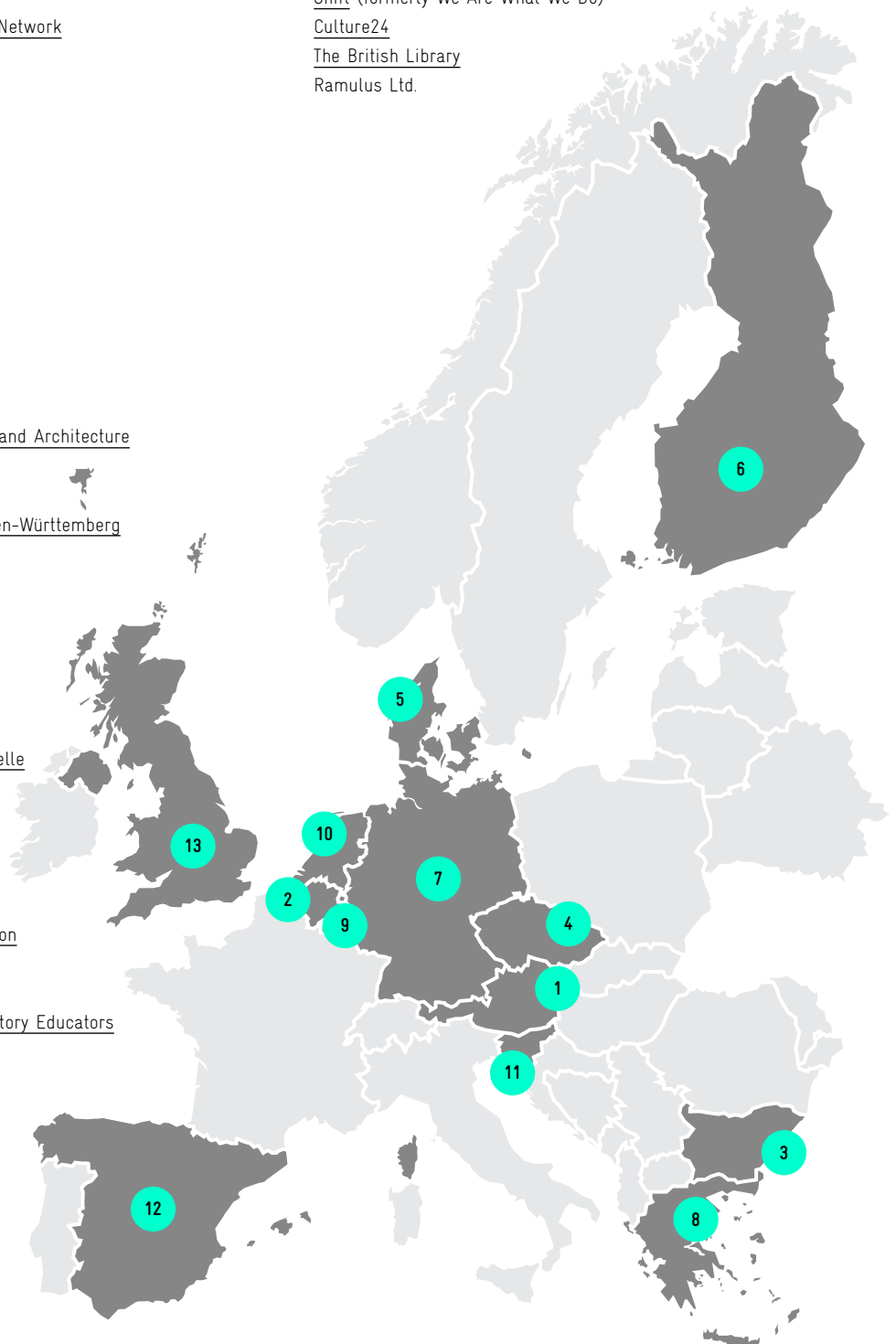
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