ECP-2007-DILI-517009

EuropeanaLocal

D5.4: Participation in Europeana – legal requirements and governance arrangements

Deliverable number	*D5.4 Version 2.0*
Dissemination level	*Public*
Delivery date	*15 December 2009 (V1.0), June 2010 (V2.0)*
Status	*Final Draft*
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*e***Content***plus*

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[1] OJ L 79, 24.3.2005, p. 1.

Contents

1 Introduction

EuropeanaLocal has the task of making available digital content from local and regional institutions through Europeana. The EuropeanaLocal project is the first of the Europeana related projects to run alongside the development of the Europeana Prototype under EDLnet (2007-2009) and the development of the Europeana operational service under the current EuropeanaV1.0 project (2009-2011).

It was foreseen in the EuropeanaLocal workplan that a framework for joining Europeana would be needed. Since the workplan was written, the EuropeanaV1.0 project has come on stream, which has, among its tasks, specific responsibility for doing exactly this. Europeana V1.0 has the leading role in this work and so, in order to align our work better with theirs, Deliverable 5.4 was postponed for a 6 month time period to November 2009. In addition, to ongoing developments at Europeana concerning legal requiremenst and governanace procedures, Deliverable 5.4 has been update in June 2010 to reflect these changes.

This document sets out the context in which organisations may conclude agreements for participation in Europeana. On the one hand there are procedures and documents available concerning the provision of data to Europeana (administrative and technical procedures). On the other there are procedures and documents concerning participation in the governance of Europeana (governance procedures).

The information provided in this document will also be useful during the national awareness raising meetings, which will be organised in each EuropeanaLocal participating country during the final year (2010-2011) of the project. It can be used as a basis to discuss issues such as aggregation, governance or data agreements on a European, national or regional level.

2 Scope

This document relates to the tasks set out under *Task 2 Establish a framework for joining Europeana* as part of *WP5 Dissemination and awareness raising.* More specifically:

- *Task 2.1: establish straightforward administrative and technical procedures whereby providers of content/metadata may become contributing members of Europeana and a basis on which e.g. any subscription charges, other costs or conditions of joining may be determined.*

Based on the current developments within the Europeana consortium, this deliverable provides an overview of the existing and/or developing **administrative** and **technical procedures** to participate in Europeana, for information and usage within the EuropeanaLocal consortium.

It also provides information for aggregators and/or content providers who will conclude data agreements directly with Europeana and aggregators who might need data agreements with their own content providers.

Finally, this document explains the organisational structure of Europeana and how aggregators and/or content providers may join in the **governance structure** of Europeana. This relates to Task 2.2 in WP5, which describes to following:

- *Task 2.2: In line with the governance procedures established for Europeana, the EDLocal consortium will agree with the EDL Foundation conditions and procedures for establishing participation of representatives of the local/regional content provider community in its future governance.*

This document should be considered as a first draft of these procedures, for feedback and discussion within the EuropeanaLocal network and from the National Meetings. It will be updated as any new technical, administrative or governance procedures become available.

3 Documentation and procedures to participate in Europeana

3.1 Introduction

This document sets out the existing and/or developing administrative, technical and governance procedures to participate in Europeana; relevant for both providing data to Europeana and taking part in the Europeana governance structure. This document firstly sets out the guidance from the EuropeanaLocal partner perspective. Several procedures for contributing content directly are already in place for organisation that are not part of a Europeana related project, and these might not always be a relevant for the EuropeanaLocal project participants.

Information on contributing content for organisations that are not part of a project and that would like to contribute content directly to Europeana, can be found here: http://www.group.europeana.eu/web/guest/providing-content/ The information includes the routes to deliver content to Europeana as well as the Partner Application Form and Steps to contribute directly to Europeana. Individual institutions that would like to contribute to Europeana directly, should be informed that this is dependant on any existing aggregations or projects. If there is no existing route for contributing content, Europeana will be able to advise via the above mentioned information.

There are at the moment no subscription charges or other costs to become a contributing member (data provider) of Europeana.

3.2 Administrative procedures

3.2.1 Europeana Content Strategy

Available via the following link:

http://www.version1.europeana.eu/web/guest/content-strategy/

The Europeana Content Strategy sets out a comprehensive Content Strategy which addresses
the content objectives for Europeana as well as the organisational and process aspects of
reaching these objectives.

At present EuropeanaLocal partners and their associated data providers contribute content
through a variety of aggregations, depending on the current state of play in their country.
However, in the longer term it is envisaged that, as the aggregation landscape develops and
matures, local and regional data providers will join Europeana by contributing content
through nationally based aggregations, which might be either horizontal or vertical. All data
providers will however still be able to participate in the Europeana governance structure as
described in section 3.3 – Governance Procedures.

3.2.2   Europeana Aggregator Handbook

Available via the following link:
http://www.group.europeana.eu/c/document_library/get_file?uuid=94bcddbf-3625-4e6d-
8135-c7375d6bbc62&groupId=10602

The Europeana Aggregator Handbook has been made available in April 2010. The content of
the handbook has been informed by the results of the aggregator survey which was performed
in autumn 2009. The overall aim of the handbook is to provide sufficient information to
aggregators that wish to submit data to Europeana and become sustainable partners of the
service.

For EuropeanaLocal partners that wish to set up or further develop an existing aggregation
platform, this document can provide them with the necessary information. The Europeana
Aggregator Handbook also includes the latest version of the Europeana Data Agreements.
The document adressses the following subjects:

- Organisation
  - Templates and documentation for administrative and organisational aspects
    of running an aggregator service
  - The Council
  - Documentation for establishing political and network support (expert
    groups, thematic network partners, project partnerships)
- Business
  - Templates and documentation for budget planning, fundraising, revenue
    generation, sustainability, legal and licencing model, i.e. Data
    Provider/Aggregator Agreements
- Technical & Operational
  - Technical documentation for participating in Europeana
- Communication
  - Templates and documentation for dissemination activities

3.2.3 Europeana Data Agreements

The Europeana Data Agreements set out the contractual basis for organizations contributing data to Europeana. The agreements have been developed by the EuropeanaV1.0 and EuropeanaConnect projects and were finalised in April 2010, following the consultation phase with contributing institutions and projects.

EuropeanaLocal partners, who have up until now been covered by a project wide agreement with Europeana, move to concluding formal legal agreements towards the end of the project lifecycle (May 2011) in order to continue working with Europeana, either as an Aggregator or as a Data Provider as appropriate.

There are two main agreements:
- Data Provider Agreement- – for single institutions providing metadata
- Data Aggregator Agreement - for organisations which aggregate data from a number of different content providers

Depending on which is most appropriate, the documents facilitate an agreement to be concluded either between an aggregator and Europeana or directly between a data provider and Europeana.
Both documents are available in the Europeana Aggregator Handbook:
http://www.group.europeana.eu/c/document_library/get_file?uuid=94bcddbf-3625-4e6d-8135-c7375d6bbc62&groupId=10602

The Data Aggregator Agreement is based on a clean-hands model. That means Europeana does not sign agreements with individual content providers submitting data via an aggregator. The aggregator is responsible, if necessary, to clear rights with individual content providers in order to meet the requirements of the Data Aggregator Agreement with Europeana. The aggregator can use the Europeana Content Provider Agreement as a model in this situation. It should be noted it is not in any way prescriptive or mandatory for aggregators to re-use the Europeana Content Provider Agreements as a model. However, it is intended to make it easier for aggregators to ensure that the commitments they make to Europeana are echoed in their own agreements with their data providers. It is advised that aggregators pursue an agreement with their content providers that is a open as possible, to allow for instance future developments on linked data and the semantic web.

3.3 Technical Requirements

- **Metadata mapped to the ESE v3.2.2 Specifications**
  This is the Europeana current data model which consists of the Dublin Core (DC) metadata elements, a subset of the DC terms and a set of twelve elements which were created to meet Europeana's functionality needs.
  https://version1.europeana.eu/c/document_library/get_file?uuid=c56f82a4-8191-42fa-9379-4d5ff8c4ff75&groupId=10602
  - **A link to the digital object's location online**
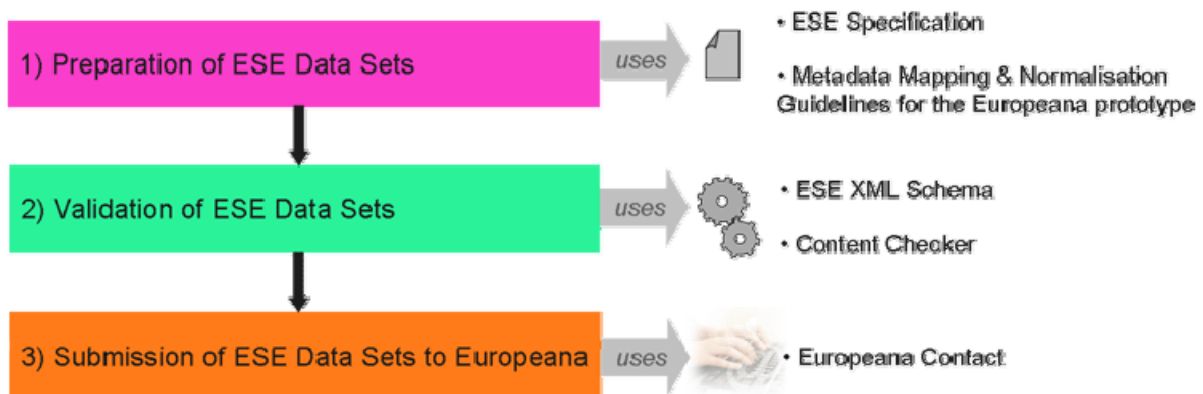   Also explained in the above document
  - **A thumbnail of the object**
    See: http://version1.europeana.eu/c/document_library/get_file?uuid=6b52d4be-6a4d-443a-842a-ab991bca2b1f&groupId=10602

- **Metadata Mapping & Normalisation Guidelines**

are also provided as normalisation on some values is necessary to enable machine readability. Providers should consult the following document**:**

https://version1.europeana.eu/c/document_library/get_file?uuid=58e2b828-b5f3-4fe0-aa46-3dcbc0a2a1f0&groupId=10602

The diagram below shows which processes are supported by which documents/ tools.

3.3.1 Europeana technical support documentation

Several technical requirements, guidelines and documentation have been produced by the Europeana office to assist content providers and aggregators with their content provision to Europeana, and to make sure the content is interoperable and complies with Europeana standards.

The documents are available from the public Europeana Version 1.0 Project website and are updated once new versions become available:
http://version1.europeana.eu/web/europeana-project/technicaldocuments/
It provides information on the latest versions of e.g.:

- Europeana Semantic Elements Specifications
- Metadata Mapping & Normalisation Guidelines
- Europeana Semantic Elements XML Schema
- About Europeana Semantic Elements XML Schema
- Technical Report: Archival Digital Object Ingestion into Europeana (ESE-EAD harmonisation)
- Guidelines for using EuropeanaLabs
- Europeana Data Model
- Etc.

3.3.2 Europeana Content Checker

The Europeana Content Checker is a webtool for data providers to ingest Europeana Semantic Element (ESE) data in a test environment to check and validate the status of their data. The

Content Checker is used for the formal submission of the data to Europeana. The tool is build up of two components:

- Content Checker Ingestor (http://contentchecker.isti.cnr.it:8080/ingestor/)
- Content Checker Portal (http://contentchecker.isti.cnr.it:8080/portal/)

EuropeanaLocal partners will make use of this tool for testing and validation purposes of the data they provide to Europeana. A link to the Europeana test portal can be shared with their own local group of content providers for quality control purposes.

The Europeana Content Checker User Guide is available via the following link:
http://version1.europeana.eu/web/europeana-project/technicaldocuments/
It provides you with the necessary information on how to get started with the Content Checker. To request your provider ID, please contact the EuropeanaLocal project liaison person at Europeana (lizzy.komen@kb.nl) or send an email to contentchecker@europeana.eu.
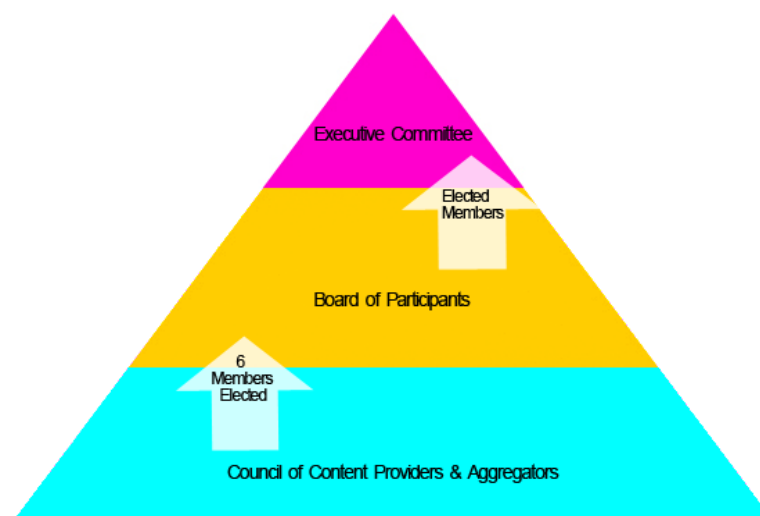
3.4 Governance procedures

Documents are available from: http://www.group.europeana.eu/web/guest/council/

Europeana is run by the Europeana Foundation. The aim of Europeana Foundation is to provide cross-domain access to Europe's cultural heritage. It will therefore:

- facilitate formal agreement across museums, archives, audio-visual archives and libraries on how to cooperate in the delivery and sustainability of a joint portal.
- Provide a legal framework for use by the EU for funding purposes and as a springboard for future governance.

The Europeana Foundation comprises of the The Council of Content Providers and Aggregators ('The Council'), the Board of Participants and the Executive Committee (see diagram below).

Structure of the Europeana Foundation

The Council of Content Providers and Aggregators is a pan-European forum where the views of content holders can be reflected, from big aggregators to individual institutions. It represents museums, libraries, archives and the audio-visual sector. The Council contributes to the decision-making of the Foundation and advises its members on strategy and policy from the content providers' point of view. The Council has 6 elected officers who are part of the Board of particpants:

- Nick Poole - Collections Trust, UK - Aggregators
- Francisco Barbedo, National Archives, Portugal, Archives
- Kjell Nilsson - Swedish National Library, Sweden, Libraries
- Henning Scholz, Museum of Natural History, Germany, Museums
- Ann Bergman, Federation of European Publishers, Europe, Commercial
- Hans van der Linden, Erfgoed International, Belgium

Every type of organisation or project that provides or will provide content to Europeana can be a member of The Council. This means that any contributing partner within the EuropeanaLocal project is able to take part in the Europeana governance. A provider or aggregator may field more than one individual from its organisation to participate in the Council. Register for membership

The Council is a pan-European forum where the views of content holders can be reflected, from big aggregators to individual institutions. It will represent museums, libraries, archives and the audio-visual sector across a wide range of Member States.

There will be a full meeting of all members annually, and other meetings as needed. The Council can form working groups to look at topics that are of common concern.

Members of The Council will also have a role in communicating to their own national and domain networks the value of providing content to Europeana.

That value includes:
- Improving users' experience by integrating all types of content
- Enriching the content by displaying it alongside related material from other countries, other domains
- Knowledge transfer between different institutions, domains and countries
- Sharing best practice and common standards
- Being part of an award-winning, highly visible portal that is the focus of political attention
- Demonstrating the relevance of cultural and scientific heritage institutions to new generations of users

3.5 Public Domain Charter

Available via the following link:
 http://version1.europeana.eu/web/europeana-project/public-domain-charter-en

Europeana has published its Public Domain Charter in April 2010, which highlights the value of public domain content in the knowledge economy. The charter is endorsed by the Europeana Foundation and the European Commission. The main message conveyed by the Public Domain Charter is:

- 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.

The aim of this Charter is to give a clear signal to content providers, policy makers and the public that Europeana and the Europeana Foundation believe in and wish to strengthen the concept of the Public Domain in the digitised world. In order to do so there is a need for a robust and up-to-date understanding of the nature of this essential resource. It is therefore also important that the Europeana Public Domain Charter is endorsed, promoted and discussed within the network of EuropeanaLocal to allow greate resonance and understanding of the Charter in cultural heritage instutions providing content to Europeana.