Grant Agreement ECP-2007-DILI-517009

EuropeanaLocal

Impact study

Deliverable number	*D6.3*
Dissemination level	*PU*
Delivery date	*7 June 2011*
Status	*Final*
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Contents

1   Background

EuropeanaLocal has set out to put in place an infrastructure that will continue to increase the content available to Europeana, specifically by demonstrating the contribution to be made by content sourced from cultural institutions at local and regional level. At the same time the project has sought to enhance the skills, expertise and motivation required to support local institutions in this way throughout Europe.

The third of the three objectives of Workpackage 6 (Evaluation and progress monitoring) in the Description of Work is to:

'assess whether the impact of the work necessary and the way it is carried out during EuropeanaLocal constitutes a valid and achievable basis for the long-term growth, persistence and integration of local/regional content in Europeana'.

To this end, Task 2 Impact study says that the project

'will design and conduct between M31 and M34 an impact survey covering at least 50% of the regional/content providers involved as partners in [Europeana Local] in order to assist understanding of the impact on content provider and aggregator organisations, their policy makers and users of the work of Europeana Local and the development of Europeana'.

A study process has been designed to address this objective. The core activity in this process was an online survey of all Europeana Local partners, carried out during January and February 2011 (see Annex 1 for questionnaire structure). In addition, evidence from the partner meeting in Berlin on 10 February and from the internal perceptions of staff at Europeana Headquarters in The Hague have been interpolated at appropriate points.

Survey responses were received from the Europeana Local partners in 26 countries.

2   Content quantities

Perhaps Europeana Local's main goal has been to demonstrate – as a 'proof of concept' – the important role to be played by digital content sourced by cultural institutions operating at local and regional level throughout Europe. Since Europeana's early targets, for example those for the Rhine release in summer 2010 have had a quantitative emphasis, this has inevitably also been a relevant issue for Europeana Local.

When asked to review and confirm the number of available items listed in the content table in the Description of Work, the total arrived at by partners was **17,691,182** items. This compared with a total of **15,861,744** in the content survey, which was conducted as part of the project's preparatory work in WP2 over a year later. This survey took a somewhat more rigorous approach to item description (at the time of proposal writing, definitions of what constitutes an item of digital content for Europeana were still somewhat unclear).

Finally, the impact survey asked partners to assess how many items they would have available for ingestion by Europeana by 31 March, 2011 (at the time of the survey it was assumed that this would be a cut-off date for ingestion by the time the project ends on 31 May). This total came to **4808104.**

A subsequent Project Management Board (PMB) decision agreed that this number should more realistically be the total <u>available</u> to Europeana in partner aggregations and repositories by the actual end date of Europeana Local on 31 May 2011, in order to encourage partners to maximise provision. This decision appears likely to enable the provision of a substantial additional quantity (possibly between 500,000 and 1 million further items).

The relevant performance target as originally expressed in the Description of Work was as follows:

Objective/expected result	Indicator name	Expected Progress		
		Year 1	Year 2	Year 3
Quantity of digital content from Europeana Local accessible through Europeana	Content Items	0	3 million items	10 million items

Europeana Local achieved a considerable success in exceeding its Year 2 target, by having over 3.4 million items ingested by Europeana for the Rhine release in summer 2010. This figure fluctuated at around 33% of all the content in Europeana during the period of intensive Rhine-related ingestion. Europeana Local's contribution was instrumental in enabling Europeana to reach its own target of 10 million items for this release.

However, it became equally clear that the original target of 10 million items by the end of the project (Year 3) was probably not a realistic one. A decision was therefore taken by PMB to seek to renegotiate this target with the Commission. A still challenging revised target of 6 million items was agreed in the presence of the Project Officer to be included in a revised Grant Agreement, at the PMB meeting held in Prague on 7 December 2010.

It has in general been quite challenging to maintain a precise control at project level over how many items Europeana Local will make available to Europeana, due to the large number of fluctuating situational variables across all partners. Several tools have been deployed to this end, in particular the Events Log (described in D9.1 and D9.2), this impact survey and monitoring of the Europeana database itself. The bottom line will be the number of items showing in Europeana itself once the Ingestion team at Europeana HQ has had the opportunity to ingest all content made available by Europeana Local before 31 May 2011. See also section 9 below for further analysis of the quantitative impact of Europeana Local on Europeana as perceived by its 'headquarters' staff.

Whilst it was perhaps be expected that some attrition of quantities from the level postulated before work on establishing a functioning infrastructure for Europeana Local had even begun, it is, nevertheless, interesting to assess the reasons and processes behind the reduction of an initial estimate of over 17 million items to a figure of around a third of that amount. Asked in the impact survey to account for the 'missing' items, partners were able to ascribe explanations to around 12.9 million items, a reasonably accurate reflection of the figures above.

The reason given by impact study respondents for by far the largest proportion of this was that

 'the Content was made available to Europeana by other channels (e.g. a different project or aggregator'). This explanation accounted for some 12.4 million items, of which 11.7 million were allocated to Swedish ABM, alone. Subsequent investigation has determined that the items were to come from SVAR, a part of The National Archive in Sweden.
 http://www.riksarkivet.se/default.aspx?id=2138,
The National Archive is a partner and content provider in APEnet, another Best Practice Network in the Europeana 'family' involving national archives. The National Archive indicated eventually that it would be more appropriate to supply its metadata through APEnet. To date, it is understood that about 1 million items have been supplied to Europeana by the National Archive directly. However, APEnet has yet to develop its ingestion plan, so the expected delivery date for the remaining items is as yet uncertain.

Other, much smaller, numbers were explained by factors such as:

- non-availability of expected content (130,742),

- the availability of catalogue records without underlying digital content (i.e. not acceptable to Europeana (109,887)

- technical issues, such as metadata stored in non-countable formats (90,387).

- five partners ascribed a total of 170,708 'missing' items to a range of other individual reasons

Subtracting 12.4 million items supplied through other channels and a further approx. 500,000 not able to be supplied for other valid reasons, leaves a remainder of fewer than 5 million items and about 3 million items when compared with the Description of Work and the 2008 content survey, respectively. Europeana Local appears likely to exceed these amounts.
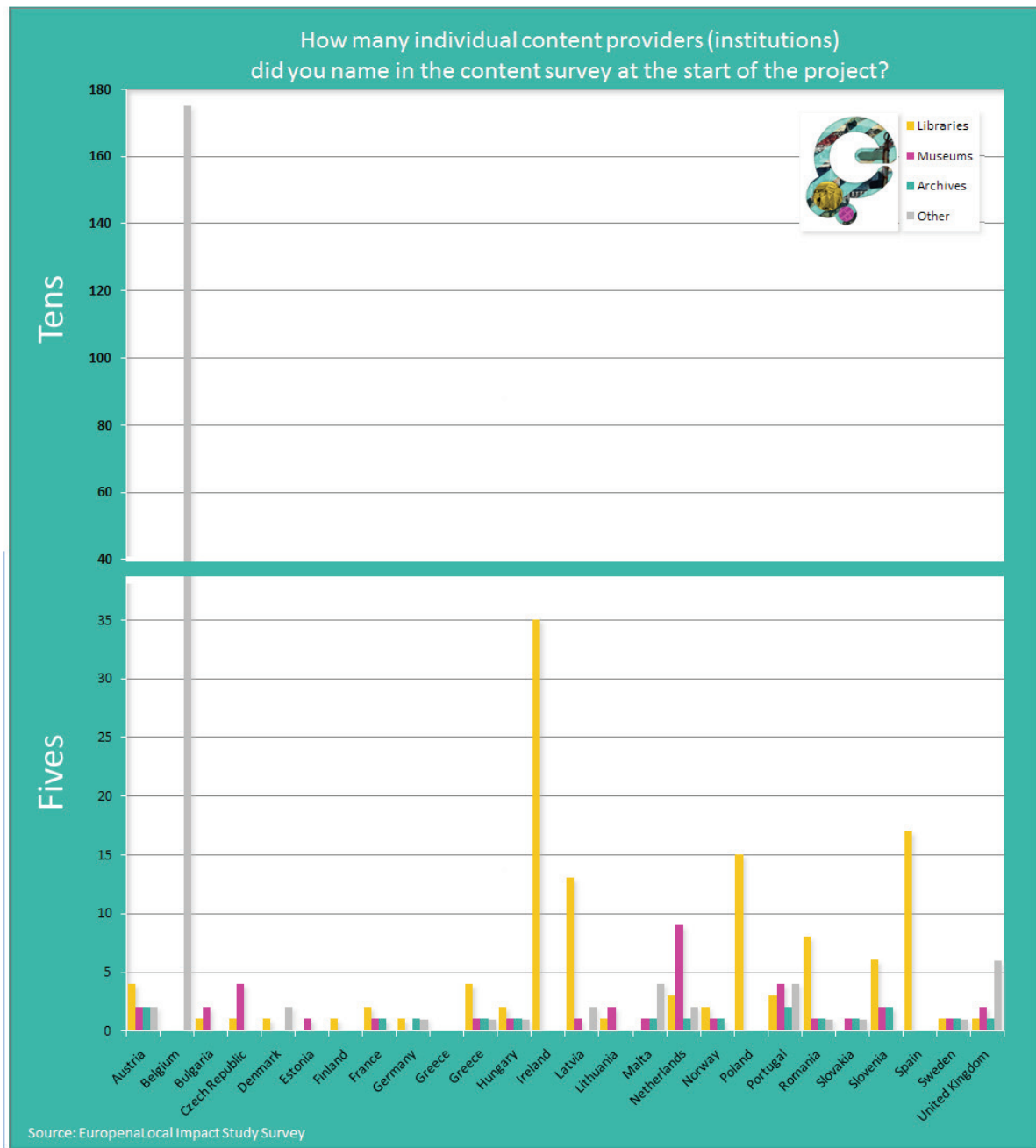
In fact, it is quite evident that a substantial proportion of additional content, beyond that originally identified in 2007/8 must have been brought 'on board' since the start of the project. This interpretation is clearly borne out by the data on Content Providers which follows.

3   Content Providers

Partners were asked to confirm how many individual content providers (cultural institutions) they had named in the content survey in Autumn 2008. In effect, what was the 'institutional aggregation quotient' of the partners? The 26 responding partners identified 379 content providers in total (or a quotient of 14.6 per partner). The 379 included: 122 libraries, 37 museums and 17 archives. However, the largest number, 203, were designated 'other' (175 of which were in Provincie Limburg, Belgium). The regional coordinator for Belgium has explained this as follows:

'Most of our content providers are local collection holders, like church councils or local historical associations of volunteers. These are very important to us, and I believe also for Europeana or for heritage policy in general. They hold most of the heritage (as well as the knowledge about it) that is a very important link for the public with their own local cultural history, and from there further with the cultural history of others and the more 'important' heritage. They hold the key to get more people interested and involved with heritage'.

This point appears to raise an important issue for the future of Europeana, namely the extent to which highly granular 'archival' content, held at local level will be digested and handled by Europeana, as and when it becomes digitally available? Relatively few of the Europeana Local partners fall into this category. ABM (Norway), Gironde (France) and Limburg (Belgium) are perhaps the prime examples of relatively large scale provision in this respect. In principle, this type of content forms part of a content spectrum linking User Generated Content (UGC), which is a current Europeana priority to the content held by cultural institutions such as museums and libraries. It is also the type of content which may appeal to large user audiences interested in genealogy and local history. There appears to be a strong case for considering the role of this type of content and content provider carefully in the future development of Europeana.

How many individual content providers (institutions) did you name in the content survey at the start of the project?

Source: EuropenaLocal Impact Study Survey

In response to the question: 'from how many of these content providers do you expect **not** to have aggregated any content by the end of the project' 77 institutions (an institutional 'attrition rate' of 20.3%) were identified. 35 of these were categorised 'other'' (20 of them from Limburg).

However, when further asked 'from how many additional content providers (i.e. not listed in the content survey) do you expect to have aggregated metadata by the end of the project', partners added a further 403 content providers (112 libraries, 186 museums, 19 archives, 86 other).

The considerable impact of the consortium in bringing additional museum collections into the process is noteworthy. The contributions of Collections Trust, UK (108) and the Spanish Ministry of Culture (64) were especially significant in this respect

The relevant performance target as expressed in the Description of Work was:

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Indicator Nr	Objective/expected result	Indicator name	Expected Progress		
			Year 1	Year 2	Year 3
4	Number of new regional/local content providers accepted to join Europeana	New Content Providers	6	30	100

This target has been emphatically surpassed.

The overall content provider quotient per partner has thereby been raised to 31 (379-77+403 = 805/26). From these 403 new content providers:

- the engagement of the vast majority (362) of these was ascribed to the partner's 'own contacts and promotional efforts;

- a further 43 were 'the result of EuropeanaLocal national meetings';

- only 11 in total were 'the result of contacts emanating directly from the Content Provider or through Europeana HQ'.

One comment received from the Austrian regional coordinator is perhaps especially interesting:

'The question is only directed at listing content providers that we can include. We have not included here the content providers which wanted to join but did not find any means for funding their digitisation efforts'.

The adverse impact of continuing shortage of funding for digitisation is also indicated by responses to other aspects of the survey,

4   Stakeholder experiences

To the question, what are the main technical and organizational issues faced by EuropeanaLocal content providers in your country, partners replied as follows:

- 13 (50%) experienced problems associated with OAI-PMH infrastructure or other hardware/software

- 10 identified costs as an issue

- 9 experienced difficulties in complying with Europeana metadata and standards

- 9 identified lack of availability of qualified staff

- 8 identified copyright/IPR issues

- 4 cited issues related to the politics of aggregation or domain relationships

- 3 identified other issues

Asked to indicate to what extent these issues have been resolved within the framework of Europeana, responding partners replied as shown under each section below.

4.1   OAI-PMH infrastructure

Some specific comments included:

- *Most local collection holders/content providers have no Internet server -certainly their database is not internet-aware [Belgium].*

- *Some of the libraries have not enough qualified staff to export their data in the appropriate format for OAI-PMH harvesting [Bulgaria].*

- *The changes and updates in local cultural heritage database, for to be accessible for OAI-PMH infrastructure have been the crucial issues in connecting to Europeana [Estonia]*

- *Lack of service providers. Platform migration issues. [France]*

- *Running an own repository or a website for presenting own digital collections properly is not possible for some providers. For thumbnail caching of Europeana, some servers are not sufficiently performant (so we had to copy the candidates to our aggregator server). [Germany]*

- *Some institutional repositories are not compatible with OAI-PMH. Thus, there was a lack of IT staff [Greece]*

- *Local infrastructure often not compatible with OAI-PMH, not enough IT staff to change the situation [Latvia]*

- *Our local content providers are small institutions and no in house servers are available. In order to ensure online access to digitized collections these institutions are buying server space from hosting providers. This solution offers very limited server configuration options and for this reason it is hardly possible or not possible to use any of OAI-PMH tools presented at EuropeanaLocal workshops. This problem was solved using PHP and MySQL based tools. [Lithuania]*

- *There are some problems with images that are unavailable directly via internet. All organisations have to solve this problem within their information systems. [Slovakia]*

- *Usually the online delivery of content is from an existing system where it is not possible or difficult to implement OAI from existing resources [United Kingdom],*

Completely	4
Substantially	7
Partly	6
Slightly	0
Not at all	2

4.2   Costs

Some specific comments included:

- *The costs for digitizing content are often too high for small and local institutions. A national funding programme was announced (at the beginning of EuropeanaLocal) but never took effect and was finally withdrawn. This means that each institution has to find digitization funds for oneself. [Austria]*

- *Some providers don't have the money for altering their data - and don't want to share the raw DB data with us. [Czech Republic]*

- *Overall technical and digitization costs have been already voted before the project. Thus not allowing additional digitization campaigns. It would have been helpful to get some funds from EC for technical work (OAI PMH providers, hardware, software) to enhance local investments. [France]*

- *The level of funding gets lower. We have to allocate more resource on the obligatory tasks. [Hungary]*

- *Virtually no budget for digitisation, except project funding. [Latvia]*

- *There are costs associated with setting up the OAI-PMH infrastructure because most content providers do not have staff with the necessary technical expertise themselves, and therefore need to hire external IT consultants to set up the infrastructure. The costs associated with this are quite high. [Norway]*

- *No budget for digitization and creation of digital content No budget for hardware. [Romania]*

- *It is a big problem, due to low salaries just a small amount of professionals works in cultural institutions. [Slovakia]*

- *[Spain] Many public and private institutions that hold an important part of the Spanish cultural heritage lack of funds to carry out digitization projects.*

The extent of resolution of this issue was assessed as follows:

Completely	2
Substantially	4
Partly	2
Slightly	5
Not at all	6

4.3 Difficulties in complying with Europeana metadata and standards

Some specific comments included:

- *No technical expertise for doing data conversion -metadata are not sufficiently standardized and consistent. [Belgium.*

- *Knowledge about these standards is lacking as well as skills needed for metadata preparation. Often, thumbnail candidates are not explicitly marked and cannot be identified easily in the metadata. [Germany]*

- *Many content providers use DC, MARC and other formats. No qualified staff made more difficult to understand metadata standards. [Greece]*

- *Some confusion regarding why such standards are needed and how to comply with them, especially for museums. [Latvia]*

- *Lack of resources, funding or knowhow. [Malta]*

- *Almost all records needed to be changed in order to add the link to digital object among other minor questions. [Portugal]*

- *They have not been able to implement ESE. [Spain]*

- *Missing date information. Adjustment of original data with many fields to ESE with fewer fields. [Sweden]*

The extent of resolution of this issue was assessed as follows:

Completely	5
Substantially	8
Partly	2
Slightly	2
Not at all	1

4.4   Availability of qualified staff

Some specific comments included:

- *Turnover of workers. [Finland]*

- *Often, there is no specialized staff for the task, so it is one among many others of already existing staff. There are no special positions for these tasks yet in many institutions.*

- *Lack of knowledge among librarians, archivists and professionals of the museums about Europeana (local and regional scope). [Germany]*

- *Lack of qualified staff, mainly librarians and IT specialist. Moreover, low knowledge concerning how to build an IR, to digitize content and to apply metadata standards. [Greece]*

- *The lower level of funding resulted in less number of employees. [Hungary]*

- *We only had one person working on the project for 1 day in the week. [Netherlands]*

- *No qualified staff for metadata creation. [Romania]*

- *It could be, but there is not enough available information. It seems contradictory than most of the content providers that have not been able to incorporate their contents come from universities. The Ministry of Culture is working closely with some of them in order to determine the problems. [Spain]*

The extent of resolution of this issue was assessed as follows:

Completely	2
Substantially	4
Partly	4
Slightly	5
Not at all	3

4.5   Copyright/IPR issues

Some specific comments included:

- *Most of the content proposed at the beginning of the project was not entirely public domain. We had to reduce therefore the content delivery. With the new possibility of adding the Europeana:rights field this has changed/will change. For content that is not PD it involves often much effort in time and costs to clear the rights - this is especially an obstacle for small and local institutions. [Austria]*

- *The 70yr of publishing works. [Czech Republic]*

- *Aggregator already tied in to contracts with contributors which predate Europeana. Contracts dictate the way content will be displayed and used which are not always compatible with Europeana requirements. [Ireland]*

- *Weak general understanding of what is the copyright and how it applies to digitisation. [Latvia]*

- *The rights of the individual objects were not clear. It took too many resources and time to investigate the rights. [Netherlands]*

- *For the library sector copyright is an issue: Most county and local libraries buy their catalogue data from a central agency, and are not permitted to redistribute it. The same goes for thumbnail images associated with their content. [Norway]*

- *Some content: is only licensed to the provider and not for third party use (i.e. no thumbnails on Europeana); is not licensed to the provider (therefore cannot appear on Europeana. There is some disquiet with Europeana's requests for their agreements. [United Kingdom]*

The extent of resolution of this issue was assessed as follows:

Completely	3
Substantially	5
Partly	3
Slightly	1
Not at all	5

4.6   Politics of aggregation/domain relationships

Some specific comments included:

- *Much confusion is created by the 'competition' among Europeana projects because they need to get their quota of objects delivered to Europeana. There is no uniform approach to providing information, and potential content providers have difficulty deciding which is the best way for them to get their things in Europeana. [Belgium]*

- *Long-term model of aggregation is not decided yet in Germany (who is doing what)?, so it's hard to plan for the next 10 years. [Germany]*

- *Museums had some questions regarding how the project outcomes align to what they are doing for ATHENA project and for the local National Catalogue of museums. [Latvia]*

- *This is a minor problem at the moment, but in few cases content providers. [Poland]*

- *Lack of information about National Policies on aggregation of Cultural content; some constraints about choosing EuropeanaLocal to feed Europeana as some content providers are waiting for "their own domain future aggregator. [Portugal].*

The extent of resolution of this issue was assessed as follows:

Completely	6
Substantially	3
Partly	2
Slightly	2
Not at all	4

4.7 Other issues

Some specific comments included:

- *High dependency of software companies to do simple tasks, par example, to export records. [Portugal]*

- *No metadata for existing digital objects. [Romania]*

- *Unrealistic data provided by content providers. Archives couldn't provide 70.000 items because of problems with new information system. [Slovenia]*

The extent of resolution of this category of issues was assessed as follows:

Completely	5
Substantially	0
Partly	1
Slightly	0
Not at all	3

In conclusion, it appears that specific technical issues relating to the way Europeana operates and what is necessary to contribute content such as metadata, harvesting protocols and repository infrastructure were more amenable to solution within the framework of the project (through online guidance, training workshops etc) than longer-term systemic issues such as costs/finance, the lack of qualified staff and IPR. However, a significant level of improvement was indicated across the board.

5   Progress towards aggregation

Partners responded as follows to questions regarding the respective situations at the start and predicted at the end of Europeana Local regarding the aggregation of local and regionally-sourced digital content metadata in their country.'

What was the situation at the start of the project regarding the aggregation of local and regionally-sourced digital content metadata in your country		What do you expect will be the situation by the time of the end of Europeana Local?		+ –
None existed	9	None will exist	0	+9
One or more existed, but only covered: a limited number of local or regional institutions	2	One or more will exist, but will only cover a limited number of local or regional institutions	4	+2
One or more existed, but only covered a limited geographical or administrative area	2	One or more will exist, but will only cover a limited geographical or administrative area	3	+1
One or more existed, but only covered some institutional domains	4	One or more will exist, but will only cover some institutional domains	4	-
An aggregator already existed with the intention to incorporate all or most local and regional content but had made only limited progress	2	An aggregator will exist with the intention to incorporate most or all local and regional content metadata but will not have yet achieved its aim	6	+4
More than one national aggregation service aiming to include local and regional content existed in an unclear or competing environment.	2	More than one national aggregation service aiming to include local and regional content metadata will exist in an unclear or competing environment.	3	+1
A fully functioning national aggregator service already existed.	4	A fully functioning national aggregator service will be in existence.	5	+1

Most notably, whereas there were nine member states in which no such aggregation existed at the beginning of the project period, there were no such instances by the end. This improvement can be set alongside an increase from 2 to 6 in the number of countries where a national aggregator had expressed the intention to establish a service including most or all regional local content in addition to an increase from 4 to 5 in the number of countries already doing so.

The following table summarises the expected situation at the end of the project in terms of the organisations responsible for the aggregation of local and regional content on a national scale.

Country	National aggregator(s) of local and regional content
Austria	AIT Forschungsgesellschaft mbH
Belgium	No national aggregator yet. Aggregation takes place at regional/provincial level (e.g. by Provincie Limburg the Europeana Local partner)
Bulgaria	No national aggregator yet. The main initiative in this direction is carried out by the Public Library of Varna, the Europeana Local partner.
Cyprus	No national aggregator yet
Czech Republic	http://www.esbirky.cz/
Denmark	KB in Denmark
Estonia	Ministry of Culture. Content is to be supplied by the Europeana Local partner.
Finland	KDK: Kansallinen digitaalinen kirjasto / The National Digital Library
France	Culture.fr two million records illustrated works, virtual exhibitions, photo galleries and video, educational resources on the history of art, as well as a genealogical search engine. BNF covers libraries only. At regional level Conseil général de la Gironde (Archives départementales de la Gironde), the Europeana Local partner will continue.
Germany	Deutsche Digitale Bibliothek
Greece	The Hellenic Aggregator for Europeana (http://aggregator.libver.gr/), part of Europeana Local Project will be the main Aggregator in Greece with more than 130000 items. There will be the aggregator of Athena Project in Greece that will host 8000 items
Hungary	MANDA the Hungarian National Aggregator In 2 years time
Ireland	Library Council
Italy	Cultura.it. Regione Marche (Europeana Local partner) contributes through this aggregator.
Latvia	National Library of Latvia, state agency Cultural Information Systems
Lithuania	National Library of Lithuania / Epaveldas
Malta	No national aggregator yet. Europeana Local partner, Across Limits, is the only supplier.
Netherlands	ICN
Norway	There will be one national aggregator covering the museum and archive domains (Norsk Kulturråd)
Poland	Poznan Supercomputing and Networking Center
Portugal	General Directorate for Archives National Library Institute for Museums and Conservation National Cinema Museum plus EuropeanaLocal that will be maintained for at least four years.
Romania	Cluj public library, the Europeana Local partner is currently the main initiative.

Country	National aggregator(s) of local and regional content
Slovakia	Slovak National Museum Slovak National Library Slovak National Gallery All these institutions will be responsible for collecting metadata from their domains at national level.
Slovenia	National and University Library
Spain	Hispana http://hispana.mcu.es harvests all the Spanish repositories OAI-PMH compliant, 143 up to now, but concerning the contribution to Europeana, Catalonian repositories will contribute through Digital Memory of Catalonia http://mdc.cbuc.cat/
Sweden	Swedish National Heritage Board, Swedish National Archives National Library of Sweden
United Kingdom	Collections Trust (Culture Grid)

Europeana Local envisaged at its outset ' the establishment of a harvestable network of OAI-PMH compliant metadata repositories, aggregating content at a level which makes sense in terms of the diverse demographics and digital content holdings of Europe's municipalities, regions and localities and which complements the existing and planned Europeana network'. All of evidence amounts to very significant progress in this area. Although it is not possible to demonstrate full causality in this respect, it appears highly likely that the mobilisation of infrastructure brought about by Europeana Local has had a very significant impact in bringing this about, especially when partner comments are analysed.   Nevertheless, the job is not yet complete and it will be important that future initiatives such as those of the Europeana Council of Content Providers and Aggregators (CCPA) maintain momentum by building on this work.

6   Impact on aggregation

In answer to the question 'What impact do you believe EuropeanaLocal has had on any progress achieved in the aggregation of local and regional content since June 2008?' the following responses were received:

Critical	3
High	8
Some is evident	12
Little	2
None	0

Explanations for these rankings included:

Critical impact

- *A process of aggregating content started during the EuropeanaLocal project life. The process was initiated and launched by EuropeanaLocal. [Bulgaria]*

- *EuropeanaLocal has fuelled the development of a national aggregation service in Norway. [Norway]*

- *In 2010, agreement and potential funding of implementation of the national aggregator was signed between National and University Library and 2 ministries. [Slovenia]*

High impact

- *Awareness raising - many more institutions know about Europeana and they approach us for being part. A national working group for digital libraries in Austria was initiated. [Austria]*

- *High by two examples, the Institutional Repositories of the Archives of the American Farm School and the American College of Thessaloniki established, digitized content, applied metadata and function due to the European Local Project and its effort to establish repositories in Greece. This, the project provided the opportunity to institutions to make available their content to Europeana Europeana Local has raised awareness regarding the topics of content aggregation and metadata exchange in digital libraries and institutional repositories. Many participating organizations improved their knowledge on these topics. [Greece]*

- *Europeana Local submission of local content to Europeana is very important. [Lithuania]*

- *The fact of cooperation with Europeana was a strong motivation for many institutions to make internal efforts in order to start cooperation with the national aggregator. [Poland]*

- *From June 2008, 7 new digital libraries are contributing to EuropeanaLocal, 11 will contribute shortly and 64 local and regional museums have been aggregated. [Spain]*

- *All national aggregators now realize the importance of the regional and local content providers. [Sweden].*

Some impact

- *It raised the awareness of Europeana among the small institutions in general. [Czech Republic]*

- *The result of participating in European scale web-based database and publishing the data has made a good impact and has raised the awareness and importance of digitalisation and publishing of the collections data. [Estonia]*

- *Europeana allowed a large visibility of local content from Gironde and Bourg-en-Bresse, not feasible without the project support. [France]*

- *EuropeanaLocal could increase awareness and participation among institutions, in particular in the non-museum-domains and especially in the library domain for the aggregation of local portal) or to other Europeana projects (ATHENA, APENet). For many institutions, the problem of running an own collection site/website is still an obstacle, which EuropeanaLocal Germany could not solve due to limited technical/staff resources. If this would have been possible, the impact would have been much higher. [Germany]*

- *At beginning of the project didn't exist any aggregator for local and regional digital content. Now, in Hungary there is one institution that aggregates local digital contant. Although national aggregator for such content will not be established by the end of the project, the number of available digital objects highly increased in the recent time. [Hungary]*

- *Europeana is regarded as important and Irish involvement is encouraged. The national seminar raised awareness among senior policy makers and institutions which has led to an interest in making additional content available. [Ireland]*

- *Local cultural organisations which will have a better understanding of what Europeana (and Latvian National digital library) is, and will have more intent to digitise content, however any real progress is hindered by lack of technical and financial support. [Latvia]*

- *There was no aggregator in Malta prior to Europeana Local. [Malta]*

- *In some parts of the country local and regional content being aggregated for Europeana. In other parts no aggregations are being made. [Netherlands]*

- *Awareness raising about Europeana among small Local and Regional institutions began with EuropeanaLocal. Several cultural institutions contacted and are contacting us to know more about Europeana. Technical staff from these institutions is now preparing their databases in order to be ready for a future aggregation. [Portugal]*

- *There are libraries and other content providers interested in digitization, but there is no financial support from authorities. There is some movement at local and regional level regarding digitalization and metadata creation, but each action is individual and there is no coordination from national organizations, such as National Library of Romania. [Romania]*

- *The Monument Boards of the Slovak Republic via its archive collect more metadata that was planned. The University Library in Bratislava will be using EDLocal infrastructure and there is a possibility to incorporate some other local institutions. In general all participants of national meeting were pleased to have this option, money and professional stuff are the main problems. [Slovakia]*

- *The UK already had a functioning aggregation service (even before Europeana). There is also some regional aggregation. [United Kingdom]*

Little impact

- *The EuropeanaLocal partners were already aggregating heritage data when EuropeanaLocal started. There is impact on their work and way of working together, and EuropeanaLocal has considerably accelerated their involvement with Europeana. But other initiatives towards Europeana are continuously interfering with the efforts done so far. [Belgium]*

7 Wider impact in each country

Impact on other specific issues was assessed as follows:

7.1 Cultural institutions' attitudes towards providing content for Europeana

High 5	10
4	8
3	2
2	4
Low 1	1

7.2 Take up of Europeana-compliant standards by content providers

High 5	4
4	3
3	8
2	6
Low 1	4

7.3 Changes in national or regional policies and strategies (e.g. for digitization, aggregation and digital services)?

High 5	4
4	7
3	3
2	8
Low 1	3

7.4 Making metadata (and content) openly available in general

High 5	6
4	7
3	4
2	3
Low 1	5

7.5 IPR issues, rights management and licensing

High 5	2
4	6
3	8
2	3
Low 1	6

7.6 Placing content in the public domain

High 5	2
4	6
3	5
2	5
Low 1	7

7.7 Funding

High 5	1
4	3
3	2
2	7
Low 1	11

A majority of respondents rated each of these aspects in the range 3-5 in every case, with a notably powerful impact on the attitudes of local cultural institutions, achieved through partners' dissemination work. Perhaps predictably, the lowest immediate impact was achieved on funding. Yet even here, progress was not completely negligible. A relatively high proportion of partners indicated that impact on IPR and public domain issues was low. again perhaps indicating the long-term nature of these issues.

8   Remaining Challenges

Responding partners described the main challenges which remain for them, as follows:

- *There need to be a national funding programme/scheme for digitization. [Austria]*

- *Find the proper organizational model and financing schemes. Find a way to incorporate efforts already done in a proper way, so that they are not wasted. Avoid competition. [Belgium]*

- *The lack of the National Strategy as well as the aggregators in Bulgaria. 2. No action plan for digitising is adopted by Bulgarian national authorities. 3. The lack of central data base or a register providing information about the documents which have to be digitalised. [Bulgaria]*

- *To digitise the collections (some institutions don't have any digitised content) 2) To get the funding needed. [Czech Republic]*

- *The challenges are related to financial resources and qualification of the participants. [Estonia]*

- *To get more organisations involved [Finland]*

- *Since the new law for decentralisation in France put the Local Archives under both the responsibility of the Ministry of Culture of France and under the General councils (100 provinces), some additional dissemination work is required to launch a national programme, including cross departments replication of the Europeana Local model. [France]*

- *Due to the number of potential participants and geographic distances in Germany, a sustainable network of sufficiently staffed and funded (and agreed upon) aggregator 'nodes' within Germany with (an) own 'visible' repository/ies (for uploading content providers content) and technical support (e.g. for persistent identifiers, norm data, OAI-PMH, ...) in support of the 'central' German Digital Library could facilitate the incorporation of content from local and regional level. So one main challenge is the creation of a sustainable network that goes down to the local/regional level and involves more than the medium-size stakeholders, crossing the traditional archive/museums/library-domain and offering starting points for technical/economic/content cooperation at various levels. [Germany]*

- *Mainly a). solve copyright and IPR issues and b). regular funding and official procedures must be established in order to setup national aggregators. These topics were addressed on a "project" level and it will be difficult to be sustainable in the future. [Greece]*

- *Dissemination of metadata standards. 2. Foundation of a national aggregator. [Hungary]*

- *There are two aggregators in Ireland, one for the national cultural institutions and one for local institutions. Both of these have a structure and funding to continue to aggregate content, even if some copyright/IPR issues remain. There is a large sector, mainly educational institutions which will require support to become content providers. [Ireland]*

- *Political support, followed by financial and organisational support. [Latvia]*

- *Currently all local and regional content providers are expected to employ collection and metadata management tools developed by national aggregator (development is in progress and not finished yet). Local providers should be encouraged to use their own solutions and tools providing that they meet all necessary standards and national digitization strategy. [Lithuania]*

- *Copyright Issues and Funding Sources. [Malta]*

- *The main challenge is the funding of such a service. It would be good if the funding was done structurally by the national government. [Netherlands]*

- *The development of cost efficient ways for smaller institutions not using the most widely used collection management software to contribute their content to the national aggregator. And also a better co-operation with the library sector so that the national aggregator service in time will include library content as well. [Norway]*

- *The main two problems are: - agreement between Europeana and aggregator and between aggregator and content providers - adoption of the Europeana Data Model. [Poland]*

- *There is a need of a strongest national and/or regional policy strategic plan; Cultural institutions need to be more proactive and do not wait for an unique national policy and start to organize themselves; Europeana needs to be improved in what concerns search functionalities, usability and visibility of content providers to became more attractive to them. [Portugal]*

- *We believe that lack of consistent financing for digitization project is the main constrain of this process. [Romania]*

- *There is still lack of national strategy, insufficient funds and it is hard to develop appropriate infrastructure in local institutions to solve problems with standards and OAI-PMH. [Slovakia]*

- *Funding for implementation of the national aggregator [Slovenia]*

- *Economic and technical problems [Spain]*

- *The plan is to have regional portals that work as aggregators for local content providers. These portals will deliver their metadata to national aggregators. [Sweden]*

- *What is most striking about these comments, is the perhaps predictable frequency with which the need for funding and other support for a national aggregator (and for digitisation) is raised. Work such as that which will be the focus of Europeana CCPA's Finance and Sustainability Group remains of great importance.*

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9   Impact on Europeana core service

The EuropeanaLocal project has not only had an effect in the partner countries, the impact has also been noticeable on the development of Europeana. As Europeana Local was the first project to start within the Europeana Group of projects[1], there were many new things to be explored and discovered for both Europeana Local and Europeana. The impact of the project on the Europeana core service can be seen in different areas.
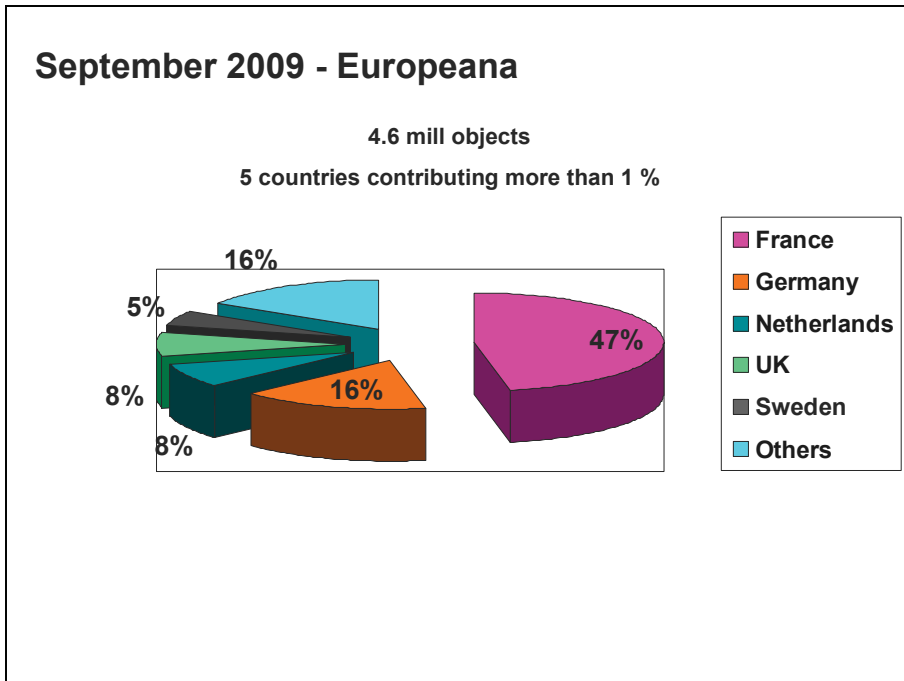
9.1   Content

EuropeanaLocal was the first project to deliver data to the Europeana prototype in December 2009, which came from the Polish provider Federacja Bibliotek Cyfrowych, Culture Grid, UK and the Norwegian ABM-utvikling.

EuropeanaLocal is to date also the biggest contributing project for Europeana, with over 4.9 million items available by end-May 2011 and with more expected. This has been a huge contribution to the Europeana Rhine release in summer 2010, which had the aim to provide access to a total of 10 million items: the EuropeanaLocal data provided 1/3 of the total amount for the Rhine release.
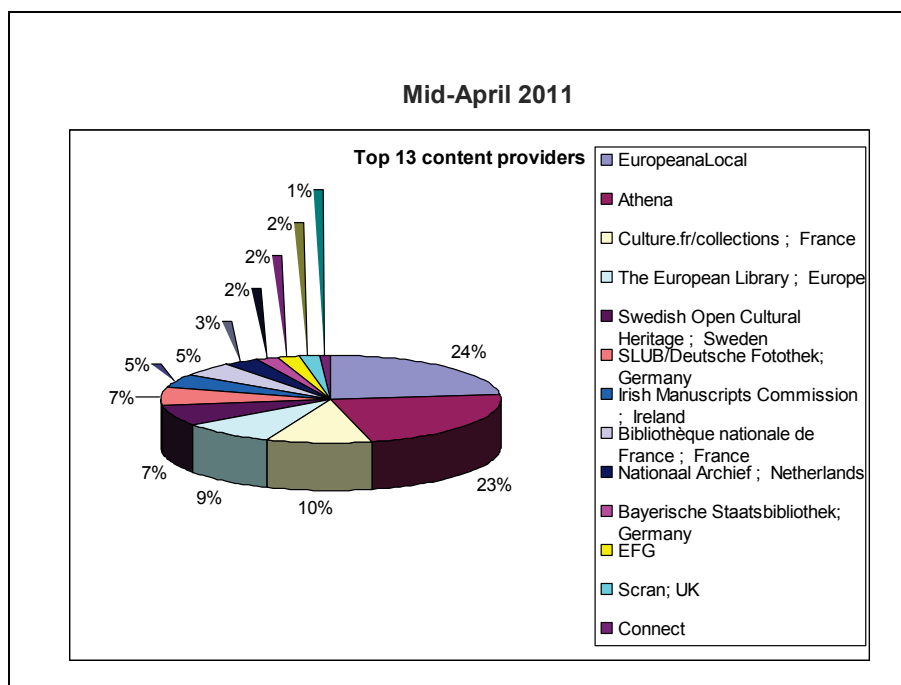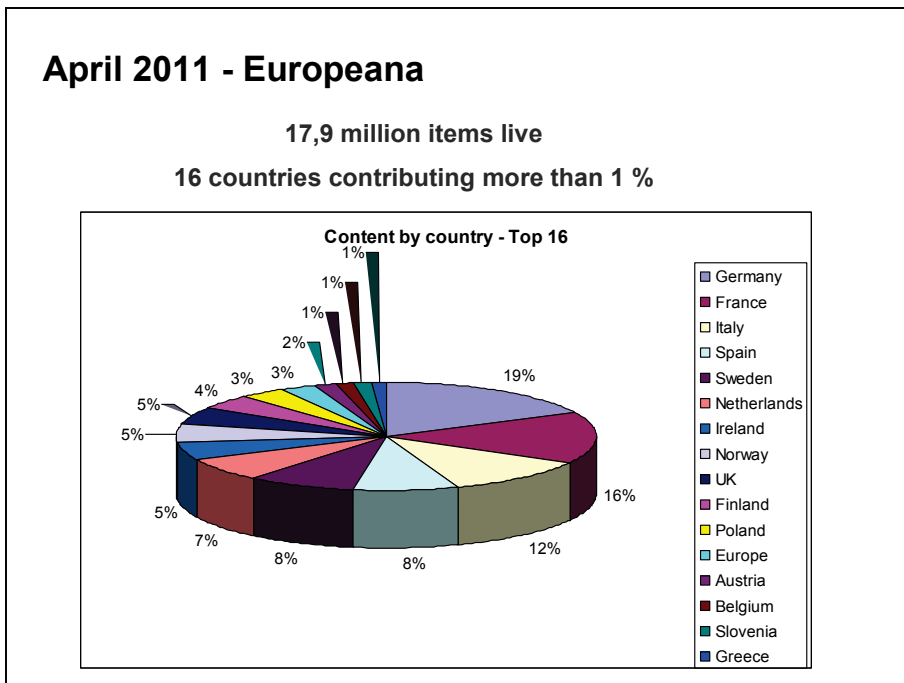

As of mid-April 2011, EuropeanaLocal was the biggest content provider to Europeana with about 25% of the total amount in Europeana coming from this project.

September 2009 - Europeana

4.6 mill objects

5 countries contributing more than 1 %

Legend:
- France
- Germany
- Netherlands
- UK
- Sweden
- Others

16%
5%
8%
8%
16%
47%

In September 2009 there were 4.6 million items available in Europeana with 5 countries contributing more than 1 %. By mid-April 2011 there are 17.9 million items available in Europeana.

April 2011 - Europeana

17,9 million items live

16 countries contributing more than 1 %

Content by country - Top 16

1%
1%
1%
2%
3%
3%
4%
5%
5%
5%
7%
8%
8%
12%
16%
19%

Legend:
- Germany
- France
- Italy
- Spain
- Sweden
- Netherlands
- Ireland
- Norway
- UK
- Finland
- Poland
- Europe
- Austria
- Belgium
- Slovenia
- Greece

By April 2011 16 countries contributed more than 1% of the total content. In some cases, such as Spain, Poland, Malta, Bulgaria and Latvia, over 90% of that content was contributed by the content providers of Europeana Local.

Europeana Local with its representation and mobilisation of content contribution in 27 countries has been able to improve the geographical representation of content in Europeana.

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9.2 Strategy & Awareness

Besides the major contribution of content to Europeana, the project has also contributed to the strategy and awareness of Europeana. Europeana Local has raised the awareness about Europeana in the partner countries as well as actively promoting aggregation. The national awareness raising meetings that were organised in each partner country were very useful in this aspect.

As many content providers in Europeana Local are local and regional institutions, aggregation took place from a bottom up approach rather than top down, as is the case with many national initiatives in Europe. In some countries however there wasn't or still isn't a fully national initiative present. The project has shown that local and regional contributions can be made to Europeana and the impact this has had on Europeana can be seen as a proof of concept. Furthermore, it shows that there is an increasing need for national initiatives and development of aggregation in the partner countries.

The results from the Athena/Europeana Aggregator survey, also completed by the Europeana Local partners, helped Europeana to better understand the aggregation landscape across Europe and the needs from the providers. It also provided input for the Europeana Aggregator Handbook[2], which is a practical guide to adding content to Europeana for prospective and current aggregators.

Europeana Aggregator Handbook

The awareness about Europeana has been raised at a local and regional level as well. Smaller content providers were able to join a regional or national initiative and distribute their data on a European level. The project has also helped to reach out to the end-users at local level and made them aware of the Europeana service. It helped Europeana to better understand its audience, through its engagement of user test groups and extensive user testing work and adapt to their needs.

9.3 Tools, documentation and guidelines

The input and feedback from the Europeana Local partners has been of great support for the development of Europeana tools, documentation and guidelines.

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[2] Europeana Aggregator Handbook: http://www.group.europeana.eu/c/document_library/get_file?uuid=94bcddbf-3625-4e6d-8135-c7375d6bbc62&groupId=10602

Europeana Local was the first project to have to map their data to the Europeana standards, Europeana Semantic Elements (ESE). With the feedback and input from the partners, Europeana updated their support documentation like the Europeana Metadata Mapping and Normalisation Guidelines (current version v2.0.1) and Europeana Portal Image policy, but also the technical documents like the ESE Semantic Elements specifications (current version v3.3.1) and the Europeana Semantic Elements v3.3 XML Schema[3].

Furthermore, the Europeana Local partners were the first to make use of the Europeana Content Checker tool, which is used to test and validate content before delivering it to Europeana. With the feedback from the partners the tool was updated and guidelines for how to use the Content Checker were produced. The procedure for how to request and access the Content Checker were also established.

The current Open Linked Data pilots involve the Europeana Local partners from Belgium, Hungary, Norway, Poland, Slovenia and Spain (25% of all those participating)

The first content survey from the project (D2.1 -The Metadata Survey Report) gave Europeana a better idea which content we could expect from the partners, and which standards and metadata formats are used in the partner organisations.
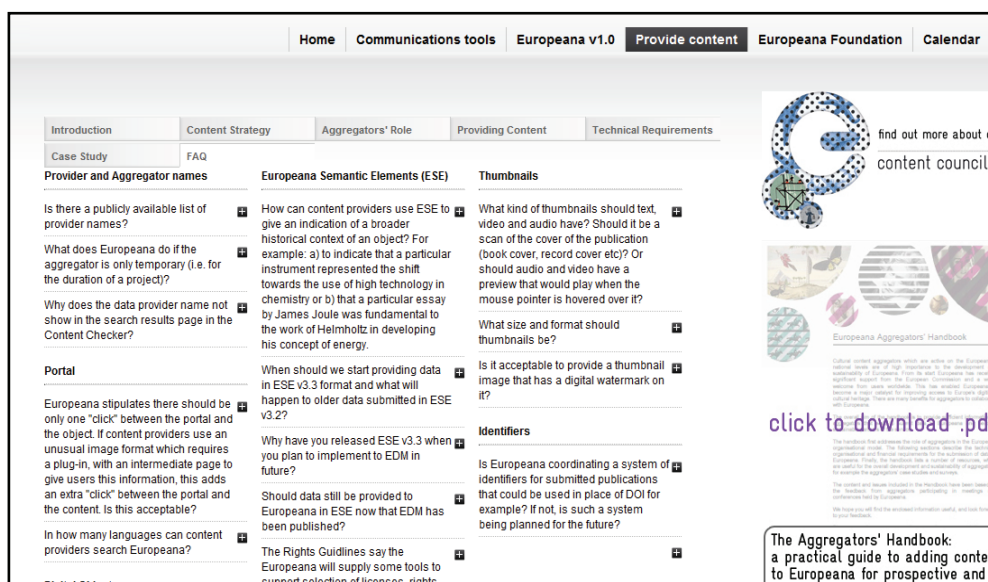
Europeana FAQ – Provide Content Pages

With the feedback and input provided by the Europeana Local partners, a range of questions and answers have been used to compile the Frequently Asked Questions section on the Europeana Provide Content Pages, which should help future contributors to Europeana with their queries.

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[3] Europeana technical requirements: http://www.group.europeana.eu/web/guest/technical-requirements/

9.4   Workflows

When Europeana Local began to supply data to Europeana after the initial launch in November 20008, several aspects of the ingestion process were still undefined. Europeana Local played a key role in helping to define the optimal workflows for a range of different types of provider. To do this, four activity models (diagrams) were devised, and validated with the partners, that show alternative scenarios for Who will do What activity and Where it will take place.

This effort together with the content survey resulted in content ingestion plans for when and how data is supplied to Europeana. One thing that became clear when trying to plan the content delivery, was that it was not always clear how Europeana counts items, the difference between a digital object and a metadata record. This helps explain why at the beginning of the project the content numbers were larger than they are now, since how to count records in Europeans was not yet clearly defined.

9.5   Sharing knowledge

The partners have indicated in 10 (below) the extent of their cooperation with other related Europeana-oriented initiatives. The (local) knowledge sharing between Europeana Local and Europeana has also been of great value to Europeana.

The sharing of knowledge took place for instance at various meetings organised by Europeana, namely:

EuropeanaLocal Knowledge Sharing Workshop, 13 &14 January 2009, The Hague

Europeana organised a technical Knowledge Sharing Workshop together with the two project-wide technical support partners (Asplan Viak and EEA) and MDR Partners at the beginning of the project. The workshop provided a transfer of knowledge on the planned development of infrastructure and tools in EuropeanaLocal, repository installation, installer tools, conversion of metadata, OAI-PMH metadata formats, and vocabularies in SKOS. The meeting provided Europeana with necessary feedback for planning.

Europeana Data Model (EDM) Domain meetings and workshop, June 2010, Pisa

A meeting to define and agree on the new data model (EDM), following Europeana Semantic Elements (ESE). The local perspective from the content providers was taken into account.

Workshop on Communicating the new Data Provider Agreements, for the different domains, November 2010-January 2011, The Hague

Workshops to discuss the new draft of the Europeana Data Provider Agreements with content providers and aggregators. Several EuropeanaLocal partners attended the workshop for Museums and the workshop for Aggregators, providing their feedback from a local perspective.

Regarding the Europeana Data Provider Agreements, the EuropeanaLocal consortium has also provided valuable feedback to the agreements during the consultation process of Europeana via email November 2010-January 2011.

10   Cooperation with other Europeana projects

In the DoW, the following is stated: 'other projects designed to bring specific types of content from different sectors are likely to be funded as a result of the current and future eContentPlus and CIP calls. EuropeanaLocal would intend to co-ordinate its work with any such projects…'.

Partners described the extent of their cooperation with other related Europeana-oriented initiatives as follows:

10.1   Joint national meetings or events

Athena	Arrow	CARARE	EFG	EUScreen
10	1	4	3	2

10.2   Joint work on establishing aggregations

Athena	Arrow	CARARE	EFG	EUScreen
2	0	0	0	0

10.3   Agreements on domain responsibilities

Athena	Arrow	CARARE	EFG	EUScreen
2	0	0	0	0

10.4 Exchange of knowledge and information

Athena	Arrow	CARARE	EFG	EUScreen
13	1	2	4	1

However, this assessment of the likelihood of cooperation in terms of projects proved to understate somewhat the range of cooperation possibilities, When asked 'If project(s) other than those listed above please give name of project(s) here and describe the kind of cooperation…[and the] outcomes or benefits of this cooperation' the following responses were received.

- *EuropeanaConnect - exchange of knowledge and information on aggregation of audio material. (All three projects - eConnect, Athena and EFG - cooperated in our national event.) We will continue our exchange of knowledge and cooperation with these projects. (especially in the fields of metadata, ontologies, IPR...). [Austria]*

- *A discussion platform was created for all Flemish partners in Europeana-related projects for exchange of knowledge and information.- We did 2 national meetings during the time of the project, instead of only 1. - The platform is very effective in creating an involvement of the heritage sector with Europeana that cannot not be achieved by single partners in separate projects. The platform will probably be a very good support for the CCPA as well. [Belgium]*

- *Getting in touch with each other's projects, exchanging ideas, possibilities of cooperating. [Czech Republic]*

- *Athena Exchange of experiences and knowledge. [Estonia]*

- *Exchange of knowledge and information with the BNSA project in Aquitaine including Joint national meeting participation Exchange of knowledge and information with the BNF Reseau Estuaire : Joint work on establishing aggregations. Enhancement of the content volume to be aggregated in Europeana Local. Europeana local increase the awareness for small local providers about IT related opportunities such as IT platform, digitization, aggregation and online publication. [France]*

- *Organization of a national event: Europeana Version 1.0, ThinkMotion, BHL Europe, HOPE, MIMO, ASSETS, APEnet, Judaica Europeana, EuroPhoto, ... Knowledge Transfer with metadata preparation: Judaica Europeana Good national conference with a broad picture of Europeana; plans for future yearly national Europeana conferences; exchange about rights issues and translation of aggregator/provider agreements; exchange about tools; contacts with the possibility to ask [Slovenia] EuropeanaTravel. A partner is National and University Library which will be responsible for implementation of national aggregator. [Germany]*

- *Strengthening the cooperation with partners from other countries. [Hungary]*

- *Liaison with other national sectors provides opportunities for mutual support, i.e. the national seminar. [Ireland]*

- *National meeting was attended by more participants than expected by organizers. Event also took longer than planned. People are really interested in sharing their and accessing others content. .[Lithuania]*

- *I am Your Guide - Training for digitisation to local organisations and general public. Dissemination and better skills for local Maltese people. [Malta]*

- *Europeana Connect - EuropeanaLocal Portugal is working with part of the team of this project. We are up to date to Europeana developments; exchange of knowledge and information. [Portugal]*

- *It is inevitable to cooperate, because project Athena is also gathering metadata from museums in Slovakia. [Slovakia]*

- *The Ministry of Culture has signed an agreement with Judaica Europeana The Ministry of Culture expects its participation in Judaica Europeana acts as a catalyst for other Spanish institutions that hold Jewish heritage, unknown in general. [Spain]*

- *Exchange of knowledge and information with APENet and EDL. Exchange of knowledge and information. [Sweden]*

- *MIMO; JUDAICA Europeana; EuropeanaTravel; PrestoPRIME; Video Active. All Joint national meetings or events & Exchange of knowledge and information Cooperation on museum metadata - especially ATHENA, CARARE, MIMO, and JUDAICA Europeana. Sources of content for national aggregator. [United Kingdom]*