



ICT-PSP Project no. 297158

EUROPEANAPHOTOGRAPHY

EUROPEAN Ancient PHOTographic vintaGe repositoRies of digitAized Pictures of
Historical qualitY

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Context

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Task 7.2	Website
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Dependencies	

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1 EXECUTIVE SUMMARY

The deliverable 7.2 “Website” is the first deliverable realised by WP7 “Dissemination”. It illustrates the overall process that led to the creation of all the web tools of EuropeanaPhotography (project website, internal project repository and repository for the European Commission), from their design to their functionalities. It has been built with the contribution of all partners.

The project public website has been conceived as the “business card” of the project; for this reason it has spotlights on the partners’ profile and their masterpieces, and collects not only all the project’s public documents and outcomes, but also news, events and products related to the topic of ancient photography and to the Europeana ecosystem.

It is implemented with an open source Content Management System called “Museo & Web” and it is hosted by the server of the Italian Ministry for cultural heritage and activities that will guarantee its sustainability beyond the duration of the project.

The navigation tree of the EuropeanaPhotography website redirects to the various sections and gives an overview of the whole set of activities: the project mission (translated into all the partners’ languages in order to reach the widest possible audience), the partner profiles and their role in the project, the public deliverables and documents (e.g. recommendations, etc.), the project dissemination activities (.ppt presentations, papers and articles about the project), the Europeana documentation that is of interest to the project partners, and - last but not least -- the terms of use of the content published on the website.

A selection of pictures of the project partners is constantly displayed in the central area of the homepage in order to offer to the external user a rich visual experience.

The EuropeanaPhotography website is also user oriented. Some key functions are already available: the Europeana widget, which allows to search within the European portal; multilingualism (the basic information about the project are translated into the partners languages); editorials related to the EuropeanaPhotography evolutions are published on the online journal www.digitalmeetsculture.net and linked from the project website.

In addition, social tools are implemented: e.g. the AddThis buttons, to share the website information with the most known social networks, a Facebook page dedicated to the project, while others will be soon available.

Feed RSS from external trusted sources related to photography as well as the Europeana portal are also captured and displayed in the homepage of the EuropeanaPhotography website.

The website performances in terms of visits and downloads are constantly monitored thanks to the use of the Google Analytics software; this helps to address the dissemination activities and implement the dissemination plan.

On the other hand, the project’s reserved area, which is hosted by www.digitalmeetsculture.net (managed by Promoter s.r.l.), collects the working documents, from their preliminary stage to the final elaboration. Each partner has his own space to collect all the documents requested by the coordinator and the WP leaders. The added value of the project repository is that it is easy to use, available online 24/7 and, above all, it contains large size files like the digital images that the project deals with. Moreover, a dedicated section of the reserved area will serve as a sharing platform towards the European Commission and the reviewers in order to speed up the file exchange process on the occasion of the periodic evaluations.

Web tools are under constant revision and can be improved and refined according to the evolving needs of the project.



The EuropeanaPhotography website is under constant enrichment; little by little that the project produces public outcomes, they will be published online; moreover, the multilingualism and the presence in social platforms will be improved in order to reach a wider public.

2 INTRODUCTION

The deliverable 7.2 “Website” describes the EuropeanaPhotography website, in its present features and future improvements.

D7.2 has an “**Executive summary**” that sums up the content of the deliverable, then a preliminary section (“**Introduction**”) that illustrates the role of this document within the EuropeanaPhotography project. The core of the text are the two following sections “**Public website**” and “**Reserved area**” which provide details concerning the project website for the external audience – mainly experts from both the digitisation and photography domains – and the repository reserved to the partners where only private documents are stored. The final section (“**Conclusions**”) gives an overview of the main results of the activities carried out within the framework of this task.

Furthermore, the deliverable contains three annexes: the list of the acronyms used in the text (**Annex I**), the editorial rules for the file naming (**Annex II**), and a statistical analysis of the web access for the first year (**Annex III**).

2.1 BACKGROUND

EuropeanaPhotography (EUROPEAN Ancient PHOTographic vintaGe repositoRies of digitAized Pictures of Historic qualityY) is governed by a unique consortium, uniting some of the most prestigious photographic collections from archives, public libraries and photographic museums, covering 100 years of photography, from 1839 (the first example of images from Fox Talbot and Daguerre) to 1939 (the beginning of the Second World War).

EuropeanaPhotography is funded within the Competitiveness and Innovation framework programme 2007-2013. It will last 36 months from 1st February 2012 to 31st January 2015.

EuropeanaPhotography will prepare, quality-assure and contribute over 430,000 photographic items to Europeana; they represent a selection of early photographic masterpieces.

EuropeanaPhotography will document historical moments of European life, landscapes and people, as well as political, social and economic changes.

The content will be organised in thematic groups using four categories: places (cities – such as the transformation of Paris by Haussmann and of Barcelona by Gaudi -, landscape – such as the country side in Europe in the 1800); people (portraits – such as Queen Victoria, the pope, Garibaldi, Coco Chanel etc -, daily life); events (political events – such as la Commune de Paris -, local and civil wars, royal weddings) and “trends” or “movements” (industrial revolution, women’s emancipation, artistic movements, geographic explorations).

EuropeanaPhotography will improve the profile of Europeana with regards to content and from a multilingual point of view. In fact, Europeana already has an impressive mass of images representing cultural objects such as painting, sculptures and archaeological artefacts, while photographic images, the early ones in particular, are underrepresented. EuropeanaPhotography will fill this gap. Another added value of the project is the multilingualism: the metadata are made available for Europeana in all the 12 languages spoken by the EuropeanaPhotography partners.

On the other hand, the added value of this project lies in the metadata provided in all (12) languages spoken by the partners.

The consortium includes 19 representatives from 13 Member States. They are leading private and public photographic agencies as well as public institutions and museums.

From the nature of its consortium, the project also tackles the very important issue of public-private partnerships, which has not fully been explored in Europeana yet so far. The private



partners participating in the project will demonstrate how commercial value can be derived from participation in Europeana, while the public partners will show how to gain benefits from cooperating with the private sector.

2.2 ROLE OF THIS DELIVERABLE IN THE PROJECT

This deliverable illustrates the development and operability of the project's website from all possible points of view: from the concept to the actual realisation, the used software, the structure, the graphical part, hosting and sustainability and the private repository.

The website is the "visiting card" of EuropeanaPhotography; it offers general information about the project, illustrates its relationship with Europeana, gives access to public deliverables, publications and tools.

Moreover, the website offers a rich visual experience with galleries of highlights from the partner collections, so that users can appreciate the richness and diversity of the material being delivered by EuropeanaPhotography.

The establishment of a fully functional website is fundamental for a good dissemination work. The more it will be enriched and updated, the more it will attract experts from the fields of photography and digital heritage.

3 THE PUBLIC WEBSITE

The website is one of the most important instruments to support the project objectives, both internally and outside the consortium.

The EuropeanaPhotography website was conceived as a project portal that provides information about the project activities, oriented to both digital cultural heritage and photography professionals. Gradually, more user oriented features were implemented (RSS Feeds from trusted sources, the Europeana API, the training section). In the second part of EuropeanaPhotography's lifetime, the website will play a more active role in the presentation and communication of the project outcomes and stimulate interaction with the end users.

Building a project website is a continuous and choral work; all partners are involved in its implementation.

The current release (month 2, March 2012) represents the first stage in the development of the website; naturally, the site will be constantly and timely updated along the project's lifetime¹.

3.1 THE STRUCTURE

The EuropeanaPhotography website can be reached at the following URL:

<http://www.europeana-photography.eu/>

The project website, which will be regularly updated in the course of the project, is not addressed to the general public, but mainly to Europeana stakeholders, the content-contributing community, the photography environment, government and policy bodies, digital cultural heritage experts from museums, archives, libraries and other cultural institutions, the private sector and sister projects. It is composed of different sections devoted to the concept of the project, the profile of coordinator, partners and contributors, the work packages, the modalities to join the network, the documents and deliverables produced, the dissemination activities and material, useful documents for training, other related projects, the events and the news related to the project and to the domains of photography and digital heritage.

This is the current sitemap which will be integrated and enriched during the project.

- Home
 - About us
 - Partners
 - KU Leuven
 - TopFoto
 - Imagno
 - Parisienne
 - ICCU
 - Polfoto
 - CRDI
 - GenCat
 - United Archives
 - Nalis
 - MHF Krakow

¹ At the time of the review of this deliverable (April 2013, 1 year after the launch of the website) the sitemap has been enriched with same pages (deliverables, media kit, terms of use) while the others sections have been enlarged with new documents, news, events, and pictures).

- ABM
- Divadelny Ustav
- ICIMSS
- NTUA
- KMKG
- Lithuanian Art Museum
- Promoter s.r.l.
- Società geografica italiana
- Alinari 24 ORE spa
- Fondazione Alinari
- Work packages
- Documents and deliverables
 - Documents
 - Deliverables
- Dissemination
 - Papers and short articles
 - Promotional material
 - Project's presentations
 - Media kit
- Training
- Europeana
- Other projects
- Links
- Events archive
- News archive
- Credits
- Terms of use

A short explanation of the single pages content follows:

Home: the first page of the website. It collects the hyperlinks to the various sections of the website and to external resources. It displays rotating pictures selected from the partner's finest photographic examples provided to the project.

About us: information about the project (duration, funding, objectives). The information provided on this page is translated into all partners' languages (see paragraph 3.9).

Partners: list of all project partners. Each partner has his own page with a logo, a description of the institution, the role in the project and, where possible, a gallery with masterpieces from his collection.

Work packages: this section includes a description of the work packages, illustrating goals and outcomes.

Documents and deliverables: this section will include all public documents produced in the framework of the project as well as the public deliverables in PDF format².

Dissemination: this section includes several subpages, which will be enriched in the course of the project:

- **Papers and short articles** on the project and its outputs, made available by partners and other experts;
- **Presentations** of the project and its outputs realised for dissemination events;

² At the time of the revision of this document (April 2013), the following deliverables are under publication: D2.1, D2.2, D4.1, D5.2, D7.2, D7.1.



- **Promotional material:** logo, brochures, leaflet, factsheets, etc. in English and other languages, which can be used by partners for dissemination events;
- **Media kit:** this section contains resources that can be used by the project partners as well as by external users in order to produce customised dissemination material. It basically includes a project factsheet, the downloadable project logo in high resolution, the leaflet, selected pictures from the content providers, AOB (press releases, poster, etc.) that will be produced during the project's lifetime. Other factsheets related to the project's achievements in each WP will be included in this section.

Training: this section will include useful resources developed during the project's duration. Such resources will support content providers in the preparation and mapping of their metadata and map the materials to be delivered to the ingestion system and to be harvested by Europeana (guidelines, documents, videos, slides, bibliographies, links etc).

Europeana: useful information for improving the professional knowledge about Europeana in the light of content contribution, e.g. the portal address, the information about the Data Exchange Agreement, etc.

Other projects: page devoted to other projects dealing with topics related to EuropeanaPhotography.

Events: all events interesting for the EuropeanaPhotography community will be recorded in the searchable database included in the CMS. In particular, the following events will be recorded:

- events organised by EuropeanaPhotography;
- events organised by other institutions and projects where EuropeanaPhotography partners are invited to promote the project's activities;
- other events of interest for the EuropeanaPhotography community.

News: information of interest for the EuropeanaPhotography community, related to the project developments/activities or to the fields of photography/cultural heritage.

Credits: roles and responsibilities of the people involved in the website implementation.

Terms of use: rules that the user must agree upon to use the content of the website.

The EuropeanaPhotography website is **W3C compliant**.

3.2 HOSTING

The initial nucleus of the website was activated at mid March 2012. It is hosted and maintained by CED (Centro Elaborazione Dati), the technical service of MiBAC, the Ministry for Cultural Heritage and Activities which ICCU depends on. CED is also taking care of the daily backup of the website.

3.3 SOFTWARE

The EuropeanaPhotography website has been developed using the CMS Museo & Web, an open source Content Management System realised by MiBAC in the frame of the MINERVA project to support small cultural institutions in implementing accessible websites, easy to use without technical skills³.

³ Information and modalities for requesting the open source code are available at <http://www.minervaeurope.org/structure/workinggroups/userneeds/prototipo/cms.html#>.

3.4 LAYOUT

The layout of the EuropeanaPhotography website is straightforward and clean. It is composed of four elements:

- a **header** with logo;
- the **navigation menu**, that lends access to all sections of the website;
- the **metanavigation**, giving access to the site map, the internal search function, the reserved area, and the available languages.
- the **footer** with the consortium address and contact details (telephone number and e-mail), the credits, the terms of use and the date of creation and updating of each page.

The **logo** (fig. 1) is a customisation of the Europeana logo, referring to topics of ancient photography, to underline the strong connections linking the project to the European portal. It was designed by the graphic designer Rosalba Trivieri @ GeoGraphic s.n.c.



Figure 1 - EuropeanaPhotography logo.

The **homepage** layout (fig 2) is divided into three columns:

- main menu on the left;
- on the right: EU logos as well as the search tool and the list of future events;
- news in the central column, under a short description of the project and an image gallery illustrating some masterpieces included in partners' collections.



Figure 2 - EuropeanaPhotography homepage.



Figure 3 - EuropeanaPhotography partners and contributors page.



Home > Partners and contributors > KU LEUVEN

KU Leuven



Website: www.kuleuven.be - Institute for Cultural Studies: <http://www.culturalstudies.be>

Partner profile

Situated in the heart of Western Europe, KU Leuven has been a centre of learning for almost six centuries. Founded in 1425, KU Leuven bears the double honor of being the oldest existing Catholic university in the world and the oldest university in the Low Countries. KU Leuven is a research-intensive, internationally oriented university that carries out both fundamental and applied research. It is strongly inter- and multidisciplinary in focus and strives for international excellence. To this end, KU Leuven works together actively with its research partners at home and abroad. KU Leuven combines a rich tradition with top research & technology. There are more than 38.000 students, about 2000 academic staff and more than 4000 junior researchers. Together with its associated University Colleges throughout the Flanders region, KU Leuven serves well over 70.000 students annually. The Leuven Research & Development Technology Transfer Office has a > 150 m. € turnover, about 1200 contracts, 180 invention disclosures and 100 new patent families.

Partner contribution to the project

KU Leuven undertakes a very prominent role in the EuropeanaPhotography project, being both Project Coordinator and WP Leader for the Collections and Themes work package. As Project Coordinator, in cooperation with Technical Coordinator, KU Leuven will be in charge of progress monitoring, partner management, coordination and orchestration of the technical work-packages.

KU Leuven will also contribute to the quality control by providing expertise and guidelines as to the criteria on which collections should be selected for incorporation in the database. For this, the fact that the KU Leuven team is embedded in one of the Arts Faculties with the longest European traditions is welcome. Project members are involved in teaching at both the undergraduate and master level of Cultural Studies, Photography, History and the Fine Arts. Expert opinions of colleagues and researchers can be collected first-hand. The ICS works with European top centres in Early Music ([Alamire Foundation](#)), Medieval Art ([Illuminare](#)) and Photography Research ([Lieven Gevaert Centre for Photography](#)). KU Leuven is also in the possibility, given its access to master classes, to assess the usability of the Europeana materials in an educational context.

Apart from its contribution to the quality standards of the selected content, KU Leuven will assist in benchmarking the photographic quality of the digitization, given its expertise as one of Europe's leading digitizing centres for the Fine Arts.

KU Leuven will also contribute to the collection, with high-end source images from Archaeology, the Fine Arts and Musicology, as well as collections from the University Archive and Library preciosa collection.



Figure 4 - EuropeanaPhotography single partner page.

3.5 RESPONSIBILITIES AND IPR

EuropeanaPhotography is solely responsible for the content of the website, which does not represent the opinion of the European Commission.

The text of the website is licensed under a Creative Commons Attribution Non-Commercial Share Alike 3.0 (by-nc-sa) license⁴. This means that the users are free to share (i.e. to copy, distribute and transmit) and remix (to adapt) the editorial content of the website under the following conditions:

- **attribution** — the work must be attributed as specified by the author or licensor;
- **non commercial** — the work can't be used for commercial purposes;
- **share alike** — if the content is altered, transformed, or built upon, the resulting work must be distributed under the same or a similar license.

⁴ Available at <http://creativecommons.org/licenses/by-nc-sa/3.0/>.

On the other hand, the rights on images and videos that have been published on the website are those that each content provider attributed to them and may not fall under the above CC licence. Each image has a specific caption with all relevant information.

All other specific contents may be licensed differently according to agreements with single authors.

All these statements are described in a dedicated page named “Terms of use” that can be reached from every page of the website at <http://www.europeana-photography.eu/index.php?en/103/terms-of-use>.

3.6 SERVICES

The EuropeanaPhotography website provides a series of services for its users: RSS Feed, interaction with social networks, a calendar shared among partners and web statistics.

3.6.1 RSS Feed

RSS Feed (fig. 5) is implemented to automatically provide information about updates in the Events and News sections of the website.



Figure 5 - RSS Feed graphic sign.

3.6.2 Add this

AddThis (fig. 6) is the add-on tool intended to make sharing and bookmarking simple, and to have all favourite web 2.0 social networking, bookmarking, blogging, and e-mail services at one's fingertips⁵. Once added, visitors to the website can bookmark an item using a variety of services, such as Facebook, Twitter, LinkedIn, etc. The tool is available on each page of the website.



Figure 6 - AddThis graphic signs.

3.6.3 Calendar

On the home page the embedding of Google Calendar is foreseen to offer an easy view on, and central access to important professional events. Google Calendar is a free time-management web application offered by Google that will help the consortium in sharing events of common interest.

3.6.4 Statistics

A statistics analyser has been activated since the publication of the website.

The statistics are implemented with Google Analytics: a very popular web analytics solution that gives rich insights into one's website traffic and marketing effectiveness.

⁵ The code is available at <http://www.addthis.com/>.

It allows Advanced Segmentation, Custom Reports, Advanced Analysis Tools, Analytics Intelligence, Custom Variables, Data exports⁶.

Google Analytics can track visitors from all referrers, including search engines, display advertising, pay-per-click networks, e-mail marketing and digital collateral such as links within PDF documents.

Google Analytics can provide the following statistics:

- number of visits, and number of unique visitors;
- visits duration and last visits;
- authenticated users, and last authenticated visits;
- days of week and rush hours (pages, hits, KB for each hour and day of week);
- domains/countries of hosts visitors;
- hosts list, last visits and unresolved IP addresses list, most viewed, entry and exit pages;
- files type;
- browsers used;
- visits of robots;
- search engines, key phrases and keywords used to find your site;
- number of times your site is "added to favourites bookmarks";

Statistics are managed by the webmaster; they are analysed on a 3-monthly base in order to verify trends and variations.

From March 2012 until April 2013 the website had 6,037 visits, 3,778 unique visitors, and 23,906 page views. The majority of the visitors comes from the countries that are involved into the project, but only the 30% of the total visits comes from the project partners; this is confirmed also by the analysis of the traffic sources: 22,69% comes from direct traffic, 44,67% from search engine and 29,74% from referral. A more detailed statistics analysis is attached to this document (Annex III).

3.7 EUROPEANA WIDGET

From the left column of the homepage, a link leads to the Europeana Widget (fig. 7), a search box suitable for the website users who want to enable search in Europeana collections with the least possible effort directly from the EuropeanaPhotography website⁷. The Europeana widget has been specifically produced by Europeana for its projects.

⁶ For single features, see: http://www.google.com/intl/en_uk/analytics/features.html.

⁷ Widget information and resources are available at <http://www.version1.europeana.eu/web/api>.

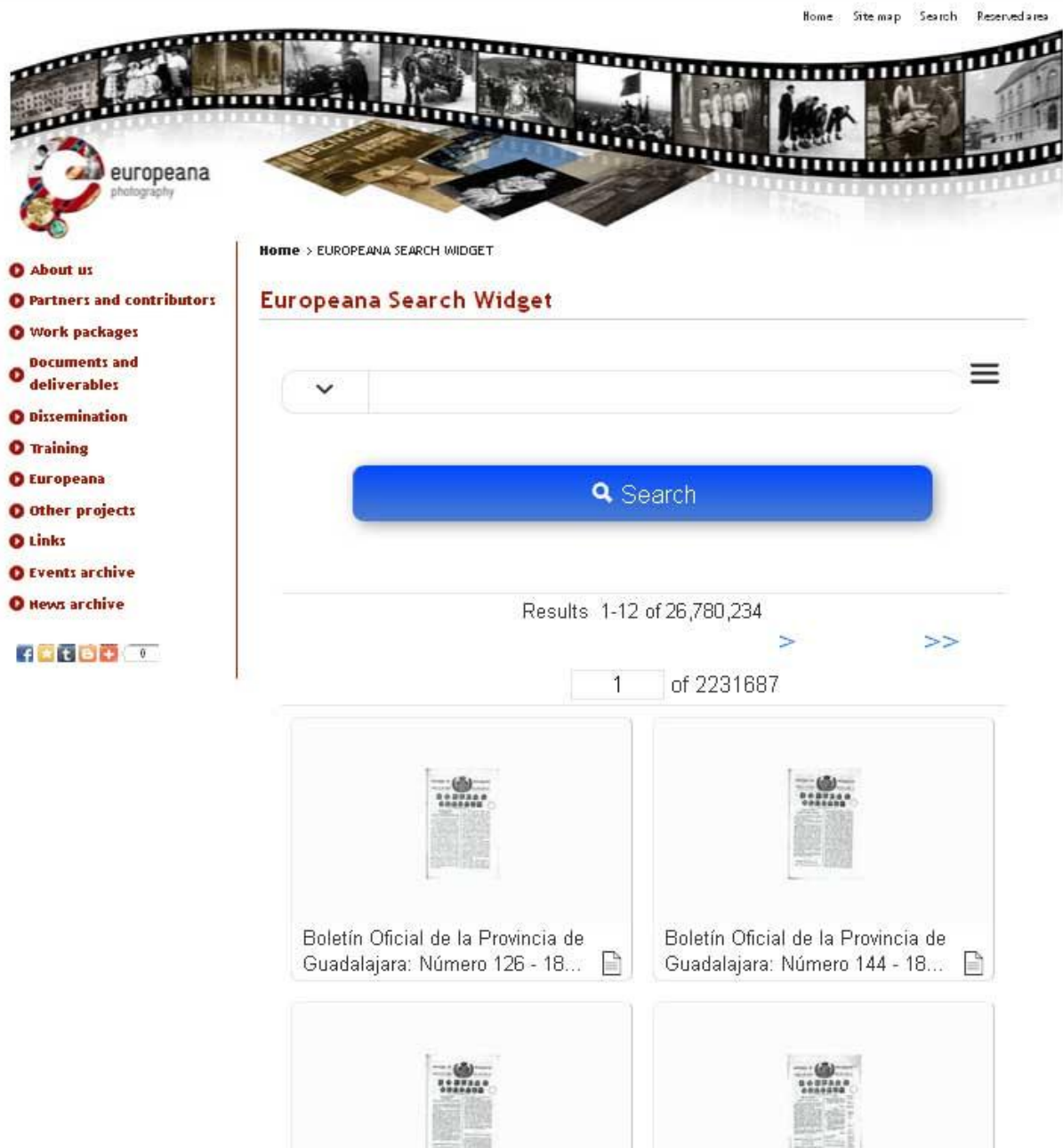


Figure 7 – Europeana widget on the EuropeanaPhotography website.

3.8 EXTERNAL LINKS

On the left side of the website homepage, two links redirect to the EuropeanaPhotography showcase on www.digitalmeetsculture.net (from where partners can access the reserved area) and to the project Facebook page, that were both conceived to empower the web presence of the project.

The Digitalmeetsculture showcase⁸ dedicated to EuropeanaPhotography (fig. 8) is organized with a information page containing a presentation of the project, contact points, link to the official website, the list of partners (each one linked to the official partner's website), RSS captured from the www.europeana-photography.eu, related links and downloadable material. The Information page gives access to a series of articles related to the project activities and

⁸ <http://www.digitalmeetsculture.net/heritage-showcases/europeana-photography/>.

partners⁹: focused issues about each partner, interviews, chronicles of project's meetings and so on.

The objective of this showcase, that can be reached from any page of the portal thanks to an evident button, is to widen the project's dissemination to a larger group of people (i.e. the readers of www.digitalmeetsculture.net magazine) and to re-direct traffic to the official project's website.

The portal www.digitalmeetsculture.net will also release periodical newsletters entirely dedicated to EuropeanaPhotography: the first one was released in July 2012. The newsletter is sent to the whole group of [digitalmeetsculture.net](http://www.digitalmeetsculture.net) registered users plus a selection of other addresses of interested people that each partner can add.



Figure 8 – EuropeanaPhotography showcase on www.digitalmeetsculture.net.

The EuropeanaPhotography Facebook page (fig. 9) was implemented in February 2013 in order to engage a wider public that is made up of both professionals and non-professionals¹⁰.

The updating of the Facebook page is done either automatically either manually by the authorised managers: the automatic updating is based upon the feeds that are automatically taken from the EuropeanaPhotography website thanks to the software Twitter Feed; on the other hand, the authorised managers can manually post information about events related to the project or to the partners, the history of photography, etc., but also selected masterpieces of the partners' collections. Currently four partners (ICCU, MHF, LAM, and IMAGNO) share the responsibility of animating the page.

⁹ 18 at the time of the revision of the document (beginning of April 2013).

¹⁰ <http://www.facebook.com/pages/EuropeanaPhotography/389351434475298?ref=ts&fref=ts>.



Figure 9 – EuropeanaPhotography Facebook page.

3.9 MULTILINGUALITY

The CMS Museo & Web used for the implementation of the website allows the management of multilingual pages. The short description of the project (the page “About us”) is translated into all the languages spoken in the consortium: besides English, the official language of the website, those are Greek, Bulgarian, Catalan, Danish, Spanish, French, Italian, Polish, Lithuanian, Dutch and Slovenian. This allows to provide the basic information about the project to the widest possible public.

The translations of the “About us” section can be accessed through the metanavigation in the upper side of the website.



Figure 10 – Metanavigation: multilingual pages.

The website user can switch from one language to another and be redirected to the project homepage in English by clicking the link “Home”, which is visible in the metanavigation or – as is the general rule of the Web - the project logo.

A translation into the partners’ languages has also been made of the metakeywords used to index the website and to optimise its profile in the search engine ranks; this means that, for instance, Lithuanian, Belgian or Bulgarian users can enter the word “photography” in their own language and can still be redirected to the EuropeanaPhotography website. The keywords translated into the 12 languages of the partners are: *glass plate negative, ambrotype,*



daguerreotype, gelatin silver, salt print, collodion, albumen, 19th century vintage images, 20th century photography, tintypes, cartes de visite and cabinet cards, dating old pictures, 19th century photography preservation and research, identification and restoration, antique photographs, box of old family photos, identification of historical images, sentimental value, post-mortem, photo gallery, Europeana, aggregation of content, digitisation, aggregators, LOD, Linked Open Data, photographic collections, EU project, digital cultural heritage.

Further implementation of the multilingual pages is foreseen along the project duration; in particular, the work package description will be soon translated in order to provide a clearer explanation of the project.

3.10 EDITORIAL TEAM

The Editorial Team is composed by the following members:

- the **project coordinator** (Fred Truyen, KU Leuven) and the **technical coordinator** (Antonella Fresa, Promoter s.r.l.), who will monitor the activities;
- the **content managers** (Maria Teresa Natale and Marzia Piccinino, ICCU), in charge of checking and validating the content;
- the **webmaster** (Andrea Tempera, ICCU), who publishes the content on the website and takes care of its maintenance and of SEO activities for optimising access from search engines.

The content to be published on the website is provided by the management team and by all partners; contributions can be sent to the editorial team.

3.11 FUTURE DEVELOPMENTS

In the course of the whole project period, the EuropeanaPhotography website will be constantly updated with information related to the project outcomes, as well as events and news related to ancient photography and the Europeana ecosystem.

Amongst the further developments, the multilingual pages in each partner language are foreseen to be enriched with the translation of the work package activities.

As the production of public deliverables takes its course, are produced they will be published on the dedicated page of the website. All other public documents produced within EuropeanaPhotography's lifetime (e.g. guidelines, recommendations, etc.) will also be made available to the public. All these outcomes will be disseminated in an open way in order to share the information with the world outside the communities of photography and Europeana professionals.

The training page on the website will be enriched with documentation useful for partners and other professionals interested in the activity of digitisation of photographic material.

A link exchange campaign started just after the website publication: a cross-dissemination activity with related projects is being carried out for the whole duration of the project¹¹.

All partners are invited to produce a page about EuropeanaPhotography on their own website, showing the logo and linking to the project's website; the majority (13 out of 16) realised it.

Reciprocal link exchange with other projects and initiatives will be solicited.

A three-monthly analysis of the statistics will monitor trends and variations of the access to and use of the EuropeanaPhotography website.

¹¹ <http://www.europeana-photography.eu/index.php?en/94/other-projects>.



3.12 SUSTAINABILITY

The EuropeanaPhotography website is an instrument for the actual operation of the network because it gives access to the whole series of public documents produced along the project lifetime; moreover, it keeps track of all the dissemination activities carried out by the partners. The website is conceived both to display and circulate all the project's outcomes and share resources, and to be an online archive – the memory – of all the achievements of the project.

For this reason the website will be maintained online by the Italian Ministry for Cultural Heritage and Activities also after the duration of the project; it will keep on giving access to the documents and publications produced within the framework of the project in order not to waste the knowledge. No updating of the website is foreseen after the conclusion of the project, unless otherwise agreed during the project duration.

4 THE EUROPEANAPHOTOGRAPHY RESERVED AREA

The project documentation with restricted circulation – i.e. that can be accessed only by the EuropeanaPhotography partners, the project officer and the reviewers - is collected and stored in a dedicated reserved area, managed by Promoter s.r.l., that can be accessed only upon registration. The repository is accessed with a user-friendly interface that allows a simple, fast and secure access to large volumes of data.

From January 2013 on, this repository replaced the previous one set up by former coordinator Alinari 24 Ore, which left the project starting from 1st December 2012; in order to keep a continuity and to minimize the possible inconvenience of use due to the repository's migration, structure and content of the new repository are exactly the same as the old one.

This reserved area is in fact used by the EuropeanaPhotography partners to find and store:

- management documents
- drafts
- documents produced by partners and working groups
- documentation about project meetings (agendas, minutes, participants lists, presentations etc.)
- AOB related to project management and outcomes.

A specific folder is dedicated to the Review, and collects the relevant documents under review, for PO and reviewers' easy access.

The reserved area URL is <http://www.digitalmeetsculture.net/heritage-showcases/europeana-photography/europeana-photography-reserved-area/>. It can also be reached from the website of the project and from the EuropeanaPhotography showcase on www.digitalmeetsculture.net.



Figure 11 – EuropeanaPhotography reserved area log-in and registration page.

Once logged in, the user is redirected to the reserved area homepage which has two main sections (fig. 12): “Review”, that was created for the reviewers and collects the selection of the

documents that are periodically under evaluation, and “Repository”, that holds all internal documentation.



Figure 12 – EuropeanaPhotography reserved area homepage.

4.1 REVIEW CONTENT ORGANISATION

The “Review” section of the EuropeanaPhotography reserved area (fig. 13) collects the documentation that the reviewers check during the periodical project evaluation:

- the periodic partners **cost claims**;
- the **deliverables** under review;
- the **Description of Work**;
- **other material** important for the review;
- the **review agenda** and the related practical information;
- the **review reports**.

It’s up to the project management (i.e. KU Leuven and Promoter s.r.l.) to fill the “Review” section with the appropriate files.

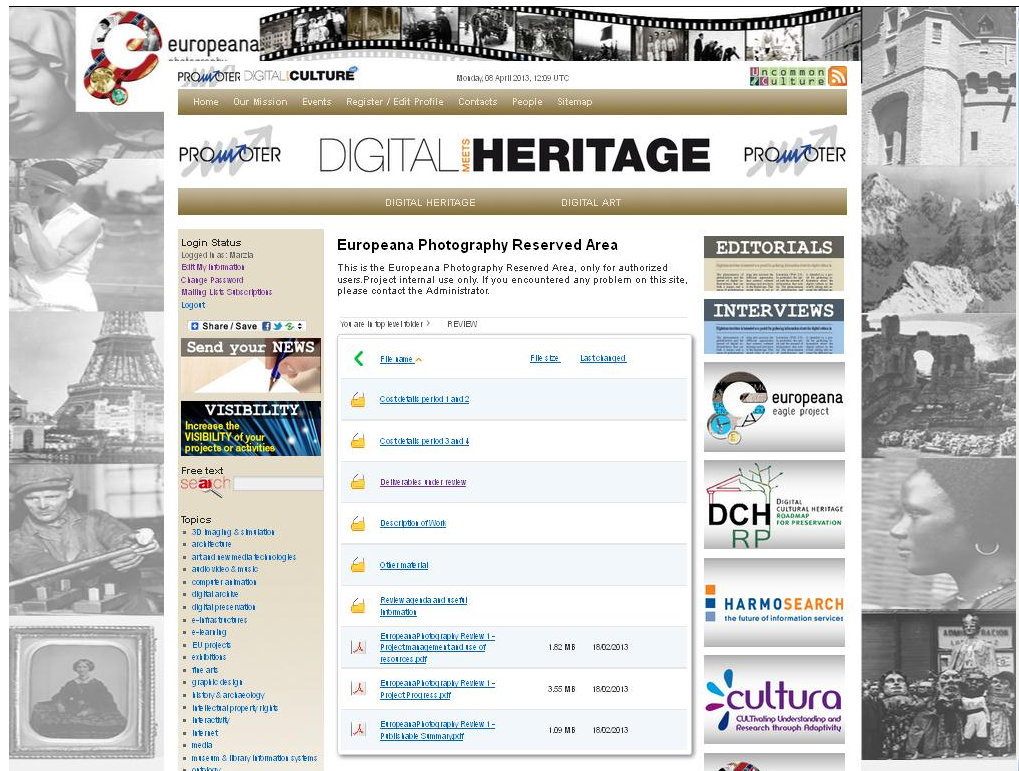


Figure 13 – EuropeanaPhotography Review section in the reserved area.

4.2 REPOSITORY CONTENT ORGANISATION

The “Repository” folder (fig. 12) is organised in the same way as the former Alinari project repository.

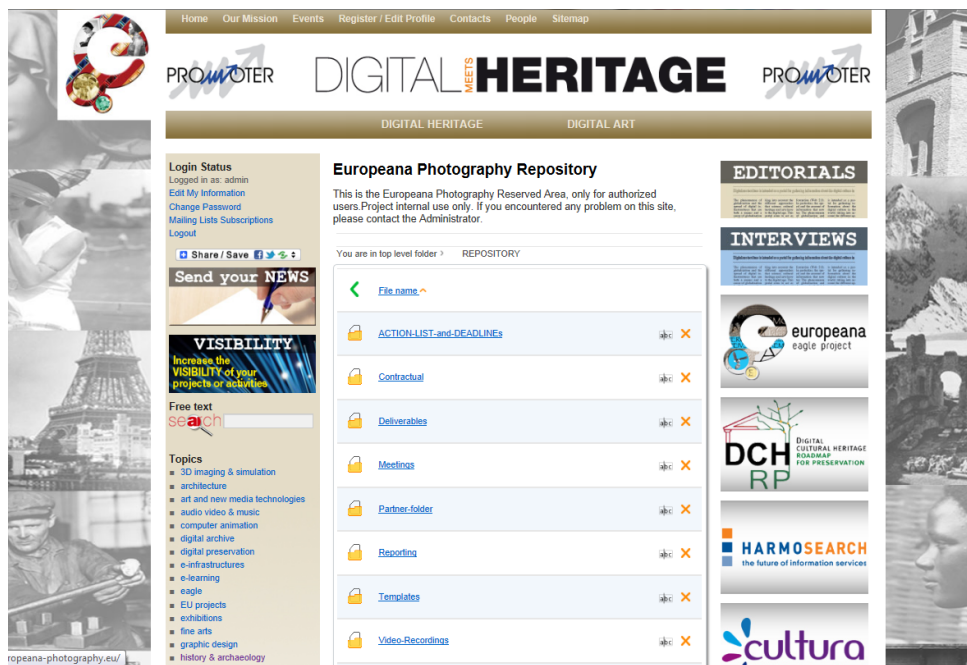


Figure 14 – EuropeanaPhotography repository current organisation.

The navigation tree contains:

- the **ACTION-LIST-and-DEADLINEs** folder holds meeting action lists, the list of deliverables and due dates. This folder is particularly important both for the project

leader to monitor performances and to partners to stay updated about the timing and expected results.

- the **Contractual** folder contains the Grant Agreement, the Description of Work and all the official documents exchanged with the EC to set up and start the project.
- the **Deliverables** folder that contains all the deliverables written by partners and the final deliverables provided to the EC.
- the **Meetings** folder is used to store project presentations shown during project's meetings, the minutes, and to provide other information about project face-to-face and via Skype meetings.
- the **Partner-folder** contains one subfolder for each partner: partners will use their folders to upload draft content, metadata, and other material requested during the project.
- the **Reporting** folder is for the administrative documents (timesheets, periodic reports, etc.).
- the **Templates** folder is used to contain the document templates such as .ppt, timesheets, reporting, and deliverables.
- the **Video Recording** folder contains AV material produced in the project's lifetime.
- the **WPs** folder contains one subfolder for each WP to be managed by the WP leaders.

Each authorised partner can upload/download files, delete his own files, and create directories. Each page of the tree displays the size of the uploaded files as well as the date of the uploading.

If a partner modifies the site tree or uploads files, he is expected to inform the administrator at Promoter s.r.l. (digitalmeetsculture@promoter.it).

Only the administrator is allowed to manage the users.

Europeana Photography Reserved Area

This is the Europeana Photography Reserved Area, only for authorized users. Project internal use only. If you encountered any problem on this site, please contact the Administrator.

You are in top level folder > REPOSITORY > WPs > WP4

File name	File size	Last changed
EuPhoto Vocabulary		
General information on metadata for Europeana		
20120223 WP4 questions vocabularies and standards KMKG.doc	128 KB	23/01/2013
20120223 WP4 questions vocabularies and standards.doc	116 KB	23/01/2013
Lithuanian translation EuPhoto vocabulary.xls	127 KB	25/01/2013
Theatre Institute 20120223 WP4 questions vocabularies and standards 1.doc	136 KB	23/01/2013

Figure 15 – Size of the files and uploading dates.

5 CONCLUSIONS

This document described the main features of the project website and the internal repository: the project website will promote EuropeanaPhotography to the target audiences, the repository will support the management and partner collaboration services and offer a CMS for the documents.

New features will be implemented during the project's lifetime. The updating (news, events, outcomes, etc.) will be done regularly thanks to the contribution of all partners.

5.1 RESULTS

The implemented public website fulfilled all goals stated in task 7.2:

- offering general information about the project;
- illustrating the main outcomes and documents of Europeana;
- giving access to the public deliverables and publications;
- offering a rich visual experience, with samples and highlights from partner collections.

On the other hand, the project's internal repository is an effective tool for the consortium management protocols as well as for informing the European Commission and the reviewers about the project progresses.

5.2 IMPACT

The project website will increase the visibility of EuropeanaPhotography. The photographic galleries will contribute to drive the traffic to the partners' websites. The Europeana section will help the consortium (and the other users) to better understand what Europeana is doing and which are the conditions for the content aggregation.

From now onwards it is expected that all partners provide suggestions and information for the project website and use the project repository to upload content.

6 ANNEX I - ACRONYMS

List of the acronyms used in the document.

AOB	Any Other Business
CMS	Content Management System
CR	Content Repository
DEA	Data Exchange Agreement
LOD	Linked Open Data
OS	Operative system
SEO	Search Engine Optimisation
SMTP	Simple Mail transfer Protocol
URL	Uniform Resource Locator

7 ANNEX II – FILE NAMING RULES

These rules are for the editorial team producing files to be uploaded on the project website.

Meetings and workshops

- **Agenda**

[format: PROJECT-NAME_yyyy_mm_dd_venue_event-name_agenda]

Es. EuPhoto_2012_04_29_firenze_kickoff_agenda

Es. EuPhoto_2012_06_22_leuven_plenarymeeting_agenda

Es. EuPhoto_2012_06_21_barcelona_WP3technicalmeeting_agenda

- **Minutes**

[format: PROJECT-NAME_yyyy_mm_dd_venue_event-name_minutes_author's surname]

Es. EuPhoto_2012_06_21_barcelona_plenarymeeting_minutes_depola

- **Presentations**

[format: PROJECT-NAME_yyyy_mm_dd_venue_event-name_title_INSTITUTION_author's surname]

Es. EuPhoto_2012_04_29_firenze_kickoff_ICCU_piccininno

Es. EuPhoto_2012_04_29_firenze_kickoff_WP1_alinari_depola

Workshops and Conferences

- **Programme**

[format: yyyy_mm_dd_venue_event-name_programme]

Es. EuPhoto_2012_09_10_conferencename_programme

- **Presentations**

[format: PROJECT-NAME_yyyy_mm_dd_venue_event-name_title_author's surname_language]

Es. EuPhoto_2012_09_10_place_conferencename_author_lang

Publications

[format: institution_title_date_version_language]

Es. CREATOR_tile_year_version_lang

Working documents (to be included in the reserved area)

[document-title_date_author's initials]

Es. title_YYYY_MM_DD_Author

In case of revisions:

Es. title_YYYY_MM_DD_rev1_Author

Dissemination material

[Project-Name_object_year]

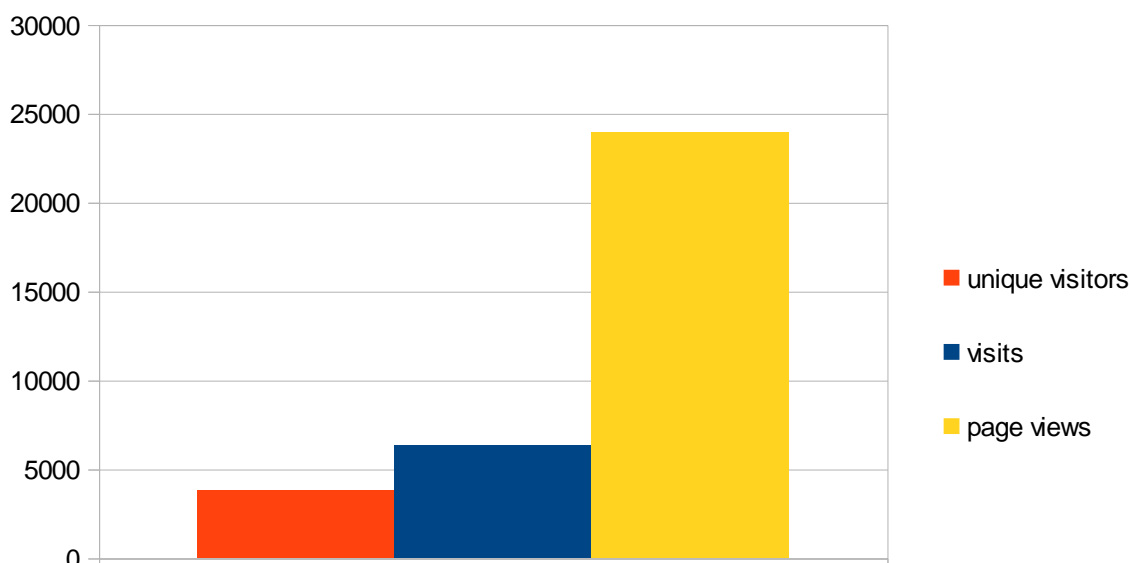
Es. LH_factsheet_May

8 ANNEX III – WEBSITE STATISTICS ANALYSIS (MARCH 2012-APRIL 2013)

The EuropeanaPhotography website was originally conceived as a project portal that provides information about the project activities, oriented to both digital cultural heritage and photography professionals. Gradually, more user oriented features were implemented (RSS Feed from trusted sources, the Europeana API, the training section). In the second part of EuropeanaPhotography's lifetime, the website will play a more active role in presenting and disseminating its outcomes, offering news and information and creating interaction with the end users.

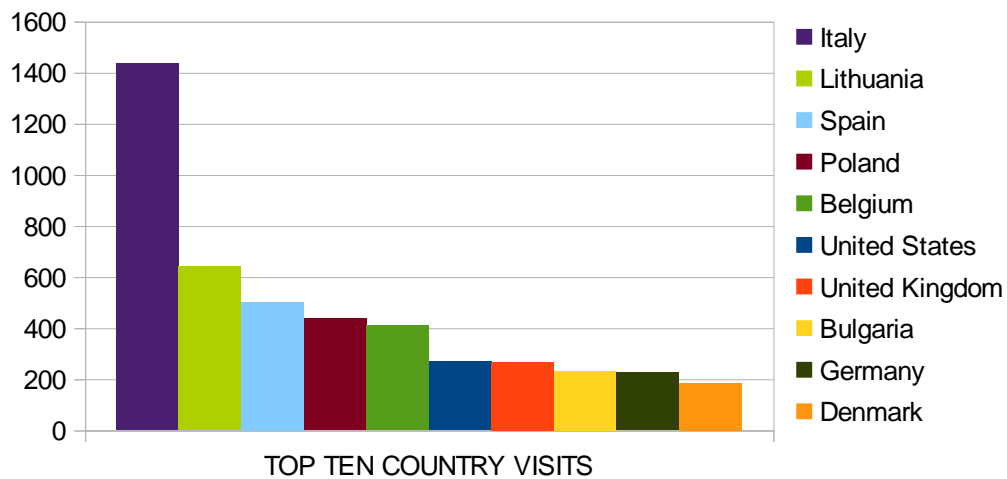
The analysis of the website statistics of the first period (17 March 2012 – 4 April 2013) was performed using Google Analytics, as described in paragraph 3.6.4; it confirmed that the targeted audiences - cultural heritage and photography professionals - were reached.

The website site received 6,307 visits in the reporting period, and was accessed by 3,778 unique visitors that browsed 23,906 page (an average of 3.7 visited pages per visit). The average time spent for a single visit is 201 seconds (3 minutes and 21 seconds): a really satisfactory performance, taking into consideration the very short average time (10-20 seconds) users spend on a webpage¹². This means that the visitors focused on website content.

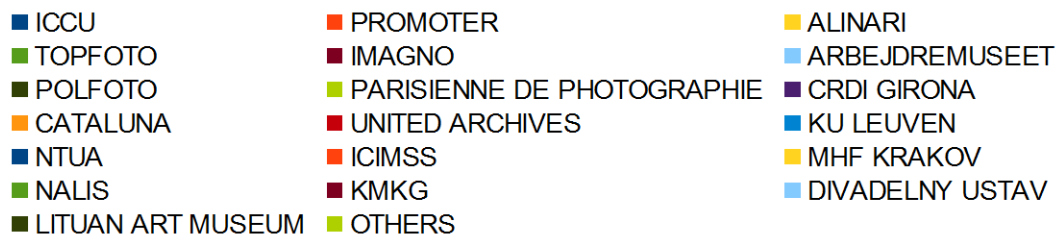
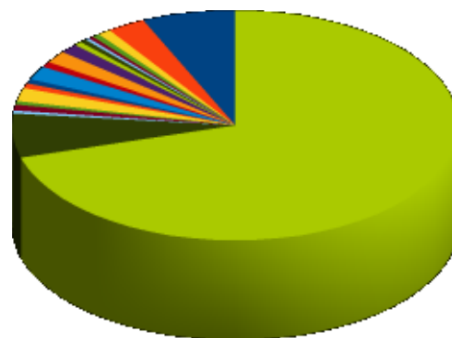


Moreover, the geographical provenance of the users shows that www.europeana-photography.eu was mostly accessed in those countries that are represented in the consortium.

¹² See, for instance, Jakob Nielsen's Alertbox at <http://www.nngroup.com/articles/how-long-do-users-stay-on-web-pages/>.



This information may lead to the consideration that only the project partners accessed the EuropeanaPhotography website; however, by matching the city of origin of the users with their service providers, it can be verified that only 29.51% (about 1,800) of the total number of visits comes directly from the partners of the project, while the largest part of the visits originate from sources other than the participating agencies and institutions. Therefore, this analysis attests to a good level of dissemination at the national level carried out by the single partners.

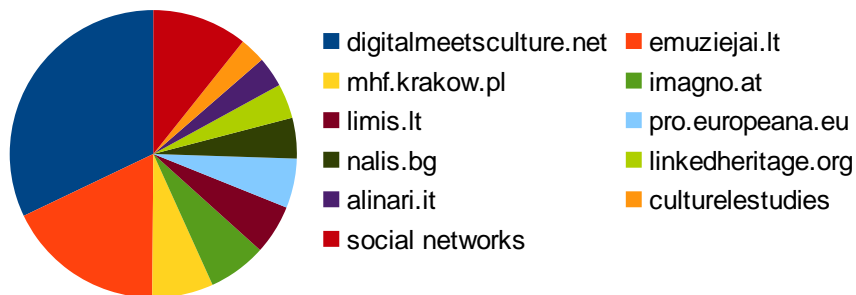




This trend is confirmed by the direct traffic towards the website (22.69% of the total number of visits), while the users are redirected to www.europeana-photography.eu mainly from search engines¹³ (44.67%) and the traffic referral (29.74).

In a few words: the Google Analytics statistics lead to the conclusion that more than 70% of the website traffic comes from users external to the project consortium, redirected to EuropeanaPhotography by the search engines. The audience is a professional public interested in topics such as “Europeana” and “photography”; in fact, the top ten of 645 keywords used in the search engines’ queries that redirected to the EuropeanaPhotography website contains the word “photography” (119 times) and “Europeana” (130).

The same trend emerges with a view to the referral (almost 30% upon the total traffic) from specialized websites: www.digitalmeetsculture.net plays an important role in redirecting the traffic towards the project website, but the links exchange with the project partners or related projects like Linked Heritage, the Facebook page and the project description on the Europeana professional platform give good results too.



This analysis will be repeated every 3 months in order to monitor (and increase) the external traffic towards the project website.

¹³ Google is the search engine used for 98% of the searches.