

DELIVERABLE

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D4.3 Europeana 1914-1918 Promotional Material (I)

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P	Public	x
C	Confidential, only for members of the consortium and the Commission Services	

Revision History

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Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

Table of Contents

1. Executive Summary	4
2. Promotional material	5
2.1 First flyer for Europeana Collections 1914-1918 project	5
2.2 Flyer in English language	6
2.3 Flyer in German language	7
2.4 Flyer in French language	8
2.5 Flyer in Serbian language	9
2.6 Flyer in Italian language	10
2.7 Outlook on further promotional materials	11
3. Set up of promotional activities	12
3.1 Initial situation in May 2011	12
3.2 Solutions	12

1. Executive Summary

This deliverable is the first relating to promotional material created by the project, and specifically to the production of a flyer for use across all territories covered by the project. The Deliverable document also details background to the potential overlap with another World War One project that was identified in May 2011, and the steps that our consortium took to manage the situation for the benefit of users and both project partners.

2. Promotional material

2.1 First flyer for Europeana Collections 1914-1918 project

The attached flyer (see 2.2 below) is the first of a series of flyers to raise awareness of - and draw people to - Europeana Collections 1914-1918.

The flyer publication follows closely from the press release distributed across the territories of the partner institutions.

The initial flyer is intended to deliver simple and essential background information relating to the project; and to draw people to the project website.

Specifically, it aims to inform potential users of the project about: the partner institutions; the types of material they can expect to discover; the relevance of the project; and the key supporter of the project.

As this is the first flyer, we have included the logos for all partner institutions, as well as the EU logo and appropriate credit.

The flyer has been translated into the appropriate target languages, and has been printed on-site.

The flyer will be distributed at all public engagement events by members of the consortium.

2.2 Flyer in English language



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Europeana Collections 1914-1918: Remembering the First World War

Digitising masterpieces of Europe's cultural heritage

Europeana Collections 1914-1918 will create by 2014, the centenary of the outbreak of the First World War, a substantial digital collection of First World War items comprising

- books
- newspapers
- trench journals
- maps
- music sheets
- children's literature
- photographs
- posters
- pamphlets
- propaganda leaflets
- original art
- religious works
- medals and coins

from national libraries and other partners from eight European countries that found themselves on different sides of the historic conflict.

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The memory of the war, its events and consequences, its victims and victors, remain very much alive today. It has become part of the individual and collective memory of Europe. The digital collection will reflect the experiences of people on all sides of the conflict, at the front as well as at home.


The three-year project will make over 400,000 WWI sources publicly and freely available online via Europeana for the first time, including content that is often rare and highly fragile because of the deteriorating quality of the paper it was produced on, and generally only hitherto accessible in reading rooms.

As the anniversary of the outbreak of the First World War approaches, the project will be organising a series of conferences, seminars and other events – both physical and virtual – to disseminate

Biblioteca Nazionale Centrale di Firenze, Italy; Biblioteca Nazionale Centrale di Roma "Vittorio Emanuele II", Italy; Bibliothèque nationale de France, France; Bibliothèque nationale et universitaire de Strasbourg, France; Bibliothèque Royale de Belgique – Koninklijke Bibliotheek van België, Belgium; CLIO-Online, Germany; Det Kongelige Bibliotek, Denmark; Istituto Centrale per il Catalogo Unico delle biblioteche italiane e per le informazioni bibliografiche – ICCU (Biblioteca Universitaria Alessandrina, Biblioteca di Storia moderna e contemporanea, Museo del Risorgimento Italiano), Italy; Narodna biblioteka Srbije, Serbia; Österreichische Nationalbibliothek, Austria; Staatsbibliothek zu Berlin – Preußischer Kulturbesitz, Germany; The British Library, UK

For more information: www.europeana-collections-1914-1918.eu
 Contact: Staatsbibliothek zu Berlin – Preußischer Kulturbesitz, Thorsten Siegmann, eMail: siegmann@eu1914-1918.eu

 This project is partially funded under the ICT Policy Support Programme (ICT PSP) as part of the Competitiveness and Innovation Framework Programme by the European Community http://ec.europa.eu/ict_psp



2.3 Flyer in German language



Europeana Collections 1914-1918: Europäische Bibliotheken schaffen ein digitales Gedächtnis für den Ersten Weltkrieg

Mit dem Projekt „Europeana Collections 1914-1918“ entsteht eine digitale Sammlung von mehr als 400.000 Objekten aus der Zeit des Ersten Weltkriegs.

Digitalisiert werden u.a.:

- Bücher
- Tageszeitungen
- Schützengrabenzeitungen
- Landkarten
- Musikalien
- Kinderbücher
- Fotografien
- Plakate
- Flugblätter
- Propagandamaterialien
- Kunstwerke
- Medaillen und Münzen

Die Objekte kommen aus den Beständen von zehn Nationalbibliotheken und weiteren Gedächtnisinstitutionen aus acht europäischen Ländern, die einst auf unterschiedlichen Seiten des Krieges standen.




Der Erste Weltkrieg als „Urkatastrophe“ der europäischen Geschichte war ein Konflikt von bis dahin ungekanntem Ausmaß. Er hat Leben und Alltag nahezu aller Europäer und Europäerinnen und vieler Menschen in anderen Teilen der Welt so grundlegend und umfassend verändert wie kein anderer Krieg zuvor. Dementsprechend breit ist das inhaltliche Spektrum der ausgewählten Objekte, die den Kriegsalltag an der Front wie in der Heimat auf vielfältige Weise widerspiegeln.


Das Projekt „Europeana Collections 1914-1918“ ist auf drei Jahre angelegt. Bis zum Jahr 2014, also genau einhundert Jahre nach Kriegsausbruch, werden alle digitalisierten Objekte über das europäische Kulturportal Europeana zum ersten Mal online und frei zugänglich sein.

Das Projekt wird sich zudem mit verschiedenen Veranstaltungen präsentieren und über die neu geschaffene digitale Sammlung informieren.

Biblioteca Nazionale Centrale di Firenze, Italy; Biblioteca Nazionale Centrale di Roma "Vittorio Emanuele II", Italy; Bibliothèque nationale de France, France; Bibliothèque nationale et universitaire de Strasbourg, France; Bibliothèque Royale de Belgique - Koninklijke Bibliotheek van België, Belgium; CLIO-Online, Germany; Det Kongelige Bibliotek, Denmark; Istituto Centrale per il Catalogo Unico delle biblioteche italiane e per le informazioni bibliografiche - ICCU (Biblioteca Universitaria Alessandrina, Biblioteca di Storia moderna e contemporanea, Museo del Risorgimento Italiano), Italy; Narodna biblioteka Srbije, Serbia; Österreichische Nationalbibliothek, Austria; Staatsbibliothek zu Berlin - Preußischer Kulturbesitz, Germany; The British Library, UK

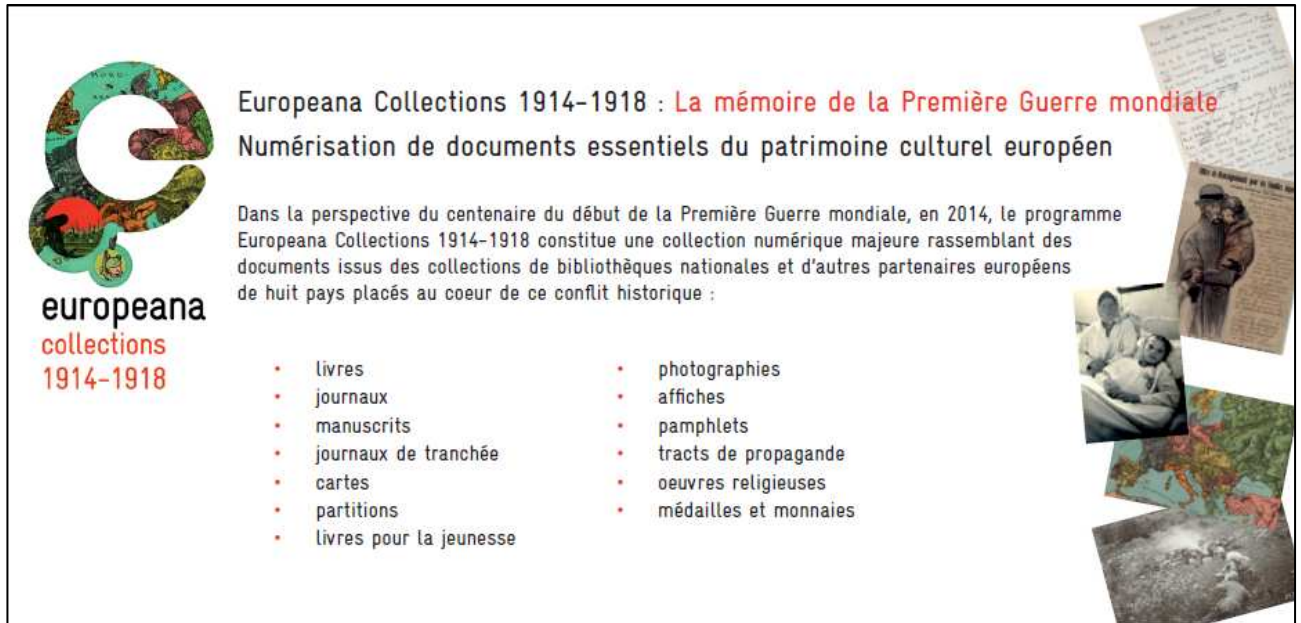
Weitere Informationen finden Sie unter: www.europeana-collections-1914-1918.eu


Kontakt: Staatsbibliothek zu Berlin - Preußischer Kulturbesitz, Thorsten Siegmann, eMail: siegmann@eu1914-1918.eu




Das Projekt wird im Rahmen des Programms zur Unterstützung der Politik für Informations- und Kommunikationstechnologien als Teil des Rahmenprogramms für Wettbewerbsfähigkeit und Innovation durch die Europäische Gemeinschaft teilfinanziert (http://ec.europa.eu/ict_psp).

2.4 Flyer in French language





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Europeana Collections 1914-1918 : La mémoire de la Première Guerre mondiale
 Numérisation de documents essentiels du patrimoine culturel européen

Dans la perspective du centenaire du début de la Première Guerre mondiale, en 2014, le programme Europeana Collections 1914-1918 constitue une collection numérique majeure rassemblant des documents issus des collections de bibliothèques nationales et d'autres partenaires européens de huit pays placés au cœur de ce conflit historique :

- livres
- journaux
- manuscrits
- journaux de tranchée
- cartes
- partitions
- livres pour la jeunesse
- photographies
- affiches
- pamphlets
- tracts de propagande
- œuvres religieuses
- médailles et monnaies





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Le souvenir de la guerre –son déroulement et ses conséquences, ses victimes comme ses vainqueurs- continue d'être particulièrement vivace et représente un des pans de la mémoire individuelle et collective européenne. La collection numérique ainsi constituée reflètera la vie des militaires comme des civils, de part et d'autre des lignes de front.

Plus de 400 000 documents originaux, dont la fragilité et la rareté restreignaient jusqu'alors la consultation, seront numérisés durant les trois années du projet et mis en ligne gratuitement sur Europeana, le portail de diffusion de la culture européenne.

A l'approche de la commémoration de la Grande guerre, conférences, séminaires et autres événements, y compris virtuels, contribueront à promouvoir cette nouvelle collection numérique.

CLIO-Online, Allemagne ; Staatsbibliothek zu Berlin – Preußischer Kulturbesitz, Allemagne ; Österreichische Nationalbibliothek, Autriche ; Bibliothèque Royale de Belgique – Koninklijke Bibliotheek van België, Belgique ; Det Kongelige Bibliotek, Danemark ; Bibliothèque nationale de France, France ; Bibliothèque nationale et universitaire de Strasbourg, France ; Biblioteca Nazionale Centrale di Firenze, Italie ; Biblioteca Nazionale Centrale di Roma "Vittorio Emanuele II", Italie ; Istituto Centrale per il Catalogo Unico delle biblioteche italiane e per le informazioni bibliografiche – ICCU (Biblioteca Universitaria Alessandrina, Biblioteca di Storia moderna e contemporanea, Museo del Risorgimento Italiano), Italie. The British Library, Royaume-Uni ; Narodna biblioteka Srbije, Serbie.

Pour en savoir plus : www.europeana-collections-1914-1918.eu

Contact: Staatsbibliothek zu Berlin – Preußischer Kulturbesitz, Thorsten Siegmann, eMail: siegmann@eu1914-1918.eu


 Le projet Europeana Collections 1914-1918 est co-financé par le Programme d'appui stratégique en matière de technologies de l'information et de la communication (ICT PSP), un des volets du Programme-cadre pour la compétitivité et l'innovation de la Commission européenne http://ec.europa.eu/ict_psp



2.5 Flyer in Serbian language




Europeana Collections 1914-1918: Sećanja na Prvi svetski rat
 Digitalizacija najvrednijih dela evropske kulturne baštine

U okviru projekta "Zbirke Europeana 1914-1918", do 2014. godine – stogodišnjice početka Prvog svetskog rata, biće kreirana velika digitalna zbirka građe iz tog perioda koja će obuhvatiti:

- knjige
- novine
- ratne dnevnike
- mape
- notne sveske
- dečju književnost
- fotografije
- plakate
- pamflete
- propagandne brošure
- umetnine
- religiozna dela
- medalje i kovani novac

iz nacionalnih biblioteka i drugih partnerskih institucija iz osam zemalja koje su se nalazile na različitim stranama tog istorijskog sukoba.





Europeana Collections 1914-1918

Sećanje na rat, ratna dešavanja i posledice, žrtve i pobednike, ostalo je veoma živo i do danas. Postalo je deo individualnog i kolektivnog pamćenja Evrope. Digitalna zbirka će reflektovati iskustva ljudi na svim sukobljenim stranama, na frontu kao i kod kuće.

Trogodišnji projekat učiniće da prvi put bude javno dostupno preko 400.000 onlajn dokumenata iz Prvog svetskog rata – sadržaja koji često predstavlja retkost i veoma je osetljiv zbog trošne prirode niskokvalitetnog papira na kome je štampan, i koji je uglavnom dostupan samo u čitaonicama.

Pred godišnjicu početka Prvog svetskog rata, u okviru projekta biće organizovan niz konferencija, seminara i drugih drugih događaja, uključujući i virtuelne, kako bi informacija o novoj digitalnoj zbirci bila dostupna najširoj javnosti.

Biblioteca Nazionale Centrale di Firenze, Italija; Biblioteca Nazionale Centrale di Roma "Vittorio Emanuele II", Italija; Bibliothèque nationale de France, Francuska; Bibliothèque nationale et universitaire de Strasbourg, Francuska; Bibliothèque Royale de Belgique – Koninklijke Bibliotheek van België, Belgija; CLIO-Online, Nemačka; Det Kongelige Bibliotek, Danska; Istituto Centrale per il Catalogo Unico delle biblioteche italiane e per le informazioni bibliografiche – ICCU (Biblioteca Universitaria Alessandrina, Biblioteca di Storia moderna e contemporanea, Museo del Risorgimento Italiano), Italija; Narodna biblioteka Srbije, Serbia; Österreichische Nationalbibliothek, Austrija; Staatsbibliothek zu Berlin – Preußischer Kulturbesitz, Nemačka; The British Library, Velika Britanija


Više informacija: www.europeana-collections-1914-1918.eu

Kontakt: Staatsbibliothek zu Berlin – Preußischer Kulturbesitz, Thorsten Siegmann, eMail: siegmann@eu1914-1918.eu


 Ovaj projekat je delom finansiran iz Programa za podršku informacionim i komunikacionim tehnologijama (ICT PSP), u okviru Okvirnog programa za kompetitivnost i inovaciju Evropske zajednice. http://ec.europa.eu/ict_psp



2.6 Flyer in Italian language



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Europeanana Collections 1914-1918: Ricordare la Prima Guerra Mondiale

digitalizzazione delle opere più significative del patrimonio culturale europeo

Nel 2014, in occasione del centenario dello scoppio della Prima Guerra Mondiale, grazie al progetto europeo Europeanana Collections 1914-1918, sarà resa disponibile una importante collezione digitale di documenti riguardanti molteplici temi relativi alla Prima Guerra Mondiale, tra cui:

- libri
- periodici
- giornali di trincea
- carte geografiche
- spartiti musicali
- letteratura per ragazzi
- fotografie
- manifesti
- opuscoli
- volantini di propaganda
- opere d'arte originali
- opere religiose
- medaglie e monete

provenienti dalle Biblioteche Nazionali e da altri partners degli otto Paesi europei che presero parte, su fronti diversi, allo storico conflitto.

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La memoria della guerra, con i suoi avvenimenti e le sue conseguenze, con le sue vittime e i suoi vincitori, rimane fortemente viva ancora oggi ed è divenuta parte integrante della memoria individuale e collettiva d'Europa. I documenti contenuti nella collezione digitale riguardano i diversi aspetti della guerra, sia al fronte che nella vita quotidiana delle popolazioni.


Questo progetto triennale, iniziato nel maggio 2011, renderà per la prima volta liberamente disponibili in rete, attraverso il portale Europeanana, oltre 400.000 materiali relativi alla Prima Guerra Mondiale, inclusi documenti rari e in stato di precaria conservazione, finora accessibili solo in apposite sale di studio delle Biblioteche.

Con l'avvicinarsi dell'anniversario dello scoppio della Prima Guerra Mondiale saranno organizzate conferenze, seminari e altri eventi, anche virtuali, per diffondere tutte le informazioni su questa nuova collezione digitale.

Biblioteca Nazionale Centrale di Firenze, Italy; Biblioteca Nazionale Centrale di Roma "Vittorio Emanuele II", Italy; Bibliothèque nationale de France, France; Bibliothèque nationale et universitaire de Strasbourg, France; Bibliothèque Royale de Belgique - Koninklijke Bibliotheek van België, Belgium; CLIO-Online, Germany; Det Kongelige Bibliotek, Denmark; Istituto Centrale per il Catalogo Unico delle biblioteche italiane e per le informazioni bibliografiche - ICCU (Biblioteca Universitaria Alessandrina, Biblioteca di Storia moderna e contemporanea, Museo del Risorgimento Italiano), Italy; Narodna biblioteka Srbije, Serbia; Österreichische Nationalbibliothek, Austria; Staatsbibliothek zu Berlin - Preußischer Kulturbesitz, Germany; The British Library, UK

Per maggiori informazioni: www.europeana-collections-1914-1918.eu
 Contatti: Staatsbibliothek zu Berlin - Preußischer Kulturbesitz, Thorsten Siegmann, eMail: siegmann@eu1914-1918.eu

 Questo progetto è cofinanziato attraverso il Policy Support Programme (ICT PSP) all'interno del Competitiveness and Innovation Framework Programme della Comunità Europea (http://ec.europa.eu/ict_psp)



2.7 Outlook on further promotional materials

As set out in the Description of Work, further Europeana Collections 1914-1918 promotional material will be designed up to month 18 as a postcard showing /referring to the Europeana portal, and including sample images to get an impression of the content already accessible and explorable in Europeana. The references to online tools and forthcoming workshops/exhibitions will be included in order to spread information about the different channels of disseminating information about the project. Up to month 36 a flyer highlighting the launch, pointing at on line tools documenting the period and episodes is anticipated, as well as information about possibilities of enlarging the network etc.

3. Set up of promotional activities

3.1 Initial situation in May 2011

When this project started in May 2011, the project consortium was made aware of another project also providing World War One content to Europeana, and that also intended to use the same name “Europeana 1914-1918”.

Our project consortium had originally applied under the name “Europeana 1914-1918: Remembering the First World War – a digital collection of outstanding sources from European national libraries”. Our project aims to provide digital content from national libraries from all over Europe to Europeana, but also from other cultural heritage institutions such as museums. The second project, “Europeana 1914-1918: Erster Weltkrieg in Alltagsdokumenten”, was started by the Europeana Foundation. This project targets the digitisation of content from the same period as our project, but aimed to collect the content from private individuals (User Generated Content, UGC).

While initial discussion between the two projects proposed the use of a single website <http://www.europeana1914-1918.eu/> as a common entry point for both World War One projects, and to direct the different target groups to the relevant information from this one platform, this was not approved by the Europeana Foundation. Accordingly, a solution had to be found to distinguish between the two projects, and to avoid confusion for users. The solution found is described in 3.2

3.2 Solutions

a) Project name

This project updated its name from “Europeana 1914-1918” to “Europeana Collections 1914-1918”. The word “collection” was integrated to highlight the focus on the library collections to be digitised, and the institutional approach of the project.

The Europeana Foundation initially suggested that this project should select a different name without the terms “Europeana” and “1914-1918”. In the end, our project management board concluded that this was not an acceptable option for our project, as the main components and aims would not have been visible anymore.

b) Project Logo

Both projects use logos from the Europeana corporate design to underline their affiliation with Europeana. The logos use different symbols to make the projects distinguishable within the family of Europeana projects.



Logo of Europeana Collections 1914-1918

Logo of Europeana 1914-1918

c) Project website and URL:

Because the "Europeana 1914-1918: Erster Weltkrieg in Alltagsdokumenten" had already promoted the URL <http://www.europeana1914-1918.eu/> in May/June 2011, both projects agreed to keeping this URL for the UGC project, while our project selected the URL <http://www.europeana-collections-1914-1918.eu/> in accordance with the updated project name.

Both projects reference the other project on their project websites, and link to each other.

The Europeana Foundation has promised to set up an additional redirect from the URLs <http://1914-1918.europeana.eu/> and <http://www.1914-1918.europeana.eu/> to the URL www.europeana-collections-1914-1918.eu/.



The Europeana Collections 1914-1918 project website

<http://www.europeana-collections-1914-1918.eu/>