



Europeana – Core Service Platform

DELIVERABLE

D9.2. Interim Report

Revision	5 - Final
Date of submission	2 November 2015
Author(s)	Victor-Jan Vos; Jill Cousins, Harry Verwayen, Henning Scholz, Aubéry Escande, David Haskiya, Pavel Kats, Eleanor Kenny
Dissemination Level	Public



Funded by
the Connecting Europe Programme
of the European Union

REVISION HISTORY AND STATEMENT OF ORIGINALITY

Revision History

Revision No.	Date	Author	Organisation	Description
1	1-10-2015	Victor-Jan Vos	Europeana Foundation	Initial Version
2	15-10-2015	Jill Cousins, Harry Verwayen	Europeana Foundation	Revisions
3	20-10-2015	Victor-Jan Vos; Jill Cousins, Harry Verwayen, Henning Scholz, Aubéry Escande, David Haskiya, Pavel Kats, Eleanor Kenny	Europeana Foundation	Added work package information
4	25-10-2015	Victor-Jan Vos	Europeana Foundation	Revision of text
5	3-11-2015	Victor-Jan Vos, Jill Cousins, Harry Verwayen	Europeana Foundation	Final version

Statement of originality:

This milestone contains original unpublished work except where clearly indicated otherwise.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.

INTERIM REPORT

Project acronym: EUROPEANA DSI

Project title: Europeana DSI - Core Service Platform

Project reference: CEF-TC-2014-2

Periodic report: 1st x 2nd

Period covered: from 1 April 2015 to 31 October 2015

Project coordinator name, title and organisation: Victor-Jan Vos, Head of programmes, policy and research, Europeana Foundation

Tel: +31 70 314 0 198

E-mail: victor-jan.vos@europeana.eu

Project website address: www.europeana.eu

1. Publishable Summary

Europeana aims to connect Europe's cultural heritage institutions so that everyone has access to our commonly shared heritage online for work, learning or pleasure: we are on a mission to transform the world with culture. Europeana DSI provides the platform that allows that to happen. Europeana DSI is funded by the Connecting Europe Facility (CEF) Trans-European Telecommunications Networks Work Programme 2014.

Europeana DSI started on 1 April 2015 and the project is now midway. We position Europeana DSI as a structural facility that continues after the project funding under DSI1 has ended, which means that we provide annual plans for Europeana DSI and apply for funding every year. The project Europeana DSI is on track and has met its objectives, with minor deviations that will be made up in the second part of the project.

Europeana DSI is coordinated by the Europeana Foundation and is run in cooperation with its 26 partners. They can be divided into domain and thematic aggregators (film, natural history, museums, archaeology, fashion, television, labour history and archives), expert networks for distribution (education, tourism, research, creative industries) and experts on subjects that complement the mission of Europeana DSI (legal, technological, statistical, crowdsourcing, events). National aggregators are associate partners in this project. We have also have the support of the full Europeana Network Association. They play an important part in the governance of Europeana and are doing a lot of volunteer work in Task Forces, expert meetings and workshops.

In the first seven months of Europeana DSI (1 April to 31 October 2015), we have continued to operate, develop, maintain and upgrade our core service platform. We have designed a new portal (Europeana Collections), with special interest collections, have integrated the outcomes of the Europeana Creative project (the Content Reuse Framework and Europeana Labs) into the core service, have collaborated with Apple Distinguished Educator (ADE) programme to develop an iTunes U course and a multi-touch book on the First World War, worked with policy-makers to set up ideas for connecting Europeana to smart cities and worked on the interoperability of cultural heritage objects with different languages, different data formats, domains and rights statements. Additionally, the Europeana Foundation and the aggregating partners have taken first steps to set up requirements for a new aggregation infrastructure that is more efficient and future-proof. Of course, we made sure that current systems kept running, that professional, end-user and re-user products were maintained and developed, that the project was managed according to high standards and that our governance was implemented as defined in autumn of 2014.

Europeana's activities included the expansion and coordination of our thematic network (the Europeana Network Association). The Europeana Foundation has set up the Europeana Network Association to provide a legal structure for governance of Europeana. Europeana DSI has and will continue to make additional efforts to reach out to underrepresented cultural sectors, member states and non-European member states relevant to European cultural heritage.

This document serves as the mid-term progress report of the project. We will present our progress in each work package according to the Description of the Action (DoA), will update on the outlook for the second half of the project and provide an overview of all deliverables and milestones to date. Financial information will be provided separately at the beginning of November 2015.

2. Europeana DSI objectives

As a Digital Service Infrastructure (DSI), Europeana DSI will continue to connect the online collections of Europe's cultural heritage institutions. The core objectives of the Europeana DSI are:

- to innovate the aggregation infrastructure for cultural heritage

- to extend the distribution infrastructure towards several strategic partners in end-user and re-user markets
- to work towards long-term financial stability through business model innovation.

To create a complete, cohesive and integrated DSI, Europeana relies on its partnerships with domain and national aggregating partners, who are full or associate partners in this project.

The work for the first objective is taking place in work packages 1, 6 and 7. Work for the second objective is taking place in work packages 2,3,4. The work for securing our long-term financial stability in work packages 3,4,5, 8 and 9. In the next chapter, we explain our progress towards these objectives during the first seven months and how we relate these objectives to the actual tasks in each work package.

3. Progress April - October 2015

The project started on 1 April 2015 and is on track. There have been some changes to milestones and deliverable due dates (outlined in chapter 3), which have been communicated to the European Commission.

WP1 Data Partner Services

This work package is responsible for the operations of our aggregation infrastructure (including relationships of the aggregators to our data providers, such as archives, museums, libraries and other cultural institutions and projects. In addition, we are developing a new, innovative and efficient data and aggregation infrastructure and continuously improving metadata and data quality in our repository.

Partners in this work package:

- Association Cinématiques Européennes (ACE) and Deutsches Filminstitut (DIF) (both representing the film archive-domain)
- MICHAEL Culture AISBL and Collections Trust (both representing the museums domain)
- Freie Universität Berlin (UB) (natural history domain)
- 2Culture Associates and AthenaRC (both representing the archaeology domain)
- Netherlands Institute for Sound and Vision NISV (representing the television and video archive domain)
- International Association of Labour History Institutes (IALHI) (representing the labour and social history domain).

Associate partners (non-funded) are Archival Portal Europe Foundation (APEf) (representing the national archival domain), the Europeana Sounds project (representing by the British Library) and Dagurreobase (the aggregator for early photography) and several national aggregators or national libraries (France, Spain, Germany, Austria, Belgium/Flanders, Czech Republic, Italy, Lithuania, Norway, Romania, Sweden, Croatia). Associate partners provide data to Europeana and are involved in discussions on the innovation of the infrastructure.

The objectives of this work package are to:

- innovate the aggregation infrastructure
- optimize the interaction between aggregators and data providers
- integrate The European Library data aggregation into the new aggregation infrastructure and the Europeana DSI
- create the requirements for the integration of museum data aggregation into the new aggregation infrastructure and Europeana DSI
- improve the Europeana DSI repository
- streamline and improve the Europeana DSI operational workflow.

Description of work carried out and achievements:

Task 1.1 Data and aggregation infrastructure innovation

Subtask 1.1.1 Devise business requirements for the new aggregation infrastructure

We started to work on high-level requirements for a new aggregation infrastructure. These were presented to the aggregators at the Aggregators' Forum meeting in Rome (October 2015 - MS5).

The current concept of the new aggregation infrastructure is based on the assumption that a lot of cultural heritage collections are accessible online through various websites and portals. By pulling their data directly into a central index using a lightweight harvesting approach, we would still have a central point of access without copying and mapping the data several times into the Europeana database. Any cultural heritage institutions with no resources or expertise to set up their own infrastructure to bring their digital collections online will get all the support they need from what we currently still call aggregators.

To help cultural heritage institutions make the best possible data available online and share it with the world, aggregators and Europeana will collaborate using a shared technical infrastructure with Europeana Cloud Services (developed under the Europeana Cloud project) as its backbone. To that end, aggregators will either become 'expert hubs' to offer domain-specific expertise to the institutions or 'service hubs' to offer technical services. Europeana will facilitate the process and provide generic services to improve data.

An innovation team will be set up in November 2015 to investigate what it is feasible to achieve in this direction over the next years. This team will also look into the content strategy for Europeana that will inform the approach for the technical infrastructure needed to support the development of the future Europeana database.

Subtask 1.1.2 Investigate and develop the concept of expert hubs

A Working Group was set up at the Aggregators' Forum meeting in May 2015 (MS4) to make this task a collaborative effort between the Europeana Foundation, all DSI partners and some national aggregators. A scoping document was drafted to introduce the concept and to explore potential routes for the development of expert hubs. Aggregators contributed to this document with their understanding of the concept and the services and expertise they would like to offer in their role as an expert hub. Currently, our data partners' emphasis is on aggregation, but they also provide much more. With the expert hub concept, we will put more emphasis on the additional services they offer to cultural heritage institutions and also recognize the fact that they are the experts in helping cultural heritage institutions to unlock their collections and make them available online.

Based on these initial ideas, we drafted the key activities, value for partners and criteria for the future expert hubs. This was also translated into a visual diagram in order to develop a clearer understanding of expert hubs in relation to national aggregators and the Europeana Foundation. Partners will collaborate virtually over the next few weeks to further refine this. The expert hub concept is expected to be finalized in January 2016 with an agreed implementation plan for the launch of the first expert hubs.

All aggregator partners contributed to the discussion of the concept of expert hubs. The outcomes will result in a clear definition of the concept as part of the innovation of the infrastructure.



Figure 1: initial thoughts of the concept planning for expert hubs

Task 1.2 Continue and maintain The European Library data distribution into Europeana and migrate the aggregation infrastructure

We successfully continue and maintain the TEL data distribution into Europeana. From October 2015, the current data services undertaken by The European Library (TEL) will be transitioned into a shared technical infrastructure for TEL and Europeana. The first component to be migrated will be the newspaper images supporting the newspapers browser.¹The two organizations are currently working closely to specify the requirements supporting the migration and to plan the migration activities. As well as specifying requirements for future services based on the Europeana Cloud, TEL has also identified the services that will be deprecated as part of the migration (e.g. portal functionalities such as virtual exhibitions). Implications on the daily operations of TEL such as the aggregation of data and the deprecation of some services have been identified and communicated to the partner libraries.

¹ The Newspapers browser was developed as part of the Europeana Newspaper project: <http://www.theeuropeanlibrary.org/tel4/newspapers>

Task 1.3. Create the requirements for the integration of museum data aggregation into the new aggregation infrastructure and Europeana DSI

The Europeana Foundation is working with MICHAEL and CT on the requirements for the new aggregation infrastructure for the MUSEU aggregator. The first step was completed with the delivery of MS9 - *Technical infrastructure development plan* (see also T1.7.2). MUSEU is working towards an instance of MINT (the metadata transformation tool MUSEU is using) they can operate with. The requirements for MINT will also inform the requirements for the new infrastructure.

Work is in progress to improve the dark aggregator (that is, an aggregator with no front-end showcase for its data) built under Europeana Inside. It will be an entry point for the CMS vendors using the Europeana Connection Kit (ECK - developed under the Europeana Inside project). We have started discussions with former Europeana Inside partners on how to connect this dark aggregator to Europeana Cloud, if not making CMS vendors direct clients of Europeana Cloud.

Task 1.4 Optimize the interaction between Europeana DSI and aggregators

Subtask 1.4.1 Partner relationships of Europeana DSI with aggregators and data providers

We are continuously working on implementing the recommendations of the last *Partner and Data Development Plan*, delivered in May 2015 as part of work under Europeana v3. No specific achievements can be reported at this stage.

Subtask 1.4.2 Organize and facilitate aggregator meetings

We successfully completed an Aggregators' Forum meeting in May 2015 (MS4). It was a productive 1.5 days meeting, with 46 attendants (excluding Europeana Foundation representatives) from 20 countries representing 29 aggregators (national, domain, or thematic). We focused heavily on the innovation of the aggregation infrastructure but also addressed a number of other topics that were elaborated on in a series of workshops. For more details, see the final report of Europeana v3.

The second meeting of the Aggregators' Forum (MS5) took place in Rome from 21 to 23 October 2015, hosted and organized by MICHAEL. The aims of this meeting were to review the Europeana Publishing Framework (developed under Europeana Creative and to be implemented under Europeana DSI) and approve it, to take initial steps towards a Europeana content strategy, to review the roles and responsibilities of aggregators and their relationship both with each other and with Europeana, to plan improvements of the technical aggregation infrastructure and to provide opportunities for aggregators to share experiences, best practices and use cases.

The meeting was attended by 73 colleagues representing 27 aggregators from 19 countries. It was the biggest meeting of this kind that Europeana has held to date. One key outcome was the approval of the Europeana Publishing Framework, which will be published in the coming days. We agreed on some high-level principles for a content strategy and agreed to set up a data quality committee that will work continuously on next steps to increase data quality over time. Every six months, the committee will present aggregators with its proposal for improvements. The work of the committee will also contribute to the content strategy of Europeana. The first sketch of a future aggregation landscape was positively received by the aggregators and the set-up of an innovation team was agreed upon to investigate this landscape further. Meanwhile, the existing technical infrastructure will be further improved.

We decided not to update the project shift document (MS3), as was originally planned. This is because it was already updated under Europeana v3 and proofed workable. The project landscape is expected to change dramatically, so we will review the need for a project shift document before the end of the project Europeana DSI.

Task 1.5 Improve the Europeana DSI data and metadata quality

Subtask 1.5.1 Ingest and enrich metadata for Europeana DSI

We closed Europeana v3 with 43,608,326 records in the Europeana database (31 May 2015) and we published 44,725,949 records in early July, so we added 1.1 million records in June. In July, we started to reindex the Europeana database and closed down ingestion for one month. As part of the reindexing project, we also changed significant parts of the technical infrastructure. This was necessary to enable us to respond to the needs of our partners and remove the monthly publication schedule so that we can publish continuously from now on.

Another reason for the infrastructure changes was the extraction and addition of technical metadata from the media files linked from the metadata, to enable audiences to filter for content of a specific quality.

The reindexing work took longer than planned and is not completed yet (see WP7). However, we are still processing data continuously and have added 2.4 million records since July. Now (October 2015) we have 47,113,229 records published in our test environment (see screenshot below). Although these data are not in production yet and thus not accessible via Europeana Collections (www.europeana.eu), we are on track with the performance indicator for 2015 and the end of Europeana DSI. As we have not formally published any data since July, no monthly content reports (MS7) were produced in August, September and October of 2015. This also means that we missed these three Europeana DSI milestones. A next content report (MS7) will be available in November, as we are currently about to publish again shortly.

Figure 2: the amount of records in our Europeana.eu test portal

Subtask 1.5.2 Improve data quality

We published the report and recommendations of the Metadata Quality Task Force in May 2015, which is a major achievement. This report will guide us in the near future and implementing the recommendations will help us to improve data quality. Using this report, as well as feedback from our audiences and other sources, we are currently specifying the areas of improvement we need to focus on in 2016 and 2017. Part of this includes raising the bar for data quality and validating the content of existing metadata fields more strictly.

The Europeana Foundation worked with all aggregating partners on D1.3, the description of planned work for the aggregators on improving the data. It was completed at the end of July. It gives an overview of tasks that aggregators are planning to improve the quality of data submitted previously to Europeana. It is not about the submission of new data, which is going to be covered by the ingestion plan, due in September 2015.

Based on feedback from the European Commission and using input from some DSI aggregators (EFG, OpenUp, CARARE, TEL), a proposal for revising D1.3 was made. Based on this proposal, we would work on a common set of tasks with all partners to bring as much of their legacy data as possible up towards tier 3 or 4 of the Europeana Publishing Framework. We would also like to align and harmonize our semantic enrichment activities. The proposal is not yet approved so the actual revision of D1.3 is still pending.

Work on the Europeana Publishing Framework was started under Europeana Creative but is now taken forward by Europeana DSI. The implementation of this framework will mainly be done by WP1. This framework will clarify the value of quality data, with a focus on the actual content. High-quality and openly licensed content can be used and re-used in many different ways, which is something that will be of value to our partners. The framework was again discussed with the aggregators at the meeting of the Aggregators' Forum in Rome and finally approved for publication.

In this reporting period, we have already surpassed our 2015 KPI for data provided in native EDM (Europeana Data Model) format. This is a very positive development and we have 26.6 million records available in EDM as of July 2015. Another major achievement is that about 50% of the Europeana database refers to cultural heritage objects labelled under rights statements that allow re-use (PDM, CC0, CC, OOC-NC). We are also approaching our 2015 KPI for direct links to objects and have 12.8 million direct links as of July 2015. The increase of data with geo-information is less steep compared to the increase of re-usable data. This may be due to the decrease of EU-funded projects that focus on geo-location data as part of their enrichment and data improvement work.

FUB (on behalf of the Open Up! natural history aggregator) concluded a subcontract with the Natural History Museum in Vienna (Austria) for the enhancement of the CommonNames web service. This will allow the translation of animal and plant names from Latin terms to their common names. First tests of the new technology delivering common names to enrich natural history metadata took place prior to the September/October 2015 harvest.

2Culture planned and carried out a survey of existing CARARE metadata and data identifying quality issues. Strategies for addressing issues such as the display of thumbnails and broken links, and metadata enrichments were devised with AthenaRC and CARARE's data-providing partners and a timetable for carrying out the work planned as part of D1.3. The mapping between the CARARE metadata schema and EDM was updated by 2Culture and AthenaRC, on behalf of the CARARE-network.

Europeana Fashion has continued the refinement and enrichment of the datasets published on the Europeana Fashion portal. In particular, Europeana Fashion has started the application to all the datasets, from 30 different data providers, of the semi-automatic semantic enrichment techniques developed and tested at the end of the Europeana Fashion project. The objective of this task is to automatically add specific properties of the EDM-fp schema, like "colours", "materials" and "techniques" to all the ingested records, through the analysis of the textual descriptions. In collaboration with the Europeana Fashion data providers, Europeana Fashion has started manual normalization and quality control of the published datasets, focusing in particular on the normalization of dates and object types. The ingestion of new fashion content also took place, with almost 10,000 records from old and new data providers ingested and published on the Europeana Fashion portal, and another 35,000 records are scheduled by the end of April 2016.

IALHI, on behalf of the Social and Labour history aggregator, has gathered and studied former experiences to do with data aggregation on the HOPE project, and has prepared for updates on the HOPE Data Model, the HOPE Aggregator and the HOPE Tagging Tool, in order to create tools for data quality improvement. IALHI has created scripts and run the first tests for analysing data quality on the HOPE/SHA datasets in Europeana and in the Social History Portal.

Subtask 1.5.3 Source content for creative re-use

This is an ongoing task, developed out of the Europeana Creative project. We scan the Europeana database every month for new datasets that are openly licensed, of high quality and attractive enough for creative re-use. We have two mechanisms to feature them: (1) as part of our open collections on social media, (2) on Europeana Labs. In the first months of the DSI, we featured five datasets as open collections, but none of these sets met the criteria for Europeana Labs (freely re-usable, direct links, 800px wide image minimum), so no new datasets were added to Labs. However, with the renovation of Europeana Labs, the existing datasets on Labs are being cleaned up and updated to make it easier for creative industry partners to find and re-use them.

Task 1.6. Optimize the interaction between aggregators and data providers

Subtask 1.6.1 Relationships of partner aggregators with data providers

ACE and DIF, on behalf of the EFG-aggregator

ACE and DIF run the European Film Gateway (EFG), the aggregator for film archives for Europeana DSI. They made sure that relevant information and campaigns (IPR etc.) were regularly communicated to the data providers and the wider ACE network. ACE organized and carried out, together with DIF, an information meeting, which took place in Bologna on 3 July 2015. The meeting aimed to update current EFG partners and teach potential new partners about the data delivery workflow, the EFG and Europeana requirements on data quality, data enrichment, IPR, and the general approach of Europeana DSI and its strategic planning. Aubéry Escande, of the Europeana Foundation, presented the Europeana DSI tasks relevant for EFG data providers. Thirty ACE members from twenty institutions participated in the meeting. The results of the meeting went into MS8.

ACE and DIF designed and evaluated the survey on new data contributions to EFG and Europeana, as well as on data enrichment. It provides information on the archives' ambitions to provide new collections and/or raise the quality of their metadata that is already available on EFG and Europeana.

In order to develop the EFG network, ACE agreed on subcontractor agreements for new data contributions with nine EFG data providers (among them four new partners). ACE and DIF developed schedules for delivery of new and improved data for Europeana DSI.

MICHAEL, on behalf of the MUSEU aggregator

MICHAEL developed an action plan for the development of a museum aggregator, in collaboration with its network partners. MICHAEL organized a subcontract to further maintain the MINT and Europeana Connection Kit (ECK). This subcontract is currently in place.

FUB, on behalf of the OpenUp! network

FUB had direct communication with potential new data providers in Norway, Germany, UK, France, Italy and Belgium. A meeting with representatives of UiO Natural History Museum Oslo (Norway) took place on 24 August 2015 and another meeting with representatives of Muséum National d'Histoire Naturelle Paris (France) on 9 September 2015.

2Culture and AthenaRC, on behalf of the CARARE network

2Culture and AthenaRC have successfully re-activated the existing CARARE network and welcomed new data partners. They organized a plenary meeting of the network with the Ministry of the Brussels Region in June to update members on the Europeana DSI, the new publishing framework and developments in CARARE.

The new CARARE workflow has been implemented, following work by AthenaRC and NTUA to migrate to the LoCloud instances of MORE and MINT, and work involving 2Culture on updating the mappings of the CARARE schema to EDM. In this way, enabling CARARE members to benefit from innovations and improvements to the aggregation workflow.

2Culture with AthenaRC organized a briefing meeting for members of the CARARE network on 1 April 2015 during the Computer Applications in Archaeology (CAA) conference in Siena. 2Culture has prepared a set of slides on the DSI, Europeana publication policy, metadata quality and the update to the CARARE metadata schema, etc. 2Culture is maintaining the CARARE Basecamp as a channel for communications with network members. 2Culture continues to maintain the CARARE website and has prepared a new set of CARARE logos for use in dissemination materials. Achievements include extending the CARARE network to welcome two new partners: The Discovery Programme joined the network from 3D ICONS and LoCloud, ABM Resurs Västernorrland joined from LoCloud Archaeovision, an SME offering 3D and other services for heritage.

AthenaRC has prepared the subcontract described in subtask 2.3.1 (Specific expertise in data rights in archaeology and IPR in relation to text and data mining). The details for the subtask 1.4.2 (Maintenance of MINT for use by CARARE) subcontract are being finalized.

Europeana Fashion

The Europeana Fashion International Association is already running a dedicated Basecamp platform to maintain contacts with its members (more than 120 registered users) and a blog on its website (www.europeanafashion.eu) to keep its network of fashion institutions and professionals up-to-date with the current activities of the network and of the fashion heritage domain at large. Since June, we have regularly published an average of three blog posts per week, highlighting partners' archives or initiatives, relevant events and curiosities or specific themes. In conjunction with task 2.3.1, Europeana Fashion is involving data providers in the curation of content on its different social channels (Tumblr, Pinterest and Instagram). In this reporting period, the Europeana Fashion International Association has attracted three new data providers that started ingesting content through the Europeana Fashion aggregator.

IALHI, on behalf of the Social History Aggregator

IALHI has been revising and updating its Best Practices Wiki, describing, amongst other things, workflows and business processes for Social History Domain institutions. IALHI has been working on an internal questionnaire in order to create an overview of expert skills, expertise and services within the Social History Domain.

IALHI processed applications from several IALHI member institutions interested in becoming new data providers (April-May 2015). IALHI created a survey and sent it to all potential data providers (June 2015) and has processed the results. They have also had additional communication with potential data providers (July-August 2015).

Subtask 1.6.2. Raising competency levels of data-providing partners

The Europeana Foundation coordinated the work of the DSI partners on MS8 – *Plan for training and workshops of aggregators and data providing partners* and completed this milestone on time in June 2015. All DSI partners contributed to the milestone document, which is a consolidated version of the plan provided with the DoA. It was updated and amended to consider recent developments and ensure that training activities are aligned as much as possible between aggregators.

All aggregator partners were involved in an IPR training programme that was developed under work packages 1 and 4 (MS22). The aim was to increase their competency level on IPR. The results will be communicated to data providers.

FUB, on behalf of Open Up! had its first communication with supporting partners on the organization of a data quality workshop, estimated to take place in Italy in February 2016.

In relation to tasks 1.5.2 and 1.1.2, Europeana Fashion is keeping a dedicated Basecamp channel on content ingestion alive, in which support and guidelines are given to data providers regarding best practices for metadata preparation and quality control, as well as more general information on content ingestion and publication. Europeana Fashion also organized a training workshop on content normalization and enrichment, held on the 26-27 October in Lisbon. Around 30 people from different fashion institutions around Europe attended.

In collaboration with AthenaRC, 2Culture has commenced the planning and organization of workshops to be delivered in the next project period. Feedback was gathered from network members on their training needs during the network meeting in Brussels. 2Culture and AthenaRC are planning the CARARE helpdesk to support institutions to join the network.

NISV, on behalf of EUscreen

On behalf of EUscreen, NISV will organize an expert workshop aimed at potential additional partners on 4-5 February 2016 at the British Universities Film and Video Council in London. Expert speakers from the EUscreen network have been invited to the workshop. Over two days, representatives from NTUA, NISV, BUFVC and NInA will deliver a series of workshops, talks and training sessions to new data partners. The range of expertise will cover the topics mentioned in the DoA and include: audiovisual archives and Europeana; content selection policy and IPR; the EDM metadata schema; the delivery workflow and technical prerequisites and specifications. Representatives of the organizations named in DSI MS6 *Data ingestion plan* will be invited to this workshop during November 2015.

NISV has developed online courses, supporting the growth of the number of aggregation partners for EUscreen in the future. An existing online platform will be selected to facilitate the online publication. One likely candidate is the widely-used platform maintained by the non-profit Peer 2 Peer University (P2PU). An online course has been developed and created using the free platform Versal: <https://versal.com/c/aroj4n/>. The course provides data partners with a base of fundamental knowledge and skills to prepare them for the aggregation process and provide them with a reference resource thereafter. Embedded within the course is a series of training videos, which introduce new partners to the mapping and ingestion tool, MINT. The beta version of the course has been sent out for user testing and feedback. The final version of the course will be published during November/December 2015.

Task 1.7 Streamline and improve the Europeana DSI operational workflow

Subtask 1.7.1 Develop the Europeana DSI ingestion product requirements and improve the operational workflow

This subtask is closely related to subtask 1.1.1. All aggregators attending the meetings of the Aggregators' Forum were asked to give more details on how they operate and what their workflow looks like. Following discussions to identify commonalities and differences, a Working Group was set up to start aligning these workflows to make them more comparable. This work will eventually lead to the development of requirements for improvements of the ingestion infrastructure.

A priority for new developments that was identified by aggregators is a data checker that would allow aggregators to upload test data in EDM, validate and preview it before submitting a full dataset to Europeana. A set of concrete actions to start developing this data checker was agreed during the Aggregators' Forum meeting in Rome. First, EDM validation needs to be improved.

Second, a dashboard for data quality is needed that gives statistics on the quality of the submitted EDM data. Third, a Europeana portal preview for the EDM data needs to be shared with data partners. These actions will be further developed to make them more specific. Further to this, the Working Group will work on the next priorities for functionalities for a new aggregation infrastructure.

While the work on requirements for new products is ongoing, the existing operational workflow is improved. We have focused on improved feedback to better align the aggregators and the operations officer in the Europeana Foundation. The quarterly open aggregation calls help by allowing aggregators to talk to each other and agree on a common approach.

WP1 was heavily involved in preparing the development and implementation plan for a complete overhaul of the technical infrastructure that supports our ingestion workflow. This also included the testing of new components to make sure they perform under real life conditions. With this new infrastructure in place, we are able to process and publish data continuously. The approach to work against monthly deadlines is not necessary any more, which makes us a lot more flexible. To plan the implementation of this new workflow and the implication for aggregators, was discussed at the last Aggregators' Forum meeting in Rome. We need to work with some aggregators to adapt the process and set up an ingestion backlog to better manage the ingestion workflow using the new infrastructure.

Subtask 1.7.2 Develop, establish and maintain technical infrastructure

The Europeana Foundation coordinated the work of the aggregator partners on MS9 – *Technical infrastructure development plan* and completed this milestone on time in June 2015. All aggregator partners contributed to this milestone. The milestone document specifies the plan for the technical infrastructure to support the operation of each aggregator. In specifying the elements of the infrastructure that are necessary to be developed, it is also an inventory of tools, software components or workflow orchestrators that are in use by each individual aggregator. The partners working with MINT (Europeana Fashion, MUSEU, EUscreen, CARARE) met in Athens on 2 September 2015 to align activities and work out common elements of their requirements for MINT improvements. This work will also inform the ongoing work towards a new aggregation infrastructure, having in mind that MINT is currently an essential part of the infrastructure for many aggregators.

FUB concluded a subcontract with the enterprise AIT (Austrian software and research company AIT Forschungsgesellschaft mbH, Graz) for the enhancement of the OpenUp! data provision process. The subcontractor participated in the IPR workshop and the technical infrastructure working group during the Aggregators' Forum Autumn on 22-23 October in Rome. First technical developments for switching from harvesting the data provider's BioCAsE web service record-by-record to harvesting the aggregated standard dump took place.

For CARARE, AthenaRC has set up and configured the cloud version of MORE Validation routines along with the enrichment services. Support for the CARARE 1.x schema has been included and the migration of content from the v1.0 of the MORE repository has started. The migration of the CARARE content to the new server has been completed.

Since the beginning of April 2015, Europeana Fashion is maintaining and finetuning its technical infrastructure based on the cloud (on Amazon Web Services), where its portal and the digital repository are running. We are also maintaining the aggregation infrastructure, which has been fully working and active since the beginning of the DSI project.

Europeana Fashion is also coordinating the definition of subcontracting activities for DSI aggregators that are using MINT as their aggregation platform (namely Europeana Fashion, MICHAEL, EUscreen and CARARE) with the developers and host of the MINT platform (the National technical University of Athens).

The objective of this activity is to harmonize the subcontracted tasks of each aggregator in order to avoid duplication of efforts and to optimize resources. A meeting with all the above-mentioned aggregators, Europeana and NTUA was held on 2 September 2015 and a follow-up meeting on 23 October 2015 during the Aggregators' Forum in Rome.

For NISV (on behalf of EUscreen), in this reporting period the focus was a) updating the existing mappings b) re-publishing datasets to Europeana c) improving the quality of metadata d) aligning specific fields to the EUscreen thesaurus, e) improving the digital content.

a) Due to the recent changes in EDM controlled fields (especially the rights values), NISV updated all existing mappings (XSLTs) in order to add the new values and be valid against the new EDM.

b) Having updated the mappings, NISV re-published all the datasets that had changed values.

c) Special attention was given to improving the quality of the metadata. In order to achieve this goal, NISV guided data providers in learning how to create richer mappings to EDM.

d) The quality of the metadata has also been improved by aligning fields of the metadata schema to the EUscreen thesaurus, which had been transformed in SKOS and integrated in MINT.

e) The improvement of the digital content has also been on the agenda of this reporting period. The improvement is influenced by two factors, i) the quality of the content, and ii) the licence of use. NISV have informed content providers about the benefits of providing high-quality content with a licence that allows re-use of the content and asked them to provide content that fulfill these requirements.

IALHI, on behalf of the Social History Aggregator, has initiated a prospective survey of recent and renewed tools for collecting, analysing, processing and enriching metadata and digital objects.

WP2 End User Services

The objectives of this work package are to connect and interact directly with end-users and increase the visibility of partner's collections. It will specifically:

- Publish Europeana Collections (the Europeana.eu portal) and up to four thematic collections as points of entry for end-users, in collaboration with WP6 (Product Development). The first collections delivered are on art history and music, the third one will be on fashion; the fourth channel's topic is to be decided.. This WP will set our business goals for the portal development and functionality.
- Engage users through crowdsourcing campaigns, via outreach to publications such as Wikipedia, and via social media forums to help improve data quality.
- Continuously monitor the improvement and development of the user experiences in each end-user product, including Europeana Collections, based on analysis of traffic and user metrics and the feedback loop for new products.
- Create and curate content by highlighting and showcasing high-quality content via user galleries, virtual exhibitions platforms and our thematic collections.
- Identify and make optimal use of social media channels and external platforms such as Wikipedia, Imgur, DailyArt for the dissemination of partner's collections.
- Show the impact of Europeana DSI's work by providing feedback and statistics for stakeholders, through the Statistics Dashboard. (The actual development for the dashboard will be done in WP6, this WP will deliver the business requirements for it.)
- Articulate a vision on future User-Generated Content projects.

Description of work carried out and achievements:

Task 2.1 Promote partner data via Europeana End-User Products and external platforms

We have developed a marketing and social media plan (D2.1) that functions as our primary framework for promotion and engagement of end-users of Europeana.

Europeana’s primary target groups are:

1. Culture vultures; professionals or ‘expert amateurs’ in some subject of cultural heritage, or people who are interested in culture and cultural heritage more than most.
2. Cultural heritage professionals, involved in learning, researching or the teaching of arts and humanities (more about reaching this target audience is described in D8.1: *Strategic Communications Plan*).
3. Cultural snackers; citizens who are not actively seeking for heritage content but like to see or interact with engaging items, for example in their social media timelines.

The first and third groups are reached primarily through the Europeana Collections services; the second group is primarily reached through external platforms with which we have partnerships.

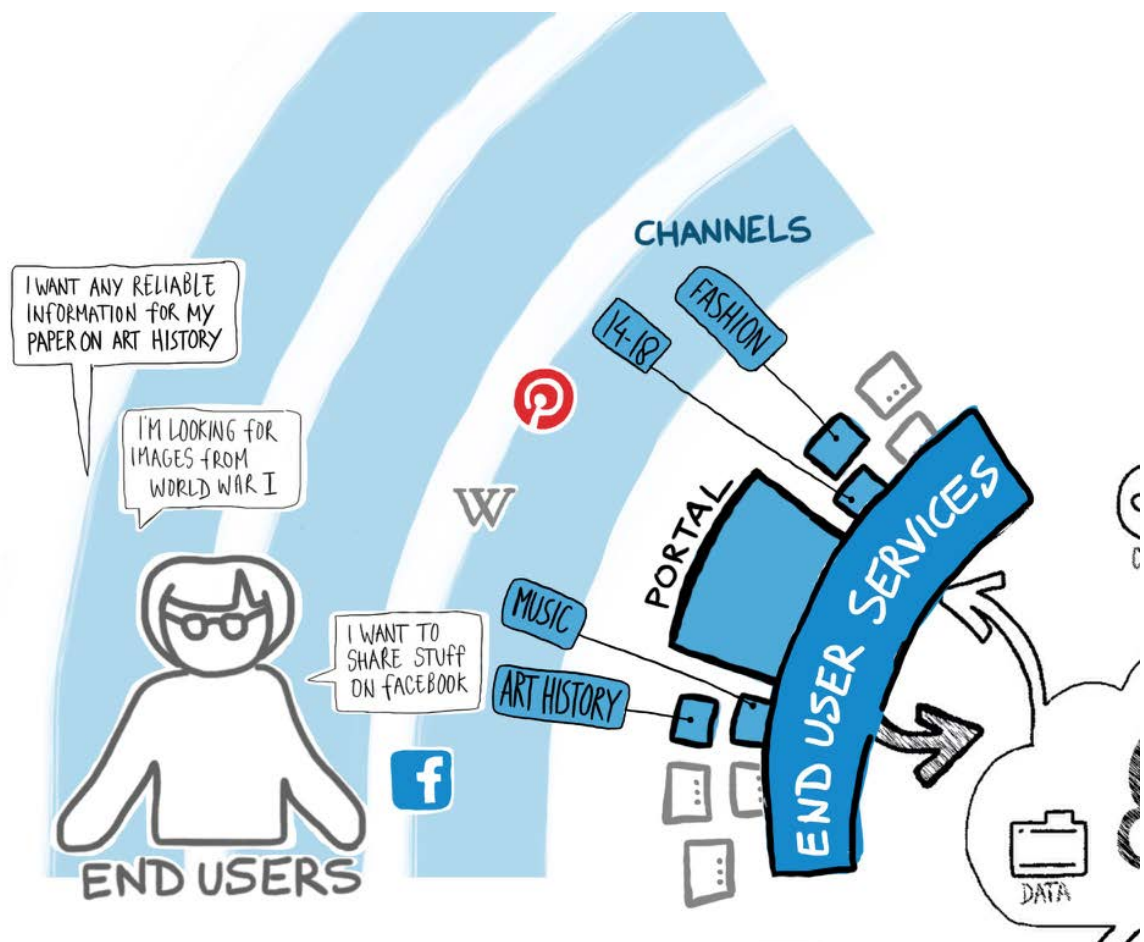


Figure 4: our positioning of the end-user market

Subtask 2.1.1 Promote data via Europeana's end-user products

Europeana Collections (the portal)

www.europeana.eu, is currently under revision (see test.europeana.eu). Under this work package, we have worked closely with WP6 (Product Development) to define specifications for user interaction on the new site (and the new thematic collections). Nevertheless, we are well on track to meet the visitor performance indicators for the portal.

Against a target of 6 million visits under Europeana DSI (April 2015 - May 2016), we currently stand at 2,862,840 (October 2015). We anticipate that the target will be achieved as traffic is growing from one month to another.

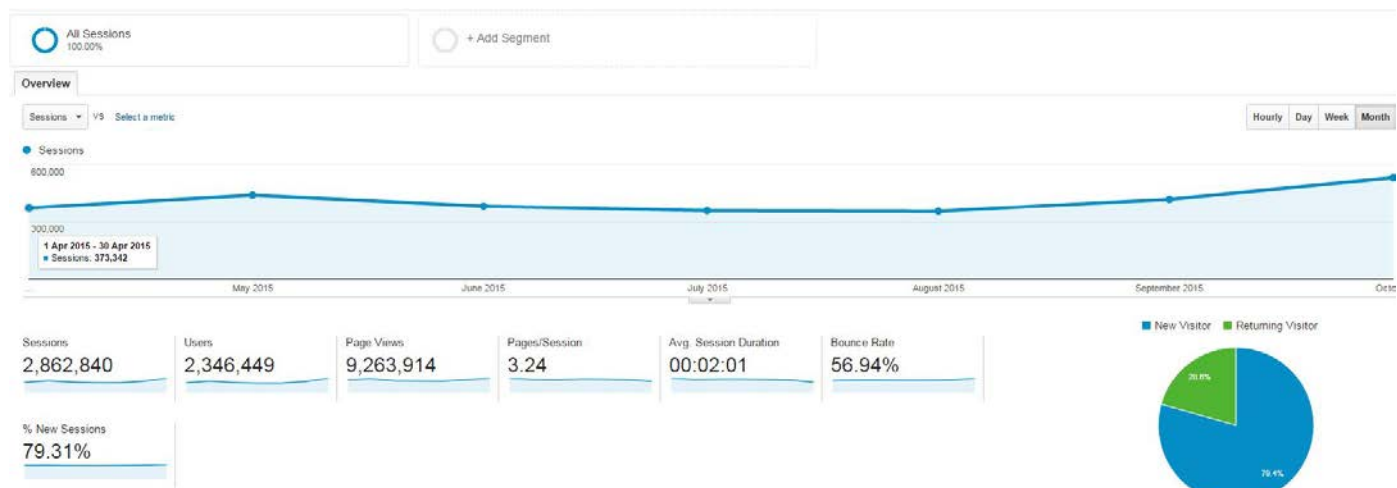


Figure 5: traffic information for Europeana (source Google Analytics)

To enhance the discoverability of famous works of art presented in Europeana's collections, we translated artwork titles in various languages including English, German, Spanish, French, Italian, Dutch and Polish. This approach was necessary as titles of artworks are mainly provided in one language, which makes it difficult for users from various countries to find famous works of art in their language of origin. To overcome these language barriers, we translated about 150 titles. By doing so we made famous works of art more accessible to an internationally distributed audience. Two examples of this are explicated below.

The artwork (see figure 6) "Betsabe a fürdőben" by Sebastiano Ricci, in example, uses the Hungarian language to state the title of the artwork. Users who search for this artwork in the Europeana portal using the English translation of the title "Bathseba at her Bath" won't retrieve the desired item.

Home My Europeana Choose a language

Search Creators Sebastiano Ricci Search Help

Return to search results < Previous Next >

Betsabe a fürdőben

Creator: Sebastiano Ricci Sebastiano Ricci

Date of creation: 1724

Type: festmény; Régi Képlár

Format: olaj, vászon; 118,5 x 199 cm (46 5/8 x 78 3/8 in.)

Identifier: 57.9.8996; szepmuveszeti.hu_object_8996

Rights: Copyright © Szépművészeti Múzeum

Data provider: Szépművészeti Múzeum

Provider: EUinsideDA

Providing country: Hungary

View item at Szépművészeti Múzeum

Share

Cite on Wikipedia

Translate details

Select language

Powered by Microsoft Translator

Figure 6: [Betsabe a fürdőben by Sebastiano Ricci, 1724. Szépművészeti Múzeum, CC BY-NC-ND](#)

Another example (see figure 7) is the famous artwork “The Milkmaid” by Johannes Vermeer. [Wikipedia](#) offers more than 20 translations of the title. User are likely to use the title in their language of origin to find the artwork on the Europeana portal.

Home My Europeana Choose a language

Search Search Help

The Milkmaid

Title: Het melkmeisje

Description: A maidservant pours milk, entirely absorbed in her work. Except for the stream of milk, everything else is still. Vermeer took this simple everyday activity and made it the subject of an impressive painting – the woman stands like a statue in the brightly lit room. Vermeer also had an eye for how light by means of hundreds of colourful dots plays over the surface of objects.

Geheel verdiept in haar werk schenkt een dienstmeisje melk in. Behalve de witte melkstraal lijkt niets te bewegen. Die alledaagse handeling balde Vermeer samen tot een indrukwekkend schilderij – als een beeld staat de figuur vrij in de lichte ruimte. Vermeer had oog voor hoe het licht in honderden kleurige puntjes over de voorwerpen speelt.

Creator: Vermeer, Johannes (Vermeer, Johannes) From: 1632 - 1632-10-31— To: 1675-12 - 1675-12-15

Coverage: third quarter 17th century; derde kwart 17e eeuw

Date of creation: 1660

Type: easel paintings (paintings by form); easel-pieces

Format: oil paint (paint); oil paints (paints); height 45,5 CM; width 41 CM; hoogte 45,5 CM; breedte 41 CM

Subject: <http://iconclass.org/41C222>

View item at Rijksmuseum

Share

Cite on Wikipedia

Translate details

Select language

Powered by Microsoft Translator

Figure 7: [The Milkmaid by Johannes Vermeer, 1660. Rijksmuseum, Public Domain](#)

The research was based on the wikipedia entry [100 great Paintings](#). The list provided an entry point to most famous works of art. The artworks were searched in the Europeana portal and examined if the artwork was available. Title translations were then taken from Wikipedia. Famous works of art often have their own entries which are further provided in several languages. In case Wikipedia offered no potential translation titles were translated by the researcher. Research continued by using [web pages](#) that list most important artists in history. Famous artworks by the

individual artist were then examined using the Wikipedia entry of the artist. This information provided the basis for further research.

Exhibitions

During the reporting period, together with external partners, we have been working on four exhibitions. Three are now online:

Recording and Playing Machines: <http://exhibitions.europeana.eu/exhibits/show/recording-and-playing-machines>

The exhibition was created together with Europeana Sounds. The items were selected from the collections of nine major cultural institutions and illustrate a wide range of techniques and technologies related to sound recording throughout history.

- *1914-1918 We know this war by heart. Portugal and the Great War*
In English: <https://www.google.com/culturalinstitute/exhibit/we-know-this-war-by-heart/gQyoPck7>
In Portuguese: <https://www.google.com/culturalinstitute/exhibit/we-know-this-war-by-heart/gQyoPck7?hl=pt-PT>

The exhibition has been curated by the Institute for Contemporary History of the Faculty of Social Sciences and Humanities of UNL, with the support of the Portuguese Ministry of Foreign Affairs. It describes the most significant moments of the Portuguese participation in World War I. The exhibition was developed with Google Cultural Institute's curatorial tool.

- *Cake? Cake!*
<https://www.google.com/culturalinstitute/exhibit/cake-cake/QRtG6eMd>

The exhibition was created with Europeana Food and Drink and curated by project partners Centre for Agrarian History and Royal Museums of Art and History. It describes the history of cake in Europe and explores the different stories and customs connected to it. The exhibition was developed with Google Cultural Institute's curatorial tool.

The fourth virtual exhibition titled "The Men on the Memorial" focuses on personal stories of WWI's victims and is ready for the launch on November 11.

The exhibitions have been promoted on all our social media channels. Additionally, exhibitions hosted on Google Cultural Institute were promoted by Google Art Project through their own channels. All of our virtual exhibitions can be accessed via <http://exhibitions.europeana.eu/>.

During this period of transition, we have focused our marketing activities on highlighting specific collections through several communications channels:

Europeana End-User Blog

We have published up to seven blog posts per month. A selection of blog posts is also included in the email newsletter (eNews) sent out every month. The blog is maintained by both the End-user Services team and the Communications team. After the release of Europeana Collections at the end of 2015, the blog will get a visual makeover to bring it in line with the new style guide for Europeana products.

Europeana eNews

The Europeana eNews email newsletter is sent each month to more than 50,000 subscribers. In the reporting period, seven newsletters were sent out, each one available in two language versions, English and French. French translations are provided by the National Library of France. The target audiences of the newsletter are culture vultures, people with a cultural heritage background, and people affiliated to Europeana or its partners. Each eNews bulletin consists of blog posts that have been published on the Europeana end-user blog, with additional content such as featured apps or updates from partners and partner projects.

External platforms:

Pinterest

With over one hundred million users, **Pinterest** is a key platform to reach culture snackers looking for engaging works of art and other heritage material. Although you don't get the viral effects of other social media channels, Pinterest allows us to create boards that offer access to thematic collections from different content providers. In the first seven months of Europeana DSI last few months, we gained over 1,500 new followers by publishing around forty new boards on artists, e.g. Alphonse Mucha or themes such as Eating and Feasting. As of October 2015, we have more than 7,800 followers and over 100 boards with more than 3,000 pins published. Europeana plans to extend the number of boards even further. Some boards will also be embedded in new or existing Europeana Collections such as the Art History Collection. To achieve maximum efficiency and exposure, Pinterest boards will be promoted on Facebook and Twitter.

Medium

We plan to publish at least three stories per week by re-using older articles from the Europeana blog. In this way, we recycle quality existing content, while reaching a new community of users.

Buzzfeed

In order to attract a wider audience and present European cultural heritage in a new context, we published our content on the entertainment portal BuzzFeed. A popular form of list was used to present historical photos. Given the potential of this kind of publication in reaching wider audiences, we plan to create more of this type of content.



Figure 8: Europeana tweet for BuzzFeed

Subtask 2.1.2 Define end-user product requirements

Europeana closely follows the trends related to technology and user online behaviour. Close cooperation between product and end-user teams assures that the newly developed products respond to user needs and follow best practices. As a result of this work, a number of features are being introduced in the new products such as user-driven design, improved search filters (for example the possibility of searching by colour), easier rich media access and better curated collections. The results are discussed in WP6.

Subtask 2.1.3 Increase the visibility of partner data through Wikipedia

The suite of **Wikimedia** websites - notably **Wikipedia** and **Wikimedia Commons** - have played an important role in facilitating the re-use and discoverability of Europeana content for several years. Equally, the volunteer communities that curate these sites are important allies.

The recent report of the Europeana-Wikimedia Task Force reiterated the significance of this relationship and encouraged deeper integration. The proactive sharing of high-quality and openly licensed material from Europeana partners to Wikimedia Commons will continue. This is an effective way to 'seed' this material to Wikipedia's articles, integrating the material within this very visible educational context, and thereby accessing online audiences that don't necessarily know about Europeana or the partner itself. Of great relevance to Europeana's "portal to platform" strategy is the recent creation of **Wikidata** - a central storage for structured data in Wikimedia projects. Wikidata is a database of linked information that can be read by humans and machines. The collected data is available for free and can be easily re-used and processed by third parties. The quality of data is improved thanks to many cooperating editors and the fact that data entered in any language is immediately available in all other languages. This opens up a new range of potential collaboration projects focusing on metadata, search-result contextualization, multilinguality and authority control. We will continue to work with this initiative, in relation to the R&D work in work package 4.

Task 2.2 Engage

Subtask 2.2.1 Engage end-users through social media

Closely related to the previous task, the aim of this task is to engage the general public with cultural heritage through Europeana. In order to do so, we have set up a marketing plan and social media strategy. Below are the results of the actions of this plan to date.

The main Europeana **Twitter** account (@europeanaeu) has almost 23 000 followers, as of October 2015, which means it gained over one thousand new followers during the reporting period. The account is not only used to highlight content but also to communicate important organizational news and to retweet messages from our partners and figures from the cultural heritage sector. We currently (re)tweet at least three to five updates per day. We also closely monitor what's being said about Europeana and respond if appropriate.

As Europeana has around 110,000 followers on **Facebook** from all over Europe, it's an excellent way to promote content and disseminate updates like blog posts from both our own and our partners' blogs. According to the best practices for maximum organic reach, we have published 5-10 Facebook posts per week. We would also like to re-start posting targeted updates in multiple languages in order to reach the right audiences with more long tail and niche content. We are working with partners in various countries to achieve a more multilingual presence. Although post reach decreased strongly at the end of 2014 as the result of an algorithm change made by Facebook, current numbers are on the rise again.



Figure 9: Facebook reach between April and October 2015

Open Collections

One social media initiative that has proved to be popular with Europeana’s following is the #OpenCollections campaign. Each week, the End-user Services team, in cooperation with the Data Partner Services team, highlights an openly licensed collection on **Facebook** and **Twitter**, putting a spotlight on the data provider at the same time. The openly licensed datasets are also communicated to the Re-use team, to be included in the datasets section of Europeana Labs. In addition the Open Collections could be highlighted on the new Europeana Collections landing page.



Figure 10: Just one ‘Open Collections’ Facebook update (20 August 2015) reached nearly 70,000 people and amassed over 500 likes. Accessed October 28, 2015 at: <https://www.facebook.com/Europeana/posts/10153234294668668>

Task 2.3 Create and curate

Under this task, we have set up a plan (MS11) for several thematic collections (Europeana Art History, Europeana Music and two other subjects not yet decided). These collections are currently available in alpha versions and will be published as beta versions by the end of 2015.

Subtask 2.3.1 Thematic Collections

Under this task, EF and Europeana Fashion will develop three thematic channels. The campaign plan for the launch of the portal (Europeana Collections) and the Europeana Art History Collections are described in MS11. In the next reporting period we will develop and launch the Europeana Fashion Collections. The original collection run by [Europeana Fashion](#) will move into this new channel. In this first reporting period, Europeana Fashion curated digital fashion content on its current portal (europeanafashion.eu) and on its social media (Tumblr, Pinterest, Instagram, Facebook, Twitter).

Two fashion curators have worked part-time to produce four new themes on the fashion portal and six new Tumblr curations (one a month), each involving a different data provider institution. These Tumblr curations have been shared on our Pinterest account and also advertised on our Facebook and Twitter account, maximizing audience engagement. A Europeana Fashion Instagram account kicked-off at the end of June, in which we publish a new photo coming from our database every day. These activities will be folded into the Europeana Collections in the spring of 2016.

Subtask 2.3.2 UGC collection days, supported by Facts & Files

For Europeana 1914-1918, Facts & Files and the Europeana Foundation have been planning and helping to prepare new Family History Roadshow events, in close co-operation with other European heritage institutions. Europeana 1914-1918 project partner, the Institute for Contemporary History (of the Faculty of Social Sciences and Humanities of the University of Lisbon), organizes events on 16-17 October 2015. On 15 November a collection day (focusing on Belgian refugees to the UK during WW1) will be held in Antwerp, Belgium, hosted by the Red Star Line Museum in co-operation with the AMSAB Institute of Social History (University of Ghent). In the first quarter of 2016, events are planned in Poland (March), Czech Republic (April) and Estonia and Bosnia.

Subtask 2.3.3 Crowdsourcing community campaigns

Facts & Files organized a “transcribathon” on 2 July 2015, a workshop for 20 interested students from the “Primo Levi Gymnasium” in Berlin as part of the Day of Social Sciences. Throughout the workshop, the 15 to 16 year old students learned a variety of media skills combining use of modern technology with expertise on working with original historical documents. They worked with data ingestion tools and an improvement of the transcription tool at <http://www.transcribathon.eu/>. A blog post about the event was published at: <http://pro.europeana.eu/blogpost/writing-the-past-transcribing-handwritten-documents-from-world-war-one>.

Task 2.4 Monitor

Under this task, the business requirements of the [Statistics Dashboard](#) from the end-user perspective were developed. The work for the Statistics Dashboard will be delivered under work package 6 (Product Development) after November 2015. Additionally, we create monthly social media and traffic reports to measure, evaluate and optimize performance of our websites and social media platforms. According to these reports, all our performance indicators are well on track: the number of website visits between June and October 2015 was 25% higher than in the same period last year; our social media performance approaches the 2014 numbers despite a

Facebook algorithm change. The number of indexed pages in Google is stable and growing as well. We are sure that the introduction of the Europeana Collections with their new functionalities will make these results even better.

WP3 Re-user services

This work package aims to support re-use and distribution of Europeana data and to generate economic value for the Europeana DSI. It is responsible for boosting the distribution infrastructure and long-term financial stability through business model innovation

The objectives of this work package are:

- Expand the distribution infrastructure
- Improve take-up and re-use of digital cultural heritage
- Develop a more independent financial basis for Europeana to increase the re-use of Europeana material and grow an entrepreneurial arm.

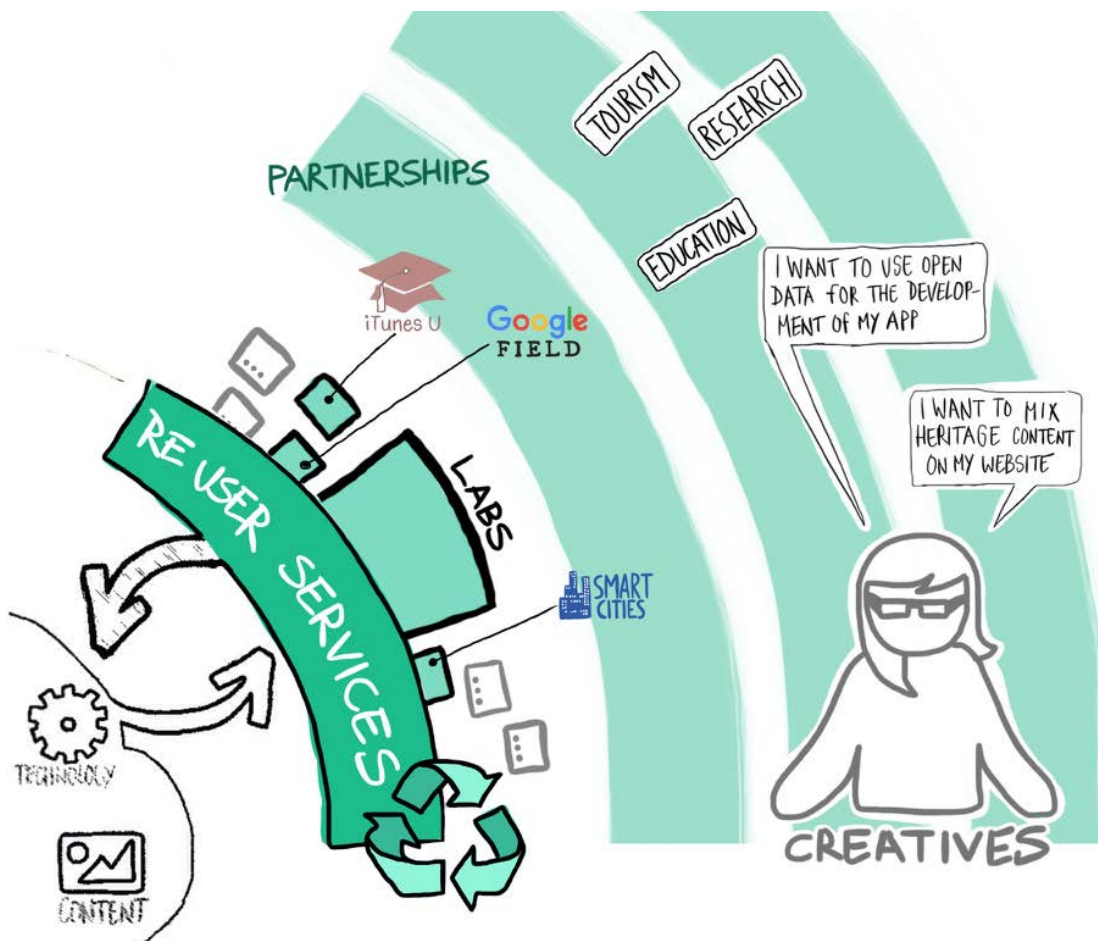


Figure 11: our positioning of the re-user services market

Description of work carried out and achievements:

Task 3.1 Expand the distribution infrastructure

Subtask 3.1.1 Establish Europeana Labs as a product and service for a targeted audience of cultural apps developers, designers, makers and entrepreneurs (with ONB)

Based on the valuable feedback and ideas from the Europeana Labs community, we continued developing Europeana Labs to make it the go-to website for culturally minded developers and

digital innovators to find practical resources for using and building with cultural collections. We now have a website with greater focus, an improved product and better services, not to mention a new visual design in line with Europeana's other sites.

The major improvements include:

- Improved API documentation
- 80+ re-usable datasets giving access to over one million openly licensed media files. The search in these datasets can be further refined by a range of filters.
- A stronger app showcase featuring over 190 applications and tools, clearly divided in categories. Various filters as well as links to suitable documentation and code enrich the user experience.
- New incubation section with focus on co-creation and crowd-funding services.

We also built up our community with regular communications via the Labs blog and newsletter. As a result, we have now over 2,500 signed-up API key holders and a Labs mailing list reaching over 2,300 subscribers. In addition, we took the first steps to building partnerships with creative industries intermediaries, such as innovation hubs, ICT clusters and niche consultancy companies to multiply outreach to the target audiences. With the Austrian National Library (ONB), we are finalizing the list of potential partners across Europe to be approached via targeted mailing and direct calls to discuss and plan joint initiatives. We also further expanded the partnership with the European Network of Living Labs (ENoLL) by attending their annual event on 25-28 August 2015 in Istanbul and giving a presentation and a workshop on the Europeana Labs' offer for the Living Labs community. Representatives of Living Labs across the world (Spain, Tunisia, Mauritius, to name just a few) expressed interest in the Labs' services and potential collaboration.

Finally, we reached out to Smart Cities representatives and practitioners via the Europeana Luxembourg Presidency event on 14-15 October (MS13).

Subtask 3.1.2 Continue to improve access to materials and tools

Media metadata queries are now available through a API for test purposes and will be released on the production environment by early November 2015. The indexing of all 46+ million items currently in Europeana is now over 90% complete. A demonstrator has been built which illustrates the range of media queries that will now be possible - <http://mediadiscovery.europeana.eu/>. Options include image sizes, quality and duration of audio and video, and querying based on colour. Combined with existing filters around type and licence, this opens up great opportunities for app developers. With this in mind we have already started discussions with a number of key potential new users (e.g. ArtStack) and existing users (e.g. Inventing Europe, managed by partner Stichting Historie der Techniek (SHT)) and are working with them to capitalize on the opportunities that this brings.

We have been continuously adding new applications and tools to the apps showcase section on Europeana Labs. As mentioned earlier, these apps are now clearly divided into three categories: end-user applications and creations, tools for directly working with the Europeana API and content (for example client libraries); and wider open source tools (50+ tools) in the FLOSS Inventory (Free Libre Open Source Software, maintained under task 4.5). In addition, users can refine their search based on various filters and find extra information, as well as, where available, suitable documentation and code on platforms such as GitHub.

There are also now 81 open datasets featured, a number that grows with each publication.

When new apps or datasets are added, the best ones are featured on the Labs home page and promoted to the Labs community via the regular e-newsletter.

The OAI-PMH service is now in beta and documentation has been added to Europeana Labs. Selected developers have been approached with details to encourage use and invite feedback.

Other strategic developments have been undertaken to improve the API, typically based on feedback from users. An example is the development of an attribution snippet which gives developers a simple way to include a correctly formatted attribution in text or html form, which will be released in late 2015. Likewise, plans are in place to support the collection of International Image Interoperability Framework (IIIF) standard attributes where these are available through data providers, and expose these in API responses to allow developers to harness the incredible potential of this technology.

Throughout this period, contact has been maintained with key developers to keep them personally updated with new developments, whilst for the broader community of users, including potential new users, we continue to invite discussion through an API email group and through direct contact to api@europeana.eu. A series of 'how to' articles has also been started as blog posts on Europeana Labs.

Subtask 3.1.3 Establish a Europeana Research prototype, under Europeana Cloud, directed at digital humanities research communities

The Europeana Research platform was launched in spring 2015. The Europeana Newspapers project had made several million pages of text and images available in the public domain. We will be exploring how the content can be re-used by the research community under Europeana Research. A workshop has been held to explore the possibilities for exploiting the texts.² Full text dumps of the newspapers have been prepared and will be published in November 2015. We will build a full-text API based on Europeana Newspapers. The necessary documentation for the API has been prepared by the technical staff of the Europeana Foundation. The documentation is now being exported to the Europeana Research website and is scheduled for alpha release by the end of 2015.

Additionally, we continued to highlight collections from Europeana that are of interest to the research community. Collections that can demonstrate critical use of Europeana data have been added to the collections overview in Europeana Research. We wrote blog posts related to the intersection of academic research and digitized cultural heritage. A larger database of collection descriptions for re-use is in preparation and will be launched later this year (November 2015). ONB has contributed to this work via commissioning series of blog posts (firstly on 'text mining' and now on 'digital musicology') and also by writing and reviewing featured collections.

We continued to gather user requirements and are developing a content strategy for Europeana Research. Two related events have been held that combine these two tasks (Europeana Research and Archaeology, July 2013, London, and Europeana Research and Research Infrastructures, September 2013, Athens). Work is underway to produce a document that summarises both the content strategy and the user requirements. It will be published in early 2016. ONB have contributed to this work via research into the availability of digitized Parliamentary Papers.

Subtask 3.1.4. Build on the partnerships in research with DARIAH, CLARIN and The European Library (TEL), created within Europeana Cloud, under Europeana DSI, co-ordinated by ONB

CLARIN (the research infrastructure for digital language data) have undertaken the following work: a [first assessment](#) about the suitability of The European Library collections for inclusion into CLARIN's Virtual Language Observatory (VLO) and a first manual inspection of [the provided](#)

² See <http://research.europeana.eu/blogpost/investigating-how-child-sex-abuse-was-reported-in-historic-newspapers> and <http://research.europeana.eu/blogpost/found-researchers-wanting-to-use-historic-newspapers>

[samples](#) of Europeana Newspapers content. CLARIN has described a potential workflow to include this data in CLARIN's [federated content search](#). Work with DARIAH (the research infrastructure for digital humanities research) was slowed down due to the delay in DARIAH appointing the necessary staff. It will be taken up in the second half of the project. The *Research distribution plan* (D3.2) has described our plans for distribution of Europeana data and content in the research space.

Task 3.2 Develop distribution partnerships in education and tourism

Subtask 3.2.1. Develop distribution partnerships in education with European Schoolnet (EUN), Euroclio, Inventing Europe

The deliverable D3.3 *Plan for distribution of Europeana data in education* was created and delivered to deadline. With European Schoolnet (EUN), Euroclio (the network for history educators) and Inventing Europe (run by SHT), we are now taking the necessary steps to put it into action.

Subtask 3.2.2. Distribution partnerships in tourism with PLURIO and SE1 Media

Europeana Foundation and SE1 Media had regular discussions on the scope, content and progress of the deliverable D3.4 *Plan for Europeana's distribution in the tourism market*. SE1 Media has started consultations with key tourism players and delivered the first plan outline.

In addition, SE1 Media will also organize a travel thinkathon (workshop) on 18 November in Barcelona. During the thinkathon, selected representatives of destinations and travel trade will participate in groups of five and work on developing a campaign idea for 2016. They will explore how they can use Europeana data for their campaign and provide feedback on the practical re-use of digital cultural data in tourism. We are currently evaluating the necessity of a second workshop.

Europeana and PLURIO (the tourism organisation for the Greater Region of Luxembourg and its surroundings) organized the Luxembourg Presidency event (MS13) on 14-15 October which aimed to explore the opportunities for incorporating digital cultural heritage in Smart Cities, and create a set of actions to make them happen. The event was attended by 70+ policy-makers and thought leaders in cultural heritage, tourism and the creative industries, as well as professionals in the Smart City and urban development field.

Task 3.3. Develop and promote end-to-end services for the creative re-use of Europeana material

Subtask 3.3.1 Create a business plan for Europeana Inc.

The MS15 *Europeana Inc. business plan*, detailing the proposed services of incubation support, via subcontracts, co-creation and crowdfunding as well as contacts with investors, Europeana Cloud premium services and consultancy was delivered.

Subtask 3.3.2 Create end-to-end processes for Europeana Inc.

The new incubation section of Europeana Labs reflects well the ambitions and efforts to create end-to-end processes for Europeana Inc. We designed a simple incubation process which helps our audiences with every stage on their path from an idea to a market-ready product:

- Play on-site: a list of physical labs we're partnered with that people can visit to experiment with digital cultural content and to build and test prototypes on-site.
- Co-creation - those interested in developing a prototype product and testing its feasibility can now make use of the co-creation services offered by our partner Platoniq. Additional information ('Co-creation made agile' leaflet) has been added to the website.

- Crowdfunding – those who are ready to take their prototype to the market can try out alternative financing strategies and create a crowdfunding campaign. In this area, we cooperate with Platoniq’s crowdfunding platform Goteo.org.

Users can directly apply for co-creation and/or crowdfunding services by submitting a simple application form online.

Subtask 3.3.3 Develop the Europeana Incubator with Platoniq

The work under this subtask has been reflected in the Europeana inc. business plan. The decision, based on work in this area over the last year, is to modify ambitions from a separate incubator to a support service within Europeana Labs that helps others to develop new ideas, businesses and jobs. That is, to play the multiplier role. An additional area of consultancy on the setting up of digital libraries has been added, as a result of demand from other continents such as Brazil and China.

Subtask 3.3.4 Broker relationships between Europeana partners and industries wishing to associate with culture

We started with the brokerage services in the education sector. In particular, we collaborated with Apple within their Apple Distinguished Educator (ADE) in Residence Program which places selected ADEs in some of the world’s leading museums, archives, science centres and cultural organizations to develop innovative teaching and learning resources. As a result of our joint project with EUROCLIO and the Belgian history teacher and Apple Distinguished Educator Gwen Vergouwen, we released our first [Multi-Touch book](#) and related [iTunes U course](#), *World War I: A battle of perspectives*, introducing students and learners to the causes of the outbreak of the First World War. They are available in both Dutch and English on iTunes.

As a follow-up to this project, representatives of Apple will host a dedicated session during the Europeana Network Association AGM at which cultural institutions can find out more about how to participate in ADE educational projects.

WP4 Policy, Research, Knowledge and Programme Management

This work package is responsible for programme and knowledge management, and supports other work packages with research and development and policy-making.

Its objectives are:

- Managing the Europeana Foundation programme of projects and subcontracts.
- Developing new projects to fulfil the innovation needs of the Europeana DSI, under funding streams other than CEF, with the aim of upgrading the quality of the Europeana DSI.
- Coordinating Europeana DSI’s knowledge management.
- Coordinating Europeana DSI’s advocacy and policy development on IPR and open data.
- Coordinating the development of Europeana DSI’s business models, strategy and impact assessment.
- Coordinating Europeana DSI Research and Development activities, including coordinating the EuropeanaTech community.

Description of work carried out and achievements:

Task 4.1 Implement strategic programme management

We have implemented a programme management approach to managing Europeana DSI. Together with several other projects (Europeana Creative, Europeana Space, Europeana Sounds, Europeana Cloud, Europeana Food & Drink) we manage objectives, aims and outcomes, so that they all fit into the collective outcome of a unified digital platform for cultural heritage. With this approach, we hope to learn from other projects, avoid duplicating work and make sure that outcomes are compatible with the overall goals of the Europeana DSI.

This is a different to the distinct project-by-project management approach Europeana and its programme of projects have taken under previous projects (Europeana, v2 and v3). To fulfil this task, Europeana's programme coordinator and programme manager play a part in the project management of the above-mentioned projects. Because of this, and because of the much smaller number of projects, we are not sure if it is useful to organize a project group assembly under the Europeana DSI. We will investigate by querying people in the group of projects and assessing their needs.

In collaboration with work package 9, we have set up a system for structural reporting, so that we will become aware of deviations from the work plan, both on a content and a financial level, and of new developments concerning project coordinators and partners. Because of the diversity in this project, we wrote a specific team plan, referring to existing and new plans for the activities in this work package (MS16).

Task 4.2 Develop new projects to fulfil the research and development needs of the Europeana DSI

Europeana has supported several projects under the Horizon 2020 calls of May 2015. We were specifically active in the calls under Reflective Societies and ICT. Results of these project proposals are not available yet (as of October 2015). We have supported projects as a partner if the project wanted to innovate our core services, and have offered our services as subcontractors for projects acting as data providers or aggregators. We feel that supporting innovative projects is one of the main roles Europeana DSI has as a structural infrastructure, allowing innovation, creativity and research.

Task 4.3 Coordinate knowledge in relation with projects and the Europeana DSI

Europeana Pro (<http://pro.europeana.eu>) is our main platform for storing knowledge that is created in projects, such as deliverables, milestone documents, formal outcomes and/or presentations. After delivering a new platform for these documents in February 2015 (under Europeana v3), we continue to manage Europeana Pro to manage project documents. All projects in the Europeana ecosystem use Europeana Pro for storing and archiving documents. In our participation in new projects (under task 4.2.), we continue to stipulate the importance of a central storage of project knowledge. The plans for knowledge management are reflected in MS18.

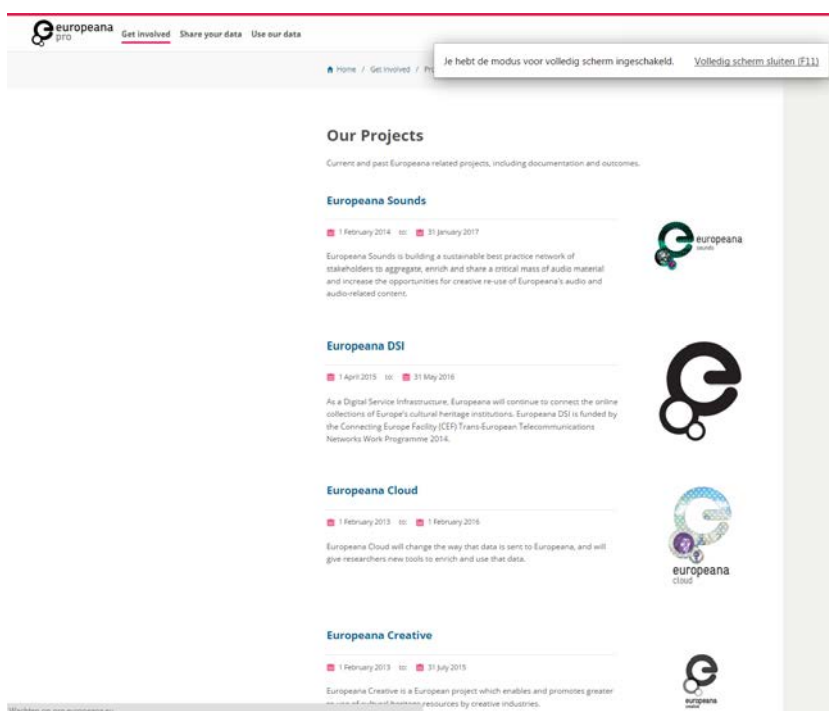


Figure 12 : the knowledge management pages on Europeana Pro for projects

Subtask 4.3.1. Manage the development of ENUMERATE Observatory on the Europeana DSI Platform

Collections Trust (CT) and Digitaal Erfgoed Nederland (DEN) worked on the ENUMERATE Observatory (digitization statistics) aspect of the project. This has included planning (leading to MS20) and consultations with national coordinators and other experts in cultural heritage statistics. The integration of ENUMERATE on the Europeana Platform is planned for the second half of the project.

Task 4.4 Coordinate Europeana DSI's advocacy and policy development on IPR

Subtask 4.4.1. Embed existing IPR and Open Data policies in the Europeana DSI Network

To transform the way the wider Network of Europeana understands and adopts Europeana's IPR policies and standards, we have developed a training plan (together with work package 1 - MS22). This plan aims to train data providers and aggregators to understand and share IPR policy. The first training session has happened at Aggregator Forum in Rome in October 2015. The training plan is focused on addressing the following three broad areas of activity:

- 1) The sharing of knowledge on copyright and related rights, such as neighbouring rights and possible rights created through digitization.
- 2) The sharing of knowledge on the Europeana Licensing Framework (ELF), with a specific focus on how to apply rights statements.
- 3) The sharing of knowledge, case studies and best practices in applying our policies in cultural heritage institutions.

The ultimate goals of this plan are to improve information about copyright and related rights and, consequently, access to European cultural heritage via Europeana by enabling partners to deliver consistent IPR expertise in their role as an expert hub.

Subtask 4.4.2. Develop Europeana DSI's IPR policy

At the start of Europeana DSI, Kennisland and the Europeana Foundation began by having an internal kick-off meeting. The internal working structure was put in place with monthly calls between key people in the two organizations reviewing actions and tasks. In the first three months of the project we envisioned and wrote a training plan, scheduling the first IPR training session in mid-October. In the second three months of the project, we prepared the first training session, held in Rome during the Europeana Aggregators' Forum with representatives from all aggregator partners in DSI.

Secondly, the Europeana Foundation and Kennisland continued work with the DPLA (Digital Public Library of America) and Creative Commons³ in creating a shared namespace for rights, sharing, getting feedback on and adapting two white papers. The final white papers were published in October 2015, incorporating feedback from the networks of Europeana, the DPLA and Creative Commons.

On the advocacy front, we have continued efforts to get all of the Europeana Network Association's policy positions included in the European Parliament's own initiative report on the implementation of the 2001 copyright directive (the 'Reda Report'). We have also continued our discussions with the copyright unit of the European Commission (DG CONNECT) and have initiated an effort to gather more data on the scope of the problems faced by cultural heritage institutions when it comes to rights clearance for digitization projects. For example, we have gathered (with the help of WP1) data that illustrates the problem of the '20th century blackhole' - content that is available but cannot be digitized and/or accessed, because of copyright restrictions.

Subtask 4.4.3. Coordinate the development of Europeana DSI's business plans, strategies and impact framework

Basing ourselves on the Europeana Strategy 2015-2020, we informed the Europeana Network Association Members' Council on our plans for 2016. This was done through a survey to the council, requesting comments on the preliminary ideas. This resulted in a draft business plan that will be presented to the Europeana Network Association at its AGM in November 2015. It will be finalized before the end of 2015 (MS15).

We started the work on developing an updated impact framework at the beginning of October 2015. Results of this are to be expected around January 2016.

Task 4.5 Coordinate Europeana DSI research and development (R&D)

Subtask 4.5.1 R&D Coordination

During the past seven months, the Europeana Foundation and the Netherlands Institute for Sound and Vision (NISV) focused on strengthening the efforts made during Europeana v3 to coordinate the EuropeanaTech community. This included finishing the publication of the four planned issues of EuropeanaTech Insight⁴, the first publication solely for the EuropeanaTech community. Statistics were analysed for each issue to measure their impact and reach and a user survey was also sent out. With this information we will decide whether or not to continue the publication of EuropeanaTech Insight. In addition, several new editions of the editorial column for OS developers, "Who's Using What?" were published. One of them⁵ is the most widely read blog

³ The National Library of Luxembourg (Network partner) participated in the development of the shared namespace as well.

⁴ <http://pro.europeana.eu/get-involved/europeana-tech/europeanatech-insight>

⁵ <http://labs.europeana.eu/blog/who-s-using-what-dpla>

among all the blogs published on Europeana Labs in the past six months; making "Who's Using What" one of the biggest assets to Europeana Labs. The EuropeanaTech FLOSS Inventory Task Force⁶ continues and will publish its results after the Europeana Network Association AGM.

Other community efforts include the Task Force on Evaluation and Enrichment⁷ which will publish its results during the AGM. It features a complete inventory of semantic enrichment related work done in the Network in the past years and an evaluation of the most prominent enrichment tools used in current Europeana projects.

We have also reported on Europeana results in the International Journal on Digital Libraries, the LODLAM summit, the Digital Humanities conference, the Linked Pasts workshop and the UDC Seminar. We gave a tutorial on EDM and a workshop presentation at the conference on Theory and Practice of Digital Libraries. Europeana and its Network Association are recognized among the world-class leaders in (research and) development for linked open data for libraries, archives and museums.⁸

In order to orient our coordination activities in the future, we have completed two planning documents: MS27- *Research and development plan* lays down the general Europeana R&D strategy and MS28 - *Overall Coordination Plan for R&D Dissemination Activities* sets the priorities for community management and knowledge exchange.

Subtask 4.5.2 Develop EDM

The objectives defined in the Europeana Business Plan 2015 have led to prioritizing the following extensions of EDM during this project:

- 1) Representation of annotations
- 2) Representation of user-created sets of cultural heritage objects
- 3) Finer-grained representation of rights
- 4) Describing content to enable re-use
- 5) Indicating intermediate providers.

These priorities are discussed in MS29. More than a technical roadmap, the plan also highlights the collaborations that will support the development of these extensions, and how EDM will be further standardized as a framework for cultural heritage metadata. Europeana will indeed continue its community efforts on EDM, e.g. by organizing a workshop as part of the Europeana Network Association AGM to reflect on the work done over the past five years and identify new strategic priorities.⁹

We continue our strategic collaborations on open data exchange, as well. We have contributed to the coordination of the International Rights Statement Working group, making sure the technical specifications and request for proposals are aligned and contribute to Europeana's own metadata modelling and exchange strategy. We have also continued and broadened efforts on sharing best practices with BBC's Research and Education Space (RES) project.

⁶ <http://pro.europeana.eu/get-involved/europeana-tech/europeanatech-task-forces/europeanatech-floss>

⁷ <http://pro.europeana.eu/get-involved/europeana-tech/europeanatech-task-forces/evaluation-and-enrichments>

⁸ <http://www.vala.org.au/awards/travel-scholarships/travelscholars/782-travel-scholar-2014>

⁹ <http://pro.europeana.eu/get-involved/europeana-tech/edm-workshop-edm-turns-five-so-now-what>

Subtask 4.5.3 Improvement on search

This task has focused on preparation work. We have gathered public comments on a Europeana v3 deliverable on best practices for multilingual access to digital libraries, which we are going to re-publish as a white paper. The wider input has helped us write plans for a future work - MS32 *Multilingual research and development plan*. This notably mentions automatic translation, a line of work we began discussing with another CEF DSI, CEF.AT (as CEF Building Block) and some other, more local initiatives (Latvian and Irish amongst others). MS32 accompanies another planning document, MS30 *Search Improvement Plan*. Written with work package 6, this report focuses on concrete, shorter-term developments for enhancing search results in Europeana. It builds on foundational work done in the last months: new frameworks for logging and evaluation (with subcontractor 904Labs); a collection of semantic entities for enrichment (see subtask 6.2.1); a more precise enrichment process (supporting task 1.5); and the design and test of a semantic auto completion widget.

WP5 Network and Sustainability

The work package is responsible for managing the activities of the Europeana Network Association with the following objectives:

- strengthening and growing the Europeana Network Association
- managing the transition towards new Europeana DSI governance
- coordinating network activity and communication
- broadening the sustainability of Europeana DSI

Description of work carried out and achievements:

Task 5.1 Complete the transition to a new governance of Europeana

As of June 2015, nearly 1,850 people were members of the original Europeana Network. Because those members needed to opt-in (read and agree to the new Statutes) to become part of the newly established Europeana Network Association, we projected a loss of 40% of membership due to various variables (e.g. members no longer interested, members who have moved or changed jobs or have faulty email addresses). Following our membership campaign, we registered [+/- 1,200 engaged individuals in the Europeana Network Association](#) by September, 2015. This is an extremely positive sign as we ran the membership campaign over the summer and still managed to reach our target. It also shows that members are truly engaged with Europeana and recognize the legitimacy of the Network Association.

Those who registered before 30 September 2015 were eligible for Members Council candidacy and are invited to participate in the 2015 Members Council elections.

Those who have not confirmed their membership to the Europeana Network Association by 30 September 2015 are still welcome to join but will not be able to take part in any decision-making (i.e. the elections) this year.

The membership campaign initiated in June 2015 was further complemented in August and September 2015 to more specifically target the following communities:

- Europeana Research - academics, the digital humanities
- Europeana Labs - creative makers in the digital heritage sector
- EuropeanaTech - tech community supporting the Europeana ecosystem
- The European Library - library representatives
- Europeana data providers - content providers including thematic aggregators

Those community campaigns enforced the existing messages (more democracy, more participation and practical opportunities to influence the decision-making in Europeana) and capitalized on the benefits of communication segmentation established through the set-up of a new CRM called Zoho.

Every member of the Network Association will be invited to exercise his/her right to vote for their representatives following the AGM 2015. Members Council candidacy opened on 9 September 2015 and closed on 7 October 2015. [31 candidates have come forward](#) and are currently campaigning with the hashtag #EuropeanaElects.

The Members Council elections will be launched at the [Annual General Meeting \(3-4 November\)](#) with a communications campaign featuring [Network Association election special bulletins](#) and social media campaigns (LinkedIn, [Twitter](#)), all under the #EuropeanaElects hashtag. Every Network Association member has the opportunity to review the Members Council candidates' profiles on [Europeana Pro](#); they will be invited to vote for up to three representatives. The election outcomes will be made public on 22-24 November 2015 (TBC) and will extend the Members Council to a group of 30 representatives by the end of 2015 (MS33 and MS34).

2015

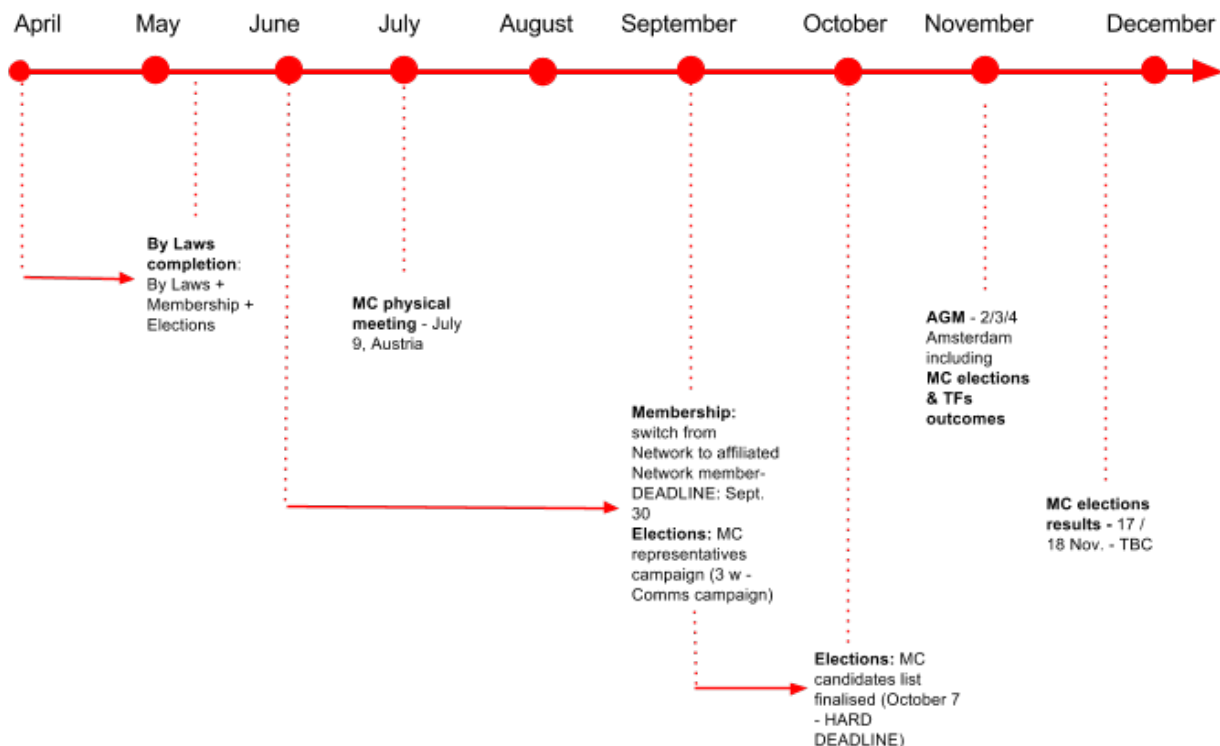


Figure 13: Network Association communications milestones for 2015.

By 2018, the majority of the changes to the governance structure will be complete. The goal is to continue to elect Councillors until the [Members Council](#) reaches its maximum of 50. Councillors elected in 2014 will have served their first term of two years in 2016 and can either stand for re-election or stand down.

The Members Council appointed a Communications Working Group that owns and drives the Network Association communication requirements (membership, elections, AGM). Joke van der Leeuw-Roord, Kerstin Herlt, Rolf Källman, Francesca Di Donato and Kerstin Herlt all look after the communications campaigns of the Network Association. A representative of this Working Group (Kerstin Herlt) also sits on the Europeana Communicators Group to ensure efficient coordination between the Network Association communication requirements and the wider Europeana targeted communities communication.

Task 5.2 Coordinate Europeana Network Association membership, meetings (including the AGM), elections to the Members Council and communication

The Europeana Foundation's Network and Sustainability team supports the massive volunteer workforce of Europeana Network Association members in order that they feel fully involved and informed, and so they can actively contribute to Europeana's mission and values. This support is achieved by coordinating the flow of information between the Foundation and Network Association through monthly Management Board meetings, membership campaigns, election campaigns or AGM campaigns. The plans for the Network Association and communication towards the network was defined in D5.1 - *Network activity and communications plan*.

The Network and Sustainability team also supports the Network Association's Working Groups and [Task Forces](#), for example by organizing and resourcing meetings or advising on how the Task Force's recommendations and other outcomes can be distributed.

The [Task Forces running in 2015](#) are:

- Communicators
- Brokerage and business opportunities
- Europeana for education
- Local networks
- Public libraries
- Education
- Floss inventory

As set out earlier, the team will aim to develop and enlarge the Network Association through communication groups, campaigns and tools, and, in close co-operation with the Members Council, make sure that the Network Association and Foundation are a cohesive and inclusive whole - something that is key to our long-term sustainability.

The Management Board of the Network Association played an active role in championing our various campaigns:

- Joke van der Leeuw-Roord was Europeana's representative during the [membership campaign](#) and chairs the Statutes & Bylaws Working Group
- Rolf Källman was Europeana's representative during the new [Members Council elections process](#) and chairs the Voting Working Group
- Johan Oomen was our AGM Working Group chair. This group was formed with Members Council representatives in charge of the AGM set-up. Johan was also the [voice of the AGM WG towards the Network Association](#). This year's [AGM will take place in Amsterdam](#); as usual, it will provide all partners with the opportunity to share experiences, discuss and develop ideas around specific areas of mutual relevance and interest. It is also the first major Europeana Network Association meeting with the launch of elections to complete the existing Members Council.

Each "champion" addressed the Network Association through blogs, LinkedIn and Twitter messages. Each activity was driven through a Members Council dedicated Working Group that owned specific activities with the support of the Europeana Foundation.

Task 5.3 Continue development on Europeana Professional

Europeana Pro (<http://pro.europeana.eu>) was re-launched in February 2015. This is the platform for all information and knowledge exchange for Europeana's network of cultural heritage professionals, technologists and projects. It is the official source for technical information, legal

information, metadata standards and case studies, as well as project outcomes. Europeana Pro plays a key role in our dissemination objectives. However, it remains a source of information rather than an interactive tool. An editorial team makes sure the tone of voice and content give visitors the best experience and appropriate messages

Europeana Pro is currently being developed alongside other Europeana services (Europeana Labs, Europeana Research and Europeana Collections). The objective is to favourably support our different communities and provide a coherent user journey across all services. To date, the various product owners have populated creative briefs to build towards the next steps of a Europeana Pro revamp scheduled in November 2015.

Europeana Pro blogs - available from [Europeana Pro](#) - feature specific highlights of Europeana Network Association activities, Task Force recommendations, Working Group deliverables and other Members Council initiatives. They cover the whole range of activities across the Europeana organizations. Blogs are relayed with the support of the Network Association newsletter and Europeana LinkedIn Group, as well as Twitter. Europeana Pro blogs are used strategically to reflect our core messages and priorities and provide opportunity for collaboration and input with Network Association members.

The [Network Association Newsletter](#) - available from [Europeana Pro](#) and sent monthly to all Network Association members by email - features updates from across the entire Europeana ecosystem. It is endorsed by the Members Council with each Councillor taking their turn as Editor-in-Chief.

Task 5.4 Deepening and broadening our relationships with policy-makers in culture, education, tourism, research and the creative industries

Over the last couple of years, and in line with the rotating Presidency of the Council of the EU, Europeana has organized strategy meetings on the re-use of digital cultural heritage in research, tourism, education and the creative industries. At these meetings, policy-makers and practitioners collaborated to create sets of policy recommendations to stimulate and facilitate this re-use. We published a white paper which summarizes the outcomes of all the previous Presidency meetings in September, with a focus on the importance of data quality. The white paper was circulated towards 1,000 key players and received excellent feedback. See task 8.2 for more details.

Europeana organizes parallel events during EU presidencies. This autumn, we held a meeting during the Luxembourg Presidency to promote Europeana content usage in the tourism sector with a focus on Smart Cities and the role that digital cultural heritage can play. Those events are an opportunity to connect the cultural heritage sector with associated Ministries and policy-makers.

Task 5.5 Broaden Europeana's sustainability

Europeana has been running on short term project funding (including Europeana DSI-project) and voluntary donations from Member States (over the last six years, 25 countries have made contributions totalling 3,7 million euro). This causes a lot of difficulties (instable cash-flow, long-term insecurity) to reach our long term aims. The MSEG task force on Europeana sustainability has worked on a set of recommendations that should overcome these issues. These were presented during the October 2015 meeting of the MSEG in Luxemburg. Specifically, the recommendations outline the specific value propositions that Europeana Delivers for each of its client groups, the responsibility of the EC to provide more stable long term funding for the core service and the possibility for structural contributions from the member states to cover for overhead not covered by the grant agreement, participation in projects and an improvement of the general equity of Europeana Foundation.

WP6 Product Development

This work package is responsible for managing product development and ownership which includes:

- product development (chief ownership) of all Europeana DSI products
- product ownership of core services
- product ownership of all end-user products
- product ownership of re-use products
- product ownership of all data partner and network related products

Description of work carried out and achievements:

Task 6.1 Manage Product Development

All products have a product owner and either an in-house team of developers or resources to subcontract development and maintenance.

This task has three listed subcontracts:

1. Web design and website development: 50,000 euro
2. Image service architectural review: 5,000 euro
3. Maintenance and minor developments of Europeana Pro: 25,000 euro

Of these subcontracts, 1 and 3 are currently active. Subcontract 1 has been split with one half dedicated to development of a new version of the Statistics Dashboard (awarded to Journalism++ Cologne) and the other half to augment our internal web design resources, particularly for work on Europeana Collections (awarded to uc48 design). Subcontract 3 (awarded to TwoKings) has been extended to also encompass maintenance and minor developments of Europeana Labs and Europeana Research and is running until the end of Europeana DSI.

Task 6.2 Manage product development of core platform services

Subtask 6.2.1 Develop storage and search services for metadata, vocabularies and content

A plan has been produced for the adaptation of our ingestions toolset, United Ingestion Manager (UIM) to Europeana Cloud. The adaptation is very complex and time-consuming but is expected to be completed by the end of Europeana DSI.

An internal prototype for a scaled-up database of vocabulary terms, working name Europeana Entity Collection, has been created. We expect it to gradually go into production during the course of DSI, year 1. The first stage will be to increase the number of vocabulary terms we support and the multilingual coverage of each term. This will improve multilingual recall in search (in both the API and Europeana Collections).

A standards based ([IIIF](#)) image service is in development within Europeana Cloud and is expected to become available for testing in February 2016 and be in production in May 2016.

Subtask 6.2.2 Develop APIs for search, retrieval and user annotations

The Europeana REST-API has been extended with features that allow for querying on the availability and quality of media. This extension is expected to be launched in the first week of November and is intended to make development of rich media applications based on Europeana much easier. An [OAI-PMH service](#) has been developed and is in beta testing. It is intended to support users who wish to continually mirror parts of or the whole Europeana corpus of metadata.

Subtask 6.2.3 Develop an authentication and authorization service

This subtask has not begun.

Subtask 6.2.4 Develop data exchange solutions for other data platforms and digital libraries

Initiatives within the Wikidata and Open Knowledge network have developed tools that allow for batch import of Europeana metadata into [Wikidata](#) and [DataTank](#). DigitalNZ have updated [their dataset from Europeana](#). All these initiatives are based on using the Europeana REST-API. Initial contact has been established with the [EU Open Data Portal](#). They expressed doubt as to whether the Europeana data was suitable for their portal. This may be because they do not consider cultural data to be part of their brief.¹⁰

The [Europeana Linked Open Data SPARQL endpoint](#) has been updated to encompass over 43 million objects.

Task 6.3 Manage product development of all re-use related products

Subtask 6.3.1 Develop Europeana Labs

[Europeana Labs](#) has been updated to use the same CSM, [Bolt.cm](#), as is used for Europeana Pro. This has significantly improved the user-friendliness for editors and other contributors to the site.

Subtask 6.3.2 Develop Europeana Research

A business plan for the Europeana Research service has been completed and an advisory board set up. The Europeana Newspaper API has been upgraded and is available in limited beta testing.

Subtask 6.3.3 Migrate Europeana Newspapers

A plan for the migration of the Europeana Newspaper service to use Europeana Cloud Services has been drafted and migration been initiated. It is a complex process and is expected to be completed at the end of DSI, year 1. Collaboration agreements with [DARIAH](#) and [CLARIN](#) have been closed.

Task 6.4 Manage product development of data partner and network-oriented products

Subtask 6.4.1 Develop ingestion APIs and tools

Technical design and specification of Europeana Cloud compliant ingestion tools have been initiated but not completed. Actual development of our planned new metadata transformation tool Metis has not begun.

Subtask 6.4.2 Develop data enrichment services and APIs

A new version of the Europeana Enrichment Framework is gradually being put into operation internally at Europeana. Once completed it will also be made available for use by partners and third parties (as part of Europeana Cloud¹¹).

¹⁰ As indicated by there being no culture subject category in their portal.

¹¹ Not Europeana Labs as stated in the DoW (that was a typo).

Subtask 6.4.3 Further develop the Statistics Dashboard

Development of the new version of the Statistics Dashboard is ongoing and is expected to be completed by December 2015. Focus will be on automation and scaling up of reports to include specific reports for all providers and providing countries. Import of statistics from ENUMERATE was already supported already in the prototype developed in Europeana v3 and will continue to be supported.

Subtask 6.4.4 Maintain Europeana Professional

Maintenance and minor improvements of Europeana Pro is ongoing. The most recent improvements were setting up a connection between Pro and our customer relationship management system to support registering for the Europeana Network Association and candidacies for the Europeana Network Association Members Council.

Task 6.5 Manage product development of end-user applications

Subtask 6.5.1. User experience (UX) research, design and evaluation

Core and top priority features of the new Europeana Collections site and its thematic collections have been researched, designed and tested with users prior to and as part of their development. Usability testing will commence as part of the beta release as will research, design and testing of features¹² that will be added after the production release of Europeana Collections.

D6.2. Requirements specification for Europeana Collections (including outcomes of the usability testing) has been completed.

Subtask 6.5.2 Maintain and develop the portal, exhibitions and end-user blog

These products in their current versions are actively maintained, but at minimum level in order to focus on subtasks 6.5.1 and 6.5.3.

Subtask 6.5.3 Develop the portal and channels engine

Design and development of the new Europeana Collections website with its thematic collections and the closer integration with exhibitions and the end-user blog is ongoing. An early [test version](#) of the portal, a public alpha, was made available in August and also included a first version of the Europeana [Music Collections](#). A beta version is planned for release in December 2015 and the current version of the portal is planned to be fully retired in February 2016.¹³ The December beta release will include also a first test version of Europeana Art History Collections.

The Product Development team has supported the R&D team in producing plans for improvement of the search engine and multilingual search.

Subtask 6.5.4 Maintain Europeana 1914-1918

Maintenance of Europeana 1914-1918 is ongoing. Migration planning and consultancy of archiving options have not begun.

Subtask 6.5.5 Migrate Europeana 1989 and 89 Voices

This task has not begun.

¹² For example upgraded virtual exhibitions but also search and browse for named entities and user annotations.

¹³ Thus completing D6.3 ahead of schedule.

WP7 Technology

The overall objectives of this work package are to:

- Operate existing Europeana systems
- Migrate to a new cloud-based hosting infrastructure
- Plan the Europeana system architecture
- Migrate TEL and Europeana Newspapers to be fully part of Europeana DSI (cloud storage and platform)
- Introduce cloud technologies on various levels to promote efficiency of Europeana operations
- Develop innovative software for Europeana's needs

Description of work carried out and achievements:

Task 7.1 Operation of existing systems

As Europeana is maturing as a digital infrastructure, it needs to make a quantum leap in how it manages its development and operations processes in order to fit what is expected today from an infrastructure provider. It is appropriate to talk about Europeana moving into a new phase of DevOps, a popular term coined to denote a set of approaches and practices aimed at building, evolving and operating rapidly changing systems at scale.

In practice, it means that we move from having one development team, building and operating one software product and using one hosting provider to a distributed organization with several development teams, building three different lines of products for various communities and using services of several specialized hosting providers. Efficiently orchestrating this growth is Europeana's DevOps challenge.

We are engaged in several activities to address this challenge:

- **Provider management**
We are currently using three specialized hosting providers for various production needs and even more for development. We need to manage them efficiently to be responsive to the needs of our users and developers.
- **System monitoring**
With the growing number of providers and products, the importance of monitoring increases. Using ready-made cloud services, we are setting up an independent monitoring system for keeping track of the availability of our own systems, as well as that of our hosting providers.
- **Agile**
While Europeana has already adopted the agile approach to software development, this approach now needs to be applied to operations in order to reach the required level of collaboration between development and operations staff throughout all the stages of development lifecycle.
- **Cost management**
When development is agile, levels of resource consumptions fluctuate and hosting providers increasingly apply pay-as-you-go pricing schemes, and so organizations need to be proactive in costs management.

These are ongoing tasks and will continue into the next rounds of DSI projects. Making progress in these activities, we are currently setting up the foundation of DevOps thinking and practice in Europeana.

Task 7.2. Architectural Planning of the Platform (with PSNC)

With Poznan Supercomputing and Networking Center (PSNC) we are reviewing various parts of Europeana DSI's infrastructure, developed under different projects, and suggesting a holistic approach to documentation, development, deployment and maintenance of its various parts. The first result of this effort is the deliverable D7.1 which is the first attempt to look at Europeana's current production stack from the perspective of medium and long-term planning.

This deliverable describes several important infrastructural changes, some of which are already implemented in production at the time of this report. Adjusting backend data stores to accommodate continuous publication of content on Europeana's website and API and being able to streamline parallel changes from more than one data source are at the core of these changes. Improvements also include higher scalability and better performance of the backend systems.

Integration of the new cloud-based data infrastructure is already been planned and designed. This work will be done during the later stages of the project.

Task 7.3 Metadata and content synchronisation with PSNC

This task has not started yet.

Task 7.4 Reactive Architecture (with PSNC)

This task has not started yet.

WP8 Communication

This objectives of this work package are:

- strategic positioning of the Europeana DSI
- coordinating events in relation to the rotating EU presidencies
- coordinating the Europeana DSI communications towards cultural heritage professionals
- developing and maintaining the Europeana Communicators Group

Description of work carried out and achievements:

Task 8.1. Manage the strategic positioning of Europeana

A strategic communications plan (D8.1) was developed to support and maximize the impact of Europeana's work under the DSI; it was developed in the context of a longer-term perspective in its strategic approach and aims to reinforce the awareness, understanding and relationships necessary to achieve the goals set out in *Europeana Strategy 2015-2020*.

Its overarching objective is to effectively communicate how Europeana is working towards its goals and what it achieves, promoting the added value of the Europeana Digital Service Infrastructure to all our stakeholders.

The key communication objectives for the period of DSI were defined as being to:

- increase recognition of Europeana in key stakeholder groups and promote continued political support
- extend Europeana's reach towards the key sectors such as research, science, education, tourism and the creative industries
- encourage increased participation and interaction with Europeana by Ministries of Culture and cultural institutions
- increase policy-makers' awareness of Europeana's position on key areas of interest, such as the Digital Single Market (DSM) and copyright
- and to develop and maintain the Europeana Communicators Group.

To achieve these objectives six key approaches were identified as being necessary. Those approaches are to:

- communicate how digital heritage is relevant to EU goals on culture and the Digital Economy, including the Digital Agenda and the Digital Single Market
- demonstrate the relevance to and communicate the value of digital heritage to the tourism, research, scientific, education and creative sectors
- use digital content to create engagement both within stakeholder groups and between stakeholders and Europeana on a national and EU level
- focus efforts and resources on target audiences by using segmentation of audiences, targeted messaging and focused channels thereby reinforcing efforts to demonstrate relevance and value
- identify, connect with and communicate through interest-specific communities open to Europeana through its Network Association members, partner organizations and stakeholders
- and ensure coherent and coordinated approaches across Europeana's communications (with colleagues in End-user Services, Network Communications, and Re-use) to reinforce messaging and branding, including use of Europeana Brand and Tone of Voice Guidelines.

The key channels adopted for this included communicating through relevant identified communities, social media, Europeana-owned channels including Europeana Pro, and external channels.

Consequently, specific communication approaches reflecting this were mapped, developed and implemented to support tasks 8.2, 3, 4, 5 and 6 of this work package. The activities undertaken are described below.

To reinforce the messaging underpinning these tasks, updated and more user-friendly branding guidelines and supporting materials have been developed and shared within the Europeana community and its partners. <http://pro.europeana.eu/page/resources-pr-tools>

Task 8.2 Develop advocacy on policies relating to European cultural heritage at European and Member State levels

Advocacy activities between June and October 2015 have focused on a targeted approach to relevant policy-makers in the Europeana Commission and the European Council.

With the goal of providing all the relevant Commissioners in the new Juncker Commission with an update on Europeana, and building on previous work towards DG Connect and DG Education, Culture, Youth and Sport, this has focused on the Cabinets of DG's Research, Science and Innovation and Jobs, Growth, Investment and Competitiveness.

To further our advocacy work to promote Europeana as a resource for innovation, meetings to promote understanding and awareness focused on DG Research and Innovation and DG Education and Culture.

Towards the European Council, an update and Q&A was held for the joint CULT/AV working party in the Council in June with an additional session held in July.

On copyright, the focus has been to create understanding by policy-makers of the hurdles current copyright rules present to cultural heritage institutions and how an updated copyright framework could boost the potential of Europeana and its Network Association as a resource for innovation in the online world. At EU level, this focused on DG CONNECT. At member states' level, the focus was on permanent representations to the EU. To support this work, Europeana has coordinated an open letter on copyright reform for online access to cultural heritage, addressed to Commissioner Oettinger, and signed by a number of important cultural heritage institutions in various member states.

There has been ongoing work to reinforce the relevance and value of digitized cultural heritage to the Digital Single Market through targeted social media efforts, for example around the Digital Assembly in June 2015.

Task 8.3 Coordinate Europeana 280 campaign

Under Europeana 280, each of the 28 Ministries of Culture has been invited to liaise with their national cultural institutions to select ten pieces of art held in their country that have contributed to, or created, a European art movement such as Gothic, Renaissance, Baroque, Impressionism, or Art Nouveau.

In 2016, a public-facing campaign, based on the nominated pieces of art, will encourage people across the EU to engage with their national art history in the context of its contribution to Europe's rich heritage through interactive online and social media campaigns. And a dedicated, professionally curated virtual exhibition will showcase the collection across Europe. A Ministerial level event in Brussels with the European Commission during the Dutch Presidency that will be the focus of a formal launch of the Europeana Art History Channel, and which will digitally showcase art from each country is also planned. These elements will be supported by dedicated communications activities.

The invitation to the Ministries was made via each country's Permanent Representation to the EU with the support of DG Connect at the beginning of June 2015. Since that time, a dedicated cross-functional team in Europeana has been working to progress the key milestones and outputs described across five key areas:

- Liaison with Ministries and cultural institutions
- Ingestion of material
- Public engagement - Communications team
- Ministerial event - Network Communications team

To date, 27 EU member states plus Norway have agreed to participate in Europeana 280 and are actively selecting or have already started to contribute content. The UK is the only member state so far not participating but efforts are continuing to secure their participation.

The main focus of work since June 2015 has necessarily been liaison with Ministries and cultural institutions, providing advice and support on the selection process and the delivery of content. This has been over two initial phases: a first phase submission of 21 September with a second phase submission of 21 October, agreed with individual countries dependent on their respective national considerations and selection process.

As countries have started to submit both data and content, work has focused on facilitating the ongoing submission and maximizing the quality of data and content received. Countries have adopted differing approaches to the selection and submission of content and the pace of their respective progress differs. Consequently, we see this area of work continuing over the next few months.

A sub-team comprising members of Europeana's Product Development, Data Partner Services, Communications and End-user Services teams is currently working to establish the desired outcomes of the public engagement activity and to finalize the nature of public engagement.

Task 8.4 Support EU Presidency events with Latvijas Nacionālā bibliotēka (LNB) and PLURIONet, Koninklijke Bibliotheek (KB)

Under Europeana v3, the Europeana strategy meeting 'Europeana for Education and Creative Industries' for policy-makers and practitioners in the fields of education, culture and the creative industries was hosted by and organized in collaboration with the National Library of Latvia (17-18

March 2015). Following this event, two main outputs were formulated, disseminated and promoted under Europeana DSI (MS39).

The first of these was a set of policy recommendations, *Europeana for Education and Learning*. These recommendations were disseminated to around 700 key individuals and organizations in the fields of education, learning and culture and promoted widely online and via social media including Twitter and LinkedIn and on Europeana channels.

The second output to be formulated, disseminated and promoted was the white paper *Transforming the World with Culture: Next steps on increasing the use of digital cultural heritage in research, education, tourism and the creative industries*. This was disseminated in a targeted fashion to around 1,000 relevant individuals and organizations in the fields of education, tourism, culture, research and the creative industries. It was also promoted online and via social media including Twitter and LinkedIn and Europeana channels. Feedback on both documents has been positive.

Under the Luxembourg Presidency, the Europeana strategy meeting 'Europeana for Smart Cities' was held 14-15 October 2015, in collaboration with PLURIONet, Agence luxembourgeoise d'action culturelle, and hosted by the Cercle Cité.

This two-day event involved 70 participants comprising policy-makers and practitioners from across Europe in the fields of culture, tourism, creative industries and Smart Cities looking at the role of digital cultural heritage in future Smart Cities. The programme presented speakers from key organizations including, Smart City Expo World Congress, IBM, Living Labs Germany, the City of Luxembourg and of Hamburg, National Library of Luxembourg, European Commission, Ministry of Culture Luxembourg, as well as the Europeana Foundation. Business Models Inc. and JAM Visual also collaborated on the interactive sessions and the visualization of the conference proceedings.

Work is now underway on the formulation of an output highlighting the opportunities for digital cultural heritage in Smart Cities. This will be disseminated and promoted to relevant individuals and organizations in the fields of education, tourism, culture, Smart Cities and the creative industries.

Task 8.5 Develop the Europeana Communicators Group

One element of Europeana's approach to communications to date has had an important decentralized component- employing a 'multiplier effect' via project and partner communication professionals and channels across Europe. A communicator's network was established around these key groups. As projects come to the end of their life, a Europeana Task Force was established to consider the future development of this network, the Communicators Group, in order to ensure continuity and development of communication, channels, and exchange of best practice.

Since June 2015, the work of that Task Force has been carried out virtually through Skype calls and the use of the online project management tool Basecamp. The goal of the Task Force is to make recommendations for a workable and sustainable Europeana Communicators' Group. Key issues that the Task Force are examining include: objectives of Europeana Communicators' Group; membership of Group; sustainable working structure for Communicators' Group; governance of Group; sustainable working practices of Group (workflow).

Work undertaken to date has included: a survey of the Communicators Group and Projects Group; mapping areas of priority communications for Europeana and the Network Association; review of stakeholders and channels; identification of existing networks that can be communicated with and through; articulation of added value provided by Group/benefits of being in Group; examination of current and potential membership; exploration of governance options; and optimal working practices (workflow).

The Task Force will provide a set of recommendations on a workable and sustainable approach to the group based on this work. These recommendations will be made in mid-December 2015 and a progress report will be made at the Europeana Network Association Annual General meeting in Amsterdam in early November 2015.

Task 8.6 Explore the Partnership in Awards programme with Heritage in Motion

Europeana supports Heritage in Motion (run by partner European Museum Academy (EMA) in highlighting cultural institutions harnessing new media and digital technology to offer new routes into their collections. With its large Network Association of cultural heritage and technology professionals from across Europe, Europeana represents a community which shares this goal.

A partnership with Heritage in Motion provides the opportunity for Europeana to be involved in an established awards systems and ceremony for cultural heritage. The awards offer an opportunity to inspire other institutions to think about how they can get people involved with their collections in fresh and inspiring ways.

To this end, Europeana has signed a Memorandum of Understanding with the European Museum Academy and the Europa Nostra. The Europeana Foundation has also liaised with Heritage in Motion to develop a supporting *Communications plan* (MS41) for the promotion of the Heritage in Motion Awards programme towards Europeana's Network Association and to key sectors where Heritage in Motion would like to strengthen its reach such as the creative industries.

Together with Heritage in Motion, represented by EMA, Europeana has also created the requirements for an awards website (MS42), to be housed within Europeana Pro and which will be published in early 2016.

WP9 People and Business Support

To operate the Europeana DSI, it must have people and resources including a physical work environment. This work package is designed to cover those needs and manage the total financial needs of the Europeana Foundation across all EU-funded projects and the development of revenue, generated from new activities.

This work package is in place to support the team that is responsible for:

- Human resource management
- Programme control
- Financial management
- Business support

Description of work carried out and achievements:

Task 9.1 Human resource management

Between April and October 2015 Europeana Foundation, as the coordinator of the project, recruited 15 new employees, some of them are for a short period, some joined Europeana in a new role and some are replacing employees who left the organisation. Most of the employees are working within the Europeana DSI programme. Recruitment is a time consuming process especially when 15 employees are recruited. In this same period 7 employees left Europeana Foundation.

From July 2015 onwards, some changes in the Dutch Labour law were made. Based on these changes, we have incorporated these changes in our HR practice. One of the changes is that employees who do have a contract for two years or worked two years for the organisation will get a transition reimbursement if European does not extend the contract. This could have financial consequences which are difficult to calculated right now.

Task 9.2 Programme and project financial control & coordination

In close collaboration with Programme Management (see task 4.1) we have set up a communication structure, reporting structure and several formats for reporting. Because the length of the project is for 14 months, we have divided the reporting periods in;

1. April - July 2015 (4 months - internal reporting period)
2. April – October 2015 (7 months - formal EC reporting period)
3. November 2015 – February 2016 (4 months - internal reporting period)
4. November 2015 – May 2016 (7 months - formal EC reporting period)

We have provided all partners financial formats to be able to complete their financial report and to document the financial details. This information is used to create overall financial position of the projects.

Despite the fact that our previous project coordinator left our organisation, we established, together with the Programme Management, a good set of processes, formats and controlling mechanisms.

Together with the Project Officer of the Commission we prepared a format for reporting to the Commission. This related to halfway reporting and for the preparation of the midterm review, to be held on the 12th of November 2015. We have shared all necessary documents to our partners to be able to follow the very strict deadline for reporting.

Task 9.3 Financial management for the Europeana Foundation

Financial reporting to Europeana Governing Board is based on a quarterly basis. To the board we regularly provide:

- Overall report Europeana Foundation
- Balance sheet
- Financial overview of all running projects
- Overview of Ministry funding and the amounts required
- Once a year the board needs to approve the Annual budget and Annual report & accounts.
- From the beginning of 2015 we have added the cash-flow calculations as a regular report.

To improve the overall financial management of Europeana we are creating monthly financial reports. These are discussed internally with all work package leaders and Europeana directors. Especially on the Europeana DSI budget, we discuss on a monthly base the outcomes in our management team meetings. The budgets are divided by Work Packages which is equal to the organisation structure. To improve the quality of reporting we are in close contact with the WP leaders to discuss the numbers and to discuss what is still pending. This information is relevant for forecasting and the cash flow calculations.

Task 9.4 Business support

Europeana moved out from the Koninklijke Bibliotheek building mid-January of 2015, to a temporarily housing above the Central Station in The Hague, knowing we will move back mid-December 2015. Preparations are required for office seating, IT and back-office infrastructure.

Furthermore, we are working on an improving all communication and archive tools, as well for the preparation of switching from hosting provider regarding our financial environment, which will save Europeana Foundation for about 35% in costs on a regular base.

3. Project management and consortium

The project is managed under the structure explained in the Description of the Action (DoA). All work package leaders and Europeana directors meet once every month to discuss progress and deviations. Day-to-day management of the project was performed through these meetings. In these meetings, special attention is given to the relation with other projects (e.g. Europeana Cloud, Europeana Space, Europeana Creative), to make sure that project results are in line with expectancies of the Europeana DSI.

Representatives of all partners were invited to join the DSI Partner Board to discuss progress with Europeana directors and programme manager and coordinator. The Partner Board met physically at the kick-off meeting in The Hague to discuss process and procedures, and two conference calls have been taken place (in June and in October). In these calls, we discussed progress, highlights and deviations of the work plan. Financial management and reporting were a major part of these meetings. Because of the diversity of the partnership, the Partner Board meetings tended to be very procedural. Topical work and progress was discussed in work package meetings between work package leaders and team members and the partners in that work package.

The consortium is very strong; mainly because all partners have worked and are working together in other and previous projects. The project suffered from start-up difficulties, mainly regarding late payment of the funds. As a consequence, some partners have started their work later than planned. We will analyse the financial reports after we receive them and will advise the Commission of how we will manage the remainder of the project based on this analysis.

4. Overview of project milestones and deliverables

Milestones/Deliverables April – October 2015				
Month	No	Title of document	Delivered Date	Planned Date
Apr 2015	MS7	Content reports	every month end of the month	every month end of the month
May 2015	MS4	Aggregators Forum	20.05.2015	30.04.2015
June 2015	MS7	Content Report	30.06.2015	30.06.2015
	MS8	Plan for training and workshops of aggregators for data providing partners	30.06.2015	30.06.2015
	MS9	Technical infrastructure (aggregators) development plan	30.06.2015	30.06.2015
July 2015	D1.3	Description of planned work for the aggregators on improving the data	31.07.2015	31.07.2015
	MS22	IPR training plan for aggregators	31.07.2015	31.07.2015
Aug 2015	D5.1	Network activity and communications plan	14.08.2015	31.07.2015
	D3.2	Europeana Research distribution plan (ONB - DARIAH/CLARIN)	31.08.2015	31.08.2015
	D3.3	Plan for distribution in education	31.08.2015	31.08.2015
	D6.1	Description of planned development work for platform back-end	31.08.2015	31.08.2015
	D6.2	Requirements specification for the portal europeana.eu (including outcomes of the usability testing)	31.08.2015	31.08.2015

	D8.1	Strategic communication plan	31.08.2015	31.08.2015
	MS27	Research and development plan	31.08.2015	31.08.2015
	MS41	Communications plan for Awards advertising and event	31.08.2015	31.08.2015
Sep 2015	MS45	People and Business Support Plan	04.09.2015	31.08.2015
	MS20	Ingest plan for adding new content to the ENUMERATE Observatory	02.09.2015	31.08.2015
	MS16	Europeana DSI's Policy, Research and Knowledge management development plan	30.09.2015	31.08.2015
	MS10	Development Plan GLAMWiki relations	30.09.2015	30.09.2015
	MS15	Europeana Inc. business plan	30.09.2015	30.09.2015
	MS28	Overall plan to coordinate, innovate and disseminate Europeana coordinated R&D	30.09.2015	30.09.2015
	MS43	Progress Report 1 (Technical development report)	30.09.2015	31.07.2015
	MS29	EDM development plan	30.09.2015	30.09.2015
Oct 2015	MS18	Europeana DSI Knowledge Management plan	31.10.2015	30.09.2015
	MS6	Data ingestion plan	31.10.2015	30.09.2015
	D2.1	Marketing and Social Media plan for end users 2015-2016	09.10.2015	31.07.2015
	D7.1	Strategic Development Plan, Architectural Planning	31.10.2015	31.08.2015
	MS11	Channels development and campaign plan	31.10.2015	31.08.2015
	MS42	Requirements for new Awards site with Heritage in Motion	31.10.2015	31.07.2015
	MS3	Updated project shift plan	Done under v3	31.10.2015
	MS13	Luxembourg presidency event (PLURIO)	16.10.2015	31.10.2015
	MS14	Two workshops on the need by the tourism industry on digital cultural assets, linked to task 3.3.3.	Postponed (Nov 2015)	30.10.2015
	MS21	Review of rights statements under the Europeana Licensing Framework	30.10.2015	30.10.2015
	MS30	Search improvement plan (in relation to T4.5.1., as well as the WP 6 (Product Development)	30.10.2015	30.10.2015
	MS32	Multilingual research and development plan	30.10.2015	30.10.2015