# Europeana – Core Service Platform

# MILESTONE

**MS28:  Overall Coordination Plan for R&D Dissemination Activities**

| Revision | Final Version |
|---|---|
| **Date of submission** | 30/9/2015 |
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| **Dissemination Level** | Only for members of the consortium and the Commission Services |



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 | 1/9/2015 | Gregory Markus | Netherlands Institute for Sound and Vision | Main Text |
| 2 | 10/9/2015 | Antoine Isaac, Valentine Charles, Maarten Brinkerink | Europeana Foundation, Netherlands Institute for Sound and Vision | Comments, edits, textual additions |
| 3 | 18/9/2015 | Gregory Markus | Netherlands Institute for Sound and Vision | Revisions, text additions |
| 4 | 26/9/2015 | Antoine Isaac, Valentine Charles, Nuno Freire, Maarten Brinkerink, Johan Oomen | Europeana Foundation, Netherlands Institute for Sound and Vision | Comments, edits, images |
| 5 | 30/9/2015 | Gregory Markus | Netherlands Institute for Sound and Vision | Final revisions |

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This milestone contains original unpublished work except where clearly indicated otherwise.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

# Table of Contents

# 1. Objective of milestone

As highlighted in the general Europeana R&D strategy laid down in MS 27 *Research and development plan[1]*, community management and knowledge exchange form a key part of the way we want to drive technical R&D in our Network. The goal of this Milestone is to assess, evaluate, and plan how the EuropeanaTech community and R&D activities should be coordinated and disseminated within the Europeana Network Association and the wider field of R&D in the cultural heritage domain. This plan will, in turn, inform the EuropeanTech team[2] on policies for coordination and information flows, as well as the specific avenues where certain dissemination materials should be communicated.

The framework provided in this Milestone will provide guidelines for all Europeana partners on how their institutions' or projects' R&D outcomes should be shared with the EuropeanaTech community and Network. This is important within a Network that touches on every single aspect of digital cultural heritage for several reasons including: 1. Technical R&D work can be overlooked by editorial staff who may not be familiar with the sector, 2. Europeana Network Association members may lack resources or personnel to conduct their own R&D work therefore they must rely on EuropeanaTech community members' transfer of knowledge. This Milestone will then propose recommendations for the Europeana Network Association and Europeana Foundation to ensure that R&D activities are given appropriate attention.

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[1]
http://pro.europeana.eu/files/Europeana_Professional/Projects/Project_list/Europeana_DSI/Milestones/europeana-dsi-ms27-researchanddevelopmentplan.pdf
[2] The EuropeanaTech team consists of Europeana R&D as well as Netherlands Institute for Sound and Vision R&D as described in WP4 of the DSI.

# 2. Current standing of EuropeanaTech R&D coordination

## 2.1 History of coordination

EuropeanaTech as a community started with the Europeana*Connect* project (2009-2011). News and events were disseminated through the Europeana*Connect* project website and the Europeana v 1.0 dissemination work package, , worked in collaboration with Europeana*Connect* to ensure proper and effective communication and dissemination. One of the landmark achievements was the first EuropeanaTech conference in 2011, which served as the closing conference for Europeana*Connect.*

During Europeana v 2.0 (2011-2014) EuropeanaTech was officially born and the original mission statement[3] was drafted. However, v 2.0 saw less emphasis on dissemination of EuropeanaTech activities and stronger emphasis on R&D work and software development. Europeana v3.0 (2014-2015) introduced the role of EuropeanaTech community manager and created a EuropeanaTech platforms (see following section on dissemination platforms)  for dissemination of R&D results. Since then, more emphasis has been placed on coordination and dissemination of results. As part of Europeana DSI (2015-2016) more work is dedicated towards the coordination and further dissemination of EuropeanaTech R&D results.

In the past, during the funding stream ICT-PSP, FP7, and eContentplus, many Europeana related projects could operate simultaneously providing a constant stream of publications, deliverables, content and technology to the Europeana Network Association. Now with Horizon 2020, funding for the cultural heritage sector is scarcer, resulting in fewer projects directly related to Europeana. Thus, it is more crucial than ever to coordinate the EuropeanaTech community and share their work so that the entire Europeana Network Association will continue to benefit from the wealth of R&D expertise contained therewithin.

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http://pro.europeana.eu/files/Europeana_Professional/Projects/Project_list/Europeana_Version2/Milestones/Ev2%20MS37%20Mission%20Statement%20for%20Europeana%20Software%20Development%20Platform.pdf

## 2.2 Platforms for dissemination

### 2.2.1 Europeana Pro

Europeana Pro is the information and communication platform for the Europeana Network Association. It is the go-to place for information pertaining to past or present Europeana affiliated projects. Accomplishments, news, calls-to-action and all dissemination activities, at a project level and by the aggregators, are done through the Europeana Pro blog[4] or various other sections on the Europeana Pro website[5] like the publications page[6].

## EuropeanaTech blogs in general

| Month, time on page &bounce | In top 10 of blogs | Unique page views | Time on the page | Bounce rate |
|---|---|---|---|---|
| February (02:07\|72. 98%) | 2/10 (ETech) | 190 | 02.31 | 78.38% |
| March (02: 45\|79.60%) | 3/10 Chan | 948 | 05.07 | 83.26% |
| | Oates | 253 | 04.32 | 82.13% |
| | Cohen | 178 | 03.04 | 85.12% |
| April (02: 38\|61.92%) | 1/10 Dm2E | 140 | 03:47 | 84.21% |
| May (02: 36\|63.03%) | 1/10 Quality | 241 | 01:44 | 66.50% |
| June (02: 26\|78.10%) | 1/10 EDM | 231 | 02:41 | 59.76% |

EuropeanaTech is a community within the Europeana Network Association and is thus represented in Europeana Pro. This specific area of Europeana Pro[7] contains all the information

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[4] http://pro.europeana.eu/blogposts
[5] http://pro.europeana.eu/
[6] http://pro.europeana.eu/publications
[7] http://pro.europeana.eu/get-involved/europeana-tech

about what EuropeanaTech does as a community, information on our various past and present Task Forces[8], our FLOSS Inventory[9] and open and curated inventory of open source tools relevant for digital humanities and digital cultural heritage developers, as well as EuropeanaTech Insight[10], a multimedia publication about R&D developments by the EuropeanaTech Community.

EuropeanaTech has made use of Europeana Pro several times in the past few years to disseminate activities, calls-to-action, awareness raising campaigns, and to share accomplishments[11].

# EuropeanaTech blogs in general

→ Blogs are read but have a short "life time"

→ Screen shot below is typical (period from publication until August 28th )



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8 http://pro.europeana.eu/get-involved/europeana-tech/europeanatech-task-forces
9 http://pro.europeana.eu/get-involved/europeana-tech/floss-inventory
10 http://pro.europeana.eu/get-involved/europeana-tech/europeanatech-insight
11 Memorandum of Understanding with Latvian Ministry of Culture over Hugo.lv-http://pro.europeana.eu/blogpost/latvian-ministry-of-culture-and-europeana-sign-memorandum-of-und ; 5 Years of EDM http://pro.europeana.eu/blogpost/the-europeana-data-model-a-living-model-5-years-on

## 2.2.2 EuropeanaTech Insight

EuropeanaTech Insight is a pilot launched under Europeana v 3.0 to investigate a channel through which EuropeanaTech community R&D results can be showcased in an engaging online multimedia publication, more stable than a blog and less technical than academic papers. In April 2015 the first issue of EuropeanaTech Insight was launched, with 4 following issues over the next 3 months. The 5 issues covered the key topics presented at the EuropeanaTech 2015 Conference: search, multilinguality, open data and data re-use, data modelling and data quality.

EuropeanaTech Insight was formatted on Europeana Pro to be a "long form" reader, in lieu of developing a new platform specifically for Insight and to differentiate the periodical from the other dissemination outlets available on Europeana Pro.
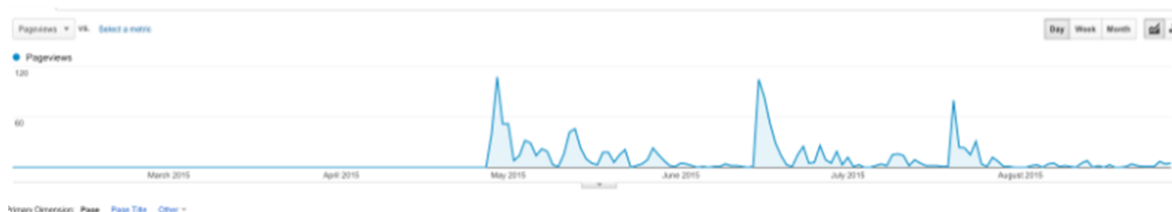
EuropeanaTech Insight encouraged the contributors to provide multimedia in addition to an short and not too technical text of approximately 750 words. The purpose, for both these editorial requirements, was to make the issues more clear for those unfamiliar with R&D work in the cultural heritage domain.

## EuropeanaTech Insight overview

|  | Unique page | Time on the page | Bounce rate |
|---|---|---|---|
| Issue 1 | 426 | 03:31 | 81.62% |
| Issue 2 | 239 | 03:20 | 64.39% |
| Issue 3 | 406 | 03:16 | 87.01% |
| Issue 4 | 162 | 04:47 | 84.97% |

→ In total for period (February 1ˢᵗ to August 28ᵗʰ)

| Unique page | Time on the page | Bounce rate |
|---|---|---|
| 1238 | 03:30 | 81.8% |

### 2.2.3 Europeana Labs

Europeana Labs[12], Europeana's open innovation platform, has become an outlet for EuropeanaTech to spotlight developers with the "Who's Using What?" column. Each edition of Who's Using What features a different developer from the cultural heritage sector. The developer is asked to answer these four questions about open source development:

1. What open source tools are you currently working with?
2. What open source tools have you used in the past to develop larger applications?
3. What are you currently developing?
4. What would you like to see developed?

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[12] http://labs.europeana.eu

Who's Using What serves as a direct source of use cases for CH developers, as they can clearly see what tools their developer colleagues are favoring, offering, and hoping to see developed in the future. Who's Using What has been fortunate by featuring developers from all around the world, including developers from Digital Public Library of America (DPLA) (USA), DigitalNZ(New Zealand), KnightLab (USA), Notre Dame (USA), and Oslo Public Library (Norway).

Who's Using What blogs are generally well received as can be seen in the Twitter stats below with Tweets receiving 30+ link clicks which makes them some of our highest performing dissemination activities. At little effort on behalf of the EuropeanaTech community manager, Who's Using What are a valuable awareness and dissemination activity that should continue to be pursued.

### 2.2.4 EuropeanaTech mailing list

The EuropeanaTech mailing list was started in January 2011, and currently has 261 subscribers. The mailing list is primarily used to source expertise from the community on specific topics, announce conferences and paper calls, as well as general notifications on behalf of the EuropeanaTech team on important happenings.

The reply rate on the EuropeanaTech mailing list fluctuates significantly with some mails garnering 20 or more responses while most others go unanswered. However, it remains the key outlet for inter-community awareness primarily due to the fact that there is no other platform available.

### 2.2.5 EuropeanaTech and Conferences

To date, there have been two conferences organized by EuropeanaTech. The first was the closing conference for Europeana Connect in 2011 and the second was held as part of Europeana v 3.0 in February 2015.

EuropeanaTech 2015 was praised as a successful event by the Network and attendees. It featured high profile speakers from around the globe, including some of the sector's most influential actors. This is in addition to the numerous other presentations from Europeana affiliated project partners, CH institutions, developers and experts.

EuropeanaTech 2015 proved to be one  landmark for EuropeanaTech and Europeana Foundation, as it showed just exactly how much innovative R&D work is being done within the EuropeanaTech community. EuropeanaTech 2015 made many more people aware of and interested in the work being done.

The EuropeanaTech community is also visible from its publications at conferences and workshops around the world. This past year includes Theory and Practices for Digital Libraries[13] (TPDL), Semantic Web for Libraries[14] (SWIB), and Dublin Core, to name a few, as well as the

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[13] http://tpdl2015.info/tutorials-list/tutorial-mappings-application-profiles-extensions-cross-domain-metadata-europeana-context-beyond/
[14] http://swib.org/swib15/programme.html#abs18 and http://swib.org/swib15/programme.html#abs22

international LODLAM event. In addition, the EuropeanaTech community also serves on program committees of conferences, workshops and journals, from around the world.

### 2.2.6 @EuropeanaTech

@EuropeanaTech is the EuropeanaTech Twitter account that was started during EuropeanaConnect. The EuropeanaTech Twitter account has continued to grow in popularity over the years and now has 2,092 followers[15].

@EuropeanaTech is used primarily to share calls for papers, events, raise awareness and promote certain papers or articles, as well as provide updates on EuropeanaTech happenings. It has been successfully utilized in the past for campaigns like the #FLOSSdaily campaign.



The above image shows the @EuropeanaTech Twitter activity over the past 91 days (June 27- September 25). As can be seen engagement can be sporadic. However, all the spikes are from Tweets that promote EuropeanaTech publications like EuropeanaTech Insight, Who's Using What, blogs or the call for feedback on the White Paper on Best Practices for Multilingual Access to Digital Libraries[16].

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[15] This is roughly 10 times more than mailing list subscribers

[16] The White Paper has not been published yet. It will build upon the recently published milestone document from the EU-funded project Europeana v3.0

## 2.3 Caveats and cleavages in coordination

Due to the nature of EuropeanaTech, coordinating activities and sparking the interests of the masses can be quite challenging.

The EuropeanaTech community is a large group that spans across Europe and the world, composed of individuals with various roles from various organizations that either were or are still currently actively engaged in Europeana affiliated projects, in addition to interested individuals. All of the individual's home R&D or technical departments have their own internal agenda and each of these departments differs in terms of size and capacity.

While internal EuropeanaTech work done as part of Europeana v2.0, v3.0 and DSI, connects with community members' direct work, it's not possible to always attract the attention of such a diverse consortium.

Let's briefly examine the composition of the EuropeanaTech community stakeholders:

Our key stakeholders are undoubtedly our colleagues at the Europeana foundation, in the CH organizations or the CH technology providers in the Europeana Network. However this network is open to include any new relevant members, and we shall aim at an healthy growth of our technology-focused community.

Furthermore, not all relevant partners strictly belong to the CH domain (e.g., ERICs, projects like FREME, associations like LT-Innovate). Having a dedicated Europeana R&D team allows the projection of the CH domain beyond its traditional boundaries and benefits from technological advances in other communities. The team provides one single, Europe-level contact point for other communities who would like to address CH problems or re-use CH data.

All these stakeholders have very diverse background and areas of interest and expertise. Including but certainly not limited to:
- Semantic web experts
- Software developers
- Open data advocates
- Academic researchers
- Digital humanists

- Museum curators
- System architects
- Multilinguality experts
- Big data advocates
- Translation specialists

As can be seen, the EuropeanaTech community is incredibly broad. Not to mention the community members range from world class experts to curious bystanders. It is very difficult to stimulate conversations with everyone through one message. This requires targeted and small scale engagement.
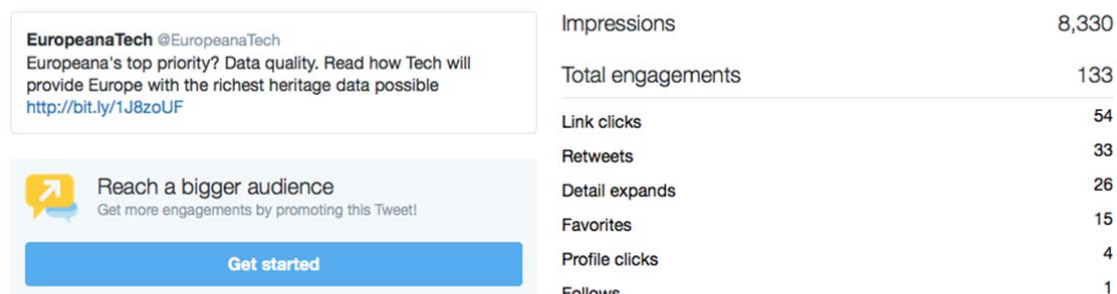
However, if a niche is touched upon in discussion, the conversation can be very fruitful as captured in this article[17] about a EuropeanaTech mailing list discussion on the subject of human-readable vs. numerical URIs. Occasionally a conversation will begin but is not continued on the list, typically because the recipients respond directly to the sender, instead of sharing answers with the whole community.

Due to the specializations of the community members, engaging the community as a whole is quite difficult. Europeana DSI MS27, which presents the Europeana R&D Strategy, talks about the EuropeanaTech team's ability to pinpoint key EuropeanaTech community members and pull them for specific work or consultation. This is something that is done in practice regularly to great success. However, EuropeanaTech still needs an effective all-encompassing coordination plan that will allow the community to function more bottom-up fluidity instead of top-down.

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[17] http://pro.europeana.eu/blogpost/staying-persistent-europeanatech-community-help-to-pave-the-way
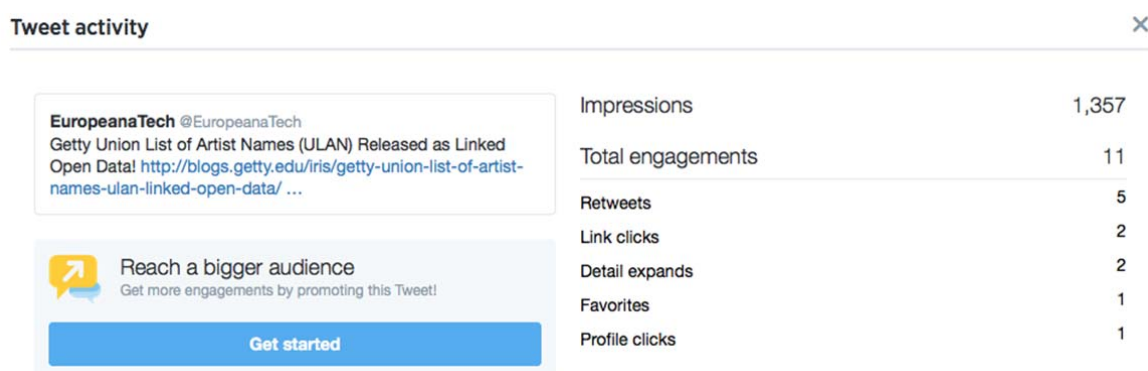
## 2.4 Difficulties disseminating first party materials

Being able to disseminate substantial material is valuable for any communications or marketing department. Several times a year EuropeanaTech produces White Papers, deliverables or



reports on technical R&D activities.

*This image shows a successful Tweet from @EuropeanaTech of core EuropeanaTech results*
At least on Twitter, these documents are usually met with wide appeal, as compared to normal EuropeanaTech Tweets. Similarly, publications like EuropeanaTech Insight are also met with more appeal, as compared to normal activity. Standard Tweets produce results more similar to those seen in the image below.



*This image shows a less successful Tweet from @EuropeanaTech of 3rd party information*

When EuropeanaTech produces reports or blogs, readers engage. Additionally, the quality of work that EuropeanaTech delivers is of a high standard and for cultural heritage R&D the

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EuropeanaTech community is always on the cutting edge. More coordination of activities, reporting and knowledge sharing will raise the profile of EuropeanaTech and the community equally.

The difficulties are that the average EuropeanaTech community member is active within several dissemination sectors including current projects, academic conference and publications, home institutions' internal communication as well as other boards or communities.

The EuropeanaTech team needs to strategize how we can keep track of the work being done by EuropeanaTech community members across the board, harness this energy and share it under the EuropeanaTech community banner.

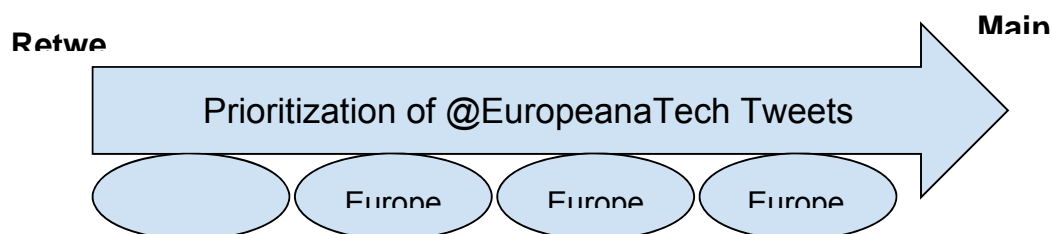# 3. Plans for future coordinating and dissemination activities

## 3.1 Platforms

### 3.1.1 @EuropeanaTech

@EuropeanaTech has been a staple for dissemination activities for EuropeanaTech community activities. It's our fastest way to share information with the community and if the topic is good and resonates it gets shared widely.

We will continue to use @EuropeanaTech to share and promote a wide array of information. This includes but is not limited to:

- Information and results directly related to EuropeanaTech activities (i.e. DSI WP4 results, EuropeanaTech conference, Europeana news relevant for EuropeanaTech members)
- Information and R&D results related to Europeana projects (i.e. Europeana Sounds WP2)
- Information and results from close EuropeanaTech community members (i.e. ONB, NISV, BL, DDB, BnF)
- External information or announcements we find interesting (Retweet (RT) only)

**Retwe**                                                                 **Main**

Prioritization of @EuropeanaTech Tweets

Europe          Europe          Europe

@EuropeanaTech will strive to post original material i.e. articles and papers written by EuropeanaTech or community members and published on Europeana affiliated platforms instead of re-packaging 3rd party information. 3rd party information will be disseminated on Twitter via re-tweets not main-tweets. EuropeanaTech community members are always welcome to ask @EuropeanaTech to share and RT their activities. While we will give preference to EuropeanaTech community members, @EuropeanaTech wants to promote the most interesting and innovative R&D work in cultural heritage. This will be accomplished by RTs.

### 3.1.2 EuropeanaTech Insight

The future of EuropeanaTech Insight is uncertain. After a relatively successful pilot volume of 4 issues EuropeanaTech has distributed a survey to the community to understand better how EuropeanaTech Insight was received and how we can improve upon it to engage and please wider audiences. Insight provides a clear outlet for publishing EuropeanaTech community R&D results juxtaposed with other community members. This gives a clear impression of who constitutes the community, what areas of R&D the community focuses on, and which institutions excel or focus on certain areas. Once the survey results have been analyzed and recommendations tallied EuropeanaTech will revisit the format and goals of EuropeanaTech Insight to determine whether or not it remains an option for coordination and dissemination.
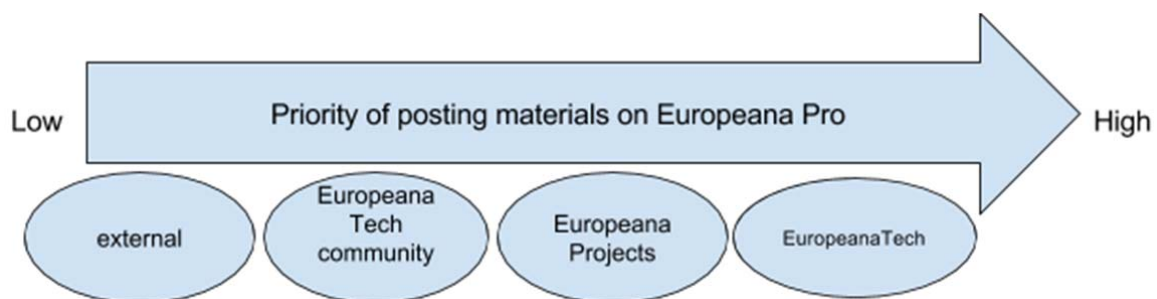
### 3.1.3 EuropeanaTech Conference

Since the past two EuropeanaTech conferences have been considered successful for sharing technical R&D work happening within both the community and greater digital cultural heritage sector at large. EuropeanaTech will pursue a bid for a 3rd conference as part of DSI 2.

### 3.1.4 Europeana Pro

Europeana Pro remains the key platform for sharing and maintaining EuropeanaTech related, reports, Task Force results, publication etc. This will continue to be the core home for EuropeanaTech.

EuropeanaTech will produce more blogs for Europeana Pro. EuropeanaTech related blogs on Europeana Pro perform well when juxtaposed with standard Europeana Pro blogs. However, there should be an editorial standard for material determined to be worth publishing in lieu of publishing for the sake of publishing. EuropeanaTech blogs on Pro will follow the same priority guidelines for content as Twitter.

### 3.1.5 Europeana Labs

EuropeanaTech will continue to produce "Who's Using What" columns on Europeana Labs. We hope that by doing so in conjunction with the FLOSS Inventory, EuropeanaTech can promote smart, sustainable software development by raising the awareness of what OS tools are available, who's employing them in the sector and where there is room for improvement.

### 3.1.6 FLOSS Inventory

Currently we are running a Task Force for the FLOSS Inventory[18]. This TF will produce a premiere list of OS tools relevant for the cultural heritage and digital humanities sector that will be structured and organized based on conversations with developers, reviewing similar inventories available for other sectors (DiRT Directory[19]), and sharing best practice knowledge provided by TF participants.

When this version of the Inventory is released as a new Google Spreadsheet we plan to investigate developing or making use of a CMS for it. This CMS will feature functionalities outlined by the developers in the FLOSS TF. The functionalities will include layout, search, presentation and structure.

The FLOSS Inventory is an ongoing EuropeanaTech initiative coordinated by NISV to raise awareness about the OS tools available for DCH developers. As part of coordination in DSI we will continue to work on improving the Inventory and raising awareness about economical development within EU funded projects.

The FLOSS Inventory is regularly disseminated and blogged about as part of the "Who's Using What?" column on Europeana Labs.

NISV will also coordinate with Europeana Research to investigate overlaps in OS software relevant for digital humanities and digital cultural heritage.

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[18] http://pro.europeana.eu/get-involved/europeana-tech/europeanatech-task-forces/europeanatech-floss
[19] http://dirtdirectory.org/

## 3.2 Added value

Europeana's biggest success to date is the network and community environment it has rallied since its inception. No longer are memory institutions in Europe fragmented and scattered. The Europeana Network has nearly 3,000 members from every corner of Europe. EuropeanaTech represents a subset of this Network.

The added value of strengthening the coordination and dissemination of EuropeanaTech is multifaceted and depends largely upon contributions from the community and Europeana Network.

### 3.2.1 Dissemination

In terms of dissemination, the primary added value is that EuropeanaTech provides access to a large and vested audience. As we've noticed, when EuropeanaTech publishes materials we garner a sizeable interested audience.[20] If EuropeanaTech continues to regularly publish and disseminate results from the community we can only expect that our audience will grow and continue to view EuropeanaTech as a source of valuable R&D information. Naturally, there needs to be a level of quality that EuropeanaTech comes to expect from the community. Publishing quality results will only raise the profile of EuropeanaTech, enlarge its audience, and make it even more enticing to publish and disseminate via EuropeanaTech. This in turn adds more added value. Yet, it is up to the EuropeanaTech team to encourage more community members to publish results through EuropeanaTech's channels.

### 3.2.2 Coordination

Coordination is a necessity when working in large communities in the same sector. With so much room for overlap and duplication of work, EuropeanaTech needs to coordinate the community better, facilitate partnerships and share results so that the community can be continuously moving forward together and to ensure that the small bits of funding available are used wisely to progress Europe in the digital cultural heritage sector.

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[20] see stats from EuropeanaTech Insight

## 3.3 Involvement of internal groups

Europeana and its Network have in the recent years organized a number of groups and initiatives with a strong mandate for communication and dissemination. To achieve its goals in the most efficient ways, our coordination strategy must be carefully aligned with the work of these groups. In the coming months we plan to devote significant efforts to make sure EuropeanaTech is fully included. As a measure of success, this requires that all these groups will produce recommendations or perform communication and editorial actions  that devote appropriate space for EuropeanaTech.

### 3.3.1 Communicators Group Task Force

EuropeanaTech has been involved in the [Europeana Communicators Group Task Force](#) in order to assist overall external dissemination, internal communication and transfer of knowledge on behalf of the Europeana Network.

EuropeanaTech will continue to be involved in this TF to ensure that an information transfer procedure is put in place to ensure the proper and timely relay of information pertaining to technical development. This will assist with increasing the amount of editorial and dissemination work on technical and R&D work of groups associated with Europeana.

Technical papers, deliverables, or milestones can be  too lengthy or too technical for general public reading. By organizing a pipeline of documents from various projects to EuropeanaTech, EuropeanaTech can collaborate with the original authors to create a more easily digestible editorial piece for Europeana Pro or EuropeanaTech Insight.

### 3.3.2 Europeana development team

The EuropeanaTech Community Manager will coordinate more closely with the Europeana development team, as part of the OS community advocacy being accomplished through "Who's Using What?" and the FLOSS Inventory as a means to put Europeana on the map in terms of software development.

### 3.3.3 Europeana Labs

EuropeanaTech will continue cooperating with Europeana Labs including the further investigation of implementing the FLOSS Inventory on Labs and suggesting functionality extensions and continuing to populate the blog with the "Who's Using What?" column.

### 3.3.4 Europeana Research

EuropeanaTech will liaise with Europeana Research to investigate overlaps and best practices concerning OS tools available to research communities. We will coordinate the sharing of information and partner activity between the two groups.

The EuropeanaTech community manager has already spoked at one Europeana Research workshop on access and re-use of cultural heritage materials in an educational setting. EuropeanaTech will continue to maintain discussions with DARIAH and Europeana Research in terms of improving access platforms, multilingual access, and metadata formats.

### 3.3.5 Europeana Expert Hub

The Europeana Expert Hub (EEH) is a working group composed of all the domain and national aggregators. All aggregators have technical and R&D expertise in certain areas including multilingual access, data quality, data modelling as well as different platforms for discovery.[21]EuropeanaTech will monitor activities within the EEH, assist when needed and ensure coordination between the Hubs to avoid duplication of work and promote innovation.

## 3.4 Involvement from external communities

Members of the core EuropeanaTech team as well as the wider EuropeanaTech community are involved in global digital cultural heritage and digital humanities communities. The importance of operating within these communities ensures that the work of EuropeanaTech is represented in wider and more international organisations such as W3C, DCMI or LODLAM. Furthermore, participation with external organisations and communities also improve the reputation of EuropeanaTech as a community and source of relevant content to be disseminated.

However, EuropeanaTech should become not only more actively involved in these external communities, but work being done should be done under the EuropeanaTech flag as much as possible. It is difficult to entice EuropeanaTech community members to operate in these external communities and collaborations on behalf of EuropeanaTech since loyalties and priorities usually fall to home institutions. With no money to offer community members, managing this is difficult. It could be the case that EuropeanaTech needs to hold special workshops on themes most relevant

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[21] Such as  EUscreen (http://www.euscreen.eu/ ), European Film Gateway (http://www.europeanfilmgateway.eu/ ), Europeana Fashion (http://www.europeanafashion.eu/portal/home.html)

to the Europeana at larger conferences (as is already done) or host our own series of workshops in addition to a EuropeanaTech every two years.

### 3.4.1 EuropeanaTech Development Team

Europeana's development team and developers within the community need to be more visible and share quality tools software groups like Hydra, IIIF, Apache, Omeka, and other developer communities around the world from digital humanities and cultural heritage. This means more regular attendance of workshops and conferences, improvement and expansion upon work being done with the FLOSS Inventory and OS development as well as hosting EuropeanaTech best practice workshops on sustainable OS development.

# 4. Expected Outcomes

Contribution to Europeana's R&D strategy

EuropeanaTech's community management and knowledge exchange contributes to the main ambitions listed in the Europeana R&D strategy presented in MS27:

*Source and share innovative technologies in spaces where technology is best developed and discussed*

Our aim here is to help technical R&D actors from the Europeana ecosystem to identify and communicate better their problems and their solutions. EuropeanaTech must be a matchmaker and incubator for R&D/innovation in our community. We must participate and organize R&D events, and disseminate relevant research results across communities.

*Turn overlaps into synergies*

We enhance synergies within the Network by raising the awareness for state-of-the-art solutions (including software and methodologies) in the CH sector. EuropeanaTech activities help also connect to other technological communities (e.g., Semantic Web/LOD, DARIAH, DCMI).

*Know our stakeholders well and openly welcome new promising collaborations*

EuropeanaTech helps Europeana engage a vast network of individual and organizations that can provide key contributions to technical R&D work in the community, even when they come from external initiatives. EuropeanaTech is often the first step in setting closer partnership in projects and adhoc collaborations. In spite of the difficulty, we must still aim at engaging all the varied profiles in the community.

*Fit our activities to a changing technological and organizational landscape*

EuropeanaTech coordination activities are a precious means for Europeana and its Network to be transparent about our directions. But also to organize much necessary feedback on it, from the most skilled experts in the field, thus helping the community to define the right priorities.

In conclusion, the overall goals of coordinating and disseminating EuropeanaTech community activities is to raise the profile of EuropeanaTech as not just a community of autonomous

members working separately from one another but to show that EuropeanaTech is an amalgam of some of Europe's most innovative and intelligent R&D departments in cultural heritage. However, to foster this amalgam we need better coordination of work being done and regular dissemination of successful results under the EuropeanaTech banner. Accomplishing this will undoubtedly raise the profile of Europe even more so, as a hub of expert knowledge, technical results and software development.