



europæana
inside

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EUROPEANA INSIDE

Launch announcement & Materials

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Contents

1	INTRODUCTION	4
2	ANNOUNCEMENT OF THE LAUNCH EVENT.....	5
2.1	<i>Preparations</i>	<i>5</i>
2.2	<i>Call for participation</i>	<i>5</i>
2.3	<i>External participation</i>	<i>6</i>
2.4	<i>Online Communication.....</i>	<i>8</i>
3	MATERIALS.....	11
3.1	<i>Audience and input.....</i>	<i>11</i>
3.2	<i>ECK Logo.....</i>	<i>11</i>
3.3	<i>Leaflet.....</i>	<i>11</i>
3.4	<i>Poster</i>	<i>12</i>
3.5	<i>ECK Guide</i>	<i>12</i>
4	ANNEX I INVITATION	13
5	ANNEX II ECK LOGO	14
6	ANNEX III ECK LEAFLET	15
7	ANNEX IV EUROPEANA INSIDE POSTER	16
8	ANNEX V ECK GUIDE.....	17

1 Introduction

This document provides an overview for the activities carried out by the partners concerning the final event launching the Europeana Inside Connection Kit. In addition this document also includes the accompanying and subsequent dissemination materials.

In the first section of this document, we provide information about the organisation of the event as well as the focus of communication actions. The aims of the final launch event were:

- To showcase the technical developments of Europeana Inside
- To showcase the benefits a Cultural Heritage Institution can gain from using the ECK
- To launch the ECK

The initial promotional materials produced in D1.2 Branding Materials were completed with the release of a set of new promotional materials that:

- Raise awareness of the outcomes of the Europeana Inside project,
- Illustrate of how the process of sharing information about collections becomes easier with the ECK. With the help of the ECK early adopters (project content partners) this material was refined.
- Support CMS vendors (project technical partners as well as other interested parties) when they inform their clients of the services that derive from ECK-ready Collections Management Systems.
- Support the dissemination of the Forward Plan (D5.4) beyond the end of the project.

In the second section of this document we provide a brief explanation to the purpose of each piece of dissemination information as well as access to the materials in three forms: for web distribution, for printing purposes and the original files (.psd) for partners who would like to translate the material into their language.

2 Announcement of the Launch event

2.1 Preparations

On April 2014, during the third networking event the management board members of Europeana Inside discussed the launch event. It was suggested that an option would be to turn the event into a training opportunity for aggregators and others or to make an interactive networking event between partners, and the invitation would be extended to the European Commission.

As our aim was to create at the end of this project a platform for the development and continuity of the product, the event was therefore regarded less about launching directly to end-users, and more about focusing on the stakeholder groups identified in the sustainability plan, specifically:

- Europeana (to support them in integrating the Connection Kit into their technology track),
- National and Thematic Aggregators (as above),
- Potential end-points/new partners, such as Wikimedia, Digital Public Space and Google Open Gallery,
- The European Commission.

Also, for this final event, it was decided that technical partners would use this event to showcase their final products and to introduce the implantation of the ECK that was fully developed by July 2014. Content partners were also invited to present their experiences of being the early adopters of the ECK in their cultural institutions. Finally, as this was the last opportunity to gather all project partners together, the forward plan was presented and discussed and further actions were agreed.

2.2 Call for participation

Basecamp was used as the main platform for announcing the event. Through this platform 220 people were contacted in order to prepare and contribute to the organisation of the Event. Among them, there were not only consortium members, but also associated partners and representatives of the main stakeholder groups of the event.

The Petofi Literary Museum (PIM) came forward to present their experience with the ECK, and illustrated their new workflow for sharing collections information which was introduced during the project. The Europeana Inside blog also started showcasing several case studies before the event, and in the days after: www.europeana-inside.eu/keyword/from-inside.

Digital Collectie, the Dutch national aggregator for cultural institutions, presented the possible uses of the ECK in connecting cultural institutions in the Netherlands with national and thematic aggregators. This initiative is being set up by a consortium of Institutions in the Netherlands including DEN and Beeld en Geluid (Sound and Vision).

All participating technical SPECTRUM-partners presented their ECK-products and their immediate roll-out plans for their customers.

The screenshot shows a Basecamp interface with a navigation bar at the top containing 'New stuff!', 'Projects', 'Calendar', 'Everything', 'Progress', 'Everyone', and 'Me'. A search bar is also present. The main content area features two posts:

Post 1: Planning the 'launch event'
 Posted by Nicholas Poole on Jun 20
 Dear colleagues,
 As you know the DoW for EU INSIDE provides for a launch event this coming September. We are in the process of scoping the content, audience and purpose of this event and I would really like to ask for your thoughts on this before we finalise the plans.

Objective of the event
 Our primary objectives for the event are:

- Celebrate the successful completion of the project
- Celebrate and highlight the achievements of the project
- Raise awareness of the project
- Promote the transition to the new system

Audience
 From my perspective, the launch event should focus on the following groups:

- Europeana (to support the technology track)
- National and Thematic Collections
- Potential end-points/nodes (e.g. Google Open Gallery)
- The European Commission

Post 2: Launch Event
 Posted by Laura Miles on Aug 22
 Dear All,
 Please find attached the proposed agenda for the launch event on September 17th at the Museum of London (<http://www.museumoflondon.org.uk/london-wall/visiting-us/>)

We would like to invite all technical partners to present a short 10 minute presentation demonstrating their final product and implantation of the ECK.

We would also like to invite a content partner to present their experiences of using the ECK within their cultural institution – if you would like to present your case study please do let me know.

If you haven't already; please do let me know if you are attending the launch event in London by 1st September 2014. If you have any questions, don't hesitate to get in touch with me.

Best Wishes,
 Laura

2.3 External participation

Efforts were made to reach other targets, such as other Software vendors that can freely download and deploy ECK modules in their systems. Technical partners were provided with an invitation text to reach out to their community as soon as the programme was defined (see [Annex I](#)). Some software companies not yet affiliated to the network of associated partners were present at the event: Vernon Systems, Articheck, Duxbury Advisory Ltd.; additionally a representative of the UK Government Art Collection attended the event.


Being this an event taking place in London, partners supporting and developing the Forward plan were invited to organise local events after the Launch in London. Such an event was for example the one following up the closing of the project organised by Axiell Ltd (former AdLib) in collaboration with the consortium of organisations setting up Digitale Collectie in Amsterdam in October 2014.

A notification and the invitation were sent to the OpenGlam-Team at Wikimedia and a representative of the British chapter of Wikimedia attended the event.

The Collections Trust invited the project officer from the European Commission to attend so that we could present the fully integrated ECK and demonstrate its presence in each collections management system; however they were unable to attend.

The Collections Trust also sent out a press release and e-invite to a number of interested parties who were located in London. The main focus was to invite other cultural institutions who would benefit from adopting the ECK. A screen shot below shows the e-invite which was sent out to over fifty local and interested parties.

Collections Trust



europæana
inside

EU Inside Launch Event
Wednesday 17 September 2014, 12.30-19.00
Museum of London

Dear Laura

The Collections Trust is pleased to invite you to celebrate with us the successful conclusion of the Europeanana Inside project and the launch of the Europeanana Inside toolkit (ECK).

The [EU Inside project](#) began three years ago with 26 cultural heritage institutions and technical companies joining forces to develop a means by which museums, galleries and libraries could easily share their collections with third party platforms. We are now proud to launch the outcome of the project - the Europeanana Inside toolkit (ECK).

The ECK is a software solution that enables records to transfer directly from a collections system to a digital aggregator, such as [Europeana](#). Today it has already been implemented in 16 software products and is being used by all the participating cultural heritage institutions. As a result over 400,000 records have been contributed to Europeana and this number continues to grow.

During the event you will have the opportunity to hear about the benefits of the ECK, speak directly with the creators and exchange thoughts with representatives from major European Cultural Sector organisations.

Please RSVP to events@collectionstrust.org.uk or call 020 7942 6080.

2.4 Online Communication

The project website and social media were used to report about the event. An account of this event was also provided in the last project newsletter. Additionally all partners have access to the documentation of this event on the members' area where the proceedings and presentations are available at: http://www.europeana-inside.eu/login/launch_event/index.html

In the following pages we document some materials and notifications sent from partners of the Consortium and social media mentions before, during and after the event:


Sector Launch Event

14 September 2014

On 17th September 2014 the Consortium and interested parties of Europeana Inside meet on a final gathering event at the Museum of London hosted by project coordinator The Collections Trust, to present and celebrate the outcomes of the project.

The event showcases the development of resilient and flexible **ECK-software** now installed and running in the collection management systems of all participant cultural institutions. Today these institutions are capable of providing not only "Europeana-ready" content but ready for other platforms. The event also celebrates the delivery of over 500,000 records to Europeana ([see here some highlights](#)).

All outcomes of the Europeana Inside project will be summarized in the last project **newsletter**, coming out in the next days!



Field Day-Running Race, ca. 1930. Provider Anatolia College, Greece ([Click to view in Europeana](#))

den Kenniscentrum Digitaal Erfgoed

Over DEN | English | Contact

Home | Nieuws | **Agenda** | Praktijkvoorbeelden | Aan de slag | Leesvoer | Blog | Stel een vraag

Home > Agenda

Europeana Inside Launch Event

17 september 2014

Op 17 september organiseert Europeana Inside een launch event in Londen, Groot-Brittannië. Tijdens deze dag worden de in het project ontwikkelde producten gepresenteerd, waaronder ook de Europeana Connection Kit. DEN is als werkpakketleider betrokken bij dit Europese project.

Select Language

Powered by Google Translate

Nieuws

- Nederlandse lancering Europeana Connection Kit in Adlib
- Leestip: ECK Integration Status Report
- Leestip: How the Rijksmuseum opened up its collection - a case study
- GLAMWiki Toolset gelanceerd
- Leestip: Europeana Strategy 2020 - Impact Paper

SI EN

REFERENCES MUSEUMS BLOG COMPANY

Europeana Inside projects ends with the launch event in London

2 months ago

Europeana Inside is pleased to announce a final celebration event which will introduce the services that provide Cultural Heritage institutions with the ability to easily share their collections with third party platforms, directly from their own collection systems.

A series of presentations and a reception will take place **at the Museum of London on September 17th at 12:30pm**. During the event you will have the opportunity to hear about the benefits that the Europeana Inside toolkit (ECK) has brought to institutions, speak directly with the creators and exchange thoughts with representatives from major European Cultural Sector organisations.

History of the project:

Under the premise of simplifying the process of providing cultural content to Europeana, 26 institutions joined efforts three years ago for the project Europeana Inside

Europeana Inside Newsletter #5

September 2014

Dear friends of Europeana Inside,

Two and a half years ago, Europeana Inside started with the vision that all Collections Management Systems (CMS) would be able to easily provide content to Europeana. Our technical partners have worked hard to create an innovative solution while our content partners have worked hard to stress test the systems in real world situations and provide hundreds of thousands of new records for Europeana. Today, we are coming to the close of the Europeana Inside project having achieved this vision, as well as having lowered barriers to content sharing for many others cultural heritage institutions outside the project consortium.

The [Collections Trust](#) hosted a celebration and sector launch event at the Museum of London on 17th September 2014. The project partners and interested parties had the opportunity to hear first-hand about the benefits that the ECK has brought to cultural heritage institutions and in a series of presentations, technical partners presented their ECK-ready products.

The future vision is to grant a high quality, resilient service which enables cultural heritage institutions to manage their participation in Europeana and similar data-sharing initiatives within their existing systems and respecting their processes.

D1.9 – Launch Announcement and Materials

Europeana Inside
 Posted by Asa Nisi Masa [?] · 17 September

Europeana Inside - Final event (3 photos)
 On a final meet-up in London, EU INSIDE partners and interested parties celebrated ECK-software and Europeana-ready content — at Museum of London

Like · Comment · Share

AthenaPlus, Ádám Pogány and Elpiniki Meintani like this.



EuropeanInside @EuropeanInside · Sep 22
 Final event of Europeana Inside showcasing ECK and celebrating shared cultural content bit.ly/euievent

← ↻ 2 ☆ ...

Nicholas Poole @NickPoole1 · Sep 17
 Great feature of the @EuropeanInside Connection Kit in partner systems is the ability to preview how yr records will look on @Europeanaeu

← ↻ 2 ☆ 1 ...

Nicholas Poole @NickPoole1 · Sep 17
 Hearing about how the @europeaninside 'Connection Kit' has been implemented as a plugin to CollectiveAccess CMS - collectiveaccess.org

← ↻ ☆ 2 ...

Nicholas Poole @NickPoole1 · Sep 17
 Key question @EuropeanInside launch - how much technical knowledge shld a collections manager have in order to share their content online?

← ↻ ☆ ...

Nicholas Poole @NickPoole1 · Sep 17
 A key aim of @EuropeanInside has been to investigate round-tripping of improved metadata back from aggregator to source

← ↻ ☆ ...

Nicholas Poole @NickPoole1 · Sep 17
 Hearing from the wonderful Petofi Museum in Hungary how participating in @EuropeanInside has helped them improve the quality of their data

← ↻ ☆ ...

Andy Powell @andypowe11 · Sep 17
 @NickPoole1 @EuropeanInside ok, thanks

← ↻ ☆ ...

[View conversation](#)

3 Materials

3.1 Audience and input

Following the decision to promote the ECK to decision makers, new software providers and future adopters of ECK, useful materials had to be developed.

For the development and production of new materials, the following inputs were needed in order to present the ECK derived services accurately:

- D4.6 Technical Specification, published on May 2014.
- D5.1 Production version of Europeana Inside, published on September 2014
- D5.3 Technical documentation, published on September 2014.
- In addition to the technical deliverables, an illustrative ECK-Workflow provided by DEN was also used.

During the last technical partners meeting (M28), after analysing the technical specification and in view of the level of integration of the ECK in each of the participating technical partners, it was decided that a project-leaflet introducing ECK and its services would be produced. It was decided that the leaflet was needed to communicate the final developments of the technical innovations and each project partner would be able to use the leaflet to easily explain the purposes of the project and the final achievements.

After the publication of the evaluation of the last iteration (M29), relevant information was extracted from D4.3 Export Evaluation Report (v2) and D4.4 Content re-ingestion Report to produce a poster that could speak directly to the cultural institutions who may be interested in sharing their collections online.

A detailed publication (booklet in format B6) about all of the services which can be gained from an installation of the ECK in a Collection Management System or aggregation platform will be published after the end of the project.

3.2 ECK Logo

During the 4th technical partners' meeting in Toulouse (M28) a list was drafted with materials that would help ECK-compliant system developers promote ECK. As ECK is a suite of software tools that not only allow information about collections to be shared with Europeana, it was agreed that a new branding, independent from Europeana was needed. Having this in consideration, a temporary logo image for ECK was produced, that will be used for the materials presented in this deliverable.

At the time when this document was finished, this ECK logo is to be taken as temporary image for the materials.

This logo (in print and web resolution) is available under the member's area for partners at: www.europeana-inside.eu/login/dissemination_material/

3.3 Leaflet

The Leaflet "Short introduction to ECK" aims to introduce the general public to the services derived from the ECK as well as the basic technical principles. It is targeted at Cultural organisations, their sponsors and people in charge of deciding which software could be installed in cultural institutions.

A print run of 5000 units was distributed after the Launch event among partners.

The web accessible version is available on the public face of the website at:

http://www.europeana-inside.eu/documents/communication_material/eck_leaflet.html

A printing template is available under the member's area for partners at:
www.europeana-inside.eu/login/dissemination_material/

3.4 Poster

A poster was produced presenting the strengths of an ECK-ready system by the Content Partners. This poster was printed and presented in the Annual Conference of the ICOM Committee for museum documentation (CIDOC) in September 2014. This poster uses direct quotes from content partners, underlining the strengths of the fully operational ECK in their systems.

The web accessible version is available on the public face of the website at:
http://www.europeana-inside.eu/documents/communication_material/Europeana_Inside_poster.html

A printing template is available under the member's area for partners at:
www.europeana-inside.eu/login/dissemination_material/

3.5 ECK Guide

A booklet will be produced illustrating in detail the benefits of using an ECK-ready Collections Management System; it will present several use cases (a museum, a library and an Aggregator). The booklet will also include a chapter with the ECK-Workflow, based in the recommendations made in the Roadmap for sharing collections¹ and will give access to the ECK core-components that can be downloaded and implemented by new users of ECK.

At time of finalisation of this deliverable the booklet has not yet been finalised, as it is still being edited.

The web accessible version will be available on the public face of the website at:
http://www.europeana-inside.eu/documents/communication_material/eck-guide.html

A printing template is available under the member's area for partners at:
www.europeana-inside.eu/login/dissemination_material/

¹ A Roadmap for sharing collections presents the workflow based in the work done in Europeana Inside can be read also here: <http://www.europeana-inside.eu/documents/eck-workflow.html>

4 Annex I Invitation



EU INSIDE LAUNCH EVENT

Invitation

Europeana Inside is pleased to invite you to a final celebration event which will introduce the services that provide Cultural Heritage institutions with the ability to easily share their collections with third party platforms, directly from their own collection systems. A series of presentations and a reception will take place at the Museum of London on September 17th at 12:30pm. During the event you will have the opportunity to hear about the benefits that the Europeana Inside toolkit (ECK) has brought to institutions, speak directly with the creators and exchange thoughts with representatives from major European Cultural Sector organisations.

History of the project:

Under the premise of simplifying the process of providing cultural content to Europeana, 26 institutions joined efforts three years ago for the project Europeana Inside (www.europeana-inside.eu). Europeana Inside is composed of cultural heritage institutions of all sizes and domains (from art museums to local libraries) and of the technical companies developing their in-house collections management software. This has been an unprecedented collaboration between 12 international software companies, experts in the development of collections and digital asset management systems for Museums, Archives and Libraries.

The work done:

By examining and investigating each step of the documentation chain that cultural institutions have to take in order to share their content, we were able to identify common administrative and legal barriers that institutions encounter as well as the protocols and standards which were common to all participants. We have now reached the successful conclusion of the project and have accomplished a customizable and at the same time enduring solution: the Europeana Inside toolkit (ECK). More importantly, the ECK-components have been made available for re-use to connect to or implement in the local systems of Museums, Libraries and Archives.

Today the ECK has been implemented in over 16 software products and is used by all of the participating cultural heritage institutions, Europeana and national aggregators. Throughout the project over 400.000 records have been contributed to Europeana from across Europe, and this number will continue to grow.

If you would like to assist, please let us know by contacting the coordinator Laura Miles at the Collections Trust (LauraM@collectionstrust.org.uk). Travel costs will run at own expenses, at the event, refreshments will be provided.

5 Annex II ECK Logo



Printing size 3x3cm

6 Annex III ECK Leaflet

The ECK helps cultural institutions share their collections

- Provides a preview of metadata records in Europeana before publication
- Transforms metadata to fit aggregation standards
- Prevents submitting duplicated records

More collections to more people more easily
Short introduction to the ECK

- Automates the process of sharing cultural content in third party platforms, including Europeana
- Enables the refinement of the information to be shared
- Lessens the legal barriers through clear copyright guidance
- Tracks changes and updates from the source enabling an optimized data management
- Introduces a reverse flow channel so that content can receive enrichments from aggregators

The ECK is a set of software modules

- Designed to adapt to existing frameworks and standards
- Built to fit open source and commercial software
- Allows integral or modular implementation
- Can be integrated or be connected externally

Brought to you by:
 Adlib Information Systems
 Digitaal Erfgoed Nederland
 Europeana Foundation
 House of Images / Xantys
 iMinds
 KE Software
 Knowledge Integration
 LIBIS / University of Leuven
 Mobydoc
 Monguz
 PostScriptum Information Architecture
 Semantika
 SKINsoft
 System Simulation
 zatcom

With the collaboration of Content Partners:
 Belgian Institute of Natural Sciences, Brussels
 Benaki Museum, Athens
 Ecomuseu Municipal do Seixal
 Hungarian National Museum, Budapest
 KADOC / University of Leuven
 Länsmuseet Västernorrland, Härnösand
 Museum of Fine Arts Budapest
 National Gallery - Alexandros Soutzos Museum, Athens
 Petöfi Literary Museum, Budapest
 Royal Museums of Art & History, Brussels
 Stiftung Preussischer Kulturbesitz, Berlin

Coordinator
 The Collections Trust

September 2014


Find out more information under:
www.europeana-inside.eu

Photos, courtesy of following Content Partners:
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 Postal Illustration © Ecomuseu Municipal do Seixal
 Figurine (Char) © Royal Museums of Art and History, Brussels
 Női mellkép © Szépművészeti Múzeum Budapest

7 Annex IV Europeana Inside Poster

Europeana Inside

Your collections. To more people. More easily.



An unprecedented collaboration between Museums and Software providers

“ No additional tools beyond those already present in the Collection Management System are required

“ It's possible to see which records were published in Europeana

“ The preview is easy and useful!

“ Validation is one of the key functions of ECK, it is easy to search for records that failed validation

“ Fast and easy check of multiple records in one step before submission!


“ The system keeps records up to date automatically with no interaction

“ To keep the original record and the enrichment separated is great!


www.europeana-inside.eu

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Software Providers:




Cultural Heritage Institutions:



Other Partners:



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8 Annex V ECK Guide

ECK Guide

- *Sharing collections*
- *more easily with the*
- *Europeana Inside*
- *connection toolkit*

CONTENTS

INTRODUCTION

THE STORY OF ECK

CASE STUDY: A MUSEUM

Petőfi Literary Museum

CASE STUDY: A LIBRARY

The Royal Belgian Institute of Natural Sciences

CASE STUDY: AN AGGREGATOR

Digitale Collectie in the Netherlands

ROADMAP FOR SHARING COLLECTIONS

CREDITS

