

**Grant Agreement 297292**

# ***EUROPEANA INSIDE***

## **Phase 1 Project Report**

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**Statement of originality:**

This deliverable contains original unpublished work except where clearly indicated otherwise.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

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# 1 Introduction

## 1.1 Background

The primary objective of Europeana Inside is to support the *Digital Agenda for Europe* by achieving a lasting transformation in the quantity, scope and usability of the content available to Europeana from European cultural institutions. The main way in which this objective is to be achieved is by developing the Europeana Connection Kit (ECK) which will simplify and part-automate the workflow of adding content to Europeana.

This deliverable aims to give a summary of the actions completed to date to achieve the project's objectives. It also looks ahead to forthcoming actions and future project deliverables and milestones. In addition, it addresses any changes to the project scope and the risk register. Furthermore, it considers a variety of topics that are important to make this project successful such as dissemination, content preparation, and project management.

In the first 6 months of this project the main focus has been on project management (work package 6), dissemination (work package 1), and user requirements analyses (work package 2). Information about the actions taken within the scope of these work packages (WPs) will mainly form the basis of this document.

It is important to keep a good overview of actions completed to date for the project because it can help in setting out the project's future course. This deliverable serves as an overview which is useful to the project's participants as well as the European Commission (EC). It is a document which aims to track progress and to help identify possible points of improvement.

## 1.2 Role of the deliverable in the project

This deliverable represents the project management aspects of the project. The overall progress of the project can be tracked by constantly keeping a good overview of the different actions completed to date. The work reported on in this deliverable forms the basis of good project management which will eventually lead to a successful project.

The inputs used for this deliverable are:

- Deliverables D1.1, D1.2, D1.3, D1.4, D6.1, and D2.1;
- Minutes from the kick-off meeting;
- Proceedings from the 1<sup>st</sup> Network Event;
- Minutes from the 1<sup>st</sup> and 2<sup>nd</sup> Management Board meeting;
- Most recent dissemination statistics.

This deliverable feeds into further work by:

- Giving a statistical background about dissemination;
- Revising the risk register and adjusting the project's management accordingly;
- Providing a template and example for future project reports;
- Informing all other WPs about past and future actions;
- Forming a basis against which to check future dissemination statistics and success percentages.

### **1.3 Approach**

To produce this deliverable, the relevant deliverables were read through and useful information was taken from those documents to be reproduced here. Furthermore, statistics about the project's dissemination were gathered from the project's website, newsletter list, Facebook and Twitter accounts. Of especial importance was information gathered during WP 1, WP 2 and WP 6.

### **1.4 Structure of the deliverable**

This deliverable consists of the following sections:

- Introduction
- Actions completed to date
- Dissemination
- Content
- Effective project management
- Changer to the project scope or the risk register
- Forthcoming actions
- Conclusion

Each section consists of one or more sub-sections to structure the document.

## 2 Actions Completed to Date

### 2.1 Deliverables

The following deliverables have been completed in this period:

- *D1.1: Dissemination Strategy*
- *D1.2: EUROPEANA INSIDE branding materials*
- *D1.3: EUROPEANA INSIDE Website & Blog*
- *D1.4: EUROPEANA INSIDE Collaborative platform*
- *D6.1: Project Initiation Document*
- *D2.1: Requirements Analysis*

#### D1.1: Dissemination Strategy

The dissemination strategy included the following sections:

- Message – Value propositions and benefits;
- Audience – Active participation;
- Engagement – Methods and tools;
- When – Timetable for engagement;
- Measures – Success criteria.

#### D1.2: Europeana Inside Branding Materials

The *Branding Materials* deliverable developed a brand identity suitable for a wide range of applications including:

- Branded marketing and dissemination materials (print and electronic);
- Branded email newsletter;
- Website and other electronic branding;
- Branded social media presence;
- Use as an 'affiliate' logo on software and other 3rd party product branding.

#### D1.3: Europeana Inside Website and Blog

The aim of this deliverable was to create a website and blog for the Europeana Inside project. The website contains:

- Information about the aims and objectives of the project;
- An overview and short introduction of each project participant;
- An overview of the various work packages;
- A separate section for the publication of project documents and deliverables;
- A 'News' section;
- Information on how to collaborate with the Best Practice Network;
- Opportunities to register to beta-test the ECK;
- Social media functionality including a Twitter feed;
- An opportunity to register to receive the Europeana Inside email newsletter.

The Europeana Inside website and blog have been live since the 5<sup>th</sup> of July 2012.

#### **D1.4: Europeana Inside Collaborative Platform**

The aim of this deliverable was to describe the collaborative platform developed for Europeana Inside. This deliverable had the following sections:

- Administrator (Basecamp);
- Basecamp functionality;
- Development environment (Sourceforge);
- Beta-test environment (will be on website).

#### **D2.1: Requirements Analysis**

The aim of the requirements analysis deliverable was to create a conceptual model of the range of functions which the ECK needs to support in order to automate (or part-automate) the submission of content from content management systems (CMSs) and aggregator repositories into Europeana. The requirements analysis is an important part of the process of modelling the functional requirements of the ECK.

It uses as its main source of information:

- The outcomes of the discussions at the 1<sup>st</sup> Network Event;
- The results of a survey conducted by DEN about user requirements;
- A task completed by all partners about requirements for the ECK.

#### **D6.1: Project Initiation Document**

This deliverable aimed to create a document which was useful mainly for the project participants.

It has the following sections:

- Business case;
- Project definition;
- Mission statement;
- Statement of objectives;
- Scope;
- Constraints;
- Project organisation;
- Quality plan;
- Change management process;
- IP policy (internal);
- Risk register;
- Stage plan;
- Schedule of deliverables;
- Milestones calendar.

## 2.2 Documents

In order to track all project actions, even though they were not part of official deliverables or milestones, the project documents were created. The following documents have been added to the list of documents to finish during the lifetime of the project:

- *DC1: Proceedings 1<sup>st</sup> Network Event*
- *DC2: Proceedings 2<sup>nd</sup> Network Event*
- *DC3: Proceedings 3<sup>rd</sup> Network Event*
- *DC4: Minutes of the Kick-Off meeting*
- *DC5: Minutes of the 1<sup>st</sup> Management Board Meeting*
- *DC6: Minutes of 2<sup>nd</sup> Management Board Meeting*
- *DC7: Minutes of 3<sup>rd</sup> Management Board Meeting*
- *DC8: Minutes of 4<sup>th</sup> Management Board Meeting*
- *DC9: Minutes of 5<sup>th</sup> Management Board Meeting*
- *DC10: Minutes of 6<sup>th</sup> Management Board Meeting*
- *DC11: Minutes of Final Management Board Meeting*

The following documents have been completed to date:

### **DC1: Proceedings 1<sup>st</sup> Network Event**

This document described the proceedings of the 1<sup>st</sup> Network Event. It includes:

- A list of attendees on day 1 and day 2;
- An agenda for day 1 and day 2;
- Minutes from day 1 and day 2 plenary meetings;
- Minutes from the Technical Partners meeting;
- Minutes from the Content Providers meeting;
- A list of actions to be taken by the various participants.

### **DC4: Minutes of the Kick-Off meeting**

This document summarised the events of the Kick-Off meeting. It contains:

- A list of attendees;
- An agenda;
- Minutes from the Kick-Off meeting;
- A list of actions to be taken by the various participants.

### **DC5: Minutes of the 1<sup>st</sup> Management Board Meeting**

This document summarised the minutes of the 1<sup>st</sup> Management Board meeting, which took place at the Kick-Off meeting in London (UK).

It contains:

- A list of attendees;
- An agenda;
- Minutes from the Kick-Off meeting;
- A list of actions to be taken by the various participants.



## **DC6: Minutes 2<sup>nd</sup> Management Board meeting**

This document summarised the minutes of the 2<sup>nd</sup> Management Board meeting, which took place at the 1<sup>st</sup> Network Event in Berlin (GE).

It contains:

- A list of attendees on day 1 and day 2;
- An agenda for day 1 and day 2;
- Minutes from the Management Board meeting on day 1 and day 2;
- A list of actions to be taken by the various participants.

## **2.3 Milestones**

The following milestones have been completed to date:

### **MS21: Management Board meeting [1]**

The first Management Board meeting took place in London in April 2012 and coincided with the Kick-Off meeting.

### **MS1: 1<sup>st</sup> EUROPEANA INSIDE Networking Event**

This milestone signifies the 1<sup>st</sup> *EUROPEANA INSIDE Networking Event*, which was held in Berlin on the 25<sup>th</sup> and 26<sup>th</sup> of July 2012. The results from this meeting were summarised in *DC1: Proceedings of the 1<sup>st</sup> Network Event*.

### **MS22: Management Board meeting [2]**

This milestone was met during the 1<sup>st</sup> Network Event. The Management Board meeting was divided over the two days of the meeting, and the minutes have been published as *DC6: Minutes of the 2<sup>nd</sup> Management Board meeting*.

## **2.4 Meetings**

Because some important events within the project had not been designated as a milestone, these events are now named 'meetings'. The following meetings (MT) have been added to the list of events related to the project:

- *MT1: Technical Partner Meeting 1*
- *MT2: Technical Partner Meeting 2*
- *MT3: Technical Partner Meeting 3*
- *MT4: Technical Partner Meeting 4*
- *MT5: Kick-Off meeting*
- *MT6: Management Board meeting [5]*

The above list was described in *D6.1: Project Initiation Document*. An additional Content Providers meeting has been planned for October 2012, and should be added to this list. It will have the code: *MT7: Additional Content Providers Meeting*.

To date, the following MT has been held:

**MT5: Kick-Off meeting**

This meeting was the formal kick-off for the project. Its aims were:

- Build the EUROPEANA INSIDE 'team';
- Inform participants about the project and its context;
- Have a quick start to the project's work.

### 3 Dissemination

#### 3.1 Dissemination objectives

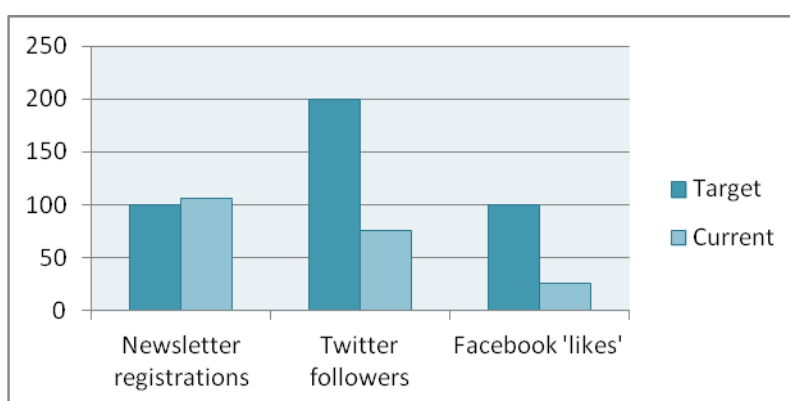
The implementation of the Europeana Inside dissemination strategy will be monitored and its effectiveness constantly evaluated.

In *D1.1: Dissemination Strategy*, indicators were presented to help analyse the extent to which the dissemination strategy meets the Europeana Inside objectives. Below these success criteria are presented next to the current status:

Dissemination method	Success Criteria (over 3 years)	Current status
Partners' dissemination activities portfolio	All partners maintain a detailed portfolio	Each partner maintains a portfolio.
Europeana Inside Newsletter	100 registrations	106 registrations <sup>1</sup>
Website / Blog	6000 website visits per month	On average (over 3 months): 319 website visits per month
Twitter	200 followers	76 followers <sup>2</sup>
Facebook	100 'likes'	26 'likes' <sup>3</sup>

As is shown above, not all success criteria have been met yet. This is not necessary yet, as the project has only started recently and the success criteria are based on the total running time of 3 years. The number of newsletter registrations has already surpassed the success criterion. Furthermore, it can already be seen that:

- Newsletter registrations: 106% of 3-year target
- Website visits per month: 5,3% of 3-year target
- Twitter followers: 38% of 3-year target
- Facebook: 26% of 3-year target



**Figure 1.1: Overview of target criteria and current status of dissemination criteria.**

<sup>1</sup> On 01-10-2012. In addition, a message was sent out with information about Europeana and a link to the 1<sup>st</sup> Newsletter via the email list of the Museums Computer Group, to a total of 942 recipients on 10-10-2012.

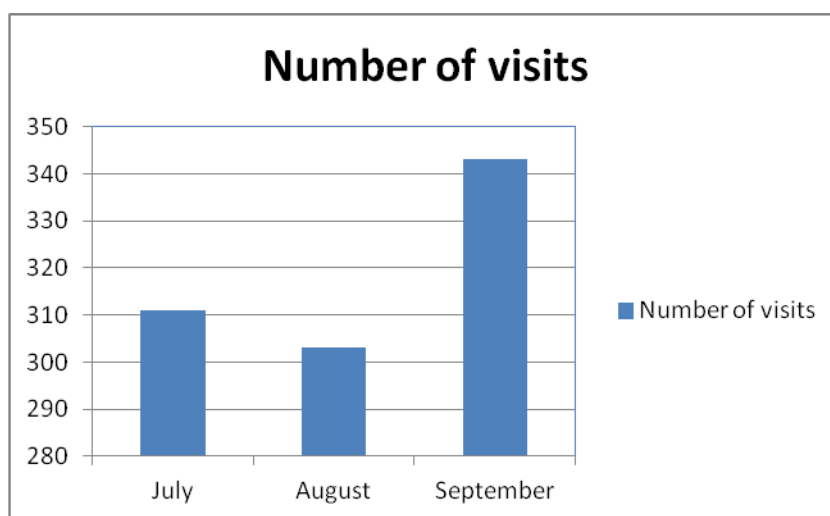
<sup>2</sup> On 05-10-2012

<sup>3</sup> On 05-10-2012

This shows that the progress made towards reaching the criteria targets has been above average after a 6-month period.

The website has been online since the 5<sup>th</sup> of July 2012.

Month	Number of visits
July	311
August	304
September	343



**Figure 1.2: Number of visits per month.**

It is difficult to make assumptions about the growth of the numbers of visits per month after only 3 months. In August, the lower number of visits may be because of the summer holidays. It is clear that there was a good rise in the number of visits in September.

It is expected that over the next 6 months, a steady growth should be seen in the number of newsletter registrations, the number of visits to the website per month, the number of followers on Twitter and the number of 'likes' on Facebook.

### **3.2 Outcomes 1<sup>st</sup> Network Event**

The Europeana Inside 1<sup>st</sup> Network Event took place on the 25<sup>th</sup> and 26<sup>th</sup> of July in Berlin, Germany. The main aims of the meeting were:

- Building the Europeana Inside team;
- Informing participants about WP 1, WP 2 and WP 4;
- Discussing the requirements for the ECK among the technical partners and content providers;
- Discussing the next steps within the project.

The aims of the meeting were met during those two days, and some additional issues were discussed as they arose.

The most important outcomes of the meeting were:

- DEN to set up a document to ask all partners for the necessary input about the requirements for the ECK;
- Stiftung Preussischer Kulturbesitz (SPK) to gather information about the amount of dissemination material needed for the 1<sup>st</sup> year of the project by each organisation, and to order printed materials;
- Collections Trust (CT) to create a glossary / forum to explain technical terminology in order to help content providers understand the technical aspects of the creation of the ECK and to improve communication between content providers and technical partners.

### **3.3 Europeana Connection Kit**

The first prototype of the ECK is not due for another half year. To deliver a prototype that will serve as a good basis to continue development on the ECK, much effort has gone to discussions about the user requirements and use cases for the ECK. To this end, a number of meetings have been organised. Firstly, the 1<sup>st</sup> Network Event was a good first opportunity to discuss these things. At this meeting, it became clear that there was the need for an additional Content Providers meeting, to be held in October 2012. Furthermore, the date for the Technical Partners meeting has been moved forward and will take place at the end of October 2012. It will use information gathered during the writing of deliverables D2.1, D2.2, and D2.3 to develop a final version of deliverables D2.4 and D2.5. Especially useful during the Technical Partners meeting will be the outcomes of the discussions to take place at the additional Content Providers meeting in October.

Over the course of the first 6 months a number of things about the requirements of the ECK have become clear:

- The context of use of the ECK, i.e. contributing to Europeana aggregation is only a short term goal. The long term goal is a continuous participation in the digital cultural ecosystem in Europe;
- Content providers exchange cultural content using different scenarios;
- The ECK seems to simplify the connection between sources (collection management) and targets (collection users). For the moment we consider that Europeana and aggregators play a similar role, as potential target. The same applies to content providers and aggregators as potential sources;
- For gathering functional requirements for the ECK a tentative workflow is described. It consists of seven steps: manage, select, prepare, validate, supply, accept, enrich and return;
- Taking into account the complexity of the existing value network, the ECK should be of benefit to all four types of Europeana Inside stakeholders: content providers, aggregators, CMS vendors and Europeana.

## **4 Content**

### **4.1 Preparation of export**

WP 4 (CONTENT) is the main Work Package involved with content. It will deliver more than 960,000 records to Europeana. The objective of WP 4, led by KMKG, is to use the tools, connectors and interfaces developed under WP 3 (DEVELOPMENT) to deliver a large quantity of rich digital content, including images and associated metadata, for ingestion into Europeana.

WP 4 is due to start in project month 15, but to ensure a smooth start to this part of the project the preparations have already started. An additional Content Providers meeting in October 2012 will make sure that Content Providers are aware of what preparations need to be made before project month 15.

## **5 Effective Project Management**

### **5.1 Number of Deliverables Achieved on Time**

As the Kick-Off meeting was at the end of April, some deliverables have been delivered slightly later than scheduled.

The following deliverables were sent to the European Commission:

- *D1.1: Dissemination Strategy*
- *D1.2: EUROPEANA INSIDE branding materials*
- *D1.3: EUROPEANA INSIDE Website & Blog*
- *D1.4: EUROPEANA INSIDE Collaborative platform*
- *D6.1: Project Initiation Document*
- *D2.1: Requirements Analysis*

### **5.2 Income and Expenditure**

During the first months of the project, each partner received the pre-financing payments.

### **5.3 Project Reviews**

No project reviews were scheduled during the first 6 months of the project.

## 6 Changes to the project scope or the Risk Register

### 6.1 Project Scope

The scope of the project has not changed during the first 6 months of the project.

### 6.2 Risk Register

Description of possible risk	Impact	Probability of occurrence (low, medium, high)	Status	Remedial Actions/Controls
Failure to deliver financial administration	High (3)	Low (1)	3	<p>Sound financial management of the project will be ensured through:</p> <ul style="list-style-type: none"> <li>• Establishment of financial procedures during initiation;</li> <li>• Ongoing financial administration;</li> <li>• Regular (half-yearly) reporting to the Management Board;</li> <li>• Strict controls over expenditure;</li> <li>• Regular (half-yearly) reporting to the European Commission;</li> <li>• The use of expert staff with experience in the administration of EU projects.</li> </ul>
Failure to meet requirements for governance and reporting	High (3)	Low (1)	3	<p>Requirements for governance and reporting will be met through the project management of the project.</p> <p>Regular reviews and reporting to the European Commission, along with a regularly reviewed Risk Register and clear lines of ownership will enable potential risks to be identified and addressed.</p>
Failure to achieve content targets	Medium (2)	Low (1)	3	<p>All content described in the EUROPEANA INSIDE proposal has been verified and is available to the project (subject to the provision of suitable connectors and API).</p> <p>Each Content Partner will be provided with support during the Content Export phase in order to ensure the delivery of their quota of content for the project.</p>



Description of possible risk	Impact	Probability of occurrence (low, medium, high)	Status	Remedial Actions/Controls
Failure to secure necessary permissions/licenses	High (3)	Medium (2)	6	<p>Where possible, all content identified for EUROPEANA INSIDE has been pre-cleared and the content partner has been informed about the conditions of the <i>Europeana Data Exchange Agreement</i>. With such a high volume of records, it is likely that some IP issues may arise.</p> <p>To mitigate this risk, expert advice is being sought concerning the integration of the <i>Europeana Data Exchange Agreement</i> into EUROPEANA INSIDE.</p>
Failure to deliver working prototype (WP 3)	High (3)	Medium (2)	6	<p>The risk of non-delivery of a working prototype will be managed through:</p> <ul style="list-style-type: none"> <li>• The detailed specification activity carried out under (WP 2 SPECIFICATION);</li> <li>• Specification, building and testing will be repeated throughout the project;</li> <li>• The Quality Management Plan in the Project Initiation Document;</li> <li>• Ongoing review by the work package leaders;</li> <li>• Staged signoff by the Management Board;</li> <li>• The availability of sufficient technical expertise to deliver the work.</li> </ul>

Description of possible risk	Impact	Probability of occurrence (low, medium, high)	Status	Remedial Actions/Controls
Failure to deliver full implementation (WP 5)	High (3)	Medium (2)	6	<p>As above, the delivery of the full production version of the <i>Europeana Connection Kit</i> will be managed through:</p> <ul style="list-style-type: none"> <li>• The detailed specification activity carried out under (WP 2 SPECIFICATION);</li> <li>• Specification, building and testing will be repeated throughout the project;</li> <li>• The Quality Management Plan in the Project Initiation Document;</li> <li>• Ongoing review by the Work Package leads;</li> <li>• Staged signoff by the Management Board;</li> <li>• The availability of sufficient technical expertise to deliver the work;</li> <li>• Robust evaluation and testing of the prototype.</li> </ul>
Failure to achieve awareness beyond Best Practice Network	Medium (2)	Low (1)	2	<p>This risk will be addressed and controlled through:</p> <ul style="list-style-type: none"> <li>• The implementation of the <i>Dissemination Strategy</i>;</li> <li>• Ongoing communication throughout the lifetime of the project;</li> <li>• Ongoing management and signoff by the Management Board;</li> <li>• The use of networks and communications channels available to participating organizations (including specifically the use of the Europeana networks);</li> </ul>

Description of possible risk	Impact	Probability of occurrence (low, medium, high)	Status	Remedial Actions/Controls
Risk of 'scope creep' from original project objectives	Medium (2)	Low (1)	2	<p>This risk will be addressed and controlled through:</p> <ul style="list-style-type: none"> <li>• Clear definition of scope in the <i>Project Initiation Document</i>;</li> <li>• Change Management Plan and methodology;</li> <li>• Ongoing management by the Management Board;</li> <li>• Stage planning and signoff by the Management Board.</li> </ul>
One or more partners becomes insolvent	Medium (2)	Medium (2)	4	<p>This risk will be addressed and controlled through:</p> <ul style="list-style-type: none"> <li>• Ongoing communication with project participants by the Coordinators;</li> <li>• Ongoing maintenance of the Risk Register by the Management Board;</li> <li>• Clear delineation of IP status of contributed content.</li> </ul> <p>In the event that a partner does become insolvent, we will liaise with the European Commission to apply the relevant procedure.</p>
Lack of adoption of project outputs by broader community	High (3)	Medium (2)	6	<p>This risk will be addressed and controlled through:</p> <ul style="list-style-type: none"> <li>• The activities described under (WP 1 DISSEMINATION);</li> <li>• Ongoing engagement with the wider community throughout the lifetime of the project;</li> <li>• Participation in other ICT PSP funded projects and initiatives.</li> </ul>

Description of possible risk	Impact	Probability of occurrence (low, medium, high)	Status	Remedial Actions/Controls
Failure to secure necessary technical expertise	High (3)	Low (1)	3	<p>To a significant degree, this risk has already been addressed in the selection of partners for EUROPEANA INSIDE, which include some of Europe's leading developers of software for museums, libraries and archives. This risk will further be controlled through:</p> <ul style="list-style-type: none"> <li>• Ongoing reporting to the Management Board;</li> <li>• Ongoing reporting to the European Commission;</li> <li>• Maintaining a network of Technical Advisers in the participating organizations.</li> </ul>
Divergence of project from the development of Europeana (strategically, tactical and operational)	Medium (2)	Medium (2)	4	<ul style="list-style-type: none"> <li>• Results support also reuse of collection data outside of Europeana;</li> <li>• Regularly meeting between project board and Europeana office;</li> <li>• Specifications are reviewed by Europeana office;</li> <li>• Clear representation from Europeana office in all project stages.</li> </ul>

This risk register was published in *D6.1: Project Initiation Document*. It gives a good overview of the risk and their possible impact on the project.

## **7 Forthcoming Actions**

### **7.1 Deliverables**

Over the next 6 months, the following deliverables are to be delivered:

#### **D2.2: Use Cases (2012-10)**

This deliverable will model exemplar scenarios which illustrate key functional elements of the system. Several use cases will be developed in conversation with the Content Providers and other key partners.

It uses as its main source of information:

- The information gathered at the 1<sup>st</sup> Network Event;
- The results of a survey conducted by DEN about user requirements.

#### **D2.3: Recommendations for Technical Standards (2012-10)**

This deliverable will be created in close cooperation with the Europeana Foundation, building on the work completed under the ATHENA project, to create a clear specification of the standards which need to be integrated into or represented within the EUROPEANA INSIDE tools and connectors.

It will produce a set of recommendations for technical standards for the ECK to be incorporated into the final technical Specification document.

#### **D2.4: Functional Requirement (2012-11)**

This deliverable will have a full statement of the functional requirements of the ECK, drawing on the recommendations of D2.1-D2.3) and any related management interfaces to be integrated into CMSs and aggregator repositories. The functional requirement is a distillation of the outputs of the previous tasks and will be used to inform D2.5.

#### **D2.5: Technical Specification (2012-12)**

This final WP 2 deliverable will produce a full and detailed technical specification for the ECK, including details of the functional requirements, technical and other standards to be supported and any additional information about the requirement for integration with CMSs and aggregator repositories.

The seamless integration of the licensing framework for Europeana into the ECK is a key outcome of the EUROPEANA INSIDE Best Practice Network. During the task relating to this deliverable, the Europeana Content Provider License Agreements will be reviewed and analysed. This way, they can be integrated into the interfaces and workflows and be presented as either a 'click through' license or as part of a general presentation of terms and conditions of use of the system.

Recommendations for the representation of Europeana licenses in the ECK are to be incorporated into the final technical specification document (D2.5). These recommendations will also draw on deliverables and advice from current and forthcoming FP7 projects.

The technical specification will serve as the 'blueprint' for the DEVELOPMENT phase, as well as providing a reference source for quality management under the PROJECT MANAGEMENT strand.

### **D1.5: Minutes of 1<sup>st</sup> Technical Partners meeting (2013-01)**

The purpose of this deliverable is to produce the minutes of the 1<sup>st</sup> Technical Partners meeting. This meeting will be organised at the end of October 2012 instead of in December 2012 in order to better inform the technical specifications development process.

It will give a summary of the event and of the discussion points. Furthermore, it will give an overview of the decisions taken at the event and the actions to be completed in the near future.

It is expected that this deliverable will be produced by 2012-11 due to the change of date of the actual meeting.

### **D6.3: Phase 2 Project Report (2013-03)**

This deliverable aims to give a summary of the actions completed during the project's first year, to achieve the project's objectives. It also looks ahead to forthcoming actions and future project deliverables and milestones. In addition, it addresses any changes to the project scope and the risk register. Furthermore, it considers a variety of topics that are important to make this project successful such as dissemination, development of technical specifications, content preparation, and project management.

## **7.2 Dissemination**

In terms of dissemination, there are several future actions which should be undertaken. Printed dissemination material should be sent to all project participants, who should distribute the material at a variety of events and meetings.

Furthermore, each project participant should keep their portfolio up to date. This is an archive of the dissemination actions undertaken by their organisation to raise awareness about the project.

It should be expected that over the next 6 months, a third of each of each of the target criteria should be met. This means that in *D6.3: Phase 2 Project Report*, the following criteria are reported to have been met:

<b>Dissemination method</b>	<b>Success Criteria (over 1 year)</b>
Partners' dissemination activities portfolio	All partners maintain a detailed portfolio
Europeana Inside Newsletter	34 registrations
Website / Blog	2000 website visits per month
Twitter	67 followers
Facebook	34 'likes'

Since the newsletter and the Twitter account have already reached their 1-year success criteria, new criteria should be set for those dissemination methods. On the basis of the experience of the past 6 months and the upcoming distribution of the dissemination material, the following criteria are proposed:

<b>Dissemination method</b>	<b>Success Criteria (over 1 year)</b>
Europeana Inside Newsletter	150 registrations
Twitter	80 followers

### **7.3 Content**

In terms of content, the following actions must be taken over the next 6 months:

- Additional Content Providers meeting in Brussels (at their request);
- Preparation of content for ingestion into Europeana;
- Checking of quality and quantity of content prepared for ingestion into Europeana.

### **7.4 Project Management**

The future project management actions to be taken over the next 6 months mainly related to the timely delivery of all project documents and deliverables, and the achievement of the project's upcoming milestones successfully and in time.

To ensure successful project management the risk register is regularly checked and kept up to date. In addition, communication with all partners is maintained and any issues are dealt with quickly and correctly.

## 8 Conclusions

It has been clear that much of the first 6 months of the project has been dedicated to setting up good communication channels with all partners, creating and implementing the dissemination strategy, and organising the 1<sup>st</sup> Networking Event. Together, these things have ensured a good start to the project and good co-operation between partners.

Take-home messages are:

- Dissemination has to be constant, and has to be done by all partners. This will be facilitated by the distribution of the printed dissemination materials;
- The website needs to get more page visits as quickly as possible to live up to the criteria set in *D1.1: Dissemination Strategy*, which will happen once all partners have received the dissemination materials;
- To ensure good co-operation between content providers and technical partners communication (especially on the right level) is key, this is why an additional Content Providers meeting is organised in Brussels.

### 8.1 Results and Impact

The results of the work described above are quite straightforward. The word has been spread about Europeana Inside and the ECK, which is shown by the dissemination criteria comparison. Deliverables have been sent to the EC and can be used to develop the ECK. The deliverables produced during WP 2 give a good overview of the wants and needs of the users, and will ensure that technical partners have all the information they need to deliver a prototype of the ECK in WP 3.