

COVER PAGE

PROGRESS REPORT

Grant Agreement number: 270902

Project acronym: Ev2

Project title: Europeana v2.0

Project type: Pilot A Pilot B TN BPN

Periodic report: 1st 2nd 3rd 4th

Period covered: from 1 October 2011 to 30 June 2012

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www.europeana.eu

DECLARATION BY THE PROJECT COORDINATOR

I, as coordinator of this project and in line with my obligations as stated in Article II.2 of the Grant Agreement declare that:

- The attached periodic report represents an accurate description of the work carried out in this project for this reporting period;
- The project (tick as appropriate):
 - has fully achieved its objectives for the period;
 - has achieved most of its objectives for the period with relatively minor deviations;
 - has failed to achieve critical objectives and/or is deviating significantly from the schedule.
- The public Website is up to date;
- [this point only applies to projects with actual cost reimbursement] To my best knowledge, the information contained in the financial statement(s) submitted as part of this report is in line with the actual work carried out and consistent with the reported resources and if applicable with the certificates on financial statements.

Name and position of Coordinator: Jill Cousins, Project Coordinator, Europeana Foundation

Date: 4 / 10 / 12

Signature: 

PUBLISHABLE SUMMARY

This report summarises the main objectives for Europeana v2.0 (Ev2), the work performed and results achieved during the first nine months of the project (Period 1). It also addresses the expected final results and their potential impact and use. The Ev2 project website can be found at: <http://pro.europeana.eu/web/europeana-v2.0>.

Overall project objectives

The aim of the Thematic Network Europeana v2.0 is to provide the Europeana Foundation, which is responsible for Europeana, with the majority of the funding required to ensure the continued running and development of Europeana from October 2011 to February 2014.

In line with the Information and Communication Technologies Policy Support Programme (ICT PSP) Work Programme for 2010, Ev2 will:

- Facilitate the operation and development of Europeana for enriched content and improved functionalities
- Improve user satisfaction
- Achieve better coordination and enlargement of the networks of contributing organisations

Key activities include:

- the enhancement of metadata to provide access to high quality content, thereby increasing and facilitating its re-use
- invigorating and coordinating the network of contributing organisations
- developing a sustainable finance and provision model
- the development of centralised repositories of linguistic resources
- the release of new versions of the service that develop features and functionalities that improve the user experience
- the upgrading of the Europeana API
- the ingestion of content from projects and relationships with future projects continues under Ev2 on terms agreed in the Description of Work (DoW) of each new project

The project objectives will be achieved by work packages focused as follows:

- User development (identifying target groups and increasing usage)
- Partner and content development (strengthening the Europeana Network and securing funding)
- Policy, strategy and service (strategic and business planning and policy development)
- Corporate communications (establishing the brand and promoting Europeana among professional peers and policy-makers)
- Operations (increasing the quality and quantity of data in Europeana)
- Technology (hosting, maintenance and development of Europeana.eu)
- Innovation (developing the research and development community).
- The overall work is coordinated by a management and finance work package.

Overall project achievements

All planned Milestones and Deliverables described in the DoW for this reporting period have been achieved. Some highlights for the first nine months of the project are:

- Aggregation of over 24 million items into Europeana
- Publication of the Europeana Foundation Business Plan 2012¹ and Annual Report 2011²
- Success of the workshops and publications to develop data providers' understanding of the wider business reasons for adopting the new Data Exchange Agreement (DEA)
- Restructured and continually growing Europeana Network (formerly the Council of Content Providers and Aggregators or CCPA)³
- Establishment of the Europeana research and development community⁴
- Completion of a study on available tools for semantic extraction⁵
- Publication of the FLOSS Inventory,⁶ the document of existing applications
- Launch of the Europeana Professional website <http://pro.europeana.eu/>
- Promotion of Europeana content via social media, virtual exhibitions and the Europeana API
- Compilation of Quality Assurance specifications

Progress in the individual work packages:

User development

We have refined the segmentation of end-user target groups and their needs so that we can most effectively promote Europeana content to them via existing and new social media, and through virtual exhibitions and the Europeana API. We are using Google webmaster tools to boost indexing: to date, 12.5 million pages have been made searchable by Google, with a further 8 million pages submitted to be included in the next 6-8 months. As a result, search engine referral traffic has doubled from Q3-4 2011 to Q1-2 2012.

A particular focus of our strategy is to work with partners as a channel through which to reach end-users. One example of this has been our close collaboration with the University of Barcelona, Swedish National Heritage Board, Varna Public Library, Biblioteca de Catalunya and the Swedish Royal Armoury on a pilot project on Pinterest, the social media display space.

Our focus continues to be on developing our range of content and making it accessible as possible, bringing it to where the users congregate instead of depending on them to discover the portal as a destination site. We have contracted a usability consultancy and will be receiving their findings in the next months. In the coming period we will also complete our user-generated content plan and the release of a new version of the portal with more interactive and content-sharing features. The API service will be marketed in order to increase the number of API key implementations and develop referral traffic.

We have launched four virtual exhibitions and promoted three exhibitions by partners in our new exhibitions landing page.

¹ <http://pro.europeana.eu/documents/866067/983523/D3.4+-+Europeana+Business+Plan+2012>

² <http://pro.europeana.eu/documents/866067/983565/D8.1+Europeana+Foundation+Annual+Report+2011>

³ <http://pro.europeana.eu/web/guest/network>

⁴ <http://pro.europeana.eu/web/network/europeana-tech>

⁵

<http://pro.europeana.eu/documents/866067/983534/D7.4+Market+study+on+technical+options+for+semantic+feature+extraction>

⁶

https://docs.google.com/spreadsheets/ccc?key=0Ag_7rVJwt0CpdFRJOEJxdEk4ZEMxQ01jaDgxQXFSTkE#gid=0



Overall, the impact of this work package will be a user-centric Europeana that meets the needs of its growing user base and is available at the users' preferred point of use.

Partner and content development

The expertise and content of the network of partners and providers is at the heart of Europeana's success. Strengthening partners' sense of ownership and engagement is vital to sustainability. Events such as the Europeana Network Annual General Meeting and Europeana Plenary Conference have provided opportunities to involve everyone in discussions and to communicate plans. The Europeana Network has set up new Task Forces that bring together interested individuals with particular expertise. The aim of the Task Forces is to arrive at policy positions and shape the wider debate around topics which are of particular concern to the digital heritage sector. Task Forces include:

- European Cultural Commons Advisory Board
- Extending the list of Europeana controlled rights values
- Inter-project services and practices for UGC and UGC-oriented tools
- Public Private Partnerships

To support and extend the model of national aggregation, workshops have taken place in Ireland, Croatia, France, Spain and Norway this year, and we will continue to work closely with national initiatives to develop the most effective infrastructure for channelling content to Europeana.

Funding has been secured from 21 countries, and structural funding has, for the first time, been committed a year ahead. Funds have also been raised from sponsorship of the Plenary Conference and from subcontracting. We have also held a workshop and round table on Public Private Partnerships, during which mutual partnership objectives were identified. From 2014 to 2020, Europeana is expected to be supported with 100% funding under the

Connecting Europe Facility (CEF), but the level of that funding is still under discussion in the EC and the European Parliament.

From a content perspective, the aggregation of 24 million items puts us 30% ahead of target. Our focus is now concentrated on increasing the number of masterpieces and audiovisual items in Europeana.

The long-term objectives of this workpackage are:

- strong partner relations contributing to and supporting Europeana as a distributor, facilitator and innovator, as well as an aggregator of content that is noteworthy for its quantity and quality
- a stable funding, sponsoring and revenue stream for the sustainability of the service
- a well-functioning and cohesive Europeana Network.

Policy, strategy and service

We have restructured the organisation and activity of the Europeana Office to focus on the delivery of our business goals, aligned with the four tracks of our Strategic Plan: Aggregation, Facilitation, Distribution and Engagement. The outcomes of the teams' activities are directed each year by the annual business plans. D3.4, the Business Plan 2012, was delivered early in the year; the Business Plan 2013 is currently being developed with input from the office and the Europeana Network.

The new Data Exchange Agreement, which will come into effect in September 2012, will release a Europeana dataset of some 20 million records under CC0 - the Creative Commons Zero Public Domain Dedication. This is the result of a sustained communications campaign to explain this licence change to our providers in dozens of workshops, culminating in the publication of Europeana's second white paper: *The Problem of the Yellow Milkmaid: a Business Model Perspective on Open Metadata*.⁷

Other achievements include the improvement of product development processes; investigation and deployment of new market and technology opportunities; research into potential market revenue sources; and the re-development of the Europeana core using the Europeana Data Model (EDM).

The aim of this work package is the formulation and implementation of appropriate, timely and relevant policies for the development and sustainability of Europeana and its partner network.

Corporate communications

The main objective of this work is to inform and engage policy-makers and our professional peers. The first group includes politicians, digital advisors, think-tank strategists; the second includes curators, archivists, librarians and digital developers, from our own project partners and Network members to interested parties from the global digital community.

The launch of the Europeana Professional website and the Basecamp collaborative workspace were steps towards partner engagement. Further advances were made when the communications leaders from each of the EU-funded projects met for the first time at a

⁷ <http://pro.europeana.eu/documents/858566/2cbf1f78-e036-4088-af25-94684ff90dc5>

Communicators Workshop held as part of the Leuven Plenary Conference. They were joined by each of the national coordinators from Europeana Awareness. Building this matrix of national and domain communicators, focusing them on building the Europeana brand throughout their networks, and giving them the tools to effectively do so is crucial to the success of this work package.

We have engaged policy-makers in a series of high-level strategic meetings under the auspices of the European presidency. The first two have investigated the concept of the Europeana Cultural Commons, and have been held in Poland and Denmark. We will continue this series under the Cyprus and Irish presidencies later in 2012 and into 2013. The objective is to ensure that Europeana is seen to be setting the agenda for ways in which digital cultural heritage can contribute to innovation and growth.

Operations

Considerable efforts have gone into the development of EDM workflows and their testing in the United Ingestion Manager (UIM). They are due to be fully implemented and operational in October 2012. The completed Quality Assurance specifications ensure a uniform high standard of resources ingested into Europeana. Regular content reports and a data ingestion plan support the implementation of the quality assurance work. Guidelines for providers and aggregators have been updated and revised and a major revision of EDM documentation is planned to be released when the EDM workflows are fully implemented.

The impact of this work package will be improved ingestion processes and ease of use for data providers. There will be higher levels of user satisfaction, thanks to increased amounts of richer data, together with improved functionalities available on Europeana.

Technology

The reliability of the Europeana.eu service and the effective implementation of new releases are core tasks of this work. The Europeana.eu repository and portal continue to be hosted by an external company, Vancis, the commercial subsidiary of the Amsterdam University computing centre. The production environment is distributed over two locations and currently consists of a total of 11 servers (nine virtual and two load balancers). The service runs with good levels of reliability, with uptime exceeding the contractually specified service level.

The development and Open Source environment, EuropeanaLabs⁸, is an evolution of the environment used for Europeana v1.0. The main work so far has been to configure the hardware infrastructure in order to create an environment suitable for the needs of Europeana v2.0.

Software development and release management for Europeana.eu use the Agile SCRUM approach, and the implementation of this methodology has considerably improved development speed and productivity. Resources have gone into the further development of the backend processes, for example integrating the UIM with MINT and REPOX, and the implementation of EDM. In addition, we have made considerable improvements to the portal's user interaction, and the ASSETS project has delivered components for the improvement of Europeana ranking algorithms, which have been integrated.

Innovation

⁸ <http://europeanalabs.eu/>

Over the course of the Europeana v1.0 and Europeana Connect projects, a high level of expertise and technical involvement developed among core groups. The focus of the innovation work now is to continue that involvement and develop the strategic thinking and outputs of this research and development community, which is known as 'Europeana Tech'.

European Tech has been launched with a mailing list, Twitter account and information site.⁹ Task Forces have been formed to work on:

- Persistent Identifiers
- EDM and FRBR (oo) (which encourages and coordinates the design and sharing of different data models with other communities)
- Hierarchies/Sequence
- Provenance

An inventory and documentation of existing applications (FLOSS)¹⁰ has been published, containing 75 applications added by 15 contributors from the Europeana Network and beyond. The list has been weighted by criteria such as strategic importance and maturity of the code. Those which are ranked highest and evaluated as most beneficial to the cultural heritage domain, particularly in areas of user access, interaction and user-generated content will be developed further.

Semantic Web and Linked Data are also being addressed as part of the innovation work. Humboldt University Berlin (HUB) compiled a market study on technical options for semantic feature extraction. HUB also held a parallel session on social semantic web as part of the Europeana Plenary Conference, to get input from the community on their experiences with user-generated content (UGC) and the use of semantic enrichment.

Actions for multilingual access and translation include work on the development of user interaction models, with an analysis of the multilingual features and interactions of 50 cultural heritage websites. Results could potentially enrich standard machine translations. Furthermore, a literature review on user-assisted query translation was started and analysis revealed enrichment sources which can be used for multilingual enhancement of existing content.

The impact of this work package is to bring the technical expertise associated with Europeana into the same forum as the data providers, hence to enlarge the Europeana Network through the inclusion of the Europeana Tech community. Extending mutual understanding between innovators and content holders can have considerable and wide-ranging benefits. Not only can it help to improve the user experience, it can also generate valuable initiatives in support of the Digital Agenda for Europe.

⁹ <http://pro.europeana.eu/web/network/europeana-tech>

¹⁰

https://docs.google.com/spreadsheets/ccc?key=0Ag_7rVJwt0CpdFRJOEJxdEk4ZEMxQ01jaDgxQXFSTkE#gid=0

PROJECT PROGRESS

1. Project objectives for the period

This is the first periodic progress report for Europeana v2.0 (Ev2), covering the period 1 October 2011-30 June 2012.

Overall project objectives

The aim of the Thematic Network Europeana v2.0 is to provide the Europeana Foundation, which is responsible for Europeana, with the majority of the funding required to ensure the continued running and development of Europeana from October 2011 to February 2014.

In line with the Information and Communication Technologies Policy Support Programme (ICT PSP) Work Programme for 2010, Europeana v2.0 will:

- Facilitate the operation and development of Europeana for enriched content and improved functionalities
- Improve user satisfaction
- Achieve better coordination and enlargement of the networks of contributing organisations.

Activities include the enhancement of content including providing access to more content of good quality and increasing and facilitating its re-use. Developing a sustainable finance and provision model will be a key issue.

Other activities will create centralised repositories of linguistic resources, release new versions and maintain the service and its APIs, develop features and functionalities, improve the user experience and coordinate the network of contributing organisations. The ingestion of content from projects and relationships with future projects will continue under Ev2 on terms to be agreed in the Description of Work (DoW) of each new project.

Project objectives for the reporting period

The project objectives for the first reporting period for Ev2 by area are as follows:

User development

- Identify end-user target groups for Europeana.eu and knowledge of end-user behaviour
- Define end-user requirements and develop end-user promotions and communications strategies
- Increase the usage of Europeana.eu directly and via APIs

Partner and content development

- Strengthen the Europeana partner network and develop partner strategy and plans
- Secure funding, sponsoring and revenue stream for the sustainability of the service
- Develop a 'Collections Strategy and Development Plan'

Policy, strategy and service

- Develop strategic plans, including the 'Business Plan 2012' and a content and data analysis, strategy and plan
- Invite the Europeana Network to discuss topics of mutual interest and develop white papers

- Develop policies to support the mission of the Europeana Foundation with a focus on business model innovation, open metadata and the development and implementation of the new Data Exchange Agreement (DEA) between the Europeana Foundation and the content providers
- Form a product development strategy focused on the wide distribution of Europeana content
- Develop a plan of approach for market revenue research

Corporate communications

- Plan and execute corporate communications to position Europeana at the forefront of digital cultural heritage policy-making, interoperability and delivery
- Gain the engagement and confidence of policy-makers and political stakeholders, including the European Commission and national governments
- Reinforce the commitment of the Europeana Network and project group to the Europeana brand
- Generate uptake of the Europeana concrete outputs in terms of services, tools, software, code as well as policy positions and strategies that create value for the cultural heritage sector
- Contribute to innovation in the digital cultural heritage sector by sharing more explicitly the information outputs and knowledge delivered by Europeana and the group of related projects
- Ensure that good practices and resources in the Europeana group of projects are implemented to drive cost-efficiencies, develop the Europeana Network and generate business opportunities

Operations

- Improve ingestion workflow and create a data ingestion plan
- Create quality assurance (QA) specifications to ensure a uniform high standard of resources ingested into Europeana
- Continue to support providers and aggregators, including providing up-to-date guidelines
- Implement the Europeana Data Model (EDM) workflows and update EDM schema

Technology

- Maintain the hosting environments for the Europeana repository and portal
- Maintain, administer and improve the Europeana Development and Open Source environment, also called EuropeanaLabs
- Manage the in-house and external partner development teams including testing and acceptance procedures
- Manage prototyping and releases of software and functionality in Europeana

Innovation

- Initiate activities to start and support the research and development community, including Task Forces
- Define methodology to identify the applications to be built for the development of innovative applications for user interaction and user-generated content (UGC)
- Investigate effective and efficient tools for the extraction of concepts and named entities from digital text, image and audio resources that enable the automatic semantic contextualisation for object metadata lacking contextualisation links
- Produce a market study on technical options for semantic feature extraction
- Start to develop user cases and novel pathways to support multilingual access
- Lead WP7 and represent it as required in management activities and at reviews
- Consolidate the work package and establish monitoring and Quality Assurance (QA) mechanisms
- Foster work package internal communication and exchange

- Align with other work packages.

Summary of recommendations from previous review

Recommendations were given following the Europeana v1.0 final review in September 2011. The reviewers referred to issues that could be considered in the context of Europeana v2.0, or in the general deployment of Europeana.

Below is a summary of the recommendations and how they have been taken into account so far:

- 'Further work is needed on defining quality and performance criteria and guidelines for the technological tools contributed to Europeana from other projects, including a quality assessment.'

Test plans are created for individual components as they are considered for integration. It is each project's own responsibility to test their outcomes and it is Europeana's responsibility to (re-)test what gets integrated. Criteria for performance, scalability, robustness and documentation are the same as for the components Europeana develops itself and are shared as early as possible in each project, usually at the kick-off meeting.

- 'Europeana needs a more efficient, yet participatory, interaction scheme which enables collaborative work and co-development of specifications and technologies, compatibility of content and technology, as well as quality assessment of data and tools contributed to Europeana by projects.'

The Europeana Professional website is being developed further and already has a thematic grouping. Project liaisons are assigned for each project, both from a project management perspective and from a technical perspective, where needed. In addition, the Europeana Tech community has been extended and includes developers.

- 'The Consortium should identify a proper roadmap to standardisation of the EDM (Europeana Data Model), first at European level (for example through a CWA, CEN Workshop Agreement), and then an International level (ISO standardization). Relevant activities exploring links to standardizations bodies could be included in the work plan of Europeana v2.0.'

Europeana is exploring options for standardisation, but is aiming its efforts first at a proper implementation of EDM.

- 'Well targeted interventions should be planned for specific user groups, e.g. via thematic presentation of content, virtual exhibitions and user generated content highlighting.'

Europeana developed several exhibitions, e.g. 'Untold stories of the First World War' and the 'Wiki loves Art Nouveau' and hosts partner exhibitions on its platform (<http://exhibitions.europeana.eu/>). The collaboration with WikiLovesMonuments, where Europeana started the Art Nouveau category and crowdsourced a virtual exhibition, served a different target group. Hobby photographers and cultural tourist from across Europe submitted their pictures and voted for the best entries that resulted in an exhibition on the Europeana platform.

With the start of the Europeana 1914-1918 project (<http://www.europeana1914-1918.eu/>) the thematic collection of content began. The project collects family history from the First World War, such as pictures, letters, postcards, souvenirs or other items from 1914-1918 relating to World War One. In the near future user generated content and stories related to events around 1989 will also be collected. Europeana is currently looking into the possibility and feasibility of thematic based channels to showcase Europeana content to targeted audiences.

- 'Work on identifying gaps of content and technology should continue. Relevant input should be directed to the EC as guidelines on where future calls should be targeted.'

This is already part of the normal practice at Europeana, both on content and on technology. For example the inclusion of 'cloud technology' in this year's call was partly a result of gap identification. Furthermore, *D3.7 Content and data analysis, strategy and plan*, includes an analysis of Europeana content and recommendations for the future.

- 'A particular policy is needed to manage the Europeana Network (formerly CCPA), including definition of specific subgroups, task groups, task forces and general communities that will contribute to shaping this body and turn it into a useful tool for the main objectives of Europeana.'

The following arrangements were proposed and are being implemented following the recommendation from the Ev1 final review.

To ensure the views and opinions of the Europeana Network about the strategic development of Europeana are solicited, the Europeana Office will consult the Europeana Network on the content of yearly business plans. The Europeana Network will respond, and the resulting amended plan will be presented to the Europeana Foundation Board for comment and approval. Once a year, the Europeana Network Officers will agree a set of strategic questions relating to requirements set out in the Europeana business plan. The Europeana Office will identify key opportunities and concerns from the Europeana Network and set up Task Forces to address the issues. The Network is encouraged to raise questions/topics and eventually form Task Forces, which Europeana will facilitate.

In order to make the development of the Europeana Network and its relationship with Europeana fully transparent, several mechanisms have been set up. A LinkedIn group¹ for the Europeana Network and a discussion mailing list will support the development of the Network and its communication. In addition, sub-groups on LinkedIn will be established to support the work of Europeana Network Task Forces. [Europeana Professional](#) serves both as an information platform and as a document archive, while Basecamp is used as a management tool for each of the individual Task Forces.

Aside from the virtual information exchange, meetings of the Europeana Network provide another opportunity for the Europeana community to share and exchange knowledge and experience:

- **Europeana Network Plenary**
14-15 June 2012, Leuven (pre-conference on 13 June)
- **Europeana Network AGM**

¹ http://www.linkedin.com/groups?gid=4143376&trk=myg_ugrp_ovr

27 November 2012, Berlin

- **Europeana Task Force meetings**

The Task Forces have a maximum of two physical meetings per Task Force per year. It is hoped that these meetings can be held alongside other Europeana or project events.

Summary of recent changes:

- Name change: from CCPA to Europeana Network
- Change of logo
- New Mission Statement: Europeana Network works together to improve access to Europe's Cultural Heritage in balanced and sustainable ways²
- New position of Europeana Network as an independent, grassroots organisation of stakeholders that brings together the voices of the community and brings them to the Europeana Foundation and Executive Board through the Network Officers to support the development of the strategic direction of Europeana.

Ongoing activities:

- Develop a new governance structure – Terms of Reference
- Encourage Europeana Network Officers to play an active role
- Form Task Force groups to respond to strategic questions and key opportunities
- Encourage community-led Task Forces
- Create and promote Europeana Professional and LinkedIn as platforms for discussions
- Further develop Europeana Professional to support the Europeana Network with relevant information sources
- Set up meetings (virtual and physical) between the Europeana Office and Network Officers
- Organise physical meetings for the Europeana Network and the Task Forces to facilitate knowledge exchange and encourage networking.

Additional materials:

- Europeana Network report 'From CCPA to Europeana Network'³
- *Partner Strategy and Development Plan (D2.1)*⁴
- Europeana Network Task Force Plan⁵

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http://pro.europeana.eu/web/guest/network?p_p_id=56_INSTANCE_1M7k&p_p_lifecycle=0&p_p_state=normal&p_p_mode=view&p_p_col_id=column-2&p_p_col_count=1

³ <http://pro.europeana.eu/documents/468623/1cd7a5fb-79ee-4839-bc4e-663ff27c7df0>

⁴ <http://pro.europeana.eu/documents/866067/983522/D2.1+Europeana+Partner+Strategy+and+Development+Plan>

⁵ http://pro.europeana.eu/documents/468623/1014383/Europeana+Network_Task+Forces?version=1.1

2. Work progress and achievements during the period

Work Package Number	1
Work Package Title	User Development
Lead Partner	Europeana Foundation
Start Month:	1
End Month:	29

The objectives for this work package are:

- Identify end-user target groups for Europeana.eu and knowledge of end-user behaviour
- Define end-user requirements and develop end-user promotions and communications strategies
- Increase the usage of Europeana.eu directly and via APIs.

Description of work carried out and achievements:

Task 1:1 Develop end-user and market insights (PM1-PM29)

This task looks into developing end-user and market insights, regarding preferences in content, search behaviour, features and media. This gives input to future development of Europeana and the dissemination and communications strategy. Understanding alternative services in the market and their use is also important.

For this task a contractor has been appointed for Log File Analysis, reports for this will be delivered in project months 14-18.

Milestones delivered: *MS1 End-user research plan; MS2 User testing plan and methodology; and MS4 User research work group activity plan.*

Task 1.2: End-user promotions and communications strategy (PM1-20)

The promotion, dissemination and communications strategy defines both the groups of end-users to address and how to approach them. This is informed by the end-user research plan of **Task 1.1**.

In drafting the end-user communications strategy, we have come to realise that we need to involve the Europeana Network much more in reaching end-users with digital content. As search engines are an important way for many users to find content on the web, search engine optimisation has also become a focal point. Compared to Europeana v1.0, much more emphasis is put on bringing content to the end-user's workflow instead of focusing on the Europeana portal only.

For this task, the personas catalogue, describing end-user target groups, has been updated. *MS5 Yearly dissemination and communications plan* has been delivered and has been renamed *End-user marketing and communications plan 2012-2013*.

The user-generated content plan, for users to contribute content to Europeana, is still to be executed according to the strategy of WP3, **Subtask 3.3** and in line with other UGC projects.

Task 1.3: Define end-user requirements (PM1-29)

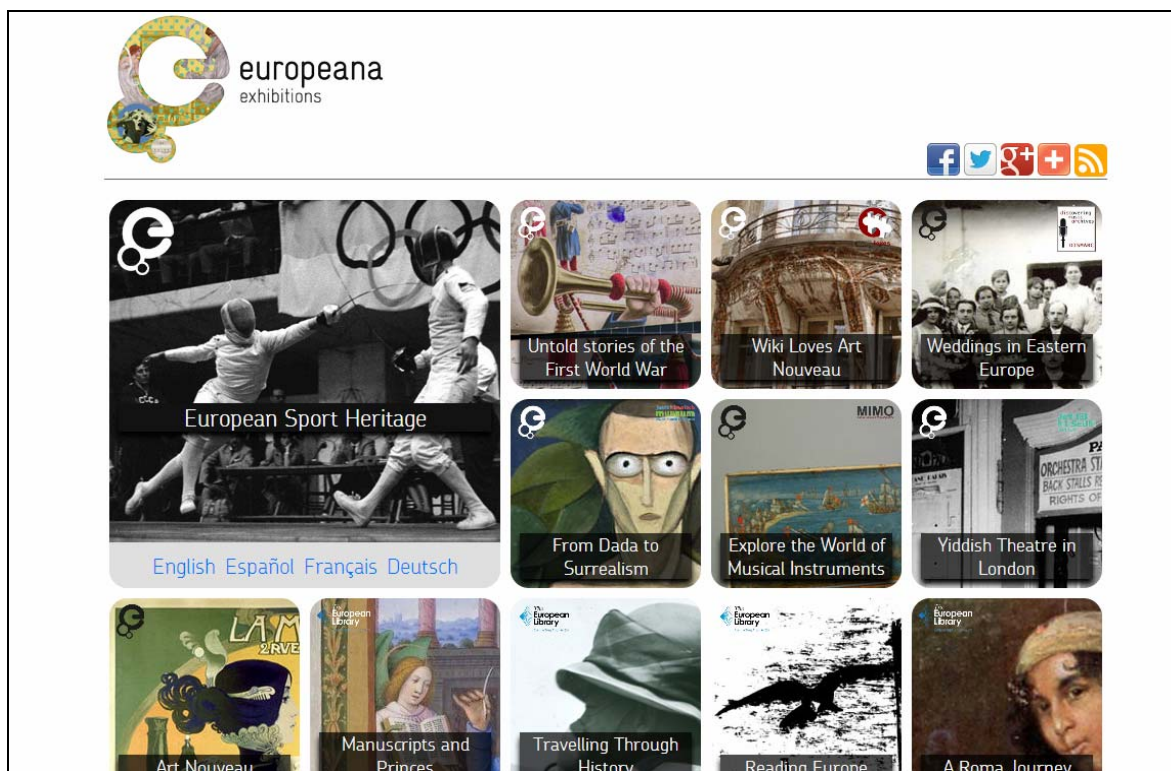
Europeana development should remain user-centric. While **Task 1.1** is aimed at understanding these needs, **Task 1.3** turns user insights into user requirements and ensures usability of the portal.

For this task, *MS2 User testing plan and methodology* has been delivered and a usability specialist has been contracted. Also, a new portal version will be released in PM14, including more features for interactivity and content sharing.

Task 1.4 Increase the usage of Europeana.eu portal (PM1-PM29)

This task executes the *End-user marketing and communications plan* defined in **Task 1.2**.

Our presence in social media has increased as we have grown our Facebook and Twitter followers and added a new social medium (Pinterest). Search traffic is somewhat behind target, as the number of indexed pages had a drop in 2011 for unknown reasons. We published four virtual exhibitions⁶ during the reporting period and promoted two-three partner exhibitions on our exhibition platform exhibitions.europeana.eu. Throughout months 12-18, Europeana will focus on marketing the API service and maximising the number of implemented API keys, which will increase the volume of referral traffic.



Europeana Virtual Exhibitions landing page

Europeana started to actively use Google webmaster tools to better optimise the portal pages for indexing by Google. Updated sitemaps have also been submitted to Google, Bing and Yahoo in order to increase the number of objects being crawled and indexed. We are now allowing search engines to crawl object pages with a data completeness rating of six and higher which has resulted in 12.5 million pages made searchable in Google. Search-engine traffic during Q1 and 2 2012 has doubled in comparison to Q3 and Q4 2011. In the course of Q3 and Q4 2012, Europeana will make eight million more pages of content available for search-engines and will monitor the effect of these measures on the number of indexed object pages and search traffic to the portal.

⁶ ‘Untold stories of the First World War’, ‘From Dada to Surrealism’, ‘Weddings in Eastern Europe’ and ‘Wiki loves Art Nouveau’

Roadshows on topics such as the First World War have been organised in conjunction with partners in the partner project Europeana Awareness.

In Q3 of 2011, Europeana collaborated with the Wikimedia Foundation on the WikiLovesMonument photo contest in 11 European countries. In particular, Europeana sponsored the Art Nouveau category, resulting in thousands of pictures of Art Nouveau monuments. The best pictures were chosen through user voting and turned into our first user-curated virtual exhibition in December 2011.

The ongoing pan-European 1914-1918 project has resulted in 46,085 digitised objects centred around people's lives during WW1. These objects have been published and re-used in a film (Otto & Bernard), in the Europeana Remix interactive video, the Europeana e-Cloud project, in Europeana end-user blogposts and newsletter articles, and also in articles on Wikipedia.

End-user feedback is managed by the Europeana Foundation. In the first nine months of the project, Europeana handled 565 emails in the Europeana end-user mailbox. The Europeana Facebook page generated 5,355 'likes' and the number of Twitter followers grew from 2,392 to 6,354 during this period.

Task 1.5: To increase the usage of Europeana content via online channels outside the Europeana.eu portal (PM1-PM29)

Europeana aims to provide maximum access to digital cultural heritage content. It will therefore enable distribution of the aggregated content to other sites and places online. This will be executed via APIs. Mechanisms to monitor such distributed usage will be put in place. This activity will include:

- Creating a channel plan for distributed content
- Developing APIs for use in the established channels
- Executing the channel plan and monitoring results
- Working with third parties and service providers to leverage their communication channels
- Developing communication formats, services and materials for Network partners, aimed at promoting Europeana content

The End user communications plan and API marketing plan form part of the channel plan for this task. So far, Europeana Network partners have made 25 applications based on the API, which are in formal production. Four hackathons have been organised in four countries, allowing developers to build prototypes of services and applications based on Europeana content. The events took place in Vienna, October 2011, Riga and Warsaw, May 2012 and Leuven, June 2012. In total, 22 prototypes were created during these hackathons.

See also: <http://pro.europeana.eu/web/guest/hackathons>

A new and improved API is being released in October 2012. So far, there are 25 API implementations in production. For more information go to <http://pro.europeana.eu/web/guest/api-implementation>. With the new DEA, the circle of potential users of the API will expand to organisations and individuals outside of the Europeana Network. An API plan has been drafted that covers the promotion of the API to Network partners, smaller cultural institutions and individual developers. Execution of this plan starts in August/ September 2012.

Work Package Number	2
Work Package Title	Partner and Content Development
Lead Partner	Europeana Foundation
Start Month:	1
End Month:	29

The objectives for this work package are:

- Strengthen the partner network and develop partner strategy and plans
- Secure funding, sponsoring and revenue stream for the sustainability of the service
- Develop a ‘Collections Strategy and Development Plan’.

Description of work carried out and achievements:

Task 2.1 Partner Strategy and Development Plan (PM1-PM29)

Several activities have been carried out in the first nine months of this work package to strengthen the Europeana Network (formerly called the CCPA).

Successful research has been carried out and documentation produced to support the aims of this work package:

- **Subtask 2.1.1 (PM 1-2)**, *MS7 Strategic Analysis and Grouping of Stakeholders*. The report identifies 19 stakeholder groups and segments them according to their power and relation to Europeana’s four strategic tracks
- **Subtask 2.1.2 (PM 4-27)**, *D2.1. Partner Strategy & Development Plan*. The report sets out the strategies and plan for 2012-2013 on how to involve the complex partner structure of Europeana in order to increase involvement, content delivery and developments in technology and end-user engagement
- Research on the aggregation landscape in Europe. The Business Development team approached all national aggregators to verify their current aggregation process. Information was included in a ‘Ministries Brief’ report which details each Member State’s situation in relation to partnerships, content and financial contribution and involvement in events.
- An API Strategy and Plan has been developed and is slated to yield the expected results in Q3 and Q4.

An additional important development at Europeana, which will support the partner network, has been the opportunity in the first quarter of 2012 to hire three new team members in the Business Development team.

Subtask 2.1.3 (PM1-29) and Subtask 2.1.4 (PM3-29)

The conclusion of the Network’s Annual General Meeting (MS8) in Rotterdam, December 2011, was that the following requirements have been met:

- Strengthen the partner network and develop a partner strategy and plans
- Secure funding, sponsoring and revenue stream for the sustainability of the service
- Set up a new Task Forces structure
- Set up and communicate to the Europeana Network about the eight Task Forces
- Prepare and run two Europeana Officer elections
- Set up communication means for the Network such as LinkedIn and Europeana Professional pages
- Prepare a Task Forces meeting at the Europeana pre-conference in Leuven on 13 June 2012

- Organise and run the Europeana Plenary 14-15 June 2012 in Leuven.

National aggregator initiatives have been increasingly important in mobilising national content providers to digitise and deliver data to Europeana. This partner group is a specific focus for Europeana and has led to several requests for workshops to cover specific aggregation issues. Workshops and meetings to support the national aggregators have been organised in Ireland, Croatia, Spain, France and for the Norwegian national aggregators.

Task 2.2 Content Development Plan (PM1-29)

The overall number of objects in Europeana has already reached our target of 24 million, but we need to take into account a possible fall-back due to the introduction of the Data Exchange Agreement. The first nine months of the project have been focused on approaching new potential partners of audiovisual (AV) material. Current projects focusing on AV material have been contacted to support the new providers in preparing their data to be made visible at the Europeana portal during the next couple of months. A small increase of 0.6% in sound material has been recorded during the first months of 2012, bringing the total number of sound and video items to 622,557.

Documentation has been developed for the successful implementation of:

- *MS11 Collections Strategy and Development Plan*, which is combined with *D3.7 Content Strategy Update*

Task 2.3 Funding and Sponsoring Generation (PM1-29)

As of June 2012, 21 countries have contributed funding to Europeana. Structural funding has, for the first time, been committed a year ahead, thus securing the required funding for 2012's activities.

The total funds raised by November 2011 was €2.7 million. Since November, the Europeana Foundation has raised an additional €300,000, giving a total of €3.0 million and reducing the funding needed to €13,000. Individual country contributions accounted for €2.98 million. For the first time, Europeana started focusing on approaching sponsors with the impressive result of raising €16,500 for the Europeana Plenary in Leuven in June. Subcontracting money of €16,000 has been received from the Linked Heritage project. This contribution is not included in the total number above.

From 2014 to 2020, Europeana will be supported under the new Connecting Europe Facility (CEF). The Europeana Foundation has been able to influence the development of the Framework Text, resulting in 100% funding. However, the amount allocated is unknown at the current time. A Structural Funding Report for Europeana is up for discussion at the EC and European Parliament.

See the status of country contributions and current funding gaps in Tables 1 and 2 below.

Documentation has been developed for the successful implementation of:

- *MS13 Three year Funding and Sponsoring Plan (Subtask 2.3.1)*
- Funding country report for Sweden

Subtask 2.3.2 Develop and nurture partnerships funding and sponsoring (PM1-29)

A specific focus has been on private-public partnerships. In December 2011, the Business Development Manager held a workshop to explore the building of Public-Private Partnerships (PPP). The meeting featured two case studies about successful PPPs between Telefonica and the Biblioteca Digital Hispánica, and Bill and Melinda Gates Foundation and the Veria Central Public

Library. This meeting was the first step towards exploring this new territory for Europeana.

To better understand PPP, Europeana subsequently organised a PPP round table at the Europeana conference in Leuven in June 2012. Six private and six cultural memory organisations participated. The goal of the meeting was to create a better understanding of each organisation's objectives in developing a mutual partnership. More importantly, the round table identified objectives that were matched against each organisation, and recognised gaps and similarities in those objectives.

The plan is to share these findings with the established Task Force of the Europeana Network. This will help the Task Force to develop a report on how to build partnerships with private organisations. The report will be shared with other cultural institutions at the Annual General Meeting of the Europeana Network in November 2012. Europeana will closely follow these developments, with direct involvement with the PPP Task Force.

In the first nine months, the amount of funding raised through sponsorship was €16,500.

Subtask 2.3.2 produced *MS14 Set up a registry of sponsors and funding organisations*. In order to structure the developments with sponsorship and funding organisations, a register was developed and implemented in February 2012.

Work planned in the next six months for Partner, Content and Funding

PARTNER

The next six months will focus on developing and approaching partners in order to:

1. Increase content contribution from countries and thematic areas when required
2. Increase contribution of masterpieces and audiovisual items
3. Support national aggregators and national initiatives by running workshops and meetings
4. Ensure implementation of APIs
5. Organise and run an Annual General Meeting for the Europeana Network in November 2012 (MS9)
6. Arrange and set up five national aggregator/initiatives meetings/workshops

CONTENT

1. Ensure all content in Europeana is covered by a DEA
2. Ensure content numbers, audiovisual and masterpieces representation are further increased by approaching the identified partners in the Partner Strategy and Plan 2012-2014

FUNDING

1. Follow up on the sponsors who have contributed to Europeana, some of whom were interested in becoming corporate sponsors
2. Identify new sponsors and funders for the Europeana Network Annual General Meeting in November 2012
3. Contribute to the PPP Task Force
4. Follow up on Sweden and the Netherlands' funding interest
5. Approach countries which have not yet contributed: Bulgaria (meeting agreed October), Cyprus (to meet at the Presidency), Czech Republic (meeting in September), Latvia, Lithuania, Portugal, Slovakia and Romania (tbc)
6. Arrange a Member State Expert Group Meeting by end of 2012 (tbc).

Table 1

Overview received and committed country funding contribution Europeana 2008-2013

Updated June 2012

Country	2008 received	2009 received	2010 received	2011 received	Committed 2012	Committed 2013	TOTAL amount	in %
Netherlands	€ 460.000	€ 305.250	€ 300.000				€ 1.065.250	35,7%
Germany		€ 145.000	€ 130.000	€ 100.000	€ 100.000	€ 100.000	€ 575.000	19,3%
France	€ 60.000	€ 140.000		€ 100.000	€ 100.000		€ 400.000	13,4%
Spain		€ 100.000	€ 100.000				€ 200.000	6,7%
Norway		€ 30.000	€ 30.000	€ 30.000	€ 30.000		€ 120.000	4,0%
Luxembourg		€ -	€ 20.000	€ 20.000	€ 35.000	€ 20.000	€ 95.000	3,2%
Ireland		€ 10.000	€ 10.000	€ 10.000	€ 25.000	€ 10.000	€ 65.000	2,2%
Finland		€ 30.000		€ 30.000			€ 60.000	2,0%
Italy		€ -		€ 20.000	€ 20.000	€ 20.000	€ 60.000	2,0%
Poland		€ -		€ 30.000	€ 30.000		€ 60.000	2,0%
Slovenia		€ -		€ 10.000	€ 35.000		€ 45.000	1,5%
Austria		€ 20.000	€ 20.000				€ 40.000	1,3%
Belgium		€ -	€ 35.000				€ 35.000	1,2%
United Kingdom (JISC)		€ -			€ 35.000		€ 35.000	1,2%
Estonia		€ 2.500	€ 6.000	€ 10.000	€ 10.000		€ 28.500	1,0%
Hungary		€ 20.138					€ 20.138	0,7%
Denmark		€ -			€ 10.000	€ 10.000	€ 20.000	0,7%
Lithuania		€ 18.805					€ 18.805	0,6%
Greece		€ -			€ 15.000		€ 15.000	0,5%
Switzerland		€ 5.000	€ 5.000	€ 5.000			€ 15.000	0,5%
Cyprus		€ 10.000					€ 10.000	0,3%
Bulgaria							€ -	0,0%
Czech Republic							€ -	0,0%
Latvia							€ -	0,0%
Malta							€ -	0,0%
Portugal							€ -	0,0%
Romania							€ -	0,0%
Slovakia							€ -	0,0%
Sweden							€ -	0,0%
Total	€ 520.000	€ 836.693	€ 656.000	€ 365.000	€ 445.000	€ 160.000	€ 2.982.693	100%

Work Package Number	3
Work Package Title	Policy, Strategy and Services
Lead Partner	Europeana Foundation
Start Month:	1
End Month:	29

The objectives for this work package are:

- Develop strategic plans, including the ‘Business Plan 2012’ and a content and data analysis, strategy and plan
- Invite the Europeana Network to discuss topics of mutual interest and develop white papers
- Develop policies to support the mission of the Europeana Foundation, with a focus on business model innovation, open metadata and the development and implementation of the new Data Exchange Agreement (DEA) between the Europeana Foundation and the content providers
- Form a product development strategy focused on the wide distribution of Europeana content
- Develop a plan of approach for market revenue research.

Description of work carried out and achievements:

Task 3.1 Strategy and organisation (PM1-29)

During this reporting period, several activities and workshops have been held to shape the direction of Europeana as a facilitator for innovation in the sector. While the ‘Strategic Plan 2011-2015’ provides a good sense of direction for our activities, it requires continuous attention and close interaction with the Europeana partner network to accommodate new developments. During this reporting period, a lot of work was done internally to shape the Europeana Office organisational structure towards delivering our business aims along the four tracks (Aggregate, Facilitate, Distribute, Engage). The major point of attention is the connection between the Europeana Office and the Europeana Network.

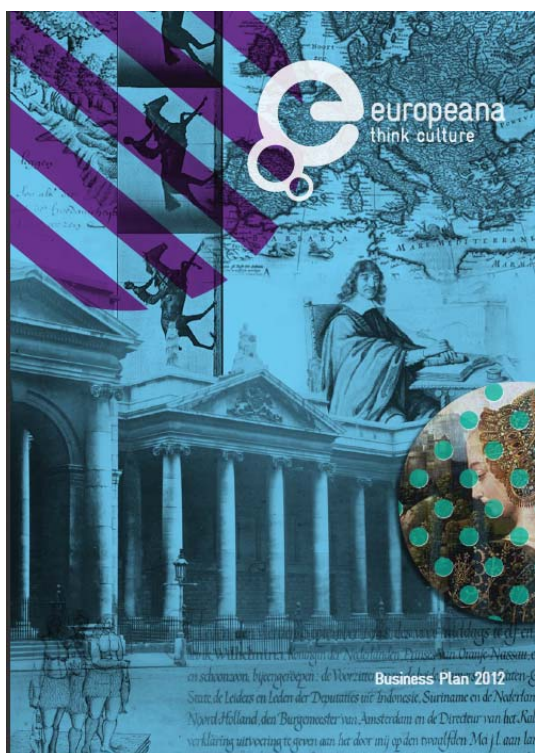
In 2011, the *D3.1 Strategic Plan 2011-2015* was successfully delivered. This provides the baseline for our activities during this period including multi-annual budget and high level KPIs for content and usage growth. A revision of this plan is due in PM17, which will include adjustments in each of the four tracks. The main points of attention are:

Aggregate: Europeana and its partners have set out to build the open trusted source for European cultural heritage content. Due to the enormous efforts by partners, we now have 24 million objects in the Europeana repository - a fantastic achievement. We will now address how we can continue to build our relationship with the network of aggregators and deliver value for our partners. The aggregation structure on a national and vertical level and the evolving family of portals and aggregators will be addressed from a user viewpoint. We will also talk about the content and sustainability strategies of the Network.

Facilitate: This track revolves around the aim to ‘Support the cultural heritage sector through knowledge transfer, innovation and advocacy’. We will discuss what the most important priorities should be over the coming years in terms of positioning Europeana in the European Cultural Commons and as a facilitator to help solve some of the issues in Intellectual Property Rights (IPR) and long-term business model innovation. We will also investigate how we garner support for the infrastructural funding the cultural heritage ecosystem requires.

Distribute: We have expressed a strategic ambition to ‘make digital cultural heritage available to users, wherever they are’. With the release of the data under CC0, we are now in a much better position to achieve this aim, but this is only a starting point. We need to investigate how to build an ‘eco-system for distribution’ together with the partner network. In particular, we will be addressing the role of APIs, Linked Open Data and a more focused channel marketing approach.

Engage: We have set out to ‘Cultivate new ways for users to participate in their cultural heritage’. One of the most successful examples so far has been the Community Collections programme, centered around the First World War. We will investigate how this programme can be developed for other topical areas, such as 1989, as well as other means of engaging users in the content we hold in our memory institutions. The general role of user-generated content for Europeana as a means of engagement will also be investigated.



Business plans are developed annually with the partner network. *D3.4 Business Plan 2012* was delivered and we are currently working on *D3.5 Business Plan 2013*. The *Content Strategy update (D3.7)* was delivered under a new name: *Content and data analysis, strategy and plan*, which was combined with *MS11 Content Acquisition & Development Plan*.

Task 3.2 Policy Development (PM1-29)

The primary foci during this reporting period have been on business model innovation, open metadata and the development and implementation of the new Data Exchange Agreement between the Europeana Foundation and the content providers. This has been a very demanding task but the outcome has been successful: by 1 September 2012, the new Data Exchange Agreement will take effect, releasing the Europeana metadata as CC0. Europeana, in close cooperation with WP5 of Europeana Awareness, has organised over 35 workshops across domains and Member States to work with the content providers on the

new agreement. One significant white paper in this area was published, white paper two: ‘The Problem of the Yellow Milkmaid’.⁷

In addition to the work on open metadata, Europeana works closely with the Network to discuss topics of mutual interest and develop white papers. To this extent, several Task Forces were formed during this period.

Five Task Forces have produced five white papers in PM2. Currently four new Task Forces are in place:

7

http://pro.europeana.eu/web/guest/search?p_p_auth=0VqR6f3n&p_p_id=20&p_p_lifecycle=1&p_p_state=exclusive&p_p_mode=view&p_p_col_id=column-2&p_p_col_count=1&_20_struts.action=%2Fdocument_library%2Fget_file%20_groupId=858566&_20_folderId=858665&_20_name=23842

1. *Cultural Commons advisory board*. Purpose: The goal of the group is to carry forward the discussion on the European Cultural Commons, delivering important input for the further development of the concept and creating wide buy-in in the cultural heritage sector. (Chair: Nick Poole.)
2. *Extending the list of Europeana controlled rights values*. Purpose: According to the Europeana Licensing Framework, data providers are required to indicate the copyright status of works that they make available via Europeana. For this purpose the Europeana Data Model contains the field 'edm:rights'. (Chair: Paul Keller).
3. *Inter-project services and practices for UGC and UGC-oriented tools*. Purpose: This Task Force aims to identify inter-project services and practices that will become shared building blocks for the creation of a Europeana UGC ecosystem. (Chair: Susan Hazan)
4. *Public Private Partnerships*. Purpose: Define and describe possible types of PPP which may involve Europeana or cultural organisations in its 'ecosystem'. Review existing European legislation, documents and case studies relevant to PPP and assess their implications. (Chair: Jef Malliet)

Task 3.3 Product Development (PM1-29)

During the first period, the process of product development has been drastically improved by reinforcing the Agile/SCRUM methodology. In close cooperation with WP7 and WP1, new market and technology opportunities have been investigated and deployed. Most notably, the Europeana core has been re-developed based on the EDM model with a major new release planned in PM12, including the development of the new Open Search API. The product development plans have been delivered (MS15 in PM6) and are updated every quarter.

Task 3.4 Market Revenue Research (PM9-PM23)

The objective of this task is to research the potential revenue sources for cultural websites. A wide analysis of the existing solutions will be done in order to map the market as it is today and analyse possible innovative solutions mainly based on the use of APIs.

During this first period, a pre-report was prepared at the end of June 2011 in order to map the existing solutions. Several meetings took place in the period to analyse and understand the financial solutions needed to be successful in the domain.

In close cooperation with the Europeana Office, subtask leader Institut National de l'Audiovisuel (INA) has developed a plan of approach for market revenue research. Three levels are identified for investigation:

1. Europeana and its opportunities for generating revenue
2. How cultural institutions generate revenue from online access to cultural contents and eventually dedicated services
3. Whether there is an opportunity to generate revenue based on APIs related to open metadata.

Work planned in the next six months:

- A first white report will be completed by PM11. This report is in response to *MS19 Market revenue investigation results*, and will demonstrate a clear comprehension of the constraints and possibilities of the marketplace
- The first workshop will be organised at the end of PM13 in Paris, with 10 or 12 international representatives of the cultural domain who are already exploiting cultural assets through the web. The second report on API possibilities will be started during this period
- A report on the above point two should be ready for PM14 with a presentation of the different profiles and business models

- A second workshop will be organised in Paris, PM19, to concentrate mainly on APIs and their capacity to generate revenue. This meeting will follow the same model as the first workshop, but with different experiences, round-table and discussions.

Work Package Number	4
Work Package Title	Corporate Communications
Lead Partner	British Library
Start Month:	1
End Month:	29

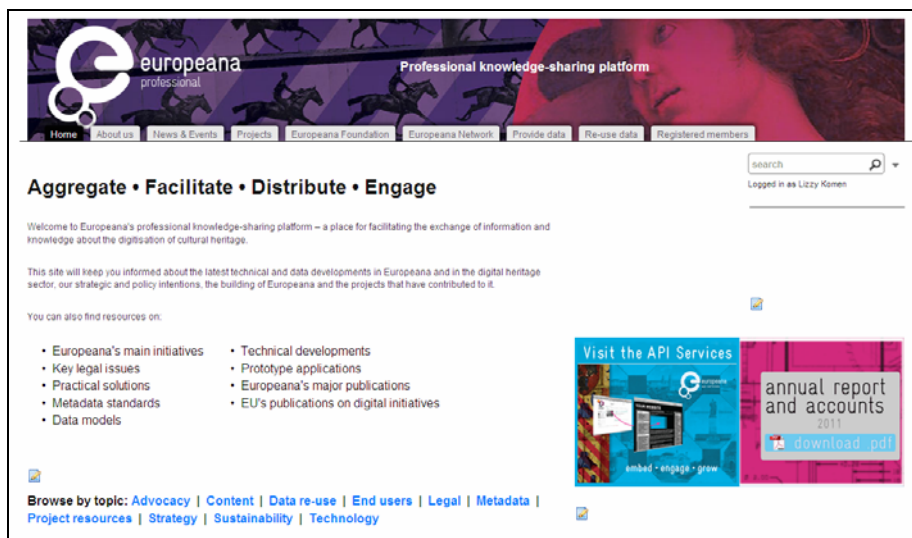
The objectives for this work package are:

- Plan and execute corporate communications to position Europeana at the forefront of digital cultural heritage policy-making, interoperability and delivery
- Gain the engagement and confidence of policy-makers and political stakeholders, including the European Commission and national governments
- Reinforce the commitment of the Europeana Network and project group to the Europeana brand
- Generate uptake of the Europeana concrete outputs in terms of services, tools, software, code as well as policy positions and strategies that create value for the cultural heritage sector
- Contribute to innovation in the digital cultural heritage sector by sharing more explicitly the information outputs and knowledge delivered by Europeana and the group of related projects
- Ensure that good practices and resources in the Europeana group of projects are implemented to drive cost-efficiencies, develop the Network and generate business opportunities

Description of work carried out and achievements:

Websites

The launch of the Europeana Professional website was the most important step in increasing the impact and value of corporate communications. The site brought together all information generated by projects contributing to Europeana, so that all their work – including tools, policies, standards and other deliverables – would be accessible to interested parties beyond each project’s life. Stakeholders with an interest in the aims, methods and achievements of Europeana will be able to find the details they need on the site. Quickly shortened by the community to ‘Pro’, which demonstrates its easy acceptance, the site is the space in which all the public outcomes of v2.0 are made accessible – a requirement that the project needed to fulfill early in its life (*MS21 Ev2 public website*).



Europeana Professional

The collaborative project space in which the ongoing discussions of work packages are held is Basecamp, which was used for the first time by Europeana v2.0. It has proved effective and popular and has been adopted by closely related projects such as Europeana Awareness so that we have a consistency of approach across the core projects.

The work on the websites addresses elements of **Task 4.1 Corporate communications (PM1-29)**, **Task 4.3 Up-take of Europeana activities (PM1-29)**, and **Task 4.4.1 Ensuring knowledge transfer (PM1-29)**.

Brand

An internal review of the brand visuals led to a refreshing of the visual brand, both on the portal and on the new Europeana Professional website. Templates for internal and external use were updated, and these included the templates for PowerPoints, factsheets and other collateral for use by partners.⁸

The review identified the need for a more consistent approach to naming and use of the Europeana visual identity by EU-funded projects, in order that Europeana is able to derive greater benefit from the resources that each of these expends on dissemination. Guidelines have been presented to the Commission to help develop consistent policy on this issue.

The need for a new web font to augment the established graphic fonts was a particular concern of web developers in the Europeana group of projects. New brand guidelines for designers are now being developed as a result of the review, and these will identify an accessible and stylistically appropriate font.

The work on branding addresses a key element of **Task 4.1 - MS22 Europeana branding strategy review**.

Publishing

Publishing activity under v2.0 included:

- The second Europeana white paper, the Problem of the Yellow Milkmaid: a Business Model Perspective on Open Metadata⁹
- The 'Annual Report 2011',¹⁰
- An animation about Linked Open Data.¹¹ The English version has attracted over 8,000 plays so far, and by popular demand has been translated into Italian and German, with a French version in progress.

The work package leader guest-edited an issue of *Uncommon Culture, From Closed Doors to Open Gates*, securing the feature articles and a foreword by the Vice-President of the Commission about open data.¹² The journal is available online and is also printed in an edition of 5,000.

The publications programme covers elements of **Tasks 4.1, 4.3 and 4.4**.

Events

We began a series of high-level events to shape the concept of the European Cultural Commons. Using the EU Presidency as the framework under which to run the events, we brought together

⁸ <http://pro.europeana.eu/web/guest/about/comms-tools/templates>

⁹ <http://pro.europeana.eu/documents/858566/2cbf1f78-e036-4088-af25-94684ff90dc5>

¹⁰ <http://pro.europeana.eu/documents/858566/ade92d1f-e15e-4906-97db-16216f82c8a6>

¹¹ <http://vimeo.com/36752317>

¹² <http://www.uic.edu/htbin/cgiwrap/bin/ojs/index.php/uc>

digital strategists and policy-makers for discussions with significant international champions of the cultural commons concept. The first event, held in Warsaw at the National Library of Poland in October 2011 was addressed by Michael Edson, Director of Web and New Media Strategy at the Smithsonian, and is reported on elsewhere in this review (*MS24 Annual Europeana conference Poland*). The second event, held in Copenhagen at the National Library of Denmark in April 2012, was addressed by Charlotte Hess, Associate Dean for Research and Scholarly Communication at Syracuse University.

It was decided to use the leverage offered by these presidency events to attract significant opinion-formers and thinkers, rather than to run the more general plenary conferences under Ev2. Two plenaries have been run – Europeana Tech in Vienna in November 2011, and the main Europeana Plenary in Leuven in June 2012, but these were run outwith the Europeana v2.0 project.

Running the presidency conferences is the focus of **Task 4.2**, and *MS24 Annual Europeana conference Poland* has been achieved to date, while *MS25 Annual Europeana conference Spain* is in the planning stage.

Coordination

Under v1.0, Europeana developed a group of communications leaders drawn from each of the EU-funded projects that was contributing to Europeana. As new projects started, the leader of each dissemination work package was invited to join the group, and to become the focus for information exchange about Europeana to their project partners and particular domain. The advent of Europeana Awareness created a new cohort of communicators, each working as a national coordinator for Europeana communications and PR.

These two groups came together in a new communicators group that met for the first time at a half-day workshop in Leuven, the day before the Europeana Plenary. Some 65 people gathered to discuss aspects of communications. The programme included: a top PR agency director talking about campaigns with heritage institutions; best practice and practical examples from partners; details of Europeana's communications strategy; and an outline of what the group could do to help maximise the impact and value of our communications.

Task 4.4, Working with the Europeana Projects Group (PM1-29) is fulfilled by this coordination activity, and it addresses both the subtasks **4.4.1 Ensuring Knowledge Transfer** and **4.4.2 Coordination of the Communications activities**.

Work planned for next six months:

Plans are in hand for a major event in Spain, to run as part of Spain's national public libraries conference. The focus will be on how Europeana can help to reposition public libraries as centres of digital community collection and digital inclusion, drawing on our experience gained in the World War One family history roadshows. The conference, in Burgos in October 2012, will be run in close association with Europeana Awareness, and the Spanish Ministry of Culture is a partner in both projects. Plans are also being made for an event under the Cyprus presidency in October 2012 and under the Irish presidency in June 2013. These will most likely to be on the topic of the European Cultural Commons. Preliminary organisational arrangements have been made, e.g. technical support and catering for conference.

Work Package Number	5
Work Package Title	Operations
Lead Partner	Europeana Foundation
Start Month:	1
End Month:	29

The objectives for this work package are:

- Improve ingestion workflow and create a data ingestion plan
- Create quality assurance (QA) specifications to ensure a uniform high standard of resources ingested into Europeana
- Continue to support providers and aggregators, including providing up-to-date guidelines
- Implement the Europeana Data Model (EDM) workflows and update EDM schema.

Description of work carried out and achievements:

MS27 Content Report, MS28 Data Ingestion Plan, D5.1 Content quality specifications have been delivered.

The work package carries out planning, management and implementation of work related to the development and delivery of the Europeana Data Repository and the maintenance of the Europeana Data Model (EDM). EDM is currently implemented in the Europeana back office and data repository. The current plan is that full implementation of EDM and the mass migration of current Europeana Semantic Elements (ESE) records to EDM will be ready in October. Difficulties encountered are technical and organisational.

Task 5.1: Ingestion operations (PM1-29)

The EDM workflows are currently developed and tested in the United Ingestion Manager (UIM). They are due to be fully implemented and operational in October. The current operational workflows are fully operational and delivering content (July 2012). *MS27 Content Report* produced a six-month overview, *MS28* covered *Data Ingestion Planning* and *MS29 Content Report* will produce a six-month overview for PM7-12.

Task 5.2 Quality assurance of repository (PM1-29)

D5.1 Content quality specifications describes quality assurance and the actions planned to improve quality. This needs to be further aligned with the content strategy.

Task 5.3 Support for providers and aggregators (PM1-29)

Guidelines have been updated and revised. A major revision of EDM documentation is planned to be released when the EDM workflows are fully implemented.

Task 5.4 Operational data model (PM1-29)

Part of the ongoing implementation of the EDM workflows is the further implementation of EDM and updating of the EDM Schema. This is currently underway. The communication with partners is aligned with full implementation and operational EDM workflows.

Task 5.5 Further development of the Europeana Data Model (EDM) (PM1-29)

See **Task 5.4** and also part of WP7.

Work planned for next six months:

Work on implementing EDM is planned until October. After the completion of the implementation and establishment of the EDM workflows, planning shifts towards improvements of the quality of metadata. When the EDM workflows are fully operational, actions on quality assurance (**Task 5.2**), and support for providers and aggregators (**Task 5.3**) will be undertaken.

Work Package Number	6
Work Package Title	Technology
Lead Partner	Europeana Foundation
Start Month:	1
End Month:	29

The objectives for this work package are:

- Maintain the hosting environments for the Europeana repository and portal
- Maintain, administer and improve the Europeana Development and Open Source environment, also called EuropeanaLabs
- Manage the in-house and external partner development teams including testing and acceptance procedures
- Manage prototyping and releases of software and functionality in Europeana.

Description of work carried out and achievements:

Task 6.1 Hosting of Europeana.eu repository and portal (PM1-29)

The Europeana.eu repository and portal continue to be hosted with an external company, Vancis, which is the commercial subsidiary of SARA/SURF, the Amsterdam University computing centre. The production environment is distributed over two locations (Amsterdam and Almere) and consists of a total of 11 servers, nine of which are virtual servers), and two load balancers. Five servers (two physical, three virtual) are dedicated to handling solr (database search and retrieval) tasks, two servers handle image requests and API traffic, and four servers handle the portal front-end tasks: processing user input and rendering search results.

To anticipate a potential peak in traffic, we added two more servers in April, before the Europeana Awareness event in Brussels, and decommissioned them after the Leuven Plenary.

The service runs with a satisfactory reliability – the uptime has exceeded the contractually specified Service Level.

To manage the relationship with Vancis a member of the development team stays in close contact with the technical team on the supplier side. Every quarter we have a physical meeting to discuss improvements to both architecture and procedures. One recent improvement was the use of Instant Messaging during deployment – this allows for faster turnaround times on the verification that deployed services are indeed working correctly, leading to a shorter window where the redundancy of the system is reduced.

In addition to the production environment we have a (much smaller) test and acceptance environment. The addition of a dedicated tester in the development team has improved our test focus and we continue to ensure that we minimise any differences between acceptance and production environments.

Task 6.2 Hosting and maintenance of the Development & Open Source environments (PM1-29)

EuropeanaLabs consists of a set of servers, storage and communication devices. It is used to create virtual machines, called sandboxes. Sandboxes can be used by Europeana developers to build test environments for their applications and demos or can host tools and servers for cooperative work

with the Europeana community, including the various projects that aim to bring content or services to Europeana.

The current EuropeanaLabs is an evolution of the environment used for Europeana v1.0. The main work done in the first period of the project has been to configure the hardware infrastructure in order to create an environment suitable for the needs of Europeana v2.0.

The technical goals of this work have been:

1. To have a high level of system efficiency and modularity and
2. To significantly reduce the probability of having network issues and problems during resource updates of sandboxes, as experienced in some cases with the infrastructure used in Europeana v1.0.

In summary, the ongoing activities can be described as follows:

- **Server reconfiguration.** Two new servers (with high RAM size) have been added to the EuropeanaLabs server factory. Furthermore, the operating system (OS) of every server has been installed onto external storage devices, in order to ensure a high level of system modularity and reliability
- **Network reorganisation.** The network infrastructure used in the Europeana v1.0 environment has been completely changed. Two new high-speed network switches have been introduced into the framework to manage the servers' connections and storage access. The high level of connection redundancy significantly reduces the possibility of network losses and increases the data access speed
- **Backup and control procedures.** The new hardware architecture has required implementing ad hoc procedures for data backup and activity control
- **Sandbox creation and management.** The development environment has always been fully operational. Configuration work has been executed in parallel with daily management activity. Existing sandbox functionalities have not been affected by this work and new sandboxes have been created.

In the following sections we detail the main activities undertaken and describe the current status of the infrastructure.

EuropeanaLabs: current status

Overall architecture

In the past nine months, two Xeon servers and two network switches have been added to EuropeanaLabs. The current hardware infrastructure is composed as follows:

- Four Xeon servers
- One storage server
- Two high-speed network switches
- One UPS unit

Servers

The server features are:

- Two dual Xeon-based Dell servers, 24 virtual CPUs, 96GB RAM, four 10k 146GB HD, two 7.2k 1TB HD
- Two dual Opteron-based Sun servers, eight virtual CPUs, 40GB RAM, eight 7.2k 146GB HD

- One Xeon-based Sun server, eight virtual CPUs, 8GB RAM, 6 7.2k 1TB HD. This server is configured for shared storage.

As for operating systems, all the Xeon servers run the latest Debian release with Xeon hypervisor; the storage server runs Ubuntu. All disks are in RAID0 configurations to ensure redundancy and are managed using Logical Volume Management (LVM). Most sandboxes have their system disk on a Xeon server and data disk hosted on the storage server.

The configuration work has started on the Xeon servers to allow any server to run any sandboxes with any kernel in both 32 and 64 bit versions, thus enabling easy migration of sandboxes between servers and making the whole system more flexible and reliable than it was before.

Furthermore, the Xeon servers' operating systems have recently been moved onto two flash devices in RAID0 configuration to ensure physical separation of storage media between the hypervisor operating system and the hosted sandboxes. The Xeon and storage servers are actively monitored using a munin tool, hosted on a sandbox. Each munin client has been configured to check all the relevant resources and services of every single physical machine.

Almost all the sandbox data disks are automatically backed up on a separate machine weekly, using LVM snapshotting and duplication techniques. Dedicated procedures have been set up to backup critical data and configurations of some particular sandboxes daily.

Network infrastructure

Every server and storage machine has separate and redundant links for storage and internet connectivity.

Each link consists of two 1GB Ethernet ports with LACP (IEEE 802.3ad) activated and connected to physically separated switch chassis. A fifth specific port is used for out-of-band management of each server machine. The two switches are stacked together with two 10GB links to form a single logical switch; VLANs are used to separate internet, storage and management traffic. This type of configuration ensures more than enough bandwidth for storage and internet connectivity avoiding any single point of failure. The network reconfiguration - installation of new switches, configuration, physical connectivity, and LACP configuration on servers - was brought forward in the last few months and is almost completed.

Sandboxes

The table below shows the list of sandboxes currently active in EuropeanaLabs.

Domain name	RAM (MB)	VCPU s	System Disk (GB)	Swap disk (GB)	Data disk (GB)
assets-group.isti.cnr.it	2048	1	30	2	80 + 250
dev-factory.isti.cnr.it	4096	2	68	2	180
dev-factory1.isti.cnr.it	2048	1	38	2	
europeana-apiexp.isti.cnr.it	2048	1	8	2	
europeana-contentchecker.isti.cnr.it	2048	1	10	2	
europeana-crm.isti.cnr.it	2048	1	20	2	
europeana-data.isti.cnr.it	2048	1	10	2	120

europena-ese2edm.isti.cnr.it	8192	1	400	4	
europena-exhibitiondev.isti.cnr.it	4096	1	10	1	
europena-geo.isti.cnr.it	2048	1	35	2	
europena-group.isti.cnr.it	3000	2	30	2	230
europena-gwa.isti.cnr.it	2048	1	10	2	100
europena-harvester.isti.cnr.it	4096	1	8	2	50
europena-hudson.isti.cnr.it	8000	4	8	2	50
europena-lodtemp.isti.cnr.it	2048	1	40	2	40
europena-monitor.isti.cnr.it	2048	1	8	2	
europena-pod.isti.cnr.it	2048	1	8	2	
europena-pro.isti.cnr.it	16384	1	10	2	250
europena-sourcedata.isti.cnr.it	2048	1	100	2	150
europena-t15.isti.cnr.it	2048	1	10	2	200
europena-triplestore.isti.cnr.it	16384	2	10	1	60
europena-unified-ingestion.isti.cnr.it	4096	1	8	1	50
hack4assets1.isti.cnr.it	8192	1	10	4	200
hack4assets2.isti.cnr.it	8192	1	10	4	200
sandbox29.isti.cnr.it	2048	1	20	1	20
sandbox30.isti.cnr.it	512	1	5	1	40
sandbox31.isti.cnr.it	4096	1	5	4	40
sandbox32.isti.cnr.it	512	1	5	1	20
sip-manager.isti.cnr.it	4096	1	10	1	250
sugarcrm-testenv.isti.cnr.it	2048	1	25	1	
uim-external-apps.isti.cnr.it	2048	1	8	2	100
uim-external-apps2.isti.cnr.it	6144	1	8	1	100
Total resources:	132856	38	985	63	2780

Task 6.3 Maintenance, development and integration (PM1-29)

Software development for Europeana is done using an Agile/SCRUM approach. Maintenance requests, configuration changes, new functional requirements are considered together and prioritised against each other with respect to the available development capacity. Since late last year the team works in four-week sprints – we have found that for our team and environment this provides the optimum between productivity and agility.

A large portion of our development resources have gone into further development of the backend processes (United Ingestion Manager and integration with MINT and REPOX) and the implementation of EDM. In addition we have made considerable improvements to the portal's user interaction.

In some cases functional requirements could be met by integrating a component delivered by one of the projects. For example, the ASSETS project delivered a very useful and effective improvement to our ranking algorithms: data from logfiles is used to predict which results are most relevant for a given search, and these are ranked first. A similar approach from the ASSETS project to provide more meaningful search suggestions is now slated for integration over the coming months.

Apart from the portal development, the team has also supported new virtual exhibitions and their associated user requirements, the 1914-1918 Collection Days platform, the Pro.europeana.eu professional project environment and the Sugar CRM partner database. For some of these we have used outside expertise through subcontracting or the temporary assignment of freelance staff.

MS34 Technical Contribution to D3.4. Business Plan 2012 (PM5) was provided as part of this task.

Task 6.4 Release Management and deployment (PM1-29)

Using the Agile approach means that we do many more smaller releases/deployments. Over the first six months of this year we have done approximately seven deployments, roughly one every four weeks. In principle every sprint will produce 'deployable' functionality; however the decision to do an actual deployment is based on priorities and the desire to communicate about specific enhancements at a particular time. Small bug fixes and critical issues are deployed as soon as possible, but for reasons of efficiency we try to group them together.

The non-portal products (virtual exhibitions, Pro, 14-18, Sugar) have their own release schedule, usually based on project requirements and deliverables. We are reaching our goal of ensuring that each of these environments has a separate test and acceptance environment.

Task 6.5: Test & Acceptance management (PM1-29)

The development team now includes a dedicated tester. Developers are still responsible for their own unit tests, but all delivered components are also tested in integrated form by our internal tester. Only when the tester gives the green light can any component be deployed to acceptance for final approval by the business product owner and subsequent deployment.

The tester has also been able to improve the efficiency and effectiveness of the unit testing and to support the product owners in executing their acceptance tests. He is now focusing on imposing similar testing discipline to the non-portal products and looking into test automation.

Work Package Number	7
Work Package Title	Innovation
Lead Partner	Österreichische Nationalbibliothek
Start Month:	1
End Month:	29

The objectives for this work package are:

- Initiate activities to start and support the research and development community, including Task Forces
- Define methodology to identify the applications to be built for the development of innovative applications for user interaction and user-generated content (UGC)
- Investigate effective and efficient tools for the extraction of concepts and named entities from digital text, image and audio resources that enable the automatic semantic contextualisation for object metadata lacking contextualisation links
- Produce a market study on technical options for semantic feature extraction
- Start to develop user cases and novel pathways to support multilingual access
- Lead WP7 and represent it as required in management activities and at reviews
- Consolidate the work package (WP) and establish monitoring and QA mechanisms
- Foster work package internal communication and exchange
- Align with other work packages

Description of work carried out and achievements:

Task 7.1: Developers' Network and FLOSS Inventory (PM1-29)

Subtask 7.1.1: Research and Development Community (PM1-29)

This subtask deals with establishing the open source Europeana software developers' network. Through a number of specific agreements and commitments, these developers will provide valuable support for the further development of the Europeana service, as well as its use and impact. It was decided to call the network 'Europeana Tech' and a website¹³ was created to allow easy access to all the information. A mailing list was created as a means to facilitate communication within the Europeana Tech network.

Members of Europeana Tech are drawn primarily from developers currently involved in projects that are topically linked to Europeana (funded by the EU within eContentplus, ICT-PSP and FP7) and from other entities active in the Europeana Network. A mission statement was published in May 2012¹⁴ that states: 'The mission of the Europeana Tech community is to gather Task Forces on specific technical points (metadata display issues, extensions to the Europeana Data Model, etc.) and foster a Europeana Software Developers' Network.'

Several success criteria are identified against which progress can be measured. Europeana Tech will be considered successful if:

- It grows into a stable sustainable group of experts from all relevant stakeholder groups, supported by a fitting organisation model

¹³ <http://pro.europeana.eu/web/network/europeana-tech>

¹⁴ <http://pro.europeana.eu/documents/866067/983534/MS37+Mission+Statement+for+Europeana+Software+Development+Platform>

- It leads to clear and agreed recommendations for Europeana regarding its development roadmap in a number of key areas
- It supports the wider Europeana Network by supplying tools and expertise
- Its relevance impact is also acknowledged by the wider international cultural heritage and research community.

Europeana Tech Task Forces:

The Europeana Tech community was formally formed during the Europeana Network event in Rotterdam on 6 December 2011. During this meeting, input on topics to explore within Task Forces was gathered from the Network. In March 2012 at the Vienna WP7 work planning meeting, the following Task Forces were agreed to be formed later in the year, based on the input from the Network and prioritised based on the Europeana development roadmap:

- Persistent Identifiers TF, Lead: Jan Molendijk (EF)
Goal: Will formulate recommendations to Europeana on three questions related to persistent identifiers (PIDs):
 1. Should Europeana offer to create PIDs to Data Providers?
 2. Should Europeana create PIDs for all Europeana representations of digital objects?
 3. What else can Europeana do to promote PIDs?
 The Task Force on Persistent Identifiers has already kicked-off. A first working session took place at the Europeana pre-conference in Leuven (June 2012).
- EDM and FRBR (oo) TF, Lead: Stefan Gradmann (HUB), Martin Doerr
This Task Force will kick-off in September 2012 and will then start to recruit working members.
- Hierarchies/Sequences TF, Lead: Valentine Charles (EF)
The Task Force kicked off at the Europeana pre-conference in Leuven (June 2012). A working plan will be soon available.
- Provenance TF, Lead: tbd.
This Task Force will be further discussed within the next year and is currently postponed.

Subtask 7.1.2: Inventory and documentation of existing applications (PM1-29)

The baseline for this work is provided by projects in past and current EU funding programmes. Outcomes from other initiatives will also be taken into consideration. The inventory contains a list of applications weighted and ranked against a list of properties, such as strategic importance, maturity of the code, level of support.¹⁵ Currently (July 2012) this list contains 75 applications, added by 15 contributors from the Europeana Network and beyond.

Task 7.2: Development of innovative applications for user interaction and UGC (PM1-29)

This task will improve, refactor or develop a number of key applications identified in **Task 7.1** as beneficial to Europeana and the wider European cultural heritage domain. The emphasis will be on innovative applications in the area of access provision, user interaction and user-generated content. In this reporting period, the Netherlands Institute for Sound and Vision, Europeana and the other WP7 participants started identifying applications to be developed within the scope of the project.

Task 7.3 Semantic Web/ Linked Data (PM1-29)

This task aims to develop and implement a research and innovation agenda complementing the central process for making Europeana ‘semantics aware’ and to integrate it seamlessly into the emerging paradigm of open and linked data.

¹⁵ https://docs.google.com/spreadsheet/ccc?key=0Aq_7rVJw0CpdFRJOEJxdEk4ZEMxQ01jaDgxQXFSTkE#gid=0

Subtask 7.3.1 Tools for semantic extraction (PM5-9)

This subtask investigates effective and efficient tools for the extraction of concepts and named entities from digital text, image and audio resources that enable the automatic semantic contextualisation for object metadata lacking contextualisation links.

Humboldt University Berlin (HUB) worked on this task by compiling a market study on technical options for semantic feature extraction. The study was based on the TELplus deliverable on 'State of the art of semantic and multilingual engines or tools for digital libraries' (Freire, Mane, Petz; 2008; restricted access). The market study should include effective and efficient tools for the extraction of concepts and named entities from digital text, audio and video resources. Ultimately, these tools should enable automatic semantic contextualisation for object metadata lacking contextualisation links.

Firstly, a definition of what semantic feature extraction means in the context of Europeana was outlined and specific challenges for the handling of audio and video resources were identified. Afterwards, minimum selection criteria were defined in order to find appropriate tools to include in the study, which were different for the tools operating on text and those operating on multimedia. A set of evaluation criteria was defined in order to compare the features of the tools, concluding in a feature matrix for the tools operating on text. The tools operating on multimedia proved to be in an experimental state and differed a lot with regard to the provided features.

The market study was submitted on time (PM7) and is now accessible on the Europeana Tech website.¹⁶ It has also been turned into a living version open to feedback from the community.¹⁷

7.3.2 Social Semantic Web (PM12-18)

This subtask adds a semantic component to the work being done as part of **Task 7.2** relating to the emerging social semantic web paradigm. The double aim is to:

- Use user-generated content (UGC) for automatically contextualising information objects
- Enrich the Linked Open Data (LOD) space with named entities and concepts that can be identified in the UGC.

HUB held a parallel session on social semantic web during the pre-conference of the Europeana Plenary on 13 June 2012 in Leuven. The aim of this session was to get input from the community on their experiences with UGC and the use of semantic enrichment.

Subtask 7.3.3 Model refinements for EDM (PM1-29)

This subtask encourages and coordinates the design and sharing of different data models with other communities. The subtask will follow the work that needs to be done in the emerging EDM-profile oriented communities in various meetings and virtual collaboration settings.

The Task Force on EDM and FRBRoo has been initiated by Stefan Gradmann (HUB), with Martin Doerr appointed as co-chair. This Task Force will be kicked-off in the next month and will then start to recruit working members.

Task 7.4 Multilingual Access / Translation (PM1-29)

¹⁶ <http://pro.europeana.eu/web/network/europeana-tech/-/wiki/Main/Market+study+on+technical+options+for+semantic+feature+extraction>

¹⁷ <http://pro.europeana.eu/web/network/europeana-tech/-/wiki/Main/Technical+options+for+semantic+feature+extraction>

Along with automatically enhancing provider content multilinguality, thereby also naturally complementing the semantic enrichment processes described in **Task 7.3**, this task works on the leverage of collaborative features to improve translations and add user-driven data in new languages. A key issue is the development of user interaction models to guide and maintain these processes for the Europeana portal and beyond.

At the beginning of the project, there was an adaption of the deliverables (see also section 4. Project Management for changes). There will be two main deliverables that will report on all three subtasks, namely *D7.7 Mid-term report on innovative Multilingual Access* (PM15) and *D7.8 Final report on innovative Multilingual Access* (PM29). All tasks will have a duration of 29 months.

Subtask 7.4.1 Novel user interaction models for multilingual access to Europeana (PM1-29)

50 cultural heritage websites were analysed with regards to their multilingual features and interactions. The goal is to establish a state-of-the-art report on prevailing multilingual interaction patterns which can inform the developments of the tasks in **7.4**. Among the analysed interaction features were multilingual search and browsing capabilities, collaboration and metadata enrichment features such as social tagging. The result of this will be published in the *D7.7 Mid-term report*.

HUB held a two-hour parallel session at the pre-conference of the Europeana Plenary on 13 June 2012 in Leuven on multilingual user interaction and multilingual user-generated content. Input on all three tasks was collected from community members. Furthermore, current multilingual interactions in Europeana were analysed and discussed, and issues were collected. This will serve as input for the *D7.7 Mid-term report* and issues raised by the community with regards to multilinguality will be collected and sent to the Europeana Office.

Subtask 7.4.2 User-assisted query translation (PM1-15)

Coupled with **Task 7.4.1**, the analysis of the 50 websites included the analysis of features which could potentially enrich standard machine translations. Furthermore, a literature review on user-assisted query translation was started which will be part of the mid-term report.

Subtask 7.4.3 Leveraging user-driven and multilingual semantic data for enhancing Europeana object metadata (PM1-27)

The analysis of websites revealed enrichment sources which can be used for multilingual enhancement of existing content. In collaboration with **Task 7.3.2** and **7.3.3**, the object enhancement will be in accordance with the further development of EDM. The outcomes of the parallel session on social semantic web during the Europeana Plenary will also serve as input with regards to multilingual user-generated content.

Task 7.5 Work Package Coordination (PM1-29)

This task leads WP7 and initiates all management activities and mechanisms. It assures communication and alignment among all task leaders and partners in this work package.

WP7 participated in the Europeana v2.0 Kick-off Meeting in September 2011 in Italy and organised a WP7 kick-off meeting to plan for the work package.

WP7 organised the Europeana v2.0, WP7 Innovation Kick-off Meeting in the course of the Europeana Tech conference from 3-5 October 2012 at the Austrian National Library in Vienna. The event provided the opportunity for Ev2 WP7 activities to be presented to a wider audience.

WP7 organised events at Europeana meetings in Rotterdam in December 2011 and at the Europeana Plenary in Leuven in June 2012, as part of the Europeana Tech-dedicated pre-conferences and sessions.

Subtask 7.5.1 Monitoring and QA (PM1-27)

This task oversees all the work done in this work package and organises feedback iterations on **Task 7.1** milestones and deliverables (mission statement, FLOSS inventory) and **Task 7.3, D7.4 Market study on semantic extraction**. It also initiates discussions on the creation of technical Task Forces and priorities regarding EDM refinements. Europeana Office members are running the Task Forces on Persistent Identifiers and Hierarchical Objects.

Subtask 7.5.2 Liaison with the task leads in WP7 and the Europeana teams (PM1-27)

This task takes care of work package internal communication and organises and holds bi-weekly calls, delivering minutes of each call and following up all defined actions. A WP7 work planning meeting was held on 5 March 2012 in Vienna as part of this task. These activities ensure that continuous communication with all partners in WP7 is maintained.

Additionally, the following communication mechanisms were set up: a work package Wiki; mailing lists for special groups within this work package, e.g. EUROPEANA-WP7MANAGEMENT list for WP7 partners; and mailing lists for groups beyond this work package, e.g. EUROPEANA-TECH for the wider technical community.

Subtask 7.5.3 Reporting and contribution to dissemination strategy (PM1-27)

The WP7 Innovation kick-off meeting in Vienna, October 2011 provided the opportunity for Ev2 WP7 activities to be presented to a wider audience.

A conference list was set up and will be further elaborated and maintained.¹⁸

Work planned in the next six months:

Task 7.1 Developers' Network and FLOSS Inventory (PM1-29)

- Continue to promote the inventory to the Europeana Tech community, the wider Europeana Network and external networks with a relationship to the cultural heritage domain and technology
- Continue to work on improving the structure and content of the inventory.

Task 7.2 Development of innovative applications for user interaction and UGC (PM1-29)

- Continue dissemination of activities, support of Europeana Tech Task Forces and update the inventory
- Evaluate technical documentation of the key applications listed in the inventory. Active collaboration with the developers is instrumental in improving the quality of the documentation and the establishment of Frequently Asked Questions (FAQs) and other means of user-support
- Shortlist a number of key applications and plan the development of the software, involving all stakeholders
- Provide input on the other tasks of WP7, and oversee crossovers to other relevant projects, notably Europeana Awareness.

¹⁸ <http://pro.europeana.eu/web/network/europeana-tech/-/wiki/Main/Conference+table>

Task 7.3 Semantic Web / Linked Data (PM1-29)

In the next months, HUB will start working on **Task 7.3.2 Social Semantic Web**. For this task, the cooperation with **Task 7.2** is crucial, as the decisions made on which application(s) will be developed will determine the work in this task. It will need to investigate whether the prototype code will remain a part of this task or be moved to **7.2**. Also, the alignment with HUB's other task (**7.4.3**) will be part of work over the next months. With regard to the model refinements for EDM, the Task Force on EDM-FRBRoo harmonisation will kick-off and begin its work.

Furthermore, existing Task Forces will continue, and we will participate in and support the launch of new Task Forces.

Task 7.4 Multilingual Access / Translation (PM1-29)

The mid-term report on innovative multilingual access covering all three tasks is due in month 15. It will include the analysis of cultural heritage websites with regards to multilingual interactions and multilingual user-generated content, and first models reflecting multilingual interactions will be presented. Furthermore, a report on multilingual issues in Europeana will be written and distributed to the Europeana Office, as a result of input from the Europeana community. For **Task 7.4.3**, the collaboration with **Task 7.3.2** and **7.3.3** will be elaborated on and extended to ensure that model refinements for EDM consider the multilingual dimension.

7.5 Work Package Coordination (PM1-29)

- Organisation of the involvement of WP7 in the coming Project Group meeting and Europeana Annual General Meeting.
- Organisation of bi-weekly calls and following up all defined actions
- Maintaining good communication and exchange among all partners
- Organisation of WP7 meetings in the course of other Europeana events
- Maintaining the Europeana Tech Wiki
- Continuous communication with all partners in WP7

3. Deliverables and milestones tables

TABLE 1. DELIVERABLES									
Del. no.	Deliverable name	WP no.	Lead participant	Nature	Dissemination level	Due delivery date from Annex I	Delivered Yes/No	Actual / Forecast delivery date	Comments
D2.1	Partner Strategy & Development Plan	2	1	R	PU	4	Yes	10	This deliverable has been re-scheduled in agreement with the EU project officer. Postponed to include results from the report on “Strategic Analysis and Grouping of Europeana Stakeholders”.
D3.1	Strategic Plan 2011-2015	3	1	R	PU	1	Yes	1	
D3.4	Business Plan 2012	3	1	R	PU	5	Yes	6	
D3.7	Content Strategy Update	3	1	R	PU	6	Yes	10	This deliverable has been re-scheduled in agreement with the EU project officer. It is combined with Milestone 11: Content Acquisition & Development Plan and renamed to: Collections and Data Analysis, Strategy and Plan
D5.1	Content quality specifications	5	1	R	PU	8	Yes	9	This deliverable has been re-scheduled to PM 9 in agreement with the EU project officer
D7.4	Market study on technical options for semantic feature extraction	7	4	R	PU	7	Yes	7	
D8.1	Europeana Foundation Annual Report 2011	8	1	R	PU	8	Yes	9	

Milestones

TABLE 2. MILESTONES					
Milestone no.	Milestone name	Due achievement date from Annex I	Achieved Yes/No	Actual / Forecast achievement date	Comments
MS1	End-user research plan	3	Yes	3	
MS2	User testing plan and methodology	6	Yes	6	
MS4	User Research Work Group activity plan	3	Yes	3	
MS5	Yearly Dissemination and Communications Plan	7	Yes	9	Renamed to: End-user Marketing and Communications Plan 2012-2013
MS7	Strategic Analysis and Grouping of Europeana Stakeholders	2	Yes	7	Planning adjustment by Project Coordinator, due to resource issue
MS8	Yearly Content Provider and Aggregator Council Meeting	3	Yes	3	
MS11	Content Acquisition & Development Plan	7	Yes	10	MS11 merged with D3.7, see Table 1: Deliverables
MS13	Three year Funding and Sponsoring Plan	4	Yes	9	Postponed to include updates on Connecting Europe Facility and results from first targeted Sponsoring Approach
MS14	Setup a registry of sponsors and funding organisations	7	Yes	7	
MS15	Europeana.eu Product Development Plan	6	Yes	6	

MS21	Ev2 public website	2	Yes	2	
MS22	Europeana branding strategy review	5	Yes	8	
MS24	Europeana Conference Poland	3	Yes	1	
MS27	Content Report	6	Yes	6	
MS28	Data Ingestion Plan	8	Yes	9	Postponed by one month, to align this report with <i>D3.7 Content Strategy Update</i>
MS34	Technical contribution to D3.4, Business Plan 2012	5	Yes	5	
MS37	Mission Statement for Europeana Software Development Platform in PM5	5	Yes	8	Postponed to align with the set up of the technical developers' network
MS38	Core Inventory of FLOSS in the Cultural Heritage Domain, first iteration	6	Yes	6	
MS42	Programme and Project Collaborative Space running	1	Yes	1	
MS43	Interim report period 1	9	Yes	10	

4. Project management

The objectives for WP8 Management and Finance are:

- To programme manage all projects in which the Europeana Foundation is a partner
- To project manage Ev2 ensuring communication via meetings and teleconferences of external task and work package leaders with internal work package leaders
- To report to the Commission on project progress and finance according to reporting requirements
- To develop programme and project management tools in collaboration with WP4 to cross-manage activities of the Europeana family of projects.

Consortium management tasks and achievements

Task 8.1 Programme Management

WP8 provides Programme Management for the Europeana Foundation as a whole and ensures that Ev2 meets all of its targets and deliverables.

The following Programme Management activities have been carried out successfully in this reporting period:

- A unified Programme Management approach has been adopted, in which responsibility for all running projects with Europeana Foundation commitments has been centralised in a single Programme Management Group
- The Programme Management Group has sent representatives to project meetings and joint events to facilitate streamlined project management and to promote awareness of common challenges and processes
- Project plans have been created and followed for all project activities, building on the requirements and sequencing identified in each Description of Work
- Reporting for each project has been performed, including accurate time-writing, financial reporting and narrative reports for all committed projects
- Conflicts between projects and over-commitments of staff have been identified and normalised
- Deadlines have been identified across all running projects and communicated to all Europeana Foundation departments on a regular basis
- The Programme Management Group has functioned as an arm of the management capability of the Europeana Foundation, being represented directly at all business planning and extended management team meetings
- Monthly business planning meetings have been organised and documented, bringing together the deadlines and commitments of all running projects
- Risk factors and strategy relating to the programme of work as a whole have been discussed and followed-up in all Europeana Foundation management team meetings
- Milestone delivery across all projects has been forecasted and managed, with individuals assigned responsibility for completion and documentation
- Deliverables across all projects have been monitored and managed, and all variances identified and pre-cleared with European Commission stakeholders
- Time and budget constraints have been agreed with all internal and external stakeholders across projects

- Quality standards for deliverables have been developed and implemented
- Issues and risks have been proactively identified and mitigated through the Europeana Foundation Management Team
- Gaps in required staffing capabilities and budgets have been internally identified and corrected.

Subtask 8.1.1 Project Management of Ev2

The project management of Ev2 is led by the Europeana Foundation. The Europeana v2.0 project was kicked-off with a project meeting attended by all consortium members. The meeting included extensive planning and coordination activities with partners, work package and task leaders. The Ev2 project management board meets on a monthly basis as part of the Europeana Foundation business planning meetings, to ensure that Ev2 project commitments are met and to align activities with Europeana core business planning activities. WP7 has bi-weekly project management virtual meetings to ensure coordination of the work package tasks and align communication with the Europeana Office and external work packages.

This subtask ensures that reporting and delivery of outcomes comply with EC requirements and standards. An online tool¹ is being used to track progress of milestones and deliverables according to agreed time and quality. Financial reporting is managed by an experienced financial department at the Europeana Office. Pre-financing amounts to all partners were transferred in a timely matter during the first period.

The Europeana Foundation provides the EC Project Officer with information on progress and deviations of the project. The Europeana Foundation coordinated technical and legal compliance of the consortium during the first period. All signed copies of Form A (accession to the Grant Agreement) were collected and sent to the EC.

Subtask 8.1.2 Oversight of Ev2 subcontracts

The Europeana Foundation is the only partner in the project that has subcontracting. An overview of the status of subcontracting until the end of Period 1 is included in the table below.

¹ www.smartsheet.com

Subcontracting Ev2	Total budget	Actual June '12	in %	Comments
Developers for specific expertise (WP5, 6 and 7)	490.000	56.825	12%	
- Dialogues Technology		15.315		Implementation of Agile Scrum method
- Dutchworks		1.190		Expert Apache Solr/Lucene consultancy services
- Richard Doe		18.429		Web development RunCoCo customisation
- Componence		17.130		Liferay (Europeana Professional)
- Smile		4.760		Expert audit of Liferay (Europeana Professional) and recommendations
Interoperability consultancy (WP5, WP4)	50.000	19.857	40%	
- Robina Clayphan		19.857		Interoperability expert
Usability consultancy (WP1, 2, 3 and 7)	45.000	10.408	23%	
- UCL		10.408		Usability study of Danube release of Europeana
- Dan Baker		-		
Log File analysis (WP1, 2 and 3)	30.000	20.000	67%	
- Ciber		20.000		Log file analysis for Europeana
Editorial consultancy (WP1, WP3 and WP4)	40.000	28.661	72%	
- A. Aldasheva		27.943		Provide editorial output
- J. Storer		718		Provide editorial output
Awareness raising related subcontracting (WP1, 3 and 4)	252.500	86.400	34%	
- MK5060 full circle projects bv		20.244		Consultancy work on Interim management, Project management and Conference organisation
- University of Oxford		8.881		Awareness raising and project management tasks
- Sin		32.852		Consultancy services and design
- Stichting Nederland Kennisland		4.173		Expert input on End User Engagement for Europeana
- Els Jacobs		20.249		Expert on policy and strategic funding for Europeana
Total	907.500	222.151	24%	

Task 8.2 Reporting

Reporting for Ev2 during the first period was done via three channels:

- Europeana Foundation ‘Annual Report 2011’²
- Europeana progress report (first six months) as part of the *MS43 Interim Report* for the Europeana Foundation Board (Ev2 Steering Group)
- *D8.3 Progress Report for Period no.1*

The Europeana Foundation ‘Annual Report 2011’ shows the work that Europeana undertook during 2011, including key Ev2 activities. The ‘Strategic Plan 2011-2015’ laid out the following tracks: Aggregation, Distribution, Facilitation and Engagement. It includes an overview of Europeana’s activities and progress towards each track. It also includes audited accounts and associated projects.

A financial reporting template was developed by Europeana Foundation and has been shared with all consortium partners.

² <http://pro.europeana.eu/documents/858566/ade92d1f-e15e-4906-97db-16216f82c8a6>

Task 8.3 Programme and project management tools

Maintenance of project workspaces and collaborative tools are the responsibilities of WP8, and relate to *Milestone 42 Programme and Project Collaborative Space* (PM1). These workspaces and tools have been implemented and improved continuously during this reporting period, under the direction of the Europeana programme management group.

The Europeana Foundation has taken a pro-active approach to risk and project management in the first reporting period of Ev2, consolidating information flows and creating shared spaces representing the ongoing commitments, tasks, key performance indicators and risks affecting the Ev2 project as well as the related family of the 27 projects in the Europeana project group. The programme management group within the Europeana Foundation has taken on knowledge management as an explicit responsibility, and the continued development and expansion of shared information tools has received a high priority as part of this effort.

The programme management group has further developed, maintained and provided an ongoing programme of training on several kinds of information-management tools.

Tools for the exchange of information on project outputs and progress amongst project partners

The Europeana Professional website (<http://pro.europeana.eu>) has been considerably improved during this reporting period, with a major release of new functionality and migration of content occurring in PM3-PM6. This collaborative workspace, based on the Liferay platform, has since been opened to all staff and partners doing work on the Ev2 project, and includes:

- A unified web publishing platform to reflect the work of Ev2 across multiple streams, including advocacy, technical and standards development, ingestion processes and the continued expansion of the Europeana Network
- A common document store, representing working documents and public outcomes of the entire Europeana Project Group
- Wiki spaces to support support specific communities, such as the EuropeanaTECH wiki which brings together the inventories, standards and presentations of the WP7 Research & Development group
- Presentations and other documentation across the various Europeana events and functions
- Project spaces for each project in the Europeana Project Group, in which project partners are empowered to upload workplans, deliverables, newsletters and reports for re-use by other projects and groups.

Substantial resources have been devoted to the maintenance and extension of Europeana Pro, including both internal and external technical development and consultancy. There is an ongoing programme to measure usability factors affecting the use of the Europeana Professional platform to make it maximally relevant and useful.

The Europeana Foundation has continued to maintain mailing lists in order to disseminate outcomes and facilitate knowledge-sharing among partners. During this reporting period the existing mailing lists from the Ev1 project have been consolidated, leaving one major list for the Europeana projects more generally, and one focused specifically on technical issues and practitioners.

Tools for project collaboration

The programme management group has established and maintained several shared information resources relating to ongoing collaboration:

- Using the Basecamp software, the group has established a common environment for online discussions, task management, shared calendaring and file storage for documents in progress. This has been rolled out across the Europeana Foundation staff and extended to include external consortium members from Ev2 and other running projects. The activity outcomes of regular review meetings are tracked using this shared environment, as well as the development of new initiatives
- A common list of project commitments, including deliverables, milestones, major activities and events has been created in an online spreadsheet/project management tool. This commitments list is reviewed monthly as part of the Europeana business planning process, and all department heads are made aware of upcoming tasks. All department heads and work package leaders are encouraged to update this list on an ongoing basis
- An online set of documents representing the KPIs for all Europeana projects has been created, and forms part of the monthly review cycle. KPIs are tracked throughout the reporting period so that progress against goals can be assessed
- A similar online document has been created to track ongoing risks across all Europeana projects
- A Customer Relationship Management (CRM) system is in place which supports the content ingestion process and facilitates common access to contact and historical information for each data provider. This tool continues to be developed to support the needs of the marketing, programme management and business development functions of the Europeana Foundation.

Task 8.4 Quality assurance and risk management

The quality plan for Ev2 consists of:

- Quality management and organisation – to identify roles and responsibilities
- Quality assurance – to ensure quality project management processes
- Quality register – to monitor the review schedule
- Risk log – to capture risks that may affect the project.

A quality register was set up at the beginning of the project to monitor progress of deliverables and milestones. The quality register is an online document that is also used to schedule the review (internal or external) of deliverables and milestones.

The annual and interim reports for Europeana Ev2 are evaluated by the Europeana Foundation Board, which also acts as the Steering Group (SG) for the project. The SG also performs a final quality check of deliverables and reviews the finances of the project.

A risk register has been set up to identify any risks that could affect the successful completion of the workplan as well as the overall goals of the project. The online risk log also proposes remedial actions to prevent or reduce the risks listed. The Project Management Board (PMB) regularly checks and updates the risk register against recent actions and developments in the individual work packages and the overall workplan and it is being evaluated during the monthly Europeana business plan meeting. The risk log is evaluated by the Steering Group twice a year.

Consortium Management and remedial actions

- As there was a major Europeana conference in Poland planned for month one of the project, pre-financing amounts to the responsible partner were increased to 70% of their total budget. It was challenging to organise a major event so early in the project, due to limited preparation time and funding streams being in place in time.
- Two partners (MECD, DEPTTCS) requested their pre-financing amounts to be transferred in the financial year 2012, as their main tasks take place in period two of the project.
- Change of LEAR³ and legal name for partner five from ‘Ministerio de Cultura’ to ‘Ministerio de Educacion, Cultura y Deporte’. No effect to the project.

Project planning and status

All work packages are on schedule and all milestones and deliverables for the reporting period have been delivered.

Ev2 is a project that is set up to follow Europeana’s internal business units. The planning of most work packages and tasks (WP1, WP2, WP3, WP5, WP6, WP8) therefore fit within the respective Europeana departments and thus are part of daily planning activities and prioritisation. Two work packages are led by external partners, namely WP4 (The British Library, BL) and WP7 (Österreichische Nationalbibliothek, ONB).

The organisation of the first Europeana event in Poland (WP4) was a challenge. The main problem during the preparation activities was the extremely short time available for the event organisation. However, all procedures and ‘good practices’ that came out of the event were shared and discussed via a report and teleconference with other partners who will be organising events later on.

Impact of deviations from the planned milestones and deliverables and resources

Deviations from planned deliverables

After consultation with the EU-Project Officer, the following planning adjustments were made:

- **Work package 2:** *D2.1 Partner Strategy & Development Plan* postponed in order to include results from the report on ‘Strategic Analysis and Grouping of Europeana Stakeholders’
- **Work package 3:** *D3.7 Content Strategy Update* to be combined with *M11: Content Acquisition & Development Plan* and renamed to *Collections and Data Analysis, Strategy and Plan*. Delivery date postponed from PM6 (March 2012) to PM10 (July 2012)
- **Work package 5:** *D5.1 Content quality specifications* postponed by one month from PM8 to PM9, to align this report with the *D3.7 Content Strategy Update*
- **Work package 7:** There will be two main deliverables that will report on all three subtasks of **Task 7.4**, namely *D7.7 Mid-term report on innovative Multilingual Access* (M15) and *D7.8 Final report on innovative Multilingual Access* (M29). All tasks will have a duration of 29 months (M1-M29). The changes in detail are:
 - Change the duration of all three tasks to the whole length of the project (PM1-29)
 - Change D7.7 into *Mid-term report on innovative Multilingual Access* (PM15) (originally MS41, PM15)

³ Legal Entity Appointed Representative (http://cordis.europa.eu/fp7/pp-lear_en.html)

- Move previous deliverable *D7.7 Final report on Innovative Multilingual Information Access* (PM29) to *D7.8* and keep the delivery date (this is an editorial change ensuring that chronologically later deliverables receive higher numbers)
- Remove deliverable *D7.9 Report on Multilingual Object Enhancement* as this will become part of *D7.8*. These changes have no impact on the planned work.

Deviations from planned milestones

The Coordinator made the following planning adjustments:

- **Work package 1:** *MS5 End-user Marketing and Communications Plan 2012-2013* postponed from PM7 to PM8
- **Work package 2:**
 - *MS7 Strategic Analysis and Grouping of Europeana Stakeholders* postponed from PM2 to PM7 due to a resource issue
 - *MS11 Content Acquisition and Development Plan* merged with *D3.7 Collection Data Analysis Strategy and Plan* and postponed due to strong dependencies on the outcomes of partners signing the DEA
 - *MS13 Three year Funding and Sponsoring Plan* postponed from PM4 to PM9 to include updates on the Connecting Europe Facility and results from the first targeted sponsoring approach.
- **Work package 5:** MS28 postponed by one month, to align this report with the *D3.7 Content Strategy Update*
- **Work package 7:** *MS37 Mission Statement for Europeana Software Development Platform* postponed to align with the set up of the technical developers' network.

Impact Indicators

A list of Impact Indicators is included in the Ev2 DoW (**Section B2. Impact**) for which progress is reported on in the table below. Reporting on the indicators for Ev2 is done for this reporting period (1 October 2011- 30 June 2012). A full set of Impact Indicators spanning across all areas of work is included and reported on in the annual Europeana Business Plans against which reporting will be done in the European Foundation Annual and Interim reports.

IMPACT INDICATORS TABLE

Indicator No.	Related Project Objective	Indicator	Method of measurement	Baseline value (as of 01-10-11)	Results Period 1 (Oct '11-Jun '12)	Expected Results Period 1 (PM 1-9)	Expected Results Period 2 (PM 10-19)	Expected Results Period 3 (PM 20-29)
1	Users, penetration and use	Amount of time spent on the site.	Logfiles and Google Analytics		00:02:30	Average to be over 2 minutes	Average to be over 2.5 minutes	Average to be over 3 minutes.
2	Users, penetration and use	Number of visits	Logfiles and Google Analytics		3,025,167 (336,130 per month)	Increase of 300% on 2010 Baseline 200,000 per month	Increase of 20% every 6 months	Increase of 20% every 6 months
3	Users, penetration and use	Number of returning visitors	Logfiles and Google Analytics		25,58%	10% visitors returning	15% visitors returning	20% visitors returning
4	Content improvement	Number of broken links	Actual count		Average under 5%	Less than 15% of total per month	Less than 10% of total per month	Less than 10% of total per month
5	Content Improvement	Geo referencing	Amount of metadata with integral Geo-referencing		6.230.731 records with geo-references *	3% increase on 2010 Baseline: 0 **	10% increase on 2011 ***	10% increase on 2012 ***
6	Content Improvement	Persistent Identifiers	Digitised content to make use of persistent identifiers		DOI: 23,106 ISBN: 4,615 URN:NBN: 573,718 ARK: 0 Total: 601,439****	5% increase on 2010 Baseline: 0 ***	10% increase on 2011 ***	10% increase on 2012 ***
7	Content increase	Increase in number of digital objects	Number of metadata records in Europeana	20016847 items	24021199 items	Month zero plus 5 million Sept 2010 = 13 million --> results for reporting period only	Month 12 plus 3 million -> results for reporting period only	Month 24 plus 5 million-> results for reporting period only
8	Content reuse	Number of API implementations	API implementations in production	0	25	25	35	55
9	UGC Content	Amount of UGC content	Number of metadata records		100% increase (46.085 items) *****	100% increase in 2011 Baseline: 2217 in January 2011	50% increase on 2011	50% increase on 2012
10	Sustainability, financial and coordination of contributing organisation	Number of members in Europeana Network (formerly CCPA)	Members' list		490	150	180	200
11	Sustainability, financial and coordination of contributing organisation	Funds raised from Ministries etc for matching and overhead	Funding Report in Annual and Interim reports		300,000 euros	100,000 euros	400,000 euros	500,000 euros
12	Technology including features and functionalities	Releases of Europeana or number of observable changes	Annual report		2 major releases and 9 minor	See targets set in the Product & Service plan	See targets set in the Product & Service plan	See targets set in the Product & Service plan
13	Innovation and Facilitation	Projects contribution to Github, SourceForge or EuropeanLabs	Numbers of contributions		25 *****	2	7	10
14	Innovation and Facilitation	Contributions from the Open Source Community	Numbers of contributions		0	1	3	5
15	Innovation and Facilitation	Number of corporate publications, including White Papers and policy documents	Number of publications		3	3	3	3
16	Innovation and Facilitation	Number of events at which Europeana is invited to present	Number of presentations at events		45	20	20	20
17	Innovation and Facilitation	Level of attendance at Europeana-branded workshops and events	Number of participants		580	100	100	100

The following comments apply to the Impact Indicators Table above:

* = 26% of total amount of items in Europeana

** The results for Period 1 are measured against the total amount of items in Europeana for this reporting period, as the original '3% increase on 2010 Baseline: 0' would not allow showing increase

*** The first period results are used to establish a baseline for the following periods

**** Amount of objects for which Data Providers have given Europeana a recognisable PID according to an established schema such as DOI, URN/NBN, ARK etc.

***** Baseline on 1 Jan 2011 was 0. UGC objects as available via Europeana.eu

***** Relevant software/expertise contributed by projects to Github, SourceForge or EuropeanaLabs, EuropeanaTECH, as listed in the inventory:

https://docs.google.com/spreadsheet/ccc?key=0Ag_7rVJwt0CpdFRJOEJxdEk4ZEMxQ01jaDgxQXFSTkE#gid=0

List of project meetings, conferences, dates and venues

Name	URL of the event (if available)	Location	Date (dd-mm-yyyy)	Activity (presentation, distribution of flyers, publication, etc.)	Number of participants
European Cultural Commons	http://www.youtube.com/playlist?list=PLE244178708CBB62C	Warsaw	12-10-2011	Presentations	100
National Diet of Japan presentation of European projects	http://www.ndl.go.jp/en/event/events/111018lecture.html	Tokyo	18-10-2011	Presentation	300
Europeana Foundation Board meeting		The Hague	24-10-2011	Meeting	25
Project Call EU		Luxembourg	15-11-2011	Representing Europeana	180
BNF meeting		Paris	21-11-2011	National aggregator meeting	20
National Museum Meeting		Amsterdam	18-10-2011	Content and aggregation meeting	4
MSEG meeting		Luxembourg	29-11-2011	Funding	30
Europeana Tech, Ev2 WP7 Kick-off Meeting	http://www.europeanaconnect.eu/Europeana_Tech/	Vienna	05-10-2012	Presentations	
Frankfurt Bookfair	http://www.buchmesse.de	Frankfurt	12-10-2011	Partners - Publishers	30

APEnet Fourth General Assembly 2012	http://www.apenet.eu/index.php?option=com_content&view=article&id=124:4th-and-final-general-assembly-held-in-madrid&catid=3:newsflash&Itemid=68&lang=nl	Madrid	12-10-2011	Presentation	30-50
Europhoto Workshop		The Hague	17-01-2011	Meeting	
Information Access Seminar	http://www.ischool.berkeley.edu/newsandevents/events/ias/20111118stiller	Berkeley, USA	18-11-2011	Presentation, distribution of Europeana postcards	25
Europeana Network Meeting (CCPA)	http://pro.europeana.eu/web/europeana-office/presentations/-/document_library_display/pEx5/view/1114203;jsessionid=4BD369E274C029009C27176C835F74B5	Rotterdam	06-12-2011	Presentations	90
DEA and National Aggregator Meeting		Dublin	31-01-2012	Partner, NA meeting, Presentations	40
Danish Presidency Event - Background on the creative industries in Europe		The Hague	01-02-2012	Presentation	

Judaica Europea Final Conference	http://www.otebac.it/index.php?it/22/archivio-eventi/217/roma-judaica-europeana-international-conference-convegno-internazionale-judaica-europeana	Rome	27-02-2012	Presentation	110
National Archives of Singapore Workshop		Singapore	28-02-2012	Presentation	50
Ev2, WP7 Planning Meeting		Vienna	05-03-2012	Meeting	12
CIRSS seminar	http://cirss.lis.illinois.edu/Rtable/seminars.html	Urbana-Champaign, USA	09-03-2012	Presentation	60
Roundtable data providers in Belgium		Brussels	16-03-2012	Partners – content	12
National Aggregator Meeting		Zagreb	28-03-2012	Partners, National Aggregator	30
Journée d'étude expositions virtuelles	http://dbserv1-bcu.unil.ch/dbbcu/bis_expos/bis_expo.php	Lausanne-Dorigny	29-03-2012	Presentation	50
WWW 2012	http://www2012.wwwconference.org	Lyon, France	16/20-04-2012	Co-chair of Demo track: Antoine Isaac	70-90 in the sessions/ 1,400 in total
European Cultural Commons		Copenhagen	19-04-2012	Partner development	30
ELAG 2012	http://www.elag2012.com/	Palma, Spain	15/18-05-2012	Organisation, presentation	80

SEEDI Conference - Europeana: A Networked Vision		Ljubljana	17-05-2012	Presentation	
CARARE International Technical Workshop	http://www.carare.eu/eng/Activities/Events/CARARE-Workshop	Mykonos	24-05-2012	EDM meeting/workshop/presentations	40
Europeana Foundation Board meeting/Europeana Network Officers meeting		The Hague	24-05-2012	Meeting	25
MuseumNext	http://www.museumnext.org/	Barcelona	25-05-2012	Presentations/workshop	400
Dublin Core Five Years On seminar	http://dcevents.dublincore.org/index.php/BibData/fyo	London	26/27-04-2012	Presentation	60
ESWC 2012	http://2012.eswc-conferences.org/	Heraklion, Crete	27/29-05-2012	Co-chair of cultural heritage track, paper published	40
FEP: Overcoming Barriers to Delivery & The Europeana Business Case for Open Metadata		Brussels	29-05-12	Presentations	
National Aggregator/Initiative Meeting		Madrid	4-06-12	Partners	120
The Multilingual Web – Linked Open Data and MultilingualWeb-LT Requirements	http://www.multilingualweb.eu/en/documents/dublin-workshop	Dublin	11-06-2012	Presentations	60

Danish Presidency Conference – (1) Europeana: Environmental Barriers & Solutions, (2) Achieving Interoperability	http://conference.nordbib.net/index.php?id=113	Copenhagen	11-06-2012	Presentation	
Europeana Plenary, PPP, Europeana Network officers meeting, Task Force Meeting, Europeana Awareness Board meeting	http://pro.europeana.eu/web/leuven-2012/	Leuven	13/15-06-2012	Partners	300
National aggregator meeting NL/BE		Antwerp	15-06-2012	Partners	60
Europeana Awareness event Madrid	http://www.mcu.es/novedades/2012/novedades_Europeana.html	Madrid	18-06-2012	Presentation	200
SEMIC 2012	http://joinup.ec.europa.eu/event/semic-2012-semantic-interoperability-conference-2012	Brussels	18-06-2012	Presentation, panel participation	140
Workshop Linked Vocabularies	http://klignon.uc3m.es/hive-es/wiki/index.php/Symposium-en	Madrid	18-06-2012	Presentation	30
Museum aggregators and providers		London	28-6-2012	Partners	20

Use and dissemination activities during this period

During the first period numerous use and dissemination activities took place, amongst which:

Presentations at major Europeana events:

- Europeana Network Annual General Meeting (December 2011, Rotterdam)
- Europeana Plenary meeting (June 2012, Leuven)
- Europeana Awareness event (May 2012, Brussels)

Presentations at Europeana-related project meetings:

- Europeana project group consists of around 20 projects, e.g. Carare, BHL-Europe, EUscreen, HOPE, Linked Heritage, EFG. Representatives of these projects regularly provide updates on Europeana activities

Presentations at international conferences:

- e.g. MuseumNext conference (May 2012, Barcelona)
- e.g. CIRSS seminar, (March 2012, Urbana-Champaign)

Collaboration of Europeana with other projects falls directly under WP8 activities (see above). However, some Ev2 partners have also actively reached out and collaborated with other projects and organised dissemination activities:

Collaboration with other projects

- The EuropeanaLabs infrastructure has been used to host the ‘ASSETS services platform’ used during the Hack4ASSETS hackathon event and the final review of the ASSETS project, both held in Pisa (20-21 June 2012). For this activity, partner nine (CNR) collaborated with the ASSETS technical team. Activities have been: set up sandboxes, assist the ASSETS team in deploying the software platform, implement the security policy, and monitor the service usage during the events
- The ‘Digitised Manuscripts to Europeana’ project (DM2E, <http://www.dm2e.eu>) collaborated with Europeana on the further development of EDM and the multilingual scope of future developments. Collaboration informs the tasks on model refinement for EDM and multilingual semantic enrichment
- The Promise project, which organises the Cultural Heritage in CLEF (CHiC) lab at CLEF 2012 (<http://www.promise-noe.eu/chic-2012/home>), collaborates with Europeana, with the goal of moving towards a large-scale evaluation framework for digital libraries in the cultural heritage domain. Results of the semantic enrichment task within the lab will be integrated into the development of the staged model of multilingual metadata enrichment if appropriate (part of **Task 7.4: Multilingual Access / Translation**).

Dissemination

- Carlo Meghini (CNR) presented the Europeana ‘Strategic Plan 2011-2015’ at FORUM PA 2012, held in Rome on 18 May 2012. The title of the meeting was: ‘Il patrimonio culturale digitale come bene comune. Le iniziative coordinate dal MiBAC per la diffusione dei dati aperti’
- **Task 7.1: Developers’ Network and FLOSS Inventory** and **Task 7.2: Development of Innovative Applications for User Interaction and UGC** were presented at:
 - Europeana Network Meeting (CCPA) in Rotterdam
 - MuseumNext conference in Barcelona
 - Europeana Plenary in Leuven

- **Task 7.3: Semantic Web / Linked Data** included dissemination around data.europeana.eu, the Europeana linked open data pilot, and participation in the creation of an animation (>8,000 views), press release, blog/website posts (Open Knowledge Foundation, World Wide Web Consortium)
- **Task 7.4: Multilingual Access / Translation**
 - Presentation of Europeana and its multilingual dimension at the Multilingual Web Workshop – Linked Open Data and MultilingualWeb-LT Requirements in Dublin, Ireland. Slides are published online at <http://www.w3.org/International/multilingualweb/dublin/slides/05-stiller.pdf>
A video of the presentation will be published soon
 - CHiC is using collections of Europeana in three different languages. If appropriate results are obtained, they are going to serve as input for **Task 7.3**
 - Presentations on **Task 7.3** and **Task 7.4** at the pre-conference of the Europeana Plenary are publicly accessible at: <http://pro.europeana.eu/web/europeana-v2.0/outcomes>
- **Task 7.5: Work Package Coordination**
 - Organisation of the Europeana v2.0, WP7 Innovation Kick-Off Meeting in the course of the Europeana Tech conference from 3-5 October 2011 at the Austrian National Library in Vienna
 - Organisation of the Europeana Network event in December 2011, Rotterdam
 - Organisation of the Ev2 WP7 workshop as part of the Europeana Plenary, in June 2012 in Leuven
 - Active collaboration with other work package participants through bi-weekly teleconferences and by providing input on deliverables and scientific output
- The Department of Arts, Heritage and the Gaeltacht, together with the Irish Manuscripts Commission and the Digital Humanities Observatory have agreed to host a hackathon in Dublin to promote Europeana and to test the new API. The Hackathon will be funded by the DAHG and the IMC and will take place in Dublin in September 2012.

USE OF RESOURCES

Overview Person-Month Status (cumulative)

Consortium		WP1		WP2		WP3		WP4		WP5		WP6		WP7		WP8		TOTAL	
Nr	short name	Actual	Planned	Actual	Planned	Actual	Planned	Actual	Planned	Actual	Planned	Actual	Planned	Actual	Planned	Actual	Planned	Actual	Planned
1	Europeana	21,07	108,10	31,06	120,00	18,61	86,10	5,40	77,00	11,28	146,80	43,10	198,10	2,94	10,00	9,93	67,60	143,39	813,70
2	BL							9,00	23,20									9,00	23,20
3	ONB													1,83	4,50			1,83	4,50
4	HU Berlin													6,12	26,00			6,12	26,00
5	MCU							5,78	9,00									5,78	9,00
6	NLP							4,71	6,00									4,71	6,00
7	Beeld & Geluid													11,35	25,00			11,35	25,00
8	INA					1,18	6,00											1,18	6,00
9	CNR											13,03	31,00					13,03	31,00
10	DEPTTCS							0,29	6,00									0,29	6,00
																		-	-
TOTAL		21,07	108,10	31,06	120,00	19,79	92,10	25,18	121,20	11,28	146,80	56,13	229,10	22,24	65,50	9,93	67,60	196,68	950,40

Actual = number of person months consumed from the beginning of the project to the end of this period

Planned = total effort planned for the project in the latest version of the description of work - annex I to the grant agreement

Explanation of the use of the resources

Beneficiary 1 – Europeana Foundation

TABLE 3.1 PERSONNEL, SUBCONTRACTING AND OTHER MAJOR COST ITEMS FOR BENEFICIARY 1 FOR THE PERIOD			
Work Package	Item description	Amount	Explanations
1, 2, 3, 4, 5, 6, 7, 8	Personnel costs	871.062	Man power corresponding to 143,39 man month of work. WP 1: 21,07, WP2: 31,06, WP3: 18,61, WP4: 5,40, WP5: 11,28, WP6: 43,10, WP7: 2,94, WP8: 9,93.
1, 2, 3, 4, 5, 6, 7	Subcontracting	222.151	Subcontracting for Europeana. See details in the Progress Report Period 1 (D8.3)
1, 2, 3, 4, 5, 6, 7, 8	Major cost item 'Travel'	151.419	Network meetings: Europeana plenary, Leuven (June), Europeana Network meeting, Rotterdam (December). Conferences: European Cultural Commons, Warsaw (October), Europeana Tech, Vienna (October). Europeana Board meetings (October, April), workshops and office travel
1, 2, 3, 4, 5, 6, 7, 8	Major cost item 'Other Direct Costs'	298.743	Hosting of the Europeana service, hardware, licences/software, domain registrations, meeting catering/locations, promotional materials, printing costs, advertising/marketing
	Remaining costs	92.485	Overhead
TOTAL DIRECT COSTS AS CLAIMED IN FIANCIAL STATEMENT		1.635.861	

Beneficiary 2 – The British Library

TABLE 3.1 PERSONNEL, SUBCONTRACTING AND OTHER MAJOR COST ITEMS FOR BENEFICIARY 2 FOR THE PERIOD			
Work Package	Item description	Amount	Explanations
4	Personnel costs	50.441	Man power corresponding to 9 man month of work (Head of Communications)
4	Major cost item 'Other direct costs'	19.777	Travel and Accommodation costs: Meetings ,conferences and overnight stays in The Hague
	Remaining costs	4.915	Overhead
TOTAL DIRECT COSTS AS CLAIMED IN FIANCIAL STATEMENT		75.133	

Beneficiary 3 –Österreichische Nationalbibliothek

TABLE 3.1 PERSONNEL, SUBCONTRACTING AND OTHER MAJOR COST ITEMS FOR BENEFICIARY 3 FOR THE PERIOD			
Work Package	Item description	Amount	Explanations
7	Personnel costs	13.323	Man power corresponding to a total of 1,83 man month of work: Personnel Costs for Management Staff (0,9 PM),

			Research (0,89 PM) and Legal Services (0,03 PM)
7	Major cost item 'Travel'	2.929	Travel Costs to European Cultural Commons Meeting, Copenhagen, Denmark, 18.04.-19.04.2012, 1P; Europeana Plenary, Leuven, Belgium, 12.06.-15.06.2012, 3P
	Major cost item 'Other direct costs'		
	Remaining costs	1.138	Overhead
TOTAL DIRECT COSTS AS CLAIMED IN FIANCIAL STATEMENT		17.390	

Beneficiary 4 – Humboldt-Universitat zu Berlin

TABLE 3.1 PERSONNEL, SUBCONTRACTING AND OTHER MAJOR COST ITEMS FOR BENEFICIARY 4 FOR THE PERIOD			
Work Package	Item description	Amount	Explanations
7	Personnel costs	28.329	3 Researchers: Olensky, Stiller, Gaede, corresponding to a total of 6,12 PM
7	Major cost item 'Travel'	1.477	2 persons to Europeana plenary, Leuven (June), 2 persons to Europeana Tech meeting (October), 1 person to Europeana Network (formerly CCPA) meeting (December)
	Major cost item 'Other direct costs'		
	Remaining costs	2.086	Overhead
TOTAL DIRECT COSTS AS CLAIMED IN FIANCIAL STATEMENT		31.893	

Beneficiary 5 - Ministerio de Educacion, Cultura y Deporte

TABLE 3.1 PERSONNEL, SUBCONTRACTING AND OTHER MAJOR COST ITEMS FOR BENEFICIARY 5 FOR THE PERIOD			
Work Package	Item description	Amount	Explanations
4	Personnel costs	19.530	Man power corresponding to 5,78 man month of work
	Major cost item 'Travel'		
	Major cost item 'Other direct costs'		
	Remaining costs	1.367	Overhead
TOTAL DIRECT COSTS AS CLAIMED IN FIANCIAL STATEMENT		20.897	

Beneficiary 6 - Biblioteka Narodowa

TABLE 3.1 PERSONNEL, SUBCONTRACTING AND OTHER MAJOR COST ITEMS FOR BENEFICIARY 6 FOR THE PERIOD			
Work Package	Item description	Amount	Explanations
4	Personnel costs	7.294	Man power corresponding to 4,71 man month of work
4	Major cost item 'Travel'	683	1 person to Europeana plenary, Leuven (June)
4	Major cost item 'Other direct costs'	35.568	Photographic services (preparation of photographic documentation of the Conference); Hosting costs;

			Participation of keynote speakers (travel costs); Hiring a lightning and sound equipment; Transport hiring; Conference film documentation and spot production; Design of the conference promotional materials; Equipment hiring; Provision of Souvenirs for participants; Provision of the stage decoration; Purchase of food products for the Conference participants; Purchase of souvenirs for participants; Dinner for the participants; travel costs
	Remaining costs	3.048	Overhead
TOTAL DIRECT COSTS AS CLAIMED IN FIANCIAL STATEMENT		46.593	

Beneficiary 7 – Stichting Nederlands Instituut voor Beeld en Geluid

TABLE 3.1 PERSONNEL, SUBCONTRACTING AND OTHER MAJOR COST ITEMS FOR BENEFICIARY 7 FOR THE PERIOD			
Work Package	Item description	Amount	Explanations
7	Personnel costs	59.550	Man power corresponding to 11,35 man month of work
7	Major cost item 'Travel'	4.539	1 person to Museum Next conference, Barcelona (May), 1 person to WP7 meeting, Schiphol (February), 2 persons WP7 meeting, Vienna (March), 1 person to Europeana plenary, Leuven (June), 1 person to open data workshop, Brussels (February), 2 persons to Europeana Tech conference (October), 1 person to European Cultural Commons meeting, Warsaw (October), 1 person to WP7 meeting, Vienna (January), 1 person at meeting with Europeana, The Hague (November), 1 person at meeting with Europeana, The Hague (November), 1 person at meeting with DOK Delft on use of multitouch technology (November), 1 person at meeting with Kennisland, Amsterdam (December), 1 person at Focus on Demand Conference, Bussum-Zuid (December)
	Major cost item 'Other direct costs'		
	Remaining costs	4.486	Overhead
TOTAL DIRECT COSTS AS CLAIMED IN FIANCIAL STATEMENT		68.575	

Beneficiary 8 - Institut National de l'Audiovisuel

TABLE 3.1 PERSONNEL, SUBCONTRACTING AND OTHER MAJOR COST ITEMS FOR BENEFICIARY 8 FOR THE PERIOD			
Work Package	Item description	Amount	Explanations
3	Personnel costs	12.877	Man power corresponding to 1,18 man month of work. Daniel Teruggi, Project Coordinator, 148 hours ((0.98 person-month), Laurence Lecoeur, market study engineer, 29.60 hours ((0.20 person-month)
	Major cost item 'Travel'	220	Travel Leuven, 13-16/6/2012, Daniel Teruggi
	Major cost item 'Other direct costs'		
	Remaining costs	916	Overhead
TOTAL DIRECT COSTS AS CLAIMED IN FIANCIAL STATEMENT		14.014	

Beneficiary 9 - CONSIGLIO NAZIONALE DELLE RICERCHE

TABLE 3.1 PERSONNEL, SUBCONTRACTING AND OTHER MAJOR COST ITEMS FOR BENEFICIARY 9 FOR THE PERIOD			
Work Package	Item description	Amount	Explanations
6	Personnel costs	55.215	Man power corresponding to 13.04 man month of work: Senior Researcher (367 hours; 2.98 months); Researcher (600 hours; 4.87 months); Technician (390 hours; 3.17 months); Research Grant (250 hours; 2.03 months)
6	Major cost item 'Travel'	100	Carlo Meghini: Presentation of the Europeana v2,0 project at the MIBAC event in Rome, 18 May 2012
	Major cost item 'Other direct costs'		
	Remaining costs	3.872	Overhead
TOTAL DIRECT COSTS AS CLAIMED IN FIANCIAL STATEMENT		59.187	

Beneficiary 10 - Department of Tourism, Culture and Sport

TABLE 3.1 PERSONNEL, SUBCONTRACTING AND OTHER MAJOR COST ITEMS FOR BENEFICIARY 10 FOR THE PERIOD			
Work Package	Item description	Amount	Explanations
4	Personnel costs	2.328	Man power corresponding to 0,29 man month of work: personnel cost (25.75 for principal officer and 17.25 for assistant principal)
4	Major cost item 'Travel'	1.509	1 person to European Cultural Commons meeting, Copenhagen (May)
	Major cost item 'Other direct costs'		
	Remaining costs	269	Overhead
TOTAL DIRECT COSTS AS CLAIMED IN FIANCIAL STATEMENT		4.105	