

D8.4 PROGRESS REPORT 2 EUROPEANA V2

Grant Agreement number: 270902

Project acronym: Ev2

Project title: Europeana v2.0

Project type: Pilot A Pilot B TN BPN

Periodic report: 1st 2nd X 3rd 4th

Period covered: from 1 July 2012 to 30 April 2013

Date of production: April 2013

Project coordinator name, title and organisation: Jill Cousins, Executive Director,

Europeana Foundation

Tel: +31 (0) 70 314 0952

Fax:

E-mail: jill.cousins@kb.nl

Project website address:

<http://pro.europeana.eu/web/europeana-v2.0>

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):
 - x 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://.....

Signature:

PUBLISHABLE SUMMARY

This report summarises the main objectives for Europeana v2.0 (Ev2), the work performed and results achieved during period two, covering July 2012 through April 2013 (ten months). 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

Achievements period 2

All planned Milestones and Deliverables described in the DoW for this reporting period have been achieved except for *MS 6 End-user marketing and communication plan 2013-2014*, of which the delivery has been postponed by a month (end of May 2013).

Some highlights for this second period of the project are:

- Europeana has developed from a project to a network organisation (the Europeana ecosystem), this is a major shift of frame implemented in the annual *Business Plan 2013*
- Aggregation of over 26 million objects into Europeana. The 27 million objects mark targeted for July 2013 is well on schedule. Search engine indexing (predominantly

by Google) has really paid off in terms of increasing visitor numbers. At the same time there has been a boost in the diversity of objects in Europeana owing to the ingestion of almost 2 million architectural and archaeological objects from the CARARE project and the rise in the numbers of available AV material, although the latter still lags behind the target numbers, mostly because of the complex rights issues

- The number of visitors has increased to 5.1 million over 2012, which is slightly below target (5.5 million). However, the number does not include the increasing number of visitors to the virtual exhibitions, social media and the blogs
- The number of returning visitors has increased to 25.1% which is a good indication of the attractiveness and quality of Europeana as a site, and well over the expected 15%
- The number of monthly visitors from Q4 2012 onward varies between 500,000 and 700,000
- Very successful adoption of the new *Data Exchange Agreement* (DEA) and its signing by almost all of our current content providers, while all new providers will automatically sign the new DEA
- All present and future metadata is open to use and re-use under the new DEA which includes the release of Europeana metadata under the Creative Commons Zero Public Domain Dedication; making both commercial and non-commercial use possible
- The digital collaboration of Europeana with the Digital Public Library of America (DPLA) saw a joint exhibition launched in December 2012. The DPLA uses the Europeana Data Model for its activities, making the digital collections of Europe and the USA interoperable
- Publication of the Europeana Foundation *Business Plan 2013*
- Continuous expansion of the Europeana Network reaching a number of 636 members in this period
- Launch of the new Europeana portal with a better layout and technical adaptations to allow easy usage by all mobile and tablet formats. Social and mobile media can now be effectively linked and catered for
- The new API has been installed by 35 participants, with over 570 organisations and businesses requesting an API key
- The rights labelling campaign, aiming at reducing the number of items without proper rights statements and promoting clear and proper rights for all objects available through Europeana, has been successful. The number of objects without any or without a proper rights labels has been greatly reduced. This campaign will continue in 2013. Rights labeling is mandatory in the new DEA; this will prevent rights labelling problems in the future
- Reduced broken links to a maximum of 3% (despite huge increase of objects) and aiming for less than 1% in the coming period
- Improved thumbnail availability, which is important to enhance visitor satisfaction.

Progress in the individual work packages

WP 1: User development

We are still in the process of refining 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.

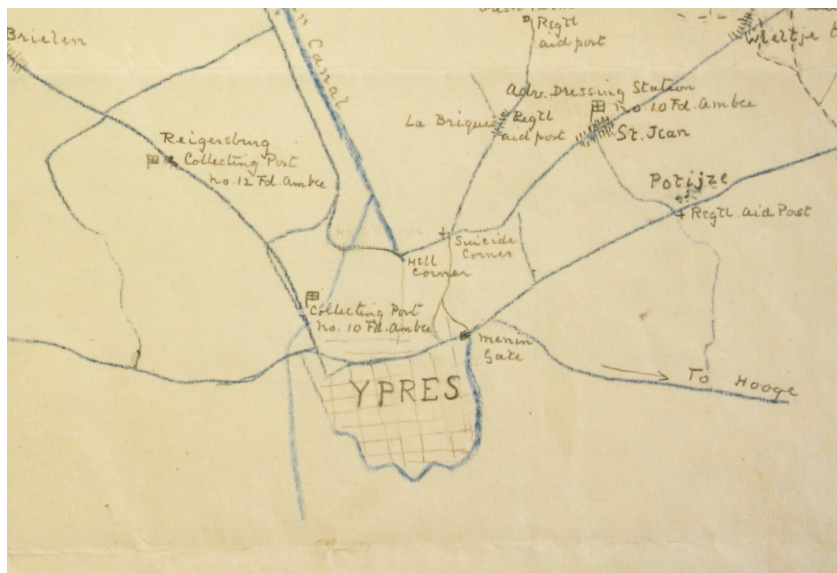
We are using Google webmaster tools to boost indexing: to date, over 20 million pages have been made searchable by Google, with a further 5 million pages already submitted to be included. The search engine referral traffic has continued to rise during this second period to 5.1 million visitors in 2012, which is slightly below the 5.5 million target, but does not include visitors to the virtual exhibitions, the blogs and the social media.

For the first time, in Q4 of 2012 and Q1 of 2013, the number of visitors has remained above 20,000 visitors per day. This is a new milestone and accounts for 500,000 - 700,000 visits per month.

Our focus continues to be on developing our range of content and making it as accessible as possible, bringing it to users where they congregate instead of depending on them to discover the portal as a destination site. Apart from the usability consultancy that supplies us with detailed log file analyses, we have started major marketing and user-oriented research by initiating the 'Benchmark for Success' international work group, together with a pilot on benchmarking Europeana itself against 12 European heritage institutions (*Performance in Perspective*) and initiated the international work group on impact analyses. The intention of these activities is to create a valid European benchmarking framework, including a specific benchmark for Europeana itself. The benchmark will be based on Google Analytics metrics. Quantity (metrics) and quality (metrics analyses/impact analyses) will both feed into the benchmark.

Europeana has launched a Tumblr page in collaboration with the Europeana Fashion project and content partners such as the Northampton Museums. The project is intended to create more awareness of fashion content within the Europeana database by bringing it directly to end-users through social media.

To showcase our collaboration with the Digital Public Library of America (DPLA), the virtual exhibition *Leaving Europe: A new life in America* opened in December 2012.



Drawn map of the Ypres' salient from Europeana 1914-1918

To promote the use of user-generated content (UGC), which is one of our key objectives, Europeana 1914 -1918 has, in close cooperation with its national partners, initiated the 1914-1918 Family History Roadshows. Here, people bring their family memorabilia related

to World War One. Their items and stories are digitised and made available on the Europeana 1914–1918 website (www.europeana1914-1918.eu).

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

WP 2: 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 work package are:

- to create 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
- to create a stable funding, sponsoring and revenue stream for the sustainability of the service
- to create a well-functioning and cohesive Europeana Network.

WP 3: 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. The *Business Plan 2013*

was delivered in February 2013 after extensive collaboration with the Europeana Network during the second half of 2012.

The new *Data Exchange Agreement*, which came into effect in September 2012, released the Europeana dataset of some 24 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*.¹

Other achievements include the improvement of product development processes using SCRUM/AGILE methodology, 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.

WP 4: 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.

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 continued this series under the Cyprus in 2012 and will be organising similar meetings around the Irish presidency in 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.

WP 5: Operations

Considerable efforts have gone into the development of EDM workflows and their testing in the *United Ingestion Manager* (UIM). The Europeana data repository became EDM-ready in the first quarter of 2013, and EDM workflows are due to be fully implemented and operational in the second quarter of 2013. The completed Quality Assurance specifications ensure a uniform high standard of resources ingested into Europeana. Regular content reports and the addition of the data ingestion plan support the implementation ingestion workflows and assists with the quality assurance work. Submission and EDM guidelines for providers and aggregators are being updated and revised and a major revision of EDM documentation is planned for release when the EDM workflows are fully implemented in the ingestion workflow.

¹ <http://pro.europeana.eu/documents/858566/2cbf1f78-e036-4088-af25-94684ff90dc5>

The impact of this work package will be to improve the ingestion process, ease of submission and access to content for data providers. There will be higher levels of user satisfaction, thanks to increased provision of richer data, together with improved functionalities available on Europeana.

WP 6: 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, EuropeanaLabs², 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 has after a delay in operations started implementing the AGILE/SCRUM approach again. Implementation of this methodology has the possibility to considerably improve development speed and productivity. Resources have gone into the further development of 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.

WP 7: Innovation

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 current innovation work is to continue that involvement and develop the strategic thinking and outputs of this research and development community, which is known as 'Europeana Tech'.

Europeana Tech has been in operation now for two years. Task Forces have been formed and are continuing working 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

The FLOSS Inventory and documentation of existing applications currently has 105 entries, an increase of 50, added by 28 contributors coming from the Europeana Network and beyond and we have been further developing 2 innovative applications.

² <http://europeanalabs.eu/>

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

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

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 have been taken place and the first mid-term review produced. Results could potentially enrich standard machine translations.

The EDM – FRBRoo Application Profile Task Force (EFAP-TF) was launched via e-mail on July 16, 2012 and had its first virtual meeting on September 6, 2012. All activities of the taskforce are documented in the WIKI.³ In several virtual and one face-to-face meeting, three example data sets were identified that were modeled in EDM and FRBRoo with the ultimate goal to strip down the FRBRoo graphs to identify a core set of FRBRoo classes and properties. In addition, a mapping of these classes and properties to EDM was developed resulting in an EDM-FRBRoo Application Profile. The draft report is under current revision and awaiting feedback from the EuropeanaTech community.

The TF on Hierarchical Objects was successfully closed in March 2013 and a [blog post](#) was released on Europeana Professional on March 28, 2013.⁴ A [report](#) on Recommendations for the representation of hierarchical objects in Europeana was produced and submitted.⁵

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.

Results from the project are regularly communicated via the @EuropeanaTech Twitter account.

A conference list with relevant events for Europeana v2.0 is continuously updated and maintained. It is available on the Wiki: <http://pro.europeana.eu/web/network/europeana-tech/-/wiki/Main/Conference+table>

A conference list was set up and will be further elaborated and maintained.⁶

³ <http://pro.europeana.eu/web/network/europeana-tech/-/wiki/Main/Task+Force+EDM+FRBRoo>

⁴ <http://pro.europeana.eu/pro-blog/-/blogs/recommendations-for-the-representation-of-hierarchical-objects-in-europeana>

⁵ <http://pro.europeana.eu/web/network/europeana-tech/-/wiki/Main/Taskforce+on+hierarchical+objects>

⁶ <http://pro.europeana.eu/web/network/europeana-tech/-/wiki/Main/Conference+table>

PROJECT PROGRESS

1. Project objectives for the period

This is the second *periodic progress report* for Europeana v2.0 (Ev2), covering the period 1 July 2012 – 30 April 2013.

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 second 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'
- create a benchmark framework enabling Europeana and its partners to benchmark themselves by using Google Analytics for metrics
- start creating a qualitative approach to metrics by means of an impact analysis; a Europeana led initiative has started two international work groups on this

Policy, strategy and service

- develop strategic plans, including the *Business Plan 2013* 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
- implementation of the *United Ingestion Manager (UIM)* toolset to optimise the ingestion workflow for providing content to Europeana
- implement the *Europeana Data Model (EDM)* workflows and update EDM schema.
- create data quality assurance (QA) specifications to ensure a uniform high standard of resources ingested into Europeana (rights labelling, previews and preview quality, persistent identifiers and geo-location) with particular focus on the correct labelling of public domain material
- continue to support providers and aggregators, including providing up-to-date guidelines
- investigate content ingestion process from Europeana Cloud

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

Recommendations for and responses to the review Europeana Version 2

Recommendation 1 (R1)

As often stated by the Consortium during the review meeting, the Europeana Network is the 'heart and soul' of Europeana and great progress has been achieved so far by the Consortium in enlarging and organising the various functions and roles of this key body. However, given the very large size and importance of the network for Europeana, decisions should be taken as soon as possible about several aspects that have not been defined yet, including possible limits in terms of number and expertise of organisations and individuals involved, as well as mechanisms and strategies to keep the Network members continuously proactive and contributing.

We will seek the view from the Board and the Europeana Network as to whether we should limit or find ways of coping with an ever-widening network, considering interesting parallels with things like the scouting movement and charities such as Oxfam. The inclusion of SMEs mentioned in Recommendation 2 is a good idea but has knowledge and financial consequences that should be considered in relation to the other priorities and likely results. Education-related stakeholders are being addressed via Europeana Creative as are other potential re-use communities such as tourism and gaming.

Recommendation 2 (R2)

The EC-funded projects belonging to the Europeana ecosystem have been used by Europeana as an effective way to include new members such as libraries and cultural institutions. However, more effort should be placed on dissemination actions to attract new members that are not involved in EC-funded work, especially SMEs, users and re-users of Europeana content, education-related stakeholders, private publishers, etc. Relevant KPIs should be established and reported in the periodic reports. A survey on how current members found out about the Europeana Network and what attracted them to it, especially members that are not involved in EU-funded projects, would help towards this goal.

In principle we agree with this and use the *Partner Development Strategy* as the basis of work to bring in new members and new content. However, noting the warning made under Recommendation 1 re managing the burgeoning network and being very aware of our own limited capacities, we will look at this recommendation on the basis of what is really achievable.

Much of the re-use work is being undertaken under Europeana Awareness and the new project Europeana Creative and cannot therefore be duplicated here under Europeana v2. However, it does not make sense to report on things in EV2 that will be undertaken in other projects, it is worth mentioning that the question and KPIs will be addressed in the annual business plans, which are part of the reports issued under EV2. We will ask the Europeana Network to undertake the recommended survey.

Recommendation 3 (R3)

Now that the shift to the new DEA has been made, the Europeana strategic plan and communication plan should focus on potential re-users of the content. The Consortium should come up with specific plans/strategies and dissemination activities (additional to existing ones such as hackathons) targeting stakeholders, especially innovative SMEs, that could re-use Europeana content for enabling new services. An analysis of successful applications and services and new business to be generated from re-use of cultural content could help to identify potential target groups of stakeholders and sectors of application to which the Europeana communication strategy could focus. Best practice examples showcasing the added value of open data and the generation of profit and new jobs should be identified and promoted to potential Europeana content re-users. Relevant KPIs should be established, disclosed and reported in the forthcoming Europeana reports.

Absolutely. This recommendation will be thoroughly reflected together with the relevant KPIs in the *Europeana Business Plan 2013*.

Recommendation 4 (R4)

WP4 (Corporate Communications) should intensify efforts to disseminate the Europeana brand to the broader public and the rest of the target groups of Europeana. The alignment with the Content and Partner Development Strategy, as well as the new Europeana licensing scheme, should be accelerated. Relevant KPIs per target group (general public, cultural institutions, policy-makers, SMEs, private sector publishers, open source community, etc.) should be established and reported in the periodic reports. An earlier delivery of a draft of D4.1 could prove to be helpful.

Agree with the sentiment entirely but the work to disseminate the brand more widely takes place under Europeana Awareness and is therefore reported separately. These recommended KPIs are in Awareness and this work is underway: the research agency has just been appointed to measure changes in public awareness before and after PR campaigns in three countries over the next two years. It is also worth noting that the Europeana Foundation is looking at a repositioning of Europeana that means that the portal is just one of multiple access points to the content. We cannot do everything with the small team we have so will target specific groups in specific ways at specific times.

Recommendation 5 (R5)

Standardisation processes of EDM must be considered at the same time as its full implementation in Europeana. At the time of project review there is no clear identification or clear figures of the migration status from ESE to EDM. If the Europeana Data Model becomes an accredited standard, its implementation would be easier throughout Europe, or even worldwide. Industry likes proper standards to implement in software developments (e. g. Integrated Library Systems, discovery tools, digital libraries and related software). We can consider that it is a pretty good moment to start formal standardisation activities, ranging from W3C, where Europeana has been considered a use case by the LLD Incubator Group with EDM as a 'metadata schema to make RDF vocabularies available'⁷, to NISO, which recently published a special issue on Linked Open Data for Libraries Archives and Museums, where EDM appears as a promising standard⁸ to enable LOD-LAM. (One of the co-authors of this paper is the Scientific Coordinator and task 5.4 leader, so standardisation activities can be dealt with in conjunction with WP3 and WP5, task 5.4).

Agreed in principle but in terms of resources we need to place this into late 2013. Including an indicator on how much EDM we get compared to ESE is sensible in principle but also difficult in practice.

We could have EDM data which is not much richer than ESE, so what we need is rather more general indicators on the quality of metadata.

Recommendation 6 (R6)

Discovering information from Europeana through search engines remains an issue. For the next period of the project, Ev2 must pay attention to managing SEO and linkage to drive traffic from general purpose search engines to the Europeana portal. This objective needs to pay attention to multilingual search both inside the portal, whose search engine should be improved according to the quality of multilingual metadata, and outside the portal, i.e. though general search systems such as Google, Bing, Yahoo, etc.

We agree with the need to make multilingual search work as optimally as possible. The issue of discovery of Europeana results is more related to the treatment of metadata by search engines. We have worked on this extensively with Google and others and will continue to do so but their ranking mechanisms are mostly set up to deal with full text.

Comments under the WPs

If not noted below the recommendations of the reviewers will be fully implemented.

[WP3] *Although the consortium has detected the potential of openness and Open Data for the creative industries (cultural tourism, publishers, genealogy, etc.), concrete strategies on this direction should be identified. It is also needed to clarify the note 2 of the Business*

⁷ W3C Library Linked Data Incubator Group: *Datasets, Value Vocabularies, and Metadata Element Sets* [online]. Antoine Isaac et al., ed. W3C, 25-October-2011. Available at: http://www.w3.org/2005/Incubator/ld/XGR-ld-vocabdataset-20111025/#Europeana_Data_Model_.28EDM.29

⁸ Antoinette Isaac, Robina Clayphan and Bernhard Haslhofer (2012). Europeana: moving to Linked Open Data. *NISO Information Standards Quarterly*, Spring/Summer, 24 (2/3): 34-40. Available at: http://www.niso.org/apps/group_public/download.php/9407/IP_Isaac-et-al_Europeana_isqv24no2-3.pdf

plan: 'Europeana will not enter into any commercial, revenue generating agreements without prior consultation with the content providers': a clear procedure for this consultation must be defined.

This will be taken up and a procedure defined as part of the Extended Europeana Licensing Framework Activities under Europeana Creative and Europeana Cloud.

Conclusions:

Many of the comments are pertinent to the business of Europeana Foundation but are addressed in projects related to Europeana v2. We suggest therefore for the next review that we try to report on the specific recommendations made by the reviewers with reference to the other projects.

We would be happy to do this but we are not sure it works in reference to the Descriptions of Work. Please advise.

2. Work progress and achievements during the period by work package

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 have been received in January and March 2013.

Start benchmarking process based on log file analyses and Google Analytics.

Benchmark pilot of Europeana against 12 GLAMs delivered March 2013 with the report:

Performance in Perspective

Kick off international work group *Benchmark for Success* in January 2013 with 15 participating heritage organisations.

Start international work group Impact Analyses in October 2012

Kick off user research group January 2013.

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.

Milestone: MS6 End-user marketing and communications plan 2013-2014 (Delivered May 2013)

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.

Deliverable: *D1.1 Usability Report v.1*

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). We published three new virtual exhibitions during the reporting period. Among these was the co-production with the DPLA called *Leaving Europe* 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.



The emigrants: the Salon of 1861 from Europeana/DPLA virtual exhibition Leaving Europe

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. At this moment 20 million pages have been indexed and made searchable in Google with 5 million pages waiting to be indexed before July 2013. Search-engine traffic kept growing rapidly during this period and amounts to 65-70% of the visitors' total.

The number of visitors has increased to 5,1 million over 2012, which is slightly below target (5,5 million). However, the number does not include increasing number of visitors to the virtual exhibitions, social media and the blogs. The number of returning visitors has increased to 25,1% which is a good indication of the attractiveness and quality of Europeana as a site, and well over the expected 15%. The number of monthly visitors from Q4 2012 on varies between 500,000 to 700,000 and has a steady minimum of 20,000 visitors a day.

Roadshows on the First World War have been organised in various European countries in conjunction with partners in the project Europeana Awareness.

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. Traffic from social media (Face book, Twitter, Pinterest, Tumblr) is growing rapidly (73,940) and shows a 40% increase in 2012 compared to 2011.

A Pinterest pin board has been set up, as was a Tumblr site on shoes. Both experimenting with the possibilities of content diffusion on the social media and Europeana.

Work on *MS6: End user Marketing and Communications plan 2013-2014* is in progress and will be delivered before end of May 2013. This is a month behind schedule.

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 implemented 35 applications based on the API. Still, over 500 institutions have requested the API and are going to implement

it. This takes more time than expected because of internal technical difficulties with the institutions and organisations that have to be solved first.

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 during this reporting period are:

- Develop and support of aggregation by organising workshops and national meetings
- Promote the Europeana API to the GLAM sector
- Secure funding, sponsoring and revenue streams for the sustainability of the service
- Organise the yearly Annual General Meeting of the Europeana Network (MS09)
- Develop a “Content Acquisition & Development Plan” (MS12)
- Develop a “Partner Strategy and Development Plan” (D2.2)

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 mid-term period of this task to strengthen the Europeana Network and support the aggregators.

Subtask 2.1.2 (PM 4-27) Partner Strategy and Development Plan

- D2.2. Partner Strategy & Development Plan.* The report sets out the strategies and plan for 2013 on how to reinforce a balanced and mutual Europeana Network, increase involvement through task forces and working group, fill the content gaps and increase representation of Masterpieces and AV material in the Europeana portal. A focus on promoting the API is also part of the report.

Subtask 2.1.3 (PM1-29) Network Knowledge Transfer

Prior to the Europeana Network Annual General Meeting in Berlin, Germany in November 2012 (MS09) the new structure of setting up Task Forces was implemented. At the pre-conference meeting of the AGM the task forces were able to meet and discuss developments and results. These outcomes were presented at the AGM to 220 participating members of the Europeana Network (EN). Additional efforts have been taken to further strengthen the knowledge transfer in the EN;

- Improve Europeana Network registration site and align various Europeana working groups with the Europeana Network member list. At current stage the Europeana Network has increased to 600 members.
- Presentations, papers etc from AGM made publicly available at Pro-Pages
- To support the work of the Europeana Network Officers and Task Forces, Europeana offered a dedicated space on Basecamp to share working documents and serve as a communications archive. EuropeanaProfessional serves both as an information platform and as a document archive

- Monitor discussions and engage members through LinkedIn pages
- The Europeana Professional blog⁹ features articles relating to projects or policy and is also used to give updates on the Europeana Network.¹⁰
- [Europeana Professional](#)
- [LinkedIn](#)
- Europeana-Network@list.ecompass.nl

Subtask 2.1.4 (PM3-29) Promote and support aggregation, distribution and facilitation

This subtask will focus on developing aggregation and distribution by the means of facilitation activities.

- Support the key stakeholders of Europeana, the aggregators. The Business Development team organised and ran workshops with national aggregators to support their current aggregation developments. The aggregator workshops and meetings took place in the countries Czech Republic, Bulgaria, Cyprus, Finland, Germany, Denmark and Slovenia.
- Implementation of the API Strategy and Plan and significant results in promoting API took place. The development of the new API was initially planned to be made available in June 2012 and then promoted to the network and beyond from then on.

An API workshop in Hungary was organised together with the national aggregator to promote data reuse.

- Aggregator Forum held in September 2012 was one of the major successes of the 2012 partner development strategy. The purpose of the Aggregator Forum was to bring representatives of Europe's aggregators together to discuss common issues and challenges and work towards resolutions. Bringing this broad range of aggregators together also made it possible for the transfer of knowledge, experience and advice across the range of aggregators, meaning more experienced archives could assist and support aggregators less established or working to establish themselves. The forum took the form of a series of presentations from Europeana and the aggregators themselves followed by a series of workshops on specific issues that affect all aggregators.

Task 2.2 Content Development Plan (PM1-29)

The total number of objects represented in Europeana has, from the start, been an important metric for the success of the project. Getting these objects has been rather successful. As of April 2013, the number of available objects is 26,787,154 and so the 2013 KPI target of 27m objects has almost been achieved. This report provides an update on Europeana's content, collections and data repository and follows the planned direction for development as it incorporates results from report *D2.2 Partner Strategy and Development Plan, January 2013*. As the update shows, there are many issues that require our attention, ranging from the equal representation of all European countries to accurate rights labelling in the provided metadata.

Documentation has been developed:

⁹<http://pro.europeana.eu/blog>

¹⁰<http://pro.europeana.eu/pro-blog/-/blogs/europeana-network-update>

- *MS12 Collections Strategy and Development Plan, which is combined with D3.8 Content Strategy Update*

Task 2.3 Funding and Sponsoring Generation (PM1-29)

Until date 22 countries have contributed € 3,1 million funding to Europeana, leaving Europeana with a funding gap to fill of € 122,500 until 2013. In first quarter of 2013 Germany and Luxembourg have paid their contributed amount for year 2013 and we have received new funding support from Estonia of €10,000. A total of €138,000 was raised during September 2012 and March 2013. At the latest MSEG meeting in April, the contribution of € 100,000 was confirmed from the Netherlands. Official statement is expected to be given by a meeting taking place end of May in the Europeana Office. As funding for Europeana is still not secured beyond 2013, Europeana will submit a new project proposal for Europeana Version 3 to cover for its operations, new projects and overhead, in year 2014. The funding gap of Europeana until 2014 is € 577,890 which needs to be raised by end of 2013.

It is hoped that Europeana will be supported from 2014 until 2020 under the new Connecting Europe Facility (CEF). A Structural Funding Report for Europeana is up for discussion at the EC and European Parliament. 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. We need every support to make a strong case to the European Commission about why funding Europeana is essential for **European innovation and growth** and how it adds value to **European collaboration and to the citizens of Europe**.

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

Subtask 2.3.1 Develop and nurture partnerships funding and sponsoring (PM1-29)

Several activities have been carried out to support funding initiatives and mobilising support for the CEF programme:

- MSEG 10th Meeting (September 2012)
- Funding letters to all MSEG members to fill the funding gap (September 2012)
- MEP's Breakfast Meeting (November 2012). Europeana invited Promethean Planet, an online learning resource for teachers, to explain the added value for education to interact with Europeana.
- The members of the Board, Executive, Network and the MSEG were mobilised to send letters out to their national MEPs, national contacts in Brussels (telecoms and/or culture counsellors), national governments and the Commission. (February 2013) Result - 200 Letters sent during February and March 2013.
- PR via blogs, Twitter, Facebook or any other channels to increase awareness. President Hollande visited Europeana booth at the Paris Book Fair in March 2013.
- Funding country report for Germany (March 2013)
- MSEG 11th Meeting (April 2013)
- Exchange of ideas with Mrs. Neelie Kroes, meeting 20 April 2013
- Develop value proposition to strengthen the case for sustainability at CEF (April 2013)

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

PARTNER

For the final project period we will focus on:

1. Increase content contribution from countries and thematic areas when required
2. Support national aggregators and national initiatives by running workshops and meetings
3. Ensure implementation of APIs
4. Organise and run an Annual General Meeting for the Europeana Network 2013 (MS10)

CONTENT

1. Ensure content gaps are filled and ensuring audiovisual and masterpieces representation are further increased by approaching the identified partners in the Partner Strategy and Plan 2013.

FUNDING

1. Set up a corporate sponsorship programme
2. Identify and approach event sponsors and funders for the Europeana Network Annual General Meeting in 2013 and related events
3. Promote Value proposition
4. Lobbying for CEF to secure funding for 2014-2020
5. Submit Project Proposal for Europeana version 3 to secure funding for this project
6. Submit funding letters informing about the new funding gap by end of 2014.

updated April 2013

Country	2008 received	2009 received	2010 received	2011 received	Committed / received 2012	Committed 2013	TOTAL amount	in %
Netherlands	€ 460,000	€ 305,250	€ 300,000				€ 1,065,250	34.1%
Germany		€ 145,000	€ 130,000	€ 100,000	€ 100,000	€ 100,000	€ 575,000	18.4%
France	€ 60,000	€ 140,000		€ 100,000	€ 100,000		€ 400,000	12.8%
Spain		€ 100,000	€ 100,000				€ 200,000	6.4%
Norway		€ 30,000	€ 30,000	€ 30,000	€ 30,000		€ 120,000	3.8%
Luxembourg		€ -	€ 20,000	€ 20,000	€ 45,000	€ 30,000	€ 115,000	3.7%
Poland		€ -		€ 30,000	€ 30,000	€ 35,000	€ 95,000	3.0%
Ireland		€ 10,000	€ 10,000	€ 10,000	€ 25,000	€ 10,000	€ 65,000	2.1%
Finland		€ 30,000		€ 30,000		€ 30,000	€ 90,000	2.9%
Italy		€ -		€ 20,000	€ 20,000	€ 20,000	€ 60,000	1.9%
Austria		€ 20,000	€ 20,000		€ 20,000		€ 60,000	1.9%
Slovenia		€ -		€ 10,000	€ 40,000		€ 50,000	1.6%
Belgium		€ -	€ 35,000				€ 35,000	1.1%
United Kingdom (JISC)		€ -			€ 35,000		€ 35,000	1.1%
Lithuania		€ 18,805			€ 11,500		€ 30,305	1.0%
Estonia		€ 2,500	€ 6,000	€ 10,000	€ 10,000	€ 10,000	€ 38,500	1.2%
Hungary		€ 20,138					€ 20,138	0.6%
Denmark		€ -			€ 10,000	€ 10,000	€ 20,000	0.6%
Greece		€ -			€ 15,000		€ 15,000	0.5%
Switzerland		€ 5,000	€ 5,000	€ 5,000			€ 15,000	0.5%
Sweden					€ 11,500		€ 11,500	0.4%
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%
Total	€ 520,000	€ 836,693	€ 656,000	€ 365,000	€ 503,000	€ 245,000	€ 3,125,693	100%

Table 1: Europeana funding by country 2008 - 2013

Fundraising plan based on projects

updated April 2013

Project started from:	2008	2009	2010	2011	2012	2013	2014	Total Funding
Europeana projects 80% funded by European Commission								
* Projects 80% funded by European Commission	347.100	1.119.500	848.500	356.000	947.000	837.600	640.000	5.095.700
* Projects 20% funded by Europeana (Member States)	102.900	298.800	212.100	89.000	236.700	312.800	160.000	1.412.300
Total	450.000	1.418.300	1.060.600	445.000	1.183.700	1.150.400	800.000	6.508.000
Europeana projects 50% funded European Commission								
* Europeana Travel 50% funding by European Commission		2.100						2.100
* Europeana Travel 50% by Europeana (Member States)		2.100						2.100
Total	-	4.200	-	-	-	-	-	4.200
Europeana projects 100% funded by European Commission								
* Europeana V 1.0		6.200.000						6.200.000
* Europeana V 2.0				9.000.000				9.000.000
* Europeana V 3.0							4.000.000	4.000.000
Total	-	6.200.000	-	9.000.000	-	-	4.000.000	19.200.000
Total cost Europeana projects 2008-2013	450.000	7.622.500	1.060.600	9.445.000	1.183.700	1.150.400	4.800.000	25.712.200
Necessary funds from Member States for covering projects	102.900	300.900	212.100	89.000	236.700	312.800	160.000	1.414.400

Fundraising plan based on total costs Europeana

updated April 2013

	2008	2009	2010	2011	2012	2013	2014	Total Funding
Necessary funds for covering projects	102.900	300.900	212.100	89.000	236.700	312.800	160.000	1.414.400
Necessary funds for covering Europeana Foundation costs	141.270	245.200	322.300	510.820	449.000	485.600	306.400	2.460.590
	244.170	546.100	534.400	599.820	685.700	798.400	466.400	3.874.990
Received & Committed Ministry Funding	520.000	836.700	656.000	365.000	503.000	245.000	-	3.125.700
Committed CENL 2013-2016 (regarding The European Library)						171.400	-	171.400
Member state fund Raising status cumulative	275.830	566.430	688.030	453.210	270.510	111.490-	577.890-	577.890-

Table 2: Fundraising plan based on projects and total costs Europeana

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.

The *D3.1 Strategic Plan 2011-2015* provides the baseline for our activities during this period including multi-annual budget and high level KPIs for content and usage growth. A mid-term revision of this plan has taken place, 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 26 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. *D3.5 Business Plan 2013* was delivered, just as the *D3.8 Content and data analysis, strategy and plan*, which was combined with *MS11 Content Acquisition & Development Plan* into one report.

The *D3.2 Strategic plan 2013-2014* will be integrated in the overall *D3.3 Strategic plan 2014-2020*.

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 has taken 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*'.¹¹

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 are in place:

¹¹

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%20groupId=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 the Agile/SCRUM methodology was implemented, during which we met with a complexity in managing this methodology within larger technical productions. The implementation of Agile/SCRUM therefore was delayed and has been taken up again during period 2 with the intention to implement it further as quickly as possible. 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, including the new Open Search API.

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.

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.

The first white report has been completed by PM16. This report is in response to *MS19 Market revenue investigation results*.

The first workshop has been 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 second workshop was organised also 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

‘Corporate communications is the set of activities involved in managing and orchestrating all internal and external communications aimed at creating favourable point-of-view among stakeholders on which the organisation depends.’

Riel, C.B.M. van & Fombrun, C. (2007) *Essentials of Corporate Communication*, Abingdon (2007)

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
- 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:

Corporate Communications in v2.0 and Europeana Awareness

The corporate communications and PR work in the two projects is so closely interlinked as to be inseparable. Both Work Packages are led by Jon Purday of the British Library. In European Awareness he is supported by Eleanor Kenny, European PR Manager, a British Library employee; in v2.0 he is supported by Beth Daley, Editorial and PR assistant, employed by the Europeana Foundation but working from the British Library. Thus any communications activity may be planned by, for example, Jon and Eleanor, executed by Eleanor and Beth, and monitored and reported on by Beth and Jon.

While every effort is made in this Report to focus on tasks which relate most closely to Europeana v2.0, there is inevitably significant under-reporting of activity here in an attempt to avoid duplicating a substantial amount of the information given in the very recent review of Awareness. Therefore, this report must be read in conjunction with the WP1 chapter of [the *Europeana Awareness 2012 Report*](#)

Europeana Professional website

The Europeana Pro site is the single place for colleagues in the GLAM sector to keep abreast of activities across digital cultural heritage in the EC. The outcomes and deliverables of 40 funded projects are accessible from the site, together with the publications, policy documents and standards of Europeana, information about joining the Europeana Network and registration details for the API key.

Over the course of the year, the site had 396,091 pageviews, with a peak of 1,235 visits on its busiest day in September – coinciding with the announcement of the release of Europeana metadata under the Creative Commons Zero Public Domain Dedication. This level of use of the site is a considerable achievement, enabling a dialogue between the Europeana Foundation and the Europeana Network. Together we are becoming a movement, and this site gives the movement a voice.

Europeana Pro is a large and unwieldy site, constantly expanding in ways that couldn't be foreseen by its original developers. New initiatives are launched, projects complete their lifespan and both current and legacy documentation must be widely and easily available. Great efforts have been made during the period to improve the navigation and the look and feel of the site, and to upgrade the content and ensure its currency. There was a clear need for an editor-in-chief to be appointed to take proper editorial control, and to guide all of the different page owners and project contributors. Beth Daley, Europeana's Editorial Officer, has taken on the role and has been responsible for implementing many of the recent improvements.

The screenshot shows the Europeana Professional website interface. At the top, there is a navigation menu with links for Home, About us, Press & Events, Projects, Europeana Foundation, Europeana Network, Provide data, and Re-use data. Below the navigation is a search bar and a login status indicating 'Logged in as Jonathan Purday'. The main content area is divided into several sections. On the left, there is a 'LATEST NEWS' section with two articles: 'Digital Public Library of America (DPLA) Launches Today' and 'Leaving Europe: A new life in America Digital Public Library of America and Europeana launch joint migration exhibition'. In the center, there is a banner for 'Protect Europeana's CEF Funding' featuring three people. On the right, there is a 'TWEETS' section with two tweets from DavidHaskiya and eAnagnostis.

The improved Pro site: more visual, news-led and integrated with social media.

The most important development during the period is the launch of the Pro blog <http://pro.europeana.eu/blog>

The blog was launched in September 2012 to coincide with the release of the Europeana dataset under CC0. The success of that launch assured a high level of initial uptake, and since then the readership of the blog has more than doubled.

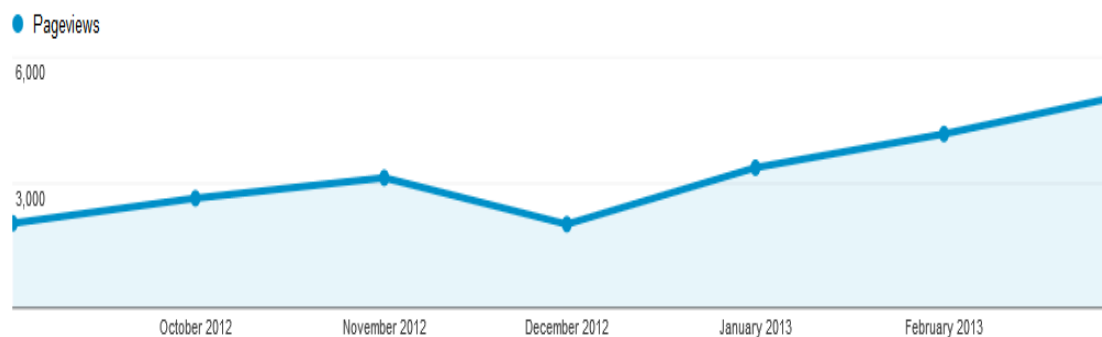
Sept 2012: month 1 of the blog: 2,032 page views, 4% of traffic to Europeana Pro

March 2013: month 7 of the blog: 5,036 page views, 10% of traffic to Europeana Pro

To date there have been 102 posts and 24,718 pageviews. The most visited blog was the announcement of Europeana & Partners on Pinterest with 1004 views:

<http://pro.europeana.eu/pro-blog/-/blogs/1587205>

The editor, Beth Daley, writes half of the posts, the other half are written by guest contributors from other projects and throughout the Network who she invites to write about significant news and information. The Pro blog is promoted to the Network, and throughout all the 20+ current projects' members, and also via Twitter and Linked In.



Pageviews of the Europeana Pro blog from launch

Publishing

Publishing activity under v2.0 included:

- The Annual Report and Accounts 2012
- The release of the animation about Linked Open Data in Italian, German, Spanish and French, which attracted the comment: *'Présentation claire et simple. Excellent outil pour expliquer des concepts complexes. Félicitations.'*
<http://vimeo.com/36752317>
- The release of an animation about the Europeana API <http://vimeo.com/54364439>

Events



Europeana Conference / VI Congreso Nacional de Bibliotecas Públicas Public Libraries: Individual Memory, Global Heritage

The Directorate General for Fine Arts and Cultural Assets, Archives and Libraries of the Ministry of Education, Culture and Sports, through the Subdirector General for Libraries Coordination, organized the Europeana Conference / VI Congreso Nacional de Bibliotecas Públicas (6th Spanish Public Libraries Congress), which took place in Burgos (Spain) on 9, 10 and 11 October 2012 under the theme "Public Libraries: Individual Memory, Global Heritage".

This year the Conference was a joint event with Europeana. For its organisation the Autonomous Region of Castilla y León and the Burgos City Council were also collaborating, and other Autonomous Regions, the Spanish Federation of Municipalities and Provinces



TECHNICAL SECRETARIAT:

Dirección:
VI Congreso Nacional de Bibliotecas Públicas / Europeana Conference
Secretaría Técnica del Congreso
Subdirección General de Coordinación Bibliotecaria

The Spanish public libraries conference, attended by 400 public library officials

Milestone 25, the conference in Spain, was able to take advantage of synergies which contributed to large scale success. Spain runs a large public libraries conference each year for some 400 librarians and local and national information policy makers, and we were invited to run Europeana activities around this. We participated in several sessions that either focused on or mentioned Europeana and its relationship with Hispana, the Spanish aggregator. In addition, WP3 of Europeana Awareness was able to run a day of workshops, as part of the process of bringing together a working group of public libraries. This group is looking at ways of providing services based on Europeana to their local communities, and also developing public libraries as the hub of digital community memory, running programmes on the model of Europeana 1914-1918.

We have been running 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 digital strategists and policy-makers for discussions with significant international champions of the cultural commons concept. Following on from events held in Warsaw and Copenhagen, we ran a day's discussion in Cyprus in association with the EuroMed 2012 conference. At the event, a draft policy paper produced by an expert committee from the Europeana Network was presented, and next steps agreed on a pilot programme for cultural commons. It was agreed at the briefing that pilots of a Europeana Research Commons and a Europeana Tourism Commons would be taken forward as part of related projects such as Europeana Cloud.

Coordination of communications throughout the Europeana ecosystem

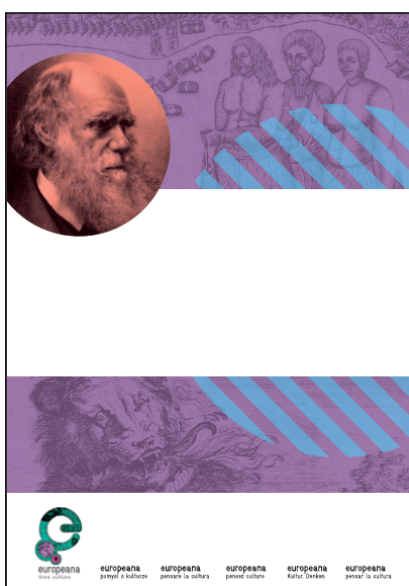
Under v1.0, Europeana developed a group of communications leaders drawn from each of the EU-funded projects that was contributing to Europeana. As new projects started, the leader of each dissemination work package was invited to join the group, and to become the focus for information exchange about 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.

Together, these comprise the Communicators Group, a loose association which first met in Leuven, as was reported on previously. Corporate Communications continues to develop our dialogue with the group, and has started a monthly email that highlights interesting work done by group members so as to share best practice, and alerts members to forthcoming comms activities around Europeana. It encourages people to contribute to the blog, and gives comms tips and advice.

The comms team provides resources that members of the group can use for their dissemination activities. We keep the Factsheet and Europeana Essentials powerpoint slides up to date, we provide templates and a set of hi-res, rights cleared imagery for use in print and online.

Recently we have developed new poster templates into which partners can drop their own texts. These are for partners to use at meetings and events that they organise to showcase Europeana among their own communities.

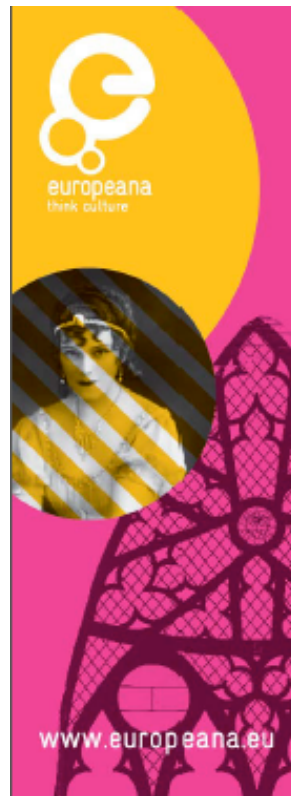
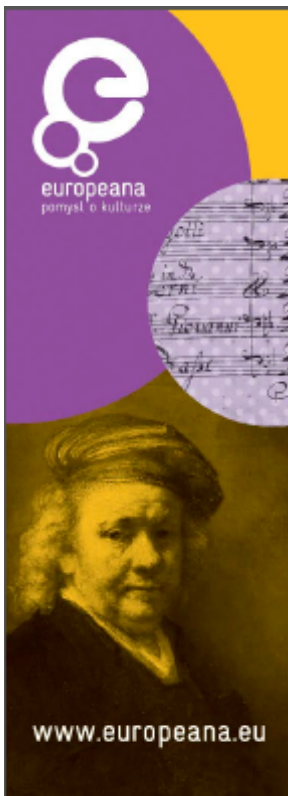


The posters, one of which is shown left, are available on Pro in 3 formats - a pdf for direct printing, a pdf with printers' marks to send to professional printers, and as an eps file for designers to add text to.

A set of 3 postcards has been printed, and the front and back of one example is below. We're making the card available in quantity to partners who are running meetings or speaking at events.

We've also produced 3 large self-standing banners (shown on next page) which roll down into easily transportable carrying cases. These can be used by members of the Europeana team at all types of events, workshops, roundtables and conferences, both on and off site.





Work planned for next six months:

Plans are in hand for the Irish Presidency conference that will take place in [Dublin Castle](#) on 21 June. The meeting follows on from European Commission's Digital Agenda Assembly on 19 and 20 June, which many of our target audience – digital policy makers, strategists and thought leaders - will be present. The title of the event is *Funding digitisation = fuelling economic growth: How putting cultural heritage online generates social and economic value.*

Our partners in WP4, the Department of Arts, Heritage and the Gaeltacht in Ireland are taking forward all the organisational arrangements including technical support and catering for conference. Invitations have been sent out and registrations are being processed at <http://europeanaconf-dublin.eventbrite.com/#>

The Annual Report and Accounts 2013 has been written and is currently at the designers, and work has begun on the Corporate Communications plan, D4.1, due in M21. This will be an update that picks up the key priorities expressed in the Europeana Business Plan 2013. It will also incorporate aspects of two new internal documents that have recently been developed by Corporate Communications, the Social Media Strategy and Social Media Guidelines. The need for these documents and their reflection in our formal communications planning shows the growing importance that social media, particularly Twitter and LinkedIn, are having on our corporate communications activities.

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,
- Implementation the United Ingestion Manager (UIM) toolset to optimise the ingestion workflow for providing content to Europeana.
- Implement the Europeana Data Model (EDM) workflows and update EDM schema.
- Create data quality assurance (QA) specifications to ensure a uniform high standard of resources ingested into Europeana (rights labelling, previews and preview quality, persistent identifiers and geo-location) with particular focus on the correct labelling of public domain material.
- Continue to support providers and aggregators, including providing up-to-date guidelines
- Investigate content ingestion process from Europeana Cloud.

Description of work carried out and achievements:

MS30 Content Report, D5.1 Content quality specifications, D5.2 Quality Assurance of Repository, 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. Mass migration from the previous Europeana Semantic Elements (ESE) records to EDM was completed in March and is now visible on the new EDM ready Europeana Data Repository.

The current aim is to have full EDM-EDM implementation for records ready in the second quarter. Difficulties encountered in this implementation are predominantly technical.

Task 5.1: Ingestion operations (PM1-29)

The EDM workflows are currently developed and tested in the United Ingestion Manager (UIM).

After the Mass Migration of ESE records to EDM, as part of the launch of the new EDM ready portal, there has been a slight delay in the operational implementation of new tools appropriate for the new portal. However despite this 3,189,730 records have been ingested into the Europeana Portal in 2013, and we are due to be fully implemented and operational in with EDM by the second quarter of 2013.

MS30 Content Report produced a six-month overview in March, and *MS31 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 for 2013.

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

Guidelines for providers and aggregators have been updated and revised. A major revision of EDM documentation is planned for release when the EDM workflows are fully implemented. In addition to this the FAQ's on Europeana Professional are being updated to reflect providers recurring issues more accurately.

Task 5.4 Operational data model (PM1-29)

Part of the current transition to EDM workflows is the further implementation of EDM and updating of the EDM Schema. The EDM schema has been stabilised. EDM has been prototyped for use with a number of partners to showcase and are available on the Europeana Professional pages as case studies, and in addition to this documentation has been released regarding the application of EDM to hierarchical models of metadata as part of the Hierarchical Objects Taskforce. The communication with partners regarding these updates 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:

MS31 Data Ingestion Planning, a plan of object numbers and record types to be ingested will be released in May and *MS32 Content Report* detailing ingestion actions for a six month period

After the completion of the implementation and establishment of the EDM workflows in the second quarter 2013, planning shifts towards improvements of the quality of metadata, rights labelling and provision of increased preview and geo-spatial co-ordinates. 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). The deployment of the last major portal and API version required re-configuration of the production environment (for the old version see the parallel report for the period 1) and it now consists of a total of 18 servers, sixteen of which are virtual servers), and three load balancers. Six virtual servers are dedicated to handling SOLR (database search and retrieval) tasks, four servers handle MongoDB (object retrieval) tasks, two servers handle image requests, and four servers handle the portal front-end and API service tasks.

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 and every two weeks we have a regular updates on the ongoing activities.

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	
europaana-apiexp.isti.cnr.it	2048	1	8	2	
europaana-crm.isti.cnr.it	2048	1	20	2	
europaana-data.isti.cnr.it	2048	1	10	2	120
europaana-ese2edm.isti.cnr.it	8192	1	400	4	
europaana-exhibitiondev.isti.cnr.it	4096	1	10	1	
europaana-geo.isti.cnr.it	2048	1	35	2	
europaana-group.isti.cnr.it	3000	2	30	2	230

europaana-gwa.isti.cnr.it	2048	1	10	2	100
europaana-harvester.isti.cnr.it	4096	1	8	2	50
europaana-hudson.isti.cnr.it	8000	4	8	2	50
europaana-lodtemp.isti.cnr.it	2048	1	40	2	40
europaana-monitor.isti.cnr.it	2048	1	8	2	
europaana-pod.isti.cnr.it	2048	1	8	2	
europaana-pro.isti.cnr.it	1638 4	1	10	2	250
europaana-sourcedata.isti.cnr.it	2048	1	100	2	150
europaana-t15.isti.cnr.it	2048	1	10	2	200
europaana-triplestore.isti.cnr.it	1638 4	2	10	1	60
europaana-unified-ingestion.isti.cnr.it	4096	1	8	1	50
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:	1328 56	38	985	63	2780

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

A lot of development resources have been dedicated during the reporting period to the development, testing and deployment of the next major version of the portal and the API which was done in March.

Another big part of the 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.

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.europaana.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.

D6.1 Delivery Report 2012 (PM12) was provided as part of this task.

Task 6.4 Release Management and deployment (PM1-29)

During a large part of the reporting period the Agile/SCRUM development methodology used by the team previously was not used. This was mainly due to the fact that the absence of the team manager who usually owns the agile development process. During this time development team resources were mainly dedicated to the development of the next generation of the portal and the API (version 2) which was deployed in March 2013.

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.

To stabilize the deployment process a responsibility of maintaining a 'deployment checklist' has been assigned to the tester. This checklist contains a list of sign-off testing scenarios that are to be run by the tester prior to approving a new version on the production environment.

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.

Subtask 7.1.1: Research and Development Community

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, its use and impact. It was decided to call the network Europeana-Tech and a website¹² was created to allow easy access 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 2011 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 organization model;
- 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;

¹² <http://pro.europeana.eu/web/network/europeana-tech>

- its relevance impact is also acknowledged by the wider international cultural heritage and research community.

Europeana-Tech task forces

The following task forces are active in agreement with the network and prioritised based on the Europeana development roadmap:

- Persistent Identifiers TF, Lead: Jan Molendijk/Pavel Kats (after 1 April 2013) (EF)
Goal: Will formulate recommendations to Europeana on three questions related to persistent identifiers:
 1. Should Europeana offer to create PID's to Data Providers?
 2. Should Europeana create PID's for all Europeana representations of digital objects?
 3. What else can Europeana do to promote PID's?A webinar for exchanging ideas and concepts and closer collaboration will be carried on in early summer 2013.
- EDM and FRBR(oo) TF, Lead: Stefan Gradmann (HUB), Martin Doerr
The EDM – FRBRoo Application Profile Task Force (EFAP-TF) was launched via e-mail on July 16, 2012 and had its first virtual meeting on September 6, 2012. All activities of the taskforce are documented in the WIKI¹³. In several virtual and one face-to-face meetings, 3 example data sets were identified that were modeled in EDM and FRBRoo with the ultimate goal to strip down the FRBRoo graphs to identify a core set of FRBRoo classes and properties. In addition, a mapping of these classes and properties to EDM was developed resulting in an EDM-FRBRoo Application Profile. The draft report is under current revision and awaiting feedback from the EuropeanaTech community.
- Hierarchies/Sequences TF, Lead: Valentine Charles (EF)
The TF on Hierarchical Objects was successfully closed in March 2013 and a [blog post](#)¹⁴ was released on Europeana Professional on March 28, 2013. A [report](#)¹⁵ on Recommendations for the representation of hierarchical objects in Europeana was produced and submitted.

There are three candidate taskforces; Semantic Enrichment Strategies, (User) Annotations and Collections/Stories.

Subtask 7.1.2: Inventory and documentation of existing applications

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 support¹⁶. Currently (April 2013) this list contains 105 applications, added by 28 contributors coming from the Europeana Network and beyond.

¹³ <http://pro.europeana.eu/web/network/europeana-tech/-/wiki/Main/Task+Force+EDM+FRBRoo>

¹⁴ <http://pro.europeana.eu/pro-blog/-/blogs/recommendations-for-the-representation-of-hierarchical-objects-in-europeana>

¹⁵ <http://pro.europeana.eu/web/network/europeana-tech/-/wiki/Main/Taskforce+on+hierarchical+objects>

¹⁶ https://docs.google.com/spreadsheet/ccc?key=0Ag_7rVJwT0CpdFRJOEJxdEk4ZEMxQ01jaDgxQXFSTkE#gid=0

Task 7.2: Development of innovative applications for user interaction and UCG

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, Beeld en Geluid, Europeana and the other WP7 participants identified two crowdsourcing applications (Waisda? and PyBossa) to be further developed within the scope of the project. In the context of deliverable 7.5a prototype instance was set up for both applications to showcase the added functionality that was described in the deliverable.

Task 7.3 Semantic Web/ Linked Data

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.

Subtask 7.3.1 Tools for semantic extraction (PM5-9)

This subtask investigated 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 and was completed during the first reporting period.

Subtask 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. After the parallel session on social semantic web during the pre-conference of the Europeana Plenary on 13 June 2012 in Leuven, HUB focused on a thorough research of existing approaches and looked for inspiration for functionality that could be interesting for Europeana. Beeld en Geluid in cooperation with HUB identified two applications (Waisda? and PyBossa) that they would further develop for task 7.2. In weekly coordination meetings the Social Semantic Web Functionality for User Generated Metadata was determined and elaborated. The deliverable *D7.5 Functional Specifications for Social Semantic Functions* was submitted in time at the end of March.

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 TF on Hierarchical Objects was successfully closed in March 2013 and a [blog post](#)¹⁷ was released on Europeana Professional on March 28, 2013. A [report](#)¹⁸ on Recommendations for the representation of hierarchical objects in Europeana was produced and submitted.

¹⁷ <http://pro.europeana.eu/pro-blog/-/blogs/recommendations-for-the-representation-of-hierarchical-objects-in-europeana>

¹⁸ <http://pro.europeana.eu/web/network/europeana-tech/-/wiki/Main/Taskforce+on+hierarchical+objects>

Task 7.4 Multilingual Access / Translation (PM1-29)

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 and the milestone. There will be two main deliverables that will report on all three subtasks, namely *D7.7 Mid-Term Report on innovative Multilingual Access* and *D7.4 Report on Innovative Multilingual Access* (due M29). All tasks will have a duration of 29 months (M1-M29). The *D7.7 Mid-Term Report on Innovative Multilingual Access*¹⁹ due in month 15 was delivered on time and covered results for all three sub-tasks.

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

A state-of-the-art study on prevailing multilingual interactions patterns on 31 cultural heritage websites was conducted. Overall, 50 websites in the cultural heritage domain were studied, but some were not included in the end analysis as they were lacking any multilingual features. Among the analysed interaction features were multilingual search and browsing capabilities, collaboration and metadata enrichment features such as social tagging. On this basis, Europeana was extensively studied and recommendations for improving multilingual access in Europeana were developed. Together with Europeana Foundation, the feasibility of following these recommendations was discussed and will be worked on in the last year of the project.

The recommendation and the study of multilingual websites in the cultural heritage domain can be found in [D7.7](#).

Subtask 7.4.2 User-assisted translation (PM1-29)

In accordance with the other two tasks, scenarios of user-assisted translation were developed. Based on the Europeana search interface, use cases for different stages of the search process were provided. This included user-assisted query translation, result translation and object translation. The use cases considered the trade-offs between user control and amount of steps a user needs to fulfil to allow for truly multilingual search. The use cases are reported on in [D7.7](#).

Subtask 7.4.3 Leveraging user-driven and multilingual semantic data for enhancing Europeana object metadata (PM1-29)

In collaboration with **task 7.3**, an analysis of semantic enrichment flaws in Europeana was conducted. 200 enrichments were analysed and classified. This resulted into a framework that reveals weaknesses in the enrichment strategy and offers solution how to overcome them. Part of this study are ambiguities which arise with multilingual semantic enrichments. Guidelines were developed to minimize the effects of this. The study was presented and published at the Metadata and Semantics Research Conference on 28.-30.11.2012 in Cadiz, Spain in Collaboration with **task 7.3**.

Furthermore, in collaboration with the Europeana Foundation, information on handling multilingual data for providers was released. In Europeana Pro, there is now a page about

¹⁹ <http://pro.europeana.eu/documents/866067/b0103ac0-611f-4a04-b4b6-f28e200a04e1>

“[Data and Multilinguality](#)” explaining the multilingual dimensions in Europeana and how multilingual metadata is handled. Furthermore, an additional section in the provider’s [FAQ](#) detailing how providers should submit multilingual data to Europeana was published.

Task 7.5 Work Package Coordination

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

WP7 results of the first project year have been presented at the Europeana Annual General meeting on November 26 and 27 in Berlin.

Subtask 7.5.1 Monitoring and QA

This task oversees all the work done in this WP and organised feedback iterations on task 7.1 activities namely [D7.1 Core inventory of FLOSS in the Cultural Heritage Domain](#), second iteration as well as on task 7.3 namely [D7.5a Functional specifications for social semantic functions](#) and task 7.4 namely [D7.7: Midterm Report on Innovative Multilingual Information Access](#). The state in the technical task forces was regularly reported. Europeana Foundation members were running the task forces on Persistent identifiers and Hierarchical Objects. The TF on Hierarchical Objects was successfully closed in March 2013 and a [blog post](#) was released on Europeana Professional on March 28, 2013. The task force on Persistent Identifiers participated in an APARSEN workshop and webinar and closer collaboration will be carried on in early summer 2013.

Subtask 7.5.2 Liaison with the task leads in WP7 and the Europeana teams

This task takes care of WP internal communication and organises and holds bi-weekly calls, delivering minutes of each call and following up all defined actions. Via these activities continuous communication with all partners in WP7 is maintained.

The WP Wiki is regularly updated and the Europeana community is kept informed about major outcomes of this WP via mailing lists addressed to special groups within this WP and beyond to different groups of Europeana, e.g EUROPEANA-WP7MANAGEMENT list for WP7 partners and EUROPEANA-TECH for the wider technical community to be addressed.

Subtask 7.5.3 Reporting and contribution to dissemination strategy

Results from the project are regularly communicated via the @EuropeanaTech Twitter account.

A conference list with relevant events for Europeana v2.0 is continuously updated and maintained. It is available on the Wiki: <http://pro.europeana.eu/web/network/europeana-tech/-/wiki/Main/Conference+table>

A conference list was set up and will be further elaborated and maintained.²⁰

Work planned in the next six months:

²⁰ <http://pro.europeana.eu/web/network/europeana-tech/-/wiki/Main/Conference+table>

Task 7.1 Developers' Network and FLOSS Inventory

- Continue to promote the inventory to the Europeana-Tech community, the wider Europeana Network and external networks with a relation 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 UCG

- 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 FAQs and other means of user-support;
- Shortlist a number of key application 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.

Task 7.3 Semantic Web / Linked Data

Continue cooperation with Beeld en Geluid to work on the innovative applications (Waisda? and PyBossa) and provide input where needed

- Finalize the EDM – FRBRoo Application Profile Task Force
- Start work on the final report on model refinements carried out during Europeana v2.0

Task 7.4 Multilingual Access / Translation

Goal of task 7.4.1 is to refine the recommendations from *D7.7* on multilingual access to content in Europeana and create mock-ups, which can guide their implementation. Additionally, Task 7.4 will participate in a usability workshop in July 2013 organised by Europeana. There, the usability experts will examine use cases for user-assisted translation and determine their feasibility for implementation (task 7.4.2). Additionally, the interaction models will be evaluated at this workshop (task 7.4.1). Furthermore, task 7.4.3 will deliver first interaction scenarios for leveraging user-driven and multilingual semantic data. Use case will be the project Europeana 1914-1918.

In month 29 the final report on innovative multilingual access is due. It will report on the results of all three subtasks.

7.5 Work Package Coordination

- 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		Dissemination level	Due delivery date from Annex I	Delivered Yes/No	Actual / Forecast delivery date	Comments
D1.1	Usability report	1	1	R	PU	15	Yes	15	.
D2.1	Partner strategy and development plan	2	1	R	PU	3	Yes	9	
D2.2	Partner strategy and development plan 2013	2	1	R	PU	16	Yes	16	
D3.5	Business plan 2013	3	1	R	PU	17	Yes	17	
D3.7	Content strategy update	3	1	R	PU	5	Yes	9	This deliverable has been re-scheduled to PM 9 in agreement with the EU project officer
D3.8	Content strategy update	3	1	R	PU	18	Yes	18	

D6.1	Europeana.eu release report	6	1	R	PU	12	Yes	14	Changed: originally MS 41 (approved by project officer 8 March 2012)
D7.1	Core inventory of FLOSS, 2 nd iteration	7	7	R	PU	18	Yes	18	
D7.5	Functional specifications for social semantic functions and prototype code	7	4	R	PU	18	Yes	18	
D7.7	Mid-term report on innovative Multilingual Access	7	4	R	PU	15	Yes	15	
D8.2	Europeana Foundation annual report 2012	8	1	R	PU	19	Yes	19	
D8.4	Progress Report 2	8	1	R	PU	19	Yes	19	

Table 2. Milestones					
Milestone no.	Milestone name	Due achievement date from Annex I	Achieved Yes/No	Actual / Forecast achievement date	Comments
MS3	User testing plan	18	Yes	18	
MS6	End-user marketing and communication plan 2013-2014	19	No	20	One month delayed
MS9	Yearly Content Provider and Aggregation Council meeting	15	Yes	14	
MS12	Content acquisition and development plan	19	Yes	19	
MS16	Europeana.eu product development plan	12	Yes	12	
MS17	Product development plan 2013	18	Yes	18	
MS19	Market revenue investigation results	11	Yes	16	
MS25	Public libraries conference, Burgos	15	Yes	15	
MS29	Content report	12	Yes	12	
MS30	Content report	18	Yes	18	
MS35	Technical contribution to D3.5 Business Plan 2013	17	Yes	17	

MS39	Report on innovative applications 1 st iteration	12	Yes	15	
MS43	Interim report period 1	9	Yes	11	
MS44	Interim report period 2	19	In progress	19	Draft version PM 19

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 continued, 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 continuously 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 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 tool²¹ 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. Financing amounts to all partners were transferred in a timely matter during this period, following the resolution of questions arising from the first period Cost Claim.

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.

Subtask 8.1.2 Oversight of Ev2 subcontracts

The Europeana Foundation is the only partner in the project that has subcontracting budget allocated. Subcontracts have been required in areas of software development for specific expertise (WP5, WP6 and WP7), interoperability consultancy (WP4, WP5), usability consultancy (WP1, WP2, WP3, WP7), log file analysis (WP1, WP2, WP3), editorial consultancy (WP1, WP3, WP4) and awareness-raising consultancy (WP1, WP3, WP4).

All subcontracts have been managed in accordance with generally accepted accounting principles and procurement procedures, and budgets are routinely monitored against projections. Where possible, fixed-price contracts have been employed to ensure budget compliance.

Supervision of subcontracted consultants has been assigned within the relevant business unit.

Task 8.2 Reporting

In addition to deliverables specific to work packages, project reporting for Ev2 during the second period was done via three channels:

- Europeana Foundation *Annual Report 2012*²²

²¹ www.smartsheet.com

²² <http://pro.europeana.eu/documents/858566/ade92d1f-e15e-4906-97db-16216f82c8a6>

- Europeana progress report (first six months) as part of the *MS43 Interim Report* for the Europeana Foundation Board (Ev2 Steering Group)
- *D8.4 Progress Report for Period 2*

The Europeana Foundation *Annual Report 2012* shows the work that Europeana undertook during 2012, 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.

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 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 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. This collaborative workspace, based on the Liferay platform, has served as a continuous tool for 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 continued using this 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 used, 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 used to track ongoing risks across all Europeana projects
- A Customer Relationship Management (CRM) system is in place to support the content ingestion process and facilitate 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 used 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 LEAR²³ 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 except for *MS 6 End-user marketing and communication plan 2013-2014* which will be delivered end of May 2013.

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).

Impact of deviations from the planned milestones and deliverables and resources

²³ Legal Entity Appointed Representative (http://cordis.europa.eu/fp7/pp-lear_en.html)

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). *D3.2 Strategic plan 2013-2014* has been incorporated in *D3.3 Strategic plan 2014-2020*. Delivered in PM 29.
- **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)
 - 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 2:**
 - *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*

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 July 2012 – 30 April 2013). A full set of Impact Indicators spanning

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D8.3 Progress report for Period no. 2

Europeana v2.0

version 1.0, April 2013

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	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 EuropeanaLabs	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:

KPI 1: Time spent on site: 2.21 minutes (Target: 2.5 minutes)

KPI 2: Number of visits: 5,1 million (Target: 5 to 5,5 million)

KPI 3: Returning visitors: 25,1% (Target: 15%)

KPI 8: Number of API implementations: 35 (Target: 35)

The number of API implementations still waiting to be implemented is high. This can be explained by the fact that organisations involved need more time than anticipated to get their systems ready for the use of APIs.

KPI 4: Broken links:< 3% (Target: max. 3%)

KPI 5: Geo referencing: c. 4 million (Target: 7,9 million)

KPI 6: Persistent Identifiers depend on content providers

KPI 7: c. 26,7 million metadata records in March 2013 (Target: 27 million end of 2013)

KPI 9: User Generated Content: c. 47.000 objects (Target: c. 90.000)

The number of objects with geo reference has decreased instead of increased as expected. The reason is that the geo referencing and consequently the mapping in the ESE model appeared to be inadequate. The introduction of the new data model (EDM) meant a far better geo referencing, but also the loss of millions of inadequate geo references. The number is less, the quality however, high.

In the case of User Generated Content the actual effort and cost to ingest and import the WW1 objects appeared to be much higher than expected and the number of objects less than expected. This accounts for the discrepancy between realised and expected. To get the expected results extra funding and time will be needed.

KPI 10: 636 Europeana network members and growing continuously. (Target: 670)

KPI 11: funds raised from Ministries (2012/2013): € 748.000 (Target: €800.000)

KPI 12: releases realised

KPI 15: number of corporate publications, including white papers and policy documents: 3 (Target: 3)

KPI 16: Number of events Europeana was invited to present: 25 (Target: 20)

The FLOSS inventory currently has 105 entries and we have been further developing 2 innovative applications.

Relevant software/expertise contributed by projects to Github, SourceForge or EuropeanaLabs are listed in the EuropeanaTech inventory:

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

List of project meetings, conferences, dates and venues

Europeana Aggregator Forum Meeting		The Hague, Netherlands	27-09-2012	Meeting	15
Europeana Network Task Force meetings		Berlin, Germany	26-11-2012	Task Force meetings (Pre-AGM meetings)	70
Europeana Network Annual General Assembly	http://agm2012-berlin.eventbrite.com	Berlin, Germany	27-11-2012	Participation, presentations, Task Force meetings. Presentation by Max Kaiser: Europeana v2.0 WP7 and EuropeanaTech; Slides: http://de.slideshare.net/maxkaiser/europeana-v20-wp-7-EuropeanaTech ; participation by WP7 task leaders	173

Use and dissemination activities during this period

Due to the nature of Version 2 project overlaps with other initiatives, many of the relevant dissemination activities for this period have already been reported in the Europeana Awareness project, deliverable D6.1. The report of the Corporate Communications work package earlier in this report also highlights several dissemination channels and outcomes.

Publications

Christian Mader, Bernhard Haslhofer, Antoine Isaac. Finding Quality Issues in SKOS Vocabularies. Proceedings of the 2nd International Conference on Theory and Practice of Digital Libraries (TPDL 2012). Cyprus, Sept. 23-27, paper

Antoine Isaac, Robina Clayphan, Bernhard Haslhofer. Europeana: Moving to Linked Open Data. Information Standards Quarterly, 2012 Spring/Summer, 24(2/3):34-40, paper

Events

Other dissemination events have been reported in the list below.

Dissemination Events

Name	URL of the event (if available)	Location	Date (dd-mm-yyyy)	Activity (presentation, distribution of flyers, publication, etc.)	Number of participants
Policies and Practices in Access to Digital Archives: Towards a New Research and Policy Agenda	http://www.summer.ceu.hu/archives-2012 http://www.slideshare.net/hverwayen/business-model-innovation-open-data	Budapest, Hungary	02-07-2012	Presentation by Harry Verwayen (EF)	
University of Oxford Digital Humanities Summer School		Oxford, UK	12-07-2012	Presentation by K. Lindsay	100
Romanian Librarians Association Conference		Galati, Romania	29-08-2012	Presentation	
AHRC Commodity Histories		London, UK	07-09-2012	Presentation	100
Educators' Workshop: World War I Centenary: Continuations and Beginnings		Oxford, UK	07-09-2012	Meeting	30
Oxford Alumni Weekend	https://www.alumniweb.ox.ac.uk/alumniweekend/page.aspx?pid=968	Oxford, UK	14-09-2012	Presentation 'Europeana 1914-1918'	100
Europeana 1989 workshop		Warsaw, Poland	17-09-2012	Workshop	17
Czech Aggregator workshop		Prague, Czech Republic	19-09-2012	Workshop	56
National Conference AIBM Germany (IAML)	http://www.iaml.info/en/node/759	Frankfurt, Germany	19-09-2012	Conference	

Name	URL of the event (if available)	Location	Date (dd-mm-yyyy)	Activity (presentation, distribution of flyers, publication, etc.)	Number of participants
Open Knowledge Festival	http://okfestival.org/	Helsinki, Finland	19-09-2012	Presentation by Harry Verwayen (EF): Europeana and the Cultural Commons http://www.slideshare.net/hverwayen/europeana-and-the-commons	1,000 delegates - online audience of 12,000
Exploratory meeting with TripAdvisor		London	20-09-2012	Meeting to explore partnerships and joint working	3
Training for volunteers 'Europeana 1914-1918 roadshow'		Oxford, UK	24-09-2012	Workshop, Y. Berglund Prytz	20
Hack4Europe! 2012 Ireland	http://pro.europeana.eu/web/guest/hack4europe-2012	Dublin, Ireland	24 to 25-09-2012	Hackathon	
'Engage!' Workshop on User Generated Content		The Hague, Netherlands	26-09-2012	Workshop	
German Historians Conference (Deutscher Historikertag)	http://www.historikertag.de/Mainz2012/en/programme/special-events/thursday-september-27th.html	Mainz, Germany	27-09-2012	Europeana 1914-1918 – 'Ein internationales Crowd Sourcing Project' presentation Frank Drauschke	50
'The Memory of the World in the Digital Age: Digitization and Preservation' conference		Vancouver, USA	27-09-2012	Presentation	
Beyond Access		Washington DC, USA	2 to 3-10-2012	Participation in group discussions	150
Presentation of CARARE	http://caase.byethost16.com/?page_id=11		3-10-2012	Europeana was mentioned in the presentation	30 persons

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Europeana Conference / VI Congreso Nacional de Bibliotecas Públicas	http://en.www.mcu.es/bibliotecas/MC/2012/CongresoBP/index.html	Burgos, Spain	9 to 10-10-2012	Presentations by Rob Davies and Jonathan Purday	250
Economies of the Commons 3	http://ecommons.eu/	Amsterdam, Netherlands	11 to 12-10-2012	Conference	
Europeana Collections 1914-1918 Consortium Meeting		Belgrade, Serbia	14-10-2012	Meeting	
CAA moot (Computer Applications and Quantitative Methods in Archaeology)	http://www.caa.uio.no/konferanse12.html	Stavanger, Norway	15-10-2012	Presentation by Sarah McSeveny-Åril	60
London Digital Humanities		London, UK	16-10-2012	Presentation, Community Collection, Roadshows and the Great War	100
Re-imagining open education, published works and social media		London, UK	16-10-2012	Keynote Presentation by K. Lindsay	200
National conference 'Bulgarian participation in Europeana: Co-operation and Development'	http://www.libvar.bg/conferences/Europeana_17102012/index.html	Varna, Bulgaria	17-10-2012	Conference	35
'Polskie zbiory w Europeanie' ('Polish content in Europeana') conference	https://dl.psnc.pl/2012/10/24/torunska-konferencja-polskie-zbiory-w-europeanie/ http://www.icimss.edu.pl/?id=77	Toruń, Poland	18-10-2012	Presentations by Eleanor Kenny (BL), Marcin Werla (PSNC), Karolina Czerwińska (NinA)	c.60-70 people from libraries and museums across Poland
Local libraries seminar		Kuldīga, Latvia	18-10-2012	Seminar	30

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Education Day 'Europeana 1914-1918'		Banbury, UK	19-10-2012	Education Day, S.Barker, and Y. Berglund Prytz, and K. Lindsay	200
Hembygdens helg	http://www.hembygd.se/wp-content/uploads/2012/10/Hembygdens-helg-20-21-oktober.pdf	Stockholm	20th of October	Presentation	20 persons
Training for volunteers 'Europeana 1914-1918 roadshow'		Oxford, UK	22-10-2012	Workshop, Y. Berglund Prytz	20
Shaping Access	http://www.zugang-gestalten.de/english/	Berlin, Germany	22-10-2012	Presentation by Harry Verwayen (EF): Shaping Access, Business model Innovation http://www.slideshare.net/hverwayen/2012-oct-22-shaping-access-presentationalt and presentation by Frank Drauschke (Facts & Files): Europeana 1914-1918. The participants voted in the end of the day for the best short presentation and 1914-1918 got the second place	

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Realising the Opportunities in Digital Humanities	http://www.dri.ie/realising-opportunities-digital-humanities	Dublin, Ireland	23-10-2012	Presentation by Jon Purday	200 library, digital industry and university people
Annual meeting of Public Libraries Association		Ribno, Slovenia	24-10-2012		
Cultura 2.0	http://kultura20.pl/	Warsaw, Poland	26-10-2012	Presentation by Y. Berglund Prytz and Marcin Werla	
EuroMed 2012 (Cyprus Presidency & Awareness Event)	http://www.euromed2012.eu/	Limassol, Cyprus	28 October – 31 November 2012	Presentations by Harry Verwayen (EF) and Gunnar Urtegaard (Norsk Kulturrad)	Cultural Commons Briefing (20) Main conference session (150)
Internet Librarian 2012 at Olympia	Opening Up e-Resources track http://www.internet-librarian.com/2012/day.php?day=Tuesday#TrackC	London, UK	30-10-2012	Presentation by Eleanor Kenny	100-120
Culture24 Board of Trustee meetings		London	02-02-2012, 30-04-2013, 26-07-2012, 01-11-2012	Board meeting with reporting and strategic discussion	15
Banbury Europeana 1914-1918 Family History Roadshow	http://pro.europeana.eu/web/europeana-1914-1918	Banbury, UK	03-11-2012	Collection Day	
ECEI (European Congress on e-Inclusion) meeting	http://ecei12.com/	Brussels, Belgium	5 to 6-11-2012	Meeting on role of public libraries in e-inclusion process for local communities	
Oxford Centenary Meeting		Oxford, UK	06-11-2012	Workshop	40

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Culture and Education Hearing (EC Committee)	http://www.europarl.europa.eu/committees/en/cult/events.html	Brussels, Belgium	06-11-2012	Europeana partners Paul Keller and Stefan Gradmann presented at a EC Culture and Education Committee Hearing on the topic of 'Opportunities for online access to Europe's cultural diversity'	
CARARE final conference	http://www.carare.eu/eng/Activities/CARARE-Final-Conference	Copenhagen, Denmark	8 to 10-11-2012	Presentation by Sarah McSeveny-Åril	
The Autumn meeting 'Höstmötet' (annual meeting for the culture sector in Sweden)	Link to the program (the exhibition is mentioned page 5): http://www.raa.se/wp-content/uploads/2012/10/HM-2012-Program-utskriftsformat.pdf	Malmö, Sweden	6 to 8-11-2012	The Swedish National Heritage Board arranged an Europeana exhibition/display	c. 250
MFST meeting with the Autonomous Province of Trento, Informatica Trentina and ICCU		Trento, Italy	12-11-2012	Presentation of 'Europeana 1914-1918'	10
Mayor's Office meeting		London	12-11-2012	Meeting to discuss potential collaborations and joint marketing	3
EVA/Minerva Conference Jerusalem	http://www.digital-heritage.org.il/	Jerusalem	13 to 14-11-2012	Presentation (2x)	100+
Living in the Digital World, ASPIRE Rountable.		Oxford, UK	13-11-2012	Meeting	50

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'Engage: Crowdsourcing Digital Image Collections'	http://www.oucs.ox.ac.uk/itlp/engage/		15-11-2012	Presentation by A. Edwards and K. Lindsay	30
WW1 training day in Oxford		Oxford, UK	16-11-2012	Training	5
Digital Transformations, AHRC Moot		London, UK	19-11-2012	How to Run a Community Collection online (exhibition/stand)	200
Meeting with the Culture Department in Sweden		Stockholm, Sweden	22-11-2012	Discussion of Europeana playing a part in Culture Capital of Umeå 2014	
'First World War: New Perspectives'		Oxford, UK	23-11-2012	Workshop by A. Edwards, and K. Lindsay	15
Conference: 'Archives, libraries, museums in the digital world 2012'		Prague, Czech Republic	28 to 29-11-2012	Conference	
Information fair 'Teeviit'	http://www.teeviit.ee/	Tallinn, Estonia	28-11-2012 to 1-12-2012	Information fair for students	
Danish Presidency Event		The Hague, Netherlands	01-12-2012	Background on the Creative Industries in Europe	
NODEM conference	http://www.nodem.org/conferences/hong-kong-2012/	Hong Kong	02-12-2012	Presentation by Harry Verwayen (EF)	
Migrating heritage: networks and collaborations across European museums, libraries and public cultural institutions - Glasgow University	http://www.gla.ac.uk/research/az/gramnet/getinvolvedactiveprojects/melamigratingheritage/ and http://www.mela-project.eu/upl/cms/attach/20121119/181830286_6888.pdf	Glasgow, UK	03-12-2012	Presentation by Eleanor Kenny	c100 people from Museums, libraries and archives across UK, Europe and even a couple of US participants

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Arts Council England, Head office		London	20-01-2012, 29-08,2012, 04-12-2012	Meeting to discuss strategic impact of project research progress	7
Event organised by Département du Nord, France		Ypres, Belgium	11-12-2012	'Europeana 1914-1918 & Crowdsourcing collections - for teaching & research' at 'Constructions mémorielles articipatives'	
Sharing is Caring, organised by The Association of Danish Museums, Statens Museum for Kunst and The Danish Broadcasting Corporation	http://www.formidlingsnet.dk/sharing-is-caring-2012-program	Denmark	12-12-2012	Jill Cousins presentation: 'Building a European Cultural Commons'	
'Training for managers to run their own Europeana 1914-1918 roadshow'		In Flanders Fields museum, Ypres	12 to 13-12-2012	Coaching by Y. Berglund Prytz.	5
MuseiD-Italia workshop	http://www.otebac.it/index.php?it/22/archivio-eventi/233/roma-musei-digitali-in-rete-presentazione-del-progetto-museid-italia	Biblioteca Nazionale Centrale, Rome, Italy	14-12-12	The workshop was an opportunity to talk about Europeana and the participation of content providers in the project.	
'Training for managers to run their own Europeana 1914-1918 roadshow'		University of Oxford IT Services	23 to 24-12-2012	Coaching by Y. Berglund Prytz.	2
Information Interaction in Context symposium,	http://iiix2012.cs.ru.nl/	Nijmegen	21.-24.08.2012	Participation by Johan Oomen	

Name	URL of the event (if available)	Location	Date (dd-mm-yyyy)	Activity (presentation, distribution of flyers, publication, etc.)	Number of participants
Dagstuhl seminar on multilingual semantic web	http://www.dagstuhl.de/12362	Dagstuhl, Germany	02.-07.09.2012	Participation by Antoine Isaac	
W3C Open Annotation community group face-to-face meeting	http://www.w3.org/community/openannotation/2012/08/07/f2f-meeting-to-work-on-specifications/	Chicago	18.-19.09.2012	Participation by Antoine Isaac	
TPDL 2012 Supporting users exploration of Digital Libraries	http://ixa2.si.ehu.es/suedl/	Cyprus	23.-27.09.2012	Presentation by David Haskiya: Browsing Europeana - Opportunities and Challenges; participation by Max Kaiser	
Inria Seminar on digital documents and the web of data	http://www.inria.fr/	Carnac, France	Oct 01.-05.10.2012	Presentation and paper by Antoine Isaac: Référentiels et interopérabilité	
OCLC ContactDag 2012		Utrecht, Netherlands	02.10.2012	Presentation by Valentine Charles: OCLC research and Europeana	
Commons Conference	http://www.beeldengeluid.nl/blog/research-and-development/201207/commons-3-programme-announced	Amsterdam	11.-12.10.2012	Participation by Johan Oomen	
PATCH workshop on Personalized Access to Cultural Heritage at ACM Multimedia	http://www.acmmm12.org/	Nara	29.10.2012	Presentation by Johan Oomen and Lotte Belice Baltussen: Antiques Interactive	

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Semantic Web in Libraries (SWIB) Conference	http://swib.org/swib12/	Cologne	26-28.11.2012	Participation by Antoine Isaac	