Project Acronym: EV2
Grant Agreement number: 270902
Project Title: Europeana Version 2

D8.5 Progress Report for Period 3

Revision	FINAL
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Author(s)	Nicole Emmenegger, Jill Cousins, Harry Verwayen, Wiebe de Jager, Neil Bates, Luis Ramos Pinto, Henning Scholz, Pavel Kats, Eleanor Kenny, Susan Muthalaly, Max Kaiser, Daniel Teruggi
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REVISION HISTORY AND STATEMENT OF ORIGINALITY

Revision History

Revision No.	Date	Author	Organisation	Description
1	09 April – 12 April	Nicole Emmenegger	Europeana Foundation	revised template layout, updated sections and tables
2	30 April	WP Leaders	Europeana Foundation, ONB	Most individual WP reports received and integrated into a first draft
3	11 May	Nicole Emmenegger, WP Leaders and Task Leaders	Europeana Foundation, ONB, INA	Feedback on first draft integrated, further details added to each section
4	22 May	Nicole Emmenegger, Susan Muthalaly	Europeana Foundation	Publishable Summary draft integrated, further refinement to each section
5	26 May	Nicole Emmenegger, Harry Verwayen, Eleanor Kenny	Europeana Foundation	Final versions of WP sections integrated
6	29 May	Nicole Emmenegger	Europeana Foundation	Final review, edit and proofread

Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise.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

PROGRESS REPORT

Grant Agreement number: 270902

Project acronym: EV2

Project title: Europeana Version 2

Project type: ☐ **Pilot A**   ☐ **Pilot B**   ☑ **TN**   ☐BPN

Periodic report: **1**st ☐   **2**nd ☐   **3**rd ☑

Period covered: **from 1 May 2013 to 31 May 2014**

Project coordinator name, title and organisation:

Jill Cousins, Executive Director, Europeana Foundation

Tel: +31 (0) 70 314 0952

E-mail: jill.cousins@europeana.eu

Project website address:
www.europeana.eu

DECLARATION BY THE PROJECT COORDINATOR

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

- The attached periodic report represents an accurate description of the work carried out in this project for this reporting period;

- The project (tick as appropriate):

  ☐ has fully achieved its objectives for the period;

  ☐ has achieved most of its objectives for the period with relatively minor deviations;

  ☐ has failed to achieve critical objectives and/or is deviating significantly from the schedule.

- The public Website is up to date;

- *[this point only applies to projects with actual cost reimbursement]* To my best knowledge, the information contained in the financial statement(s) submitted as part of this report is in line with the actual work carried out and consistent with the reported resources and if applicable with the certificates on financial statements.

Name and position of Coordinator: ....

Date: ..../ ..../............

Signature: ....

Response to Europeana V2 Review Recommendations, RP2 (1 August 2012 – 30 April 2013)

We thank the reviewers for their useful and productive commentary. Below we have responded to the recommendations to clarify what work is planned or has been carried out and where that work will be undertaken.

Recommendation 1 (R1): Although progress has been achieved in addressing most of the recommendations of the first review, due to the importance and long-term (non-conclusive) nature of those recommendations, it is expected that, during the final project period, the Consortium will continue and intensify efforts towards their full implementation. This is especially true for R1, R2, R3, R4 and R5 of the previous report. The Consortium should continue reporting about the degree of fulfillment of the aforementioned recommendations in the periodic progress report and other relevant documents. It is also expected that relevant quantitative KPIs will be established and measured (see also recommendation 2 below), as already suggested in the first project review report.

The Consortium recognises the importance of the recommendations for all Reporting Periods and their often open-ended status. The recommendations are seen as relevant to the core functions of Europeana and not necessary limited to a specific time-period. They have been continually referenced throughout the remaining duration of Ev2 and where relevant will be carried on into V3.

Recommendation 2 (R2): Given the ever-evolving nature of Europeana and the continuous update of its strategic goals and plans, the KPIs initially established in the DoW are not always the most relevant to measure progress against targeted achievements. In other cases, the initial targeted values have already een (or will soon be) exceeded, so they do not reflect the current project ambitions. This is why it is recommended to complement the initial list of KPIs in the DoW with additional quantitative KPIs that are in line with Europeana's current strategy and plans in terms of partnership, content, metadata, services, financing, technical development work, etc. (see also R1 above). Ev2, as the project in charge of all major operational processes of Europeana, could be used as a reference point for centralizing the reporting of KPIs (present in the Ev2 DoW and additional) that are relevant to the whole Europeana ecosystem and objectives. We nevertheless acknowledge that work for some of these KPIs might be conducted under other projects than V2.0, in which case a short reference is expected.

Europeana is ever-evolving and continually updating its strategic goals and plans, therefore the KPIs set out in the Ev2 DoW are not always the most relevant to acurately measure the project's current progress. Additional KPIs have been determined as part of the Foundation's annual business planning and will be included in this and future Periodic Reports to the Commission to cover additions to all business areas of Aggregation, Faciliation, Distribution and Engagement.

Recommendation 3 (R3): *The Europeana Network is constantly growing. It included 530 members in January 2013 (D.2.2., p. 40), 661 members (at the review meeting time) and 722 by the time of the signature of this report. Although network growth could be considered a significant achievement, 61 new members in one month is too much to keep the network as an effective group of stakeholders. Such a big network raises concerns mainly about:*
a) the effort required to manage such a large volume of partners,
b) the benefits gained from such large participation as opposed to a smaller and better focused Network,
c) the measures taken for ensuring meaningful participation and contribution of the Network members, and How and where the Network should grow further
(i.e. Are the current Network members really those that can help Europeana grow towards a Core Service Platform? Does the Network include an adequate representation of SMEs, creative industry, etc. target groups?). The strategy chosen for the Network increase and management should be further explained and justified in relation to the above-stated concerns. Relevant quantitative indicators should also be established in terms of partner representation in the Network and in relation to the Europeana business and strategic plans (i.e. increased reuse of Europeana content). See R5.

The reviewers comments have been taken into account in the development of the strategy behind the Europeana Network's growth and management. We recognise the need for active partriciapnts and have worked toward this in the last year of V2 with further implemention throughout Ev3. Actions included measuring the engagement of members in Network specific on-line forums and surveys, offering insight to revamp Europeana Pro, devising a Europeana Network Operational Plan and Communication Plan and setting-up agile Task Forces.

Recommendation 4 (R4): *In line with the Europeana Partner, Strategy and Content Development Plans 2013, more intense efforts should be placed on addressing "content gaps" that still exist despite targets (KPIs) set during previous periods. This is especially true for "much wanted" by end users, such as high visibility items (masterpieces), audio-visual material and other quality content. In general, it is recommended that the Europeana strategy-making adopts a more bottom-up approach by intensifying efforts to understand what end users want in terms of content and what the business value behind data could be and steer efforts accordingly.*

While we recognise the need to address the wishes of end-users and have conducted a survey towards this end during RP3 we maintain curatoral control of the content and a long-term goal to provide a platform for a broad range of cultural heritage content.

Recommendation 5 (R5): *The Consortium should try to align better the research work done under WP7 with the core Europeana implementations and strategies addressed in the rest of the project's work packages and the other related projects of the Europeana ecosystem, to ensure that the research feeds into the strategy of Europeana.*

The research and development undertaken within WP7 is key to the core services of Europeana overall and efforts have been made to integrate and report on the findings within

this group to the benefit of the entire project. Additional KPIs have been set within the Foundation's business planning to reflect this.

Recommendation 6 (R6): *Even though the Consortium recognizes the importance of standardization mechanisms, the actions taken towards the direction of EDM becoming a European and/or International standard have been insufficient to create an open standard. EDM should be proposed as a formal standard that*
encourages content providers and aggregators, as well as digital heritage software industry to implement it. As already recommended in the past (previous First Interim Review report, R5) standardization activities can be dealt under WP3 and WP5, task 5.4).

The comments were taken onboard and positive steps were made in the process of making EDM a certified standard within the final reporting period of V2. While EDM is gaining acceptance in our industry and variations of the model are being adopted around the world, making it a more formal standard is something that remains to be investigated throughtout the course of V3.

CONTENTS

PUBLISHABLE SUMMARY

Report on Period 3 of Europeana Version 2

This report summarises the main objectives for Europeana v2.0 (Ev2), the work performed and results achieved during period three, from 1 May 2013 – 31 May 2014 (thirteen months). In its third and final period, the Ev2 project insured that the Europeana Foundation could continue to develop, grow and connect in preparation for the next phase of its existence. Achievements from this period highlight strong research and development results, a stable technological infrastructure, continued successful work on increasing content and improving metadata quality, a consistent brand, high-level and engaging events and a strong network of individuals and end-users – all underscoring a robust strategic plan and focus for 2014 and beyond.

User development

Within the area of user development, there were significant refinements in the segmentation of target groups and their needs so that Europeana content could be promoted most effectively via existing and new social media, virtual exhibitions and the Europeana API. This was done for example, with the help of an end-user survey in early 2014 where we gained valuable insights about Europeana end-users.

Nose jobs of the 1930s - a remarkable image from the Wellcome Library in Europeana was used by Retronaut and then picked up by a Hungarian lifestyle magazine. Within hours, the image had generated almost 57,000 views of the Wellcome Library's collections in Europeana, sending over 35,000 referrals to their website. Surgery of the Nose, J. Sheehan, 1936. Wellcome Library (CC BY).

There has been impressive growth in our social media following. This was achieved by developing strategic partnerships with other players in the digital cultural heritage field. The cooperation with Chris Wild from Retronaut[1] in which he featured Europeana content regeularly on his blog, resulted in an increase of 15,000 new followers on Facebook and over 5,400 followers on Twitter. A collaboration with Alex Hínojo from Wikimedia[2] led to projects with Wikimedia Chapters on activities such as Wiki loves Monuments. This has resulted in nearly 15 million views of Europeana-related content on Wikimedia alone.

Another successful campaign, aimed at being more inclusive to non-English speakers, is the introduction of posts on our Facebook page in multiple languages. These posts and other strategies will further highlight our range of content and make it as accessible as possible by bringing it to where users congregate, instead of depending on them to discover the portal as a destination site.

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[1] http://www.retronaut.com/
[2] http://www.wikimedia.org/

Further highlights from the year include the release of the Open Culture App[3] (for iPads and Android tablets) in June 2013, which has been downloaded 7,000 times since its release. Furthermore, the GLAMWiki toolset has been used by a number of cultural institutions to upload content to Wikimedia and by Spring 2014, about 27,000 images had been uploaded.

Partner and content development

Just as significant as end-user engagement is insuring we maintain a strong and healthy Network and robust content. As of May 2014, there are over 33,000,000 viewable objects available via the Europeana platform. This is already over the expected 2014 KPI and follows an over-achievement in 2013 as well.

Digital objects available through Europeana since our launch in 2008
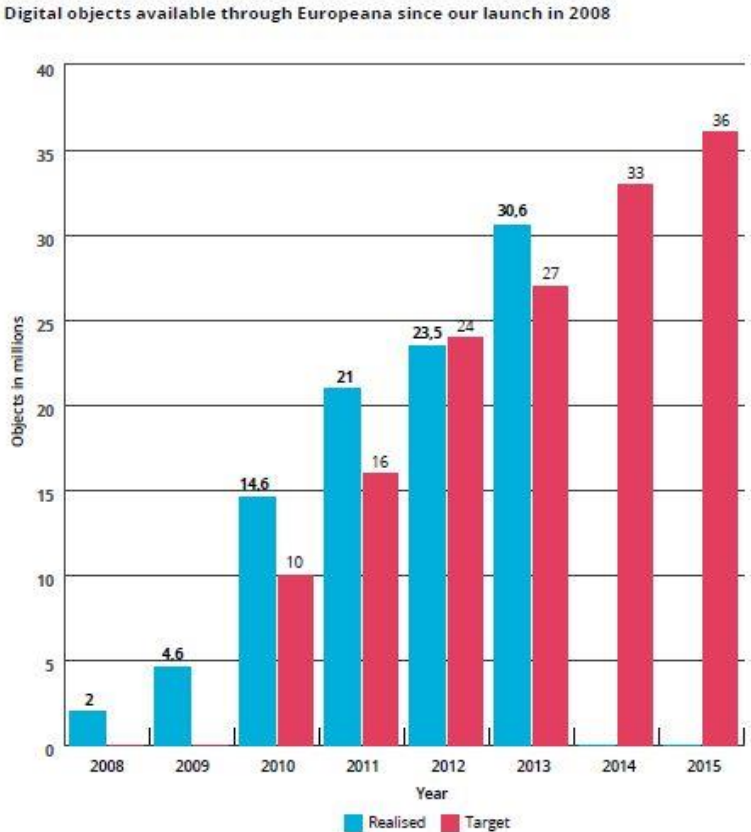
As important as content is, we recognise that the people in our Network are at the heart of Europeana's success. Therefore, in the past year, we have organised a series of events, campaigns and task forces to strengthen our partners' sense of ownership and engagement as a step towards our own sustainability. A sure sign of success is the increase of network members by 300 in Period 3 to 900 total as of April 2014. With 238 of those members taking active part in the Europeana Network Annual General Meeting held in Rotterdam in December 2013.

Several other meetings and workshops were help throughout the year, to support the development and knowledge sharing between Network members, aggregators and partners, including two Aggregator Forums and several smaller localised meet-ups. We were pleased to

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[3] https://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=646414251&mt=8

see an increased numbers of participants at these Aggregator meetings and additional invitations by national aggregators to attend their own gatherings.

Four taskforces were initiated this period, around metadata quality, archives, public-private partnerships and Wikimedia developments, to respond to specific strategic questions, out of which, three offered excellent implementable results. We also saw a strong response and participation from the Europeana Network towards the EU Copyright Reform Review, leading to a formal IPR working group within the Network.

Over the course of the year we were able to reduce our funding gap to €73,000 by April 2014. We also made significant steps towards researching and securing future funds, establishing that sponsorship does not offer significant return on investment but partnerships with private foundations may be a viable option.

Policy, strategy and service

In line with securing funding is determining the strategic and operational future of Europeana. During this period, significant improvements were made on a process level, most notably in the way we have organised our product development capabilities. By increasing the number of staff in this area and organising the unit around strong design principles we are now in a much better position to integrate requirements coming from other projects. This is reflected in the annual Business Plan 2014. In parallel we developed new policies on open metadata, investigated market opportunities and most importantly, developed our Strategic Plan for 2014 – 2020.

Over the course of the year, The Europeana Advocacy Framework was developed under the guidance of the Advocacy Task force. It describes the process by which Europeana Foundation can establish policy positions on advocacy issues, especially European Legislative activity. The policy papers representing the position of Europeana and European cultural heritage institutions on Public Sector Information Directive (PSI Directive), Orphan Works and participation in the Licences for Europe Stakeholder dialogue initiated by the European Commission were guided by this framework.
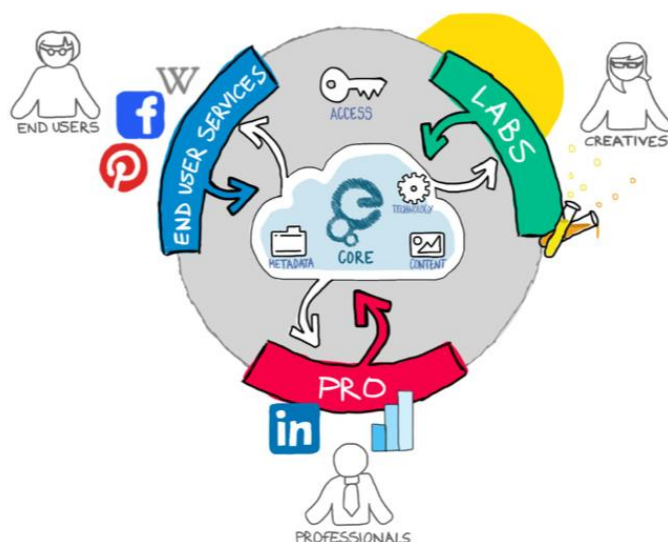
Corporate Communications

Implementing our strategic plans includes planning and executing corporate communications to position Europeana at the forefront of digital cultural heritage policy-making, interoperability and delivery. This included the development of the Branding Strategy Review in alignment with the Strategic Plan as well as several campaigns, activities and events.

Over the course of the past year we continued to support and reinforce the commitment of the Europeana Network and Projects Group to the Europeana brand through the activities with the Network, as mentioned earlier, as well as through two dedicated Project Group meetings in September 2013 and April 2014.

Besides these face-to-face meet-ups, we provided and developed collaborative spaces and tools that promote the uptake of Europeana while building on the positive and proactive nature of these relationships to demonstrate Europeana's role at the forefront of the digital cultural heritage field. This was achieved through two major campaigns Dreams and #AllezCulture.
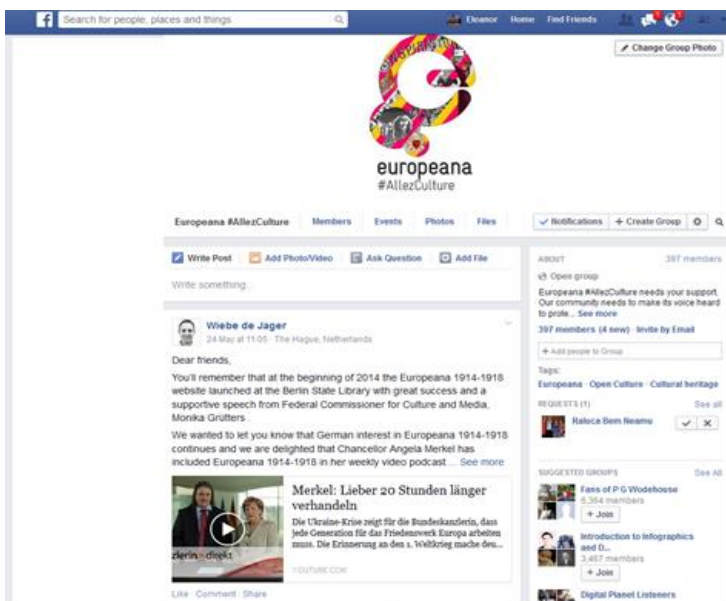
the AllezCulture Facebook page

Through a Twitter hash tag and Facebook presence, the #AllezCulture campaign set out to showcase the added value created through the use and promotion of digitised cultural heritage and to harness the experience, success and commitment of the Europeana Network. The campaign gained the support of high-level European political figures including Commissioner Neelie Kroes, European Vice President for the Digital Agenda. Meanwhile, the Dreams campaign set out specifically to strengthen the sense of the Europeana Network through a series of short personal video essays by Europeana staff and Network members. It was launched with great delight at the 2013 Annual General Meeting.

Operations

From the strategic to a more operational level, there were several highlights during the reporting period for the Aggregation team. After the full implementation of the Europeana Data Model (EDM) in the Europeana back office and data repository at the end of the last reporting period, the first publication in EDM using the United Ingestion Manager (UIM) went live in June 2013. From that point on it was possible to re-establish the monthly publication cycle. Since then, more and more data providers and aggregators are delivering richer metadata using EDM, currently over ten million records. The Aggregation team is collaborating very closely with the Technical team at Europeana to allow our partners to create high quality EDM metadata and to communicate the benefits of EDM to them. This is an important step towards higher metadata quality and an increase of creative re-use of Europeana data.

The total number of records increased from 26,787,154 to 33,863,531 in the reporting period. To insure quality and not just quantity of these records, the Metadata Quality Task Force was launched in December 2013. During the last months of Ev2, this Task Force paved the way to remove the barriers for data providers to provide better metadata. In regards to data quality, Europeana made significant progress in reducing the number of digital objects without a rights statement and increasing the number of digital objects with open licenses. The Rights Labelling Campaign was launched in early 2013 in collaboration with Europeana Awareness. According to this plan, no unlabelled items will be available in Europeana after July 2014 and the Rights Reserved Restricted Access statement will be retired.

Technology

Stability and reliability led the area of technical infrastructure this period. Europeana production, testing, acceptance and development systems ran steadily during the reporting period. The team invested resources into better connecting the environments and creating processes for streamlining the flow of artefacts across the environments, also known as Continuous Integration. While still not entirely operational, the Continuous Integration process will become fully functional in Europeana v3.

Over the course of the past year, the Development team at Europeana fully adopted and customized the SCRUM agile methodology of software development. The process was extended to cover Europeana development made by partner institutions and subcontractors so that almost all strands of development of Europeana-related software products are managed by the same process, using the same tools.

During the reporting period, development was mainly focused on supporting the work of the activities across various teams including Aggregation and User Development, by stabilising the EDM ingestion infrastructure, stabilising and extending the Europeana API, adding functionality to the Europeana Portal and re-engineering the semantic enrichment framework to make it suitable for further enrichment scenarios.

Innovation

Within the area of Research & Development, we saw the FLOSS Inventory expanded to 209 entries with its own successful Twitter campaign to raise awareness within Tech communities. The @EuropeanaTech Twitter account continues to rise in popularity with almost 1300 followers. Furthermore, blog posts on Europeana Professional from the R&D team often account for some of the most read entries overall. In fact, the most popular blog post this period was on the Europeana Data Model, which generated over 1000 page views[4].
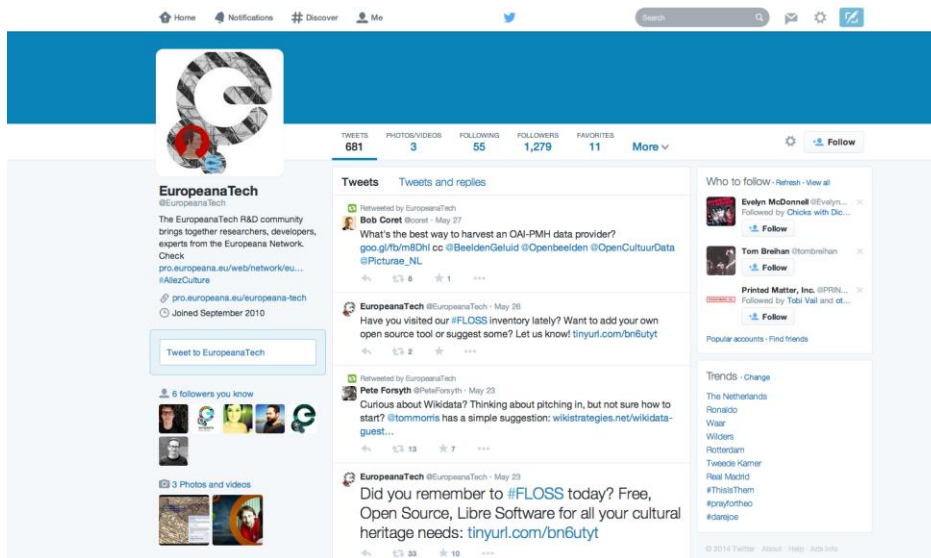
The EuropeanaTech Twitter page, featuring FLOSS and other news

Aside from an increased social media profile, work with various Task Forces proved fruitful during the reporting period. Work on EDM progressed significantly with the support of EuropeanaTech Task Forces to offer insights on the EDM Model Refinements and EDM-FRBoo reports, which were both delivered during the period. User interactions models for multilingual access and user-assisted query translations were also developed and a Task Force report on multilingual and semantic enrichment strategy was delivered.

Additional work during the period included the Waisda? application being extended with additional functionality and inventory entries evaluated by experts from Beeld & Geluid (B&G), Europeana and The Österreichische Nationalbibliothek (ONB) which led to further enhancements of the service with integration into Europeana Labs currently being prepared.

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[4] http://pro.europeana.eu/pro-blog/-/blogs/1836825

PROJECT PROGRESS

1. Project objectives for the period

This is the third and final periodic progress report for Europeana v2.0 (Ev2), covering the period 1 May 2013 – 31 May 2014.

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.

In line with the 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.

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

Overall project achievements for Period 3

Here are some of the highlights from the thirteen months of this reporting period:

- Social media reach increased on Facebook, Twitter; collaborations with Retronaut and Wikimedia (WP1)
- Release of the Open Culture App and use of the GLAMWiki toolset increases traffic to the site and engagement with our platform (WP1)
- Europeana Network grows to 900 members (WP2)
- Almost 34,000,000 objects viewable on the platform (WP2)
- Business Plan and Strategic Plan in place after workshops and input from across the Network and key stakeholders (WP3)
- Re-design of Europeana Pro has been launched in order to better support our network of partners with development and deployment in Europeana 3.0 (WP3)
- Branding Strategy Review completed in line with the Strategic Plan 2014-2020 (WP4)
- Annual General Meeting held in Rotterdam in December 2013 (WP4)
- Irish Presidency event held in Dublin in June 2013 (WP4)
- Projects Group Assembly in September 2013 and a New Projects meeting in April 2014 (WP4)
- #AllezCulture and Dreams campaigns launched (WP2/WP4)
- First publication in EDM using UIM, live in June 2013 (WP5)
- Launch of the Metadata Quality Task Force in December 2013 (WP5)
- Continuous integration process in development to be fully functional in Europeana v3 (WP6)
- The development team fully adopted and customised the SCRUM agile methodology of software development (WP6)
- FLOSS Inventory expanded to 209 entries (WP7)
- The Waisda? application extended with additional functionality (WP7)
- Refinements for EDM and on EDM-FRBoo have been delivered (WP7)
- User interactions models for multilingual access and user-assisted query translations have been developed and a Task Force Report on multilingual and semantic enrichment strategy was delivered (WP7)

2. Work progress and achievements during the period

Work Package Number	1
Work Package Title	User Development
Lead Partner	Europeana Foundation
Start Month: End Month:	1 32

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.
- Addition of user generated content [UGC] in Europeana
- Test proposed functionalities and services from WP7 and WP2 to incorporate them in Europeana

Description of work carried out and achievements:

Task 1.1: Develop end user and market insights (PM1-PM32)
An end user survey was executed in Q1 2014 together with an external consultancy company, User Vision. The results and an extensive report will be published on Europeana Pro in May 2014 for dissemination in the network. The survey highlighted some potential new product enhancements, for example a large proportion of end-users visit the portal for 'exploration within a topic' suggesting the need for prominent explicit links to support this behaviour. The survey also confirmed that trust in Europeana as a content source is much higher than other equivalent sites.

Task 1.2: Develop an end user promotion and communications strategy (PM1-20)
The end user promotion and communications strategy was outlined in the Europeana Distribution and Engagement Plan, which was finalized and submitted in June 2013. One of the highlights in this Plan was an increased focus on engaging Creative Industries (B2B) next to End Users (B2C).

More recently, The Distribution and Engagement (D&E) team contributed to the promotion and communications strategies in the Europeana Business Plan 2014 and the upcoming 2015-2020 Strategic Plan. One of the main shifts overall being the transition from portal to platform, and this is reflected by the new market segmentation as proposed by the team (end users, creatives, professionals).

Furthermore, during the reporting period a communication strategy was devised, focussing around better use of our newsletter and social media channels, was developed around the promotion of key virtual exhibitions that were pushed to end users. As a result, the number of visitors has increased by more than 40%, and more than 70% more page views.

Parallel to the end user promotion and communication strategy as outlined in Europeana V2, Europeana has put substantial efforts in User Generated Content (UGC) campaigns, mainly around the topic of the first World War (Europeana1914-1918) and the events that led to the fall of the Iron Curtain (Europeana19189). These campaigns are part of Europeana Awareness. Roadshows where held in many European countries and users contributed thousands of digital items, both during these collection days, as well as online, via the two thematic portals. The UGC has also been made available via the main Europeana portal, and labelled as such.
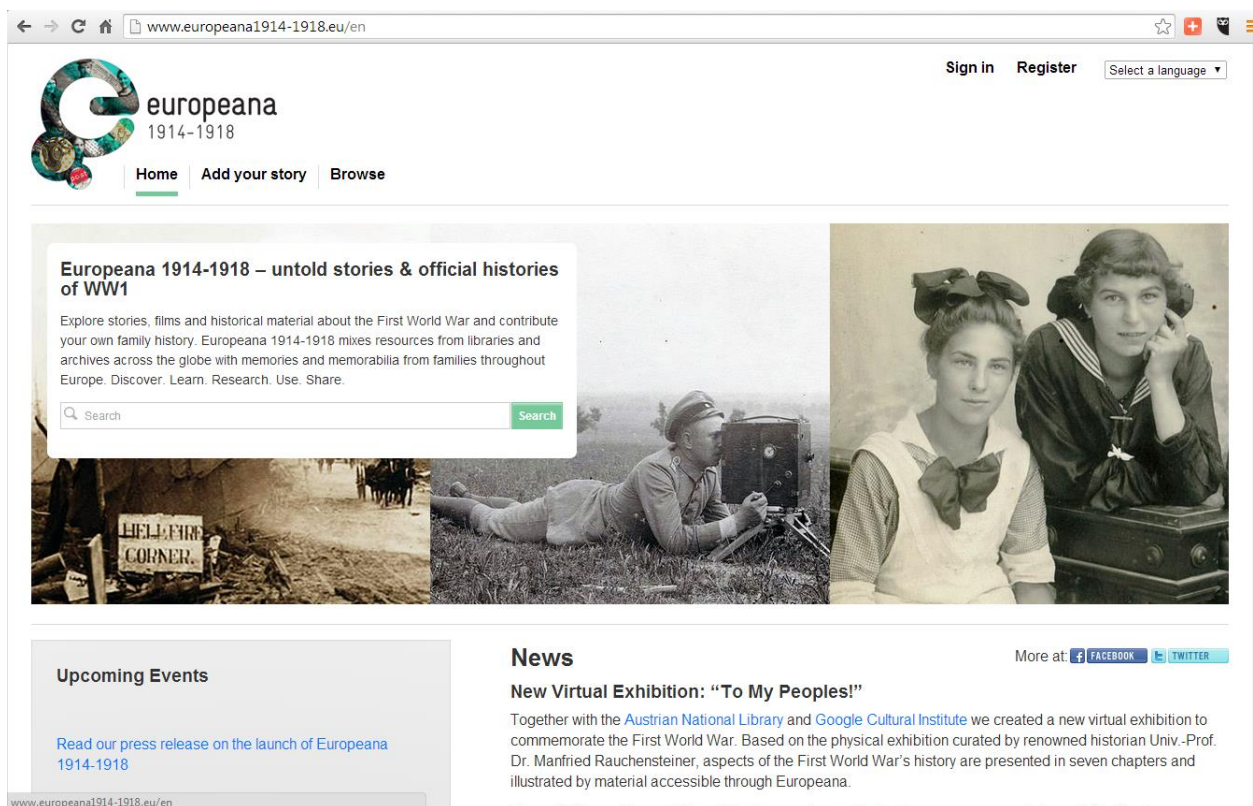
The thematic portal of Europeana1914-1918

Task 1.3: Define end user requirements for Europeana.eu (PM1-PM32)

During this period the D&E team worked together with the Product Development team to define and communicate a number of key end-user requirements that were surfaced via the end-user survey distributed in Q1 2014. Some of the requirements included enhanced download functionalities of digital objects, together with assisted browsing features, such as enabling the user to browse by subject or theme, rather than relying on the end-user to solely search.

A first step to cater the need for 'exploration within a topic' functionality is the addition of the so-called 'subject and creator pages' to the Europeana portal. These pages function as thematic 'hubs' within the portal, and allow users to explore content from a specific creator (like a

painter, a writer or a composer) or about a certain subject. This feature – which is quite complex in nature, given the fact that the portal is multilingual - will be implemented in 2015.

Eventually, the Channels infrastructure, as will be developed in the Europeana Sounds project (which started in 2014 and will last three years), will take 'exploration within a topic' to the next level, by providing the facilities for interactive multimedia channels around any subject or creator.

During the execution of V2, Europeana worked with an external party (User Vision) to make sure that all new requirements met the appropriate usability criteria for the portal.

Task 1.4: Increase the usage of Europeana.eu portal (PM1-PM32)

The amount of time spent on the site has decreased by two seconds, compared to the previous reporting period. In order to improve the 'stickiness' of the portal (the amount of time spent on the site), Product Development has enabled the 'other items you may be interested in' feature at the beginning of April 2014. Since March 2013, measures have also been taken by Product Development to restore organic search traffic to the portal. Search engine traffic did start to rise again, but not enough to meet the KPI for this period.

In regards specifically to API traffic to the portal, we can support, but not control the type and size of implementations. Around 30% of implementations are technical ones, which do not generate direct traffic. Several interesting implementations have not scaled up enough to become big traffic sources and many implementations happened later in the year. Their traffic will show in Europeana V3 2014 figures.

The end user blog[5] remains an important instrument for highlighting content from Europeana's partners. Throughout the year, an editorial publication calendar was used by the D&E team to plan updates on a regular basis. On the blog, we feature excerpts from partner collections, pay attention to specific (historic) events, and curate some of the most interesting material coming from projects Europeana is involved in. Some recent highlights have been the announcement of the renewed Europeana Open Culture app, a blog featuring illustrated maps, a blog about painting the Eiffel tower, and a blog about the launch of Europeana Creative's VanGoYourself app.

As of January 2014, the end user newsletter frequency ('Europeana eNews') was increased from bimonthly to monthly. This was done in order to get more out of our substantial subscription base (around 52,000 subscribers at the end of April 2014). In the newsletter, we feature new partner collections and highlight thematic content from projects such as Europeana 1914-1918 and Europeana 1989. In addition, we share blog posts from partners and our own blog. Recently we have highlighted the VanGoYourself app, featured collections of historic maps and vintage pictures, and the winners of the first Europeana Creative Challenges.

The thematic websites around both the institutional and user generated content from the Europeana1914-1918 and Europeana1989 projects also contributed greatly to the visibility of

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[5] http://blog.europeana.eu/

the main portal. Traffic to the main portal, for example, spiked during the launch of Europeana1914-1918.eu (which took place on January 29th, 2014), as can be seen in the graph below:
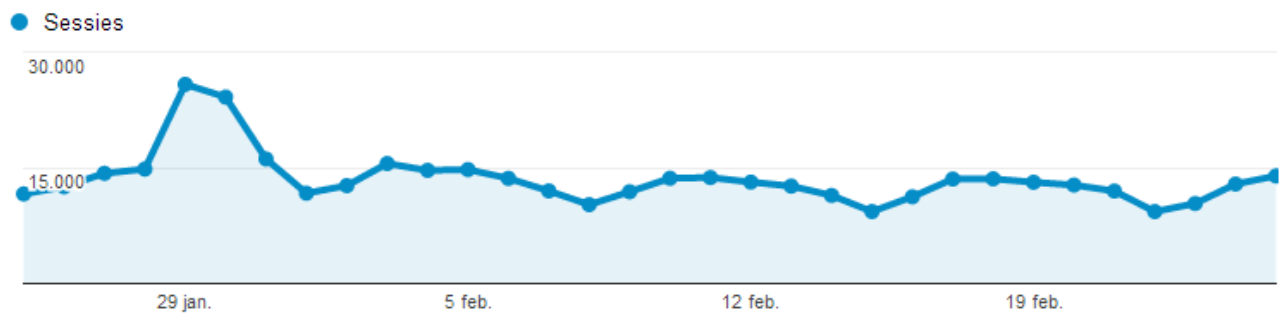
Daily traffic to the portal nearly doubled for two days in a row, after that, portal traffic was still significantly higher than average.

Task 1.5: To increase the usage of Europeana content via online channels outside the Europeana.eu portal (PM1-PM32)

In order to get more outreach in non-English speaking countries, the D&E Team has been collaborating with partners such as HISPANA and the French National Library to post updates in multiple languages on our Facebook page to expand the reach of their collections:

In addition, Google+, Twitter and Pinterest have been used to showcase partner's content outside the portal. This has enabled the D&E team to easily curate digital objects from multiple providers into a single collection:
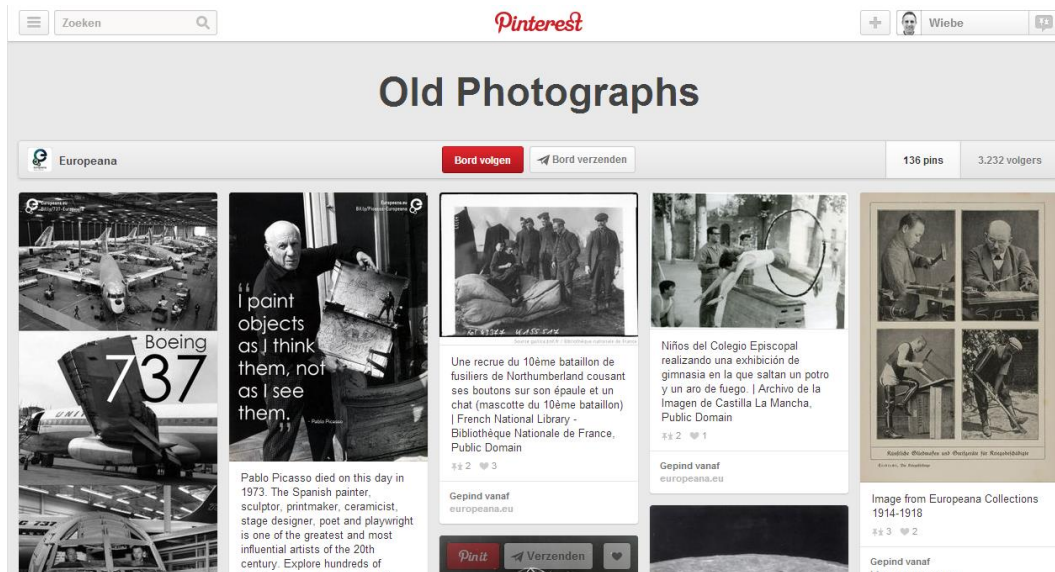
The Open Culture App (released in June 2013) is now available for iPad and Android tablets. Its release (and the release of the second version) led to a spike in portal traffic. The app has had more than 7,000 downloads since its release. The new Android version got a rating of 4 out of 5 stars by users:
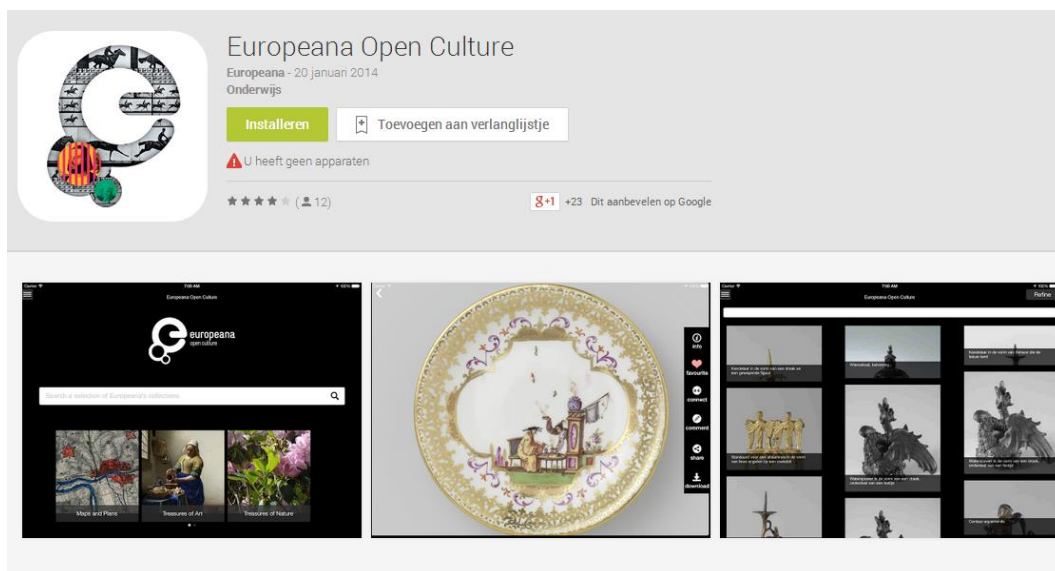
The GLAMWiki toolset has been used by a number of cultural institutions to upload content to Wikimedia. At the end of April 2014, around 27,000 images were uploaded, which represents an increase of almost 20,000 images compared to a year earlier. The images are used in many articles on Wikipedia, see for example this image of the Reichstag in an article on the Treaty of Versailles:

In Germany

On April 29, the German delegation under the leadership of the Foreign Minister Ulrich Graf von Brockdorff-Rantzau arrived in "War Guilt Clause", von Brockdorff-Rantzau replied to Clemenceau, Wilson and Lloyd George: "We know the full brunt of hate t confession in my mouth would be a lie."[97] Because Germany was not allowed to take part in the negotiations, the German gov honour",[98] soon afterwards withdrawing from the proceedings of the peace conference.

Germans of all political shades denounced the treaty—particularly the provision that blamed Germany for starting the war—as presented to Germany on a take-it-or-leave-it basis. Germany's first democratically elected head of government, Philipp Scheid on March 21, 1919, he called the treaty a "murderous plan" and exclaimed,

> Which hand, trying to put us in chains like these, would not wither? The treaty is unacceptable.[99]

After Scheidemann's resignation, a new coalition government was formed under Gustav Bauer. President Friedrich Ebert knew government was not in a position to reject it. With this in mind, he asked Field Marshal Paul von Hindenburg if the army was cap believed would be very likely if Germany refused to sign. If there was even the slightest chance that the army could hold out, Eb staff, Wilhelm Groener—concluded the army's position was untenable. However, rather than inform Ebert himself, he had Groer recommended signing the treaty. The National Assembly voted in favour of signing the treaty by 237 to 138, with five abstentior Johannes Bell travelled to Versailles to sign the treaty on behalf of Germany. The treaty was signed on June 28, 1919 and ratifi

Demonstration against the Treaty in front of the *Reichstag*.

Conservatives, nationalists and ex-military leaders condemned the treaty. Politicians of loyalty.[citation needed] It was rumored that Jews had not supported the war and had play Republic were regarded as having "stabbed Germany in the back". Those who instigate to Germany's defeat.[citation needed] These theories were given credence by the fact tha Germany had already won the war against Russia and concluded the Treaty of Brest-Li failure was blamed on strikes in the arms industry at a critical moment of the offensive, the Jews taking most of the blame.[citation needed]

Violations

Work Package Number	2
Work Package Title	**Partner and Content Development**
Lead Partner	**Europeana Foundation**
Start Month: End Month:	**1** **32**

The objectives for this work package are:
- Consensus building within and between the partner groups
- Further development and support of aggregation
- A promotion of the benefits of Europeana to its partners
- A stable funding, sponsoring and revenue stream for the sustainability of the service
- A fully working Council of Content Providers and Aggregators

Description of work carried out and achievements:

Task 2.1 Partner Strategy and Plans (PM1-PM32)

Subtask 2.1.1 Partner Strategy & Development Plan (PM 4-27)
A central task for Europeana is to support our key stakeholders, data providers and aggregators. Outlined below are the details of a few key activities undertaken during this period. Alongside the activities below, we also ran a series of roundtable meetings with national aggregators. These national meetings took place in Italy, Portugal, Latvia, Lithuania, Romania, Croatia and Bulgaria and set out to support each country's current aggregation developments with typically between about ten key representatives attending. In addition, we intensified the support for large data providing projects by organising workshops with data providers alongside the plenary meetings of Athena Plus and OpenUp!.

In May 2013 Europeana ran the second Aggregator Forum in the Netherlands for 24 aggregators from 14 countries. The aim of the meeting, besides providing the possibility to network, was:
- To update aggregators on Europeana specific aggregation developments (legal/mobilisation of content providers/data quality/collaboration/funding);
- To provide opportunities for aggregators to share experiences and best use cases;
- To provide room for discussing aggregation topics and plan next steps.

The German Digital Library organised a National Aggregator meeting in November 2013 in Berlin, facilitated by Europeana. The purpose of this meeting was to bring representatives of Europe's aggregators together to discuss common issues and challenges and work towards resolutions. Bringing the aggregators together also made it possible for the transfer of knowledge, experience and advice, meaning more experienced archives could assist and support those less established or working to establish themselves. The meeting took the form of a series of presentations from aggregators followed by a series of workshops on specific issues. Europeana attended the meeting to inform the attendees of the current status of

Europeana, facilitate workshops and answer questions.

The Norwegian Art Council organised a open data seminar and hack-a-thon in February 2014. The purpose of this event was to discuss and highlight benefits for cultural institutions to open their collections and make them available to a wider audience. Among other presentations, a representative from the Europeana Foundation presented Europeana's position and why it is important to work towards a healthy and thriving public domain. During the hack-a-thon this theory was put into practice by getting developers, designers and storytellers together to work with openly available data. The winner of the contest was selected as a finalist in the Apps4Europe competition[6], which set out to find new open data-based apps with commercial potential.

The third Aggregator Forum meeting was held in May 2014 in The Hague for 36 aggregators from 21 countries. The aims of the meeting included:
- To update Aggregators on Europeana specific aggregation developments
- To look at how Europeana can work in partnership with aggregators now and in the future to add mutual value
- To provide opportunities for Aggregators to share experiences and best use cases

This meeting had a much stronger focus on workshops to enable a close collaboration of aggregators on questions and future opportunities and increase the networking aspects of the entire meeting. We ran workshops on metadata quality, aggregation workflow, IPR, Value with partners, content re-use and Europeana Cloud. A number of key actions were agreed, including the decision to further elaborate on the workshop topics in papers and Task Forces where we can work together with aggregators on a joint position.

[6] http://www.apps4europe.eu/competition

Subtask 2.1.2 Network Knowledge Transfer (PM1-32)

As of April 2014, the Europeana Network included over 900 members. During this reporting period, the Europeana Network membership rose by over 300 new members. Membership was developed in a targeted promotion in under-represented sectors such as archives and audio-visual collections, both of which saw membership levels double.

Over the last year Europeana encouraged more active involvement of Network members to make Europeana a living, thriving, sustainable ecosystem for all its contributors and users. Network Officers elected to represent key sectors in the field of digital heritage have met on a monthly basis, to make sure the Network's main communities are involved in the running of the Network overall. The first quarter of 2014 also saw active engagement with related networks such as Open Knowledge Foundation and the GLAMwiki communities.

Another tool used to facilitate the Network's role in the running of Europeana are Task Forces. These are working groups set up to respond to strategic questions in digital heritage, aiming to provide documents and research that moves the current thinking along. Between May 2013 and May 2014 the following Europeana Network Task forces were initiated:

- Metadata Quality – this TF aimed to explore how Europeana can improve the quality of metadata supplied to Europeana; how this provision will improve end user experience and produce a set of best practice guidelines.
- Archives – this group sought to develop a more effective role for archives content in Europeana and brought together people from various archives organisations and projects to align work and avoid duplication
- Public/Private Partnerships – this TF was put in place to define and describe possible types of public/private partnerships which involve Europeana or cultural organisations in their ecosystem
- Wikimedia Developments – this Task Force seeks to facilitate communication among the various Europeana wiki-related projects, by gathering a list of best practices and lessons learnt and producing a report on cooperation between Wikipedia and Europeana.

In December 2013 the Europeana Network Annual General Meeting took place in Rotterdam, Netherlands (MS10) with more than 238 members participating. Attendees were asked to elaborate on the Europeana Business Plan 2014 and the Strategic Plan 2015-2020. Several meetings took place between the Task Forces alongside knowledge sharing meetings to bring in new networks and ideas from partners.

A workshop on 'Network 2020' provided the opportunity for participants to rethink how they will expect to engage with networks in 2020 and discuss how to bring these networks into the Europeana Network. Key recommendations were developed and included in the Strategic Plan 2015-2020.

Additional efforts have been taken to further strengthen the knowledge transfer in the Europeana Network:
- The Europeana Network Newsletter offers members the possibility to actively contribute content. In April 2014 the Newsletter was shifted from plain text to html:

Europeana Network Update May 2014

Europeana's Rights Labelling Campaign reaches its final phase

In 2013 Europeana started a rights labelling campaign with the goal to have no more digital objects in the database without a rights statement. At the moment, we have reached the final stage of the campaign and are on track to reach 0% unlabelled by summer 2014.Community Coordinator Cultural Heritage Joris Pekel gives an update and explains why it is so important to have proper rights labels here.

- The Europeana Network mailing list has regularly been used by Network members to distributed information and solicit consultations on a variety of topics
- The Europeana Network section on Europeana Pro[7] continues to be developed and used as an archive for documentation
- A dedicated LinkedIn group with over 900 members is actively used as a forum for discussion amongst Network members.
- Presentations and papers from the Annual General Meeting are made publicly available on the Pro microsite.
- The Europeana Professional blog features articles relating to projects or policy and is also used to give updates on the Europeana Network

The change of scale of in terms of network representation also implied communication adjustments. Europeana membership rise addresses network engagement challenges; additional efforts were made on measuring this engagement and how to best involve all members in the network.

Engagement measures are conducted through:
-Europeana Network LinkedIn participation: how members react on Europeana posts and whether members initiate "discussions" that are then commented. We increased LinkedIn activities during V2 reporting period and successfully reached 900 + members.
- Twitter feeds and network related information relay
- Network surveys conducted through the Europeana Network Newsletter. The Newsletter is also monitored for content impact (links activation).

These measurement tools allow us to refine the way we turn passive network members into Europeana champions as mentioned earlier. In that respect, the Twitter campaign related

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[7] http://pro.europeana.eu/network

#AllezCulture hash tag activity (reported in more detail under WP3 and WP4) makes strong use of the Europeana Network to promote the importance of culture and cultural heritage to the future of Europe and its economy. Collating the statistics for the hash tag will take place later in 2014.

Similarly, we involved the Network in reshaping Europeana governance; through a Task Force set-up, a focused and driven communication towards the network and calls for action. This consultation process is currently being conducted and has been successful to date.

Although network communication has always been at the heart of Europeana through its communication tools (Europeana Pro platform, Europeana Network Newsletter, Europeana mailing list(s),Europeana AGM, etc.), we aim to address Europeana network engagement in a more streamlined manner in the future. An entirely revamped Europeana Pro, a Europeana Network Operational Plan and Communication Plan and an agile Task Force(s) set-up will favourably complement our current efforts during the Europeana Version 3 project development.

Subtask 2.1.4 Promote and support Aggregation, Distribution and Facilitation (PM3-32)
Using the above mentioned mechanisms of Europeana Pro, Linkedin, the newsletter and the Task Forces together with active social media campaigns on Twitter there is strong communication to, from and within the Europeana Network on all the main activities of the Europeana Foundation. As well as the work on bringing material into Europeana via Aggregation, Network members are encouraged to participate in Distribution platforms such as Facebook or Wikimedia. Within Facilitation, the Network has been consulted on policies around user-generated content and the European Copyright Right Reform review. They have also been consulted on or work with multilingualism, semantic web and data modelling.

Task 2.2 Content Development Plan (PM1-32)
The total number of objects represented in Europeana has, from the start, been an important metric for the success of the project and we have made great achievements in this area. As of 31 May 2014, the number of available objects is 32,273,993. The KPI for 2013 was overachieved. However, follow-up to the Rights Labelling Campaign, under Europeana Awareness, and other work carried out with the objective to improve data quality in Europeana recently resulted in disabling larger datasets and a temporary decrease of data. Actually in May 2014, 2,530,345 records have been disabled, while only 940,807 new records have been added, resulting in a net decrease of 1,589,538 records. The majority of the disabled records were taken down because of rights labelling issues (247,762 records from several data providers), requests from data provider (1,104,117 records from the Saxon State and University Library / Deutsche Fotothek – to be resubmitted via German Digital Library soon) and data quality and privacy issues (1,178,261 records from Linked Heritage). We expect this trend of a temporary decrease to continue for a while, but the decrease of data will not be significant to risk future targets.

The report *MS12 Content Acquisition & Development Plan* from the previous reporting period provided an update on Europeana's content, collections and data repository and followed the planned direction for development as it incorporated results from report *D2.2 Partner*

Strategy and Development Plan from January 2013. As the update shows, there are many issues that require attention, ranging from the equal representation of all European countries to accurate rights labelling of the provided metadata. In response, an internal work programme was developed to resolve these issues or at least develop a plan how to resolve them.

One KPI for 2013 was to reach 1.1 million AV items, which was not achieved. Some important activities were carried out to pursue this KPI but the results have not yet been accounted for. These activities included attending the International Association of Sound and Audio-Visual Archives (IASA) conference in Vilnius, Lithuania in October 2013; signing an MoU with the BBC and intensifying collaboration with the EuScreenXL project. These activities helped to ensure that the amount of AV material will increase in 2014. More than 200,000 records are expected to be ingested before summer 2014 from EuScreenXL, and more is scheduled to be ingested in fall 2014. Europeana also contributed significantly to D5.3 of EuScreenXL, which elaborates on the strategic recommendations to increase the amount of audiovisual content in Europeana (to be finalised and published in late August / early September). The start of the new project Europeana Sounds, which launched in January 2014, will also significantly increase our audio content by adding about 0.5 million sound recordings to Europeana. Europeana will continue the collaboration with all important AV aggregators in the future to secure the continuous increase in AV items. European Film Gateway and EuScreen are full partners and Europeana Sounds is an associate partner of Europeana under the CEF proposal to keep a very close relationship with these aggregators.

Task 2.3 Funding and Sponsoring Generation (PM1-32)
Since 2008 Europeana has approached Member States and Non-Member States to support Europeana financially. The funding requests have been presented at Member States Expert Groups meetings organised by the European Commission and during conferences and meetings taking place in Europe.

As outlined in *D2.3 Funding Report*, the financial support contributed by our funders varies from year to year. Some countries have been able to include Europeana in their annual budgets, making it possible for them to support Europeana in a more structured way. In total, 23 countries have contributed funding to Europeana. Only seven Member State countries - Bulgaria, Czech Republic, Croatia, Latvia, Malta, Portugal and Slovakia - have not yet supported Europeana financially. The total of funding received to date is €3,7million. Member States, Non-Member States and individual cultural organisations have contributed a total of €3,5million. The current funding gap is €73,000, according to the latest costs allocation.

Two Member States Expert Group (MSEG) meetings took place during the reporting period, in April 2013 and October 2013. At the October MSEG meeting the new funding schemes under CEF were explained along with the consequences for Europeana and its ecosystem. Europeana was included in the CEF Programme as a mature Digital Service Infrastructure (DSI). This was due in large part to the #AllezCulture campaign organised by Europeana to mobilise support from political influencers such as the Ministries of Cultures, MEP, Council Members and Cultural institutions. Secured funding of €9million for the year 2014 was announced with additional funding raised during the meeting from Member States such as Poland.

Overview received and committed country funding contribution Europeana 2008-2015

updated May 2014

Country	2008 received	2009 received	2010 received	2011 received	2012 received	2013 received	Committed 2014	Committed 2015	TOTAL amount	In %
Austria		€ 20.000	€ 20.000		€ 20.000				€ 60.000	1,7%
Belgium		€ -	€ 35.000						€ 35.000	1,0%
Bulgaria									€ -	0,0%
Cyprus		€ 10.000							€ 10.000	0,3%
Czech Republic									€ -	0,0%
Croatia									€ -	0,0%
Denmark		€ -			€ 10.000	€ 10.000			€ 20.000	0,6%
Estonia		€ 2.500	€ 6.000	€ 10.000	€ 10.000	€ 20.000	€ 15.000		€ 63.500	1,8%
Finland		€ 30.000		€ 30.000		€ 30.000			€ 90.000	2,5%
France	€ 60.000	€ 140.000		€ 100.000	€ 100.000				€ 400.000	11,3%
Germany		€ 145.000	€ 130.000	€ 100.000	€ 100.000	€ 100.000			€ 575.000	16,2%
Greece		€ -			€ 15.000				€ 15.000	0,4%
Hungary		€ 20.138							€ 20.138	0,6%
Ireland		€ 10.000	€ 10.000	€ 10.000	€ 25.000	€ 10.000	€ 10.000	€ 10.000	€ 85.000	2,4%
Italy		€ -		€ 20.000	€ 20.000	€ 20.000			€ 60.000	1,7%
Latvia									€ -	0,0%
Lithuania		€ 18.805			€ 11.500				€ 30.305	0,9%
Luxembourg		€ -	€ 20.000	€ 20.000	€ 45.000	€ 30.000			€ 115.000	3,2%
Malta									€ -	0,0%
Netherlands	€ 460.000	€ 305.250	€ 300.000			€ 255.000			€ 1.320.250	37,1%
Norway		€ 30.000	€ 30.000	€ 30.000	€ 30.000		€ 30.000		€ 150.000	4,2%
Poland		€ -		€ 30.000	€ 30.000	€ 35.000	€ 40.000		€ 135.000	3,8%
Portugal									€ -	0,0%
Romania						€ 20.000			€ 20.000	0,6%
Slovakia									€ -	0,0%
Slovenia		€ -		€ 10.000	€ 40.000	€ 5.000			€ 55.000	1,5%
Spain		€ 100.000	€ 100.000						€ 200.000	5,6%
Sweden					€ 11.500	€ 11.500	€ 11.500	€ 11.500	€ 46.000	1,3%
Switzerland		€ 5.000	€ 5.000	€ 5.000					€ 15.000	0,4%
United Kingdom (JISC)		€ -			€ 35.000				€ 35.000	1,0%
Total	€ 520.000	€ 836.693	€ 656.000	€ 365.000	€ 503.000	€ 546.500	€ 106.500	€ 21.500	€ 3.555.193	100%

Subtask 2.3.1 Develop a three year Funding and Sponsoring Plan (PM1-32)
During the preparations of the budget for the CEF programme, Europeana initiated an analysis of its sponsorship possibilities. The external consultancy firm MiraKelly with expertise in running funding and sponsorship programmes prepared a report "Sponsorship Report to Europeana" and informed *MS20 Market Revenue Investigate Results*. The key conclusions of the report showed that Europeana would need to develop a strong brand with end-users to attract traditional sponsorship money. This would require significant investments in marketing but also making a shift in our business model. Corporate sponsorship will therefore be limited and is unlikely to be worth the effort and the investment required. Corporate engagement / partnership with a select group of larger companies may be worthwhile. It will however require a culture shift within Europeana, as this kind of partnership requires a much more intensive cooperation than the 'money for visibility' exchange in traditional sponsorship.

It is expected that foundations are the most likely private sector donors. However, most foundations do not fund operational costs, but support interesting and innovating projects in a certain field of interest. A foundation plan will be produced during the next reporting period to investigate the potential for raising funds through this resource.

Subtask 2.3.2 Develop and nurture partnership funding and sponsoring (PM 1-32)
This subtask has underperformed due in large part to lack of staff resulting from a long term illness. However a register of corporate and private sponsors that are known to support the cultural sector in Europe has been created and new areas of funding from Philanthropic Foundations have been investigated. In addition, Europeana is actively pursuing new project

funding under Horizon 2020, Creative Europe and Smart Europe. Other specific activities included:

- The members of the Board, Executive, Network and the MSEG were mobilised to inform about CEF guidelines to their national MEPs, national contacts in Brussels (telecoms and/or culture counsellors), national governments and the Commission
- Via #AllezCulture a petition was set up and more than 7000 signed to support Europeana and its Ecosystem
- Funding country reports for Netherlands, Norway , Latvia was developed to raise contributions
- Country Specific Factsheets were developed for meetings in Brussels with Council Members from France, Greece and Lithuania
- Participation in the Culture Forum Conference and Creative Europe Conference to prepare Europeana for the new funding programmes and develop new partnerships with DG EAC
- Participation in the Sponsoring Seminar in Amsterdam organised by Vodafone to create partnerships and understanding of sponsorship programmes

Work Package Number	3
Work Package Title	**Policy, Strategy and Services**
Lead Partner	**Europeana Foundation**
Start Month: End Month:	**1** **32**

The objectives for this work package are:
- Develop strategic plans 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 Organization (PM1-32)

Subtask 3.1.1- Develop and update the Annual Strategic Plan (PM1-32)
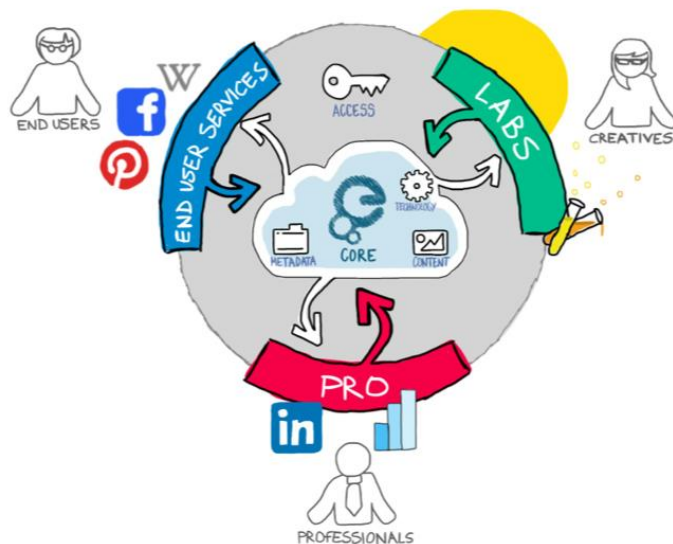
Between June and November 2013 we organised five workshops including over 150 members of our network, to evaluate and define the strategic direction of Europeana during the period 2015-2020. The results of the workshops were published in the Strategy Engine Room[8] on Europeana Pro, to allow others in the network to participate. The new strategy was then formally approved by the Europeana Network during the AGM in December 2013 and was then ratified by the Europeana Board in April 2014 in Paris.

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[8] http://pro.europeana.eu/web/guest/strategy-engine-room

The new strategic plan takes the best of the original idea of Europeana but adapts it to new market circumstances by transforming it from a portal to a platform, owned and governed by the Europeana Network with a more diversified income stream under the Connecting Europe Facility. The full strategic plan will be published in June 2014 under the Greek Presidency and is already available as *D3.3 Strategic Plan 2014-2020*.

Subtask 3.1.2 Business plan (PM1-32)

Between September 2013 and the AGM in December 2013 the Europeana Business Plan 2014 was put in place. This plan builds upon the descriptions of work of the core Europeana Projects (Ev2, Ev3, Awareness, Cloud and Creative) so that all tasks and deliverables are accommodated and given ownership within the organisational structure of the Europeana Foundation. At the AGM several workshops addressed key issues that require the input from the network so that the plan for the following year reflects the needs of our partners. In 2014 it was decided to prioritise the value of the membership to partners, the improvement of data quality and the transition of portal to platform. The plan has been published in April 2014 and is available as *D3.6 Business Plan 2014*.

Subtask 3.1.3 Content Strategy (PM1-32)

An update of the content strategy was developed and published in March 2013, but implemented in this reporting period. The actual implementation of the strategy and the follow up of the recommendations is spread across different tasks in two Work Packages. *Task 2.1 Partner Strategy and Plans* is dealing with the development of the partner network and thus following the recommendations on the country representation. *Task 2.2 Content Development Plan* is more focused on the domain representation and the type of content in Europeana. Specific actions on data quality are the key area of *Task 5.2: Quality assurance of repository*. Achievements and progress is reported accordingly under these tasks.

Task 3.2: Policy Development (PM1-32)

Areas of development during this reporting period continued to focus on business model innovation, open metadata and the implementation of the new Data Exchange Agreement between Europeana Foundation and content providers, for which Europeana continues to work in close cooperation with WP5 of Europeana Awareness. In addition to the work on open metadata, Europeana works closely with the Network to discuss topics of mutual interest and develop white papers where appropriate.

Over the course of the year, The Europeana Advocacy Framework was developed under the guidance of the Advocacy Task force, describing the process under which Europeana Foundation can proceed to establish policy positions on advocacy issues, specifically European legislative

activity. This has resulted in policy papers on the Orphan Works Directive, and the Public Sector Information (PSI) Directive. We also participated in the Licenses for Europe Stakeholder dialogue initiated by the European Commission, which ran from February to November 2013 and represented the perspective of Europeana and European cultural heritage institutions.

Further to this and in response the European Commission Public Consultation on EU Copyright Rules launched in December 2013, Europeana established a working group to develop a consensus driven response reflective of the needs of the stakeholders of Europeana from Board to Network.

Task 3.3: Product Development (PM1-32)

The previous reporting period saw the release of a new technical infrastructure for Europeana (operational since March 2013) including new core storage and index, new ingestion tools and a new portal and API. As a consequence, this period has been dominated by activities aimed at stabilising, maturing and exploiting that new infrastructure. During Period 3 we have also made significant improvements to organisation and process in regards to product development. A number of highlight achievements are listed below.

Organisational changes
- A Product Development unit has been created at Europeana. This has increased the profile and focus on well-designed and implemented products and services. Product Ownership and Agile methodologies have become more formalised and embedded in the organisation.
- Since the number of technology providing projects have increased, a Technical Project Coordinator was recruited (starting July 2014).
- A dedicated Product Developer for Network oriented services and knowledge management tools has been recruited internally
- A dedicated Product Developer for consumer oriented services is under recruitment

Process improvements
- A cross-unit Product Owner Team has been formed under the leadership of the Product Development unit
- Product Development as part of Europeana Network Projects have been more tightly aligned with the Product Owners in the Europeana Office
- A cross-unit Web Team has been formed under the leadership of the Product Development unit
- A User Centred Design (UCD) process implemented increasing the emphasis on and investment in user experience design

Consumer oriented products
- Europeana 1914-1918 has been updated to comply with EDM and to be able to read data from the main Europeana database as well as provide user generated content to it
- New features have been added to the portal

Developer oriented products

- New features have been added to the API

Network and partner oriented products
- A re-design of Europeana Pro has been launched, after consultation with the Network, as mentioned under WP2, and will be developed and deployed as part of Ev3
- A prototype Statistical Dashboard has been developed and will be operational in Ev3

Task 3.4 Market Revenue Research, PM9-23 (Task Leader: INA)

The report Market Potential Europeana was published in July 2013 as M20 Market Revenue Investigation Results. The report offers a detailed analysis of the revenue possibilities within the cultural domain related to websites or platforms. It analyses the different existing solutions, and presents the interest and applicability for the Europeana platform. Each use-case presents an example of existing solutions and analyses the economic impact of the solution.

Furthermore, during this period, preparation work was done on Open Linked Data and its use for cultural institutions. However, the full report on this has been postponed and instead a report on the storage service domain and its possible applications to the Europeana context will be issued at the end of the project. A workshop will be held in June 2014 in Paris under Ev3, presenting different APIs based on Europeana content and analysing it potential economic impact.

Work Package Number	4
Work Package Title	**Corporate Communications**
Lead Partner	**British Library**
Start Month: End Month:	**1** **32**

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:

Task 4.1: Corporate communications (PM1-32)

Within this period the Branding Strategy Review was developed alongside the Europeana Strategic Plan 2015-2020. This allowed the Review to be informed by and reflect the strategic direction of Europeana ensuring its relevance and longevity.

A tender exercise was run in autumn 2013, and proposals were received from brand consultancies in France, UK and the Netherlands. The Undivided group, a London agency, was selected. In the first stages of the review the agency held workshops and interviews with 18 stakeholders, and undertook extensive desk research to identify perceptions, hopes, fears and challenges facing Europeana. A first draft report and recommendations were then received in February 2014. The resultant positioning was presented to, and its direction accepted by, the Europeana Board in April 2014. The report focused on clearly setting out how Europeana addresses Europe's Digital Agenda through its shift from portal to platform, its position at the intersection of innovation and culture and its inclusive relationship with both the creative industries as well as cultural heritage institutions.

A programme of work was then agreed to develop key brand areas including architecture, tone of voice, language and core messaging in conjunction with the Corporate Communications team, to be followed by a series of workshops to refine and embed this with Europeana staff. This process is currently on-going. The results will provide both a clear strategic direction and a set of practical tools to establish and support Europeana's positioning going forward internally and externally.

In conjunction with the broader branding strategy review, over the past five months, we have carried out an internal review of style guidance for all of our web projects. To date the style of web products has been developed on an ad hoc basis as new sites were delivered, resulting in a slightly disjointed feel. To address this, a comprehensive and interactive guidance tool for developers has been created.

The guidance covers all style elements of putting together a web page or website from headings to icons. It will be a living document that develops and grows as new websites are added. However while new elements – for example colours – may be added, core elements such as font type or size remain consistent - allowing a strong web identity to develop. Importantly, this tool also provides a workspace for developers to allow new product development offline rather than online. This ensures that when CSS files are exported changes are applied globally rather than individually.

While the guidance tool is primarily aimed at internal developers, it is designed to be used by anyone developing a Europeana product or site and all future Europeana products will be developed on it. The guidance tool is currently in the final stages of refinement, it will be hosted on the Europeana site and available by July 2014.

Task 4.2: Events (PM1-32)

The two key events for this reporting period were the Annual General Meeting in December 2014 and an event as part of the Irish Presidency in June 2013. As part of the Presidency event in Ireland, Europeana hosted the workshop "Funding digitisation: can accessible cultural heritage fuel social and economic growth?" (*MS26 Annual Europeana Conference Ireland)*. It was addressed by digital cultural entrepreneurs and attended by 58 digital strategists and policy-makers.

The other key event was the Europeana Network's Annual General Meeting which was held in December 2013 in Rotterdam, Netherlands with over 200 Europeana Network members in attendance. As mentioned under WP2 in this report, This event was an important networking forum for industry professionals and Network members as well as a chance for individuals to work together to identify the key themes for Europeana's strategic vision. Discussion points included: how to connect with the creative industries, what impacts does Europeana want to have, Europeana's new Cloud systems and a consideration of the Network's own strategic vision for 2020.

The AGM was held one day before the Digital Strategies for Heritage Conference (DISH) in the same venue, so attendees were able to benefit from both events. DISH featured speakers of international repute, including a keynote from Internet Archive's Jason Scott.

Impressions from the Annual General Meeting

Task 4.3: Uptake of Europeana activities (PM1-32)

One of the main tasks within this reporting period has been to plan and execute corporate communications that position Europeana at the forefront of digital cultural heritage policy-making, interoperability and delivery.

Over the course of the past year we have continued to support and reinforce the commitment of the Europeana Network and Projects Group to the Europeana brand. This has been approached on two fronts: by providing and developing collaborative spaces and tools to the Network to promote uptake of Europeana; and by building on the positive and proactive nature of this relationship to support communications that demonstrate Europeana's role at the forefront of the digital cultural heritage field. The latter is best exemplified by two campaigns, #AllezCulture and Dreams.

The Dreams campaign set out specifically to strengthen the sense of the Europeana Network. By providing a space for professionals to share their work and ambitions for the digital cultural heritage field the campaign aimed to demonstrate their vital contribution to Europeana's role at the forefront of Digital Heritage innovation.
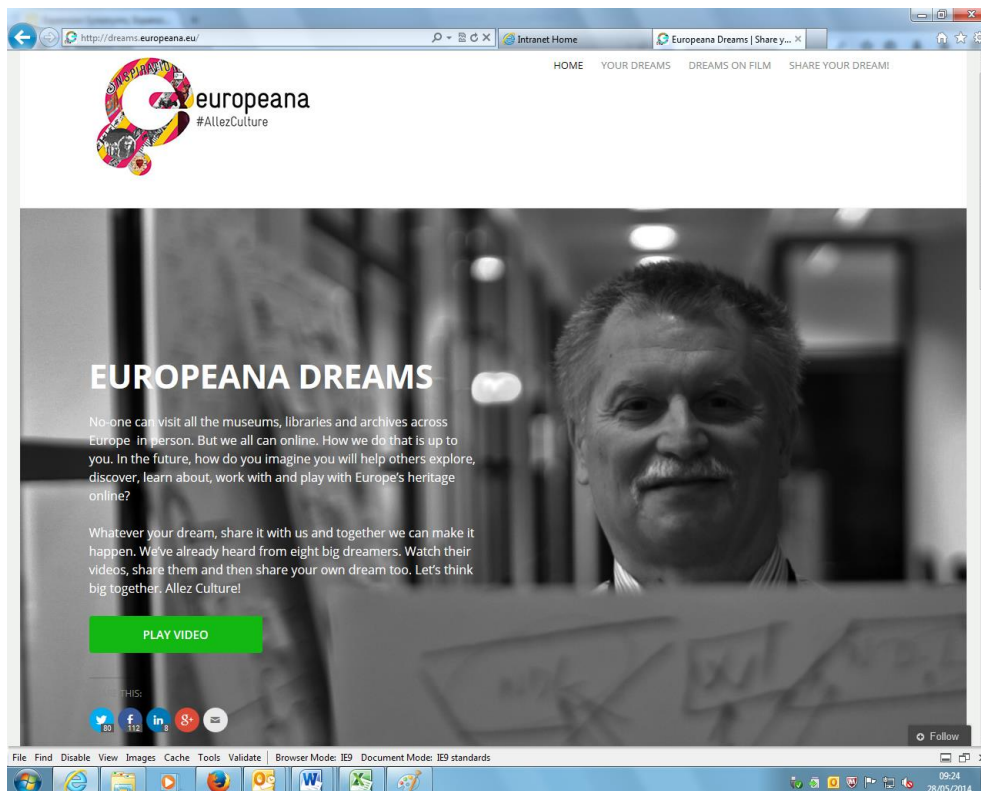
The vision and ambitions of members of the Network for digital cultural heritage were captured on film and shared on the Dream website[9]. The site was launched at Europeana's AGM in December 2013 and via a simultaneous social media campaign for those not able to attend. Network members were encouraged to share their dreams and ambitions and learn about those of others both via the site and through social media. The campaign highlighted the innovation already existing in the sector and the shared passion and drive of its professionals to take it further.

The #AllezCulture campaign sets out to showcase to an international audience the added value created through the use and promotion of digitised cultural heritage and to harness the experience, success and commitment of the Europeana Network to do so.

The campaign is run as a social media campaign employing the hash tag #AllezCulture and channels such as Twitter, Facebook and blogs. Using the framework of tightening resources across Europe as the starting point for the conversation, prominent cultural heritage institutions and figures from the Europeana Network and globally were encouraged to tweet and post examples demonstrating the added value of digital cultural heritage provides both to end-users and organisations and Europeana's role in this. Those working in the creative industries were also encouraged to contribute their voice. The campaign quickly went viral, and was picked up to by a 'grass roots' audience of those working in the cultural heritage sector.

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[9] http://dreams.europeana.eu/
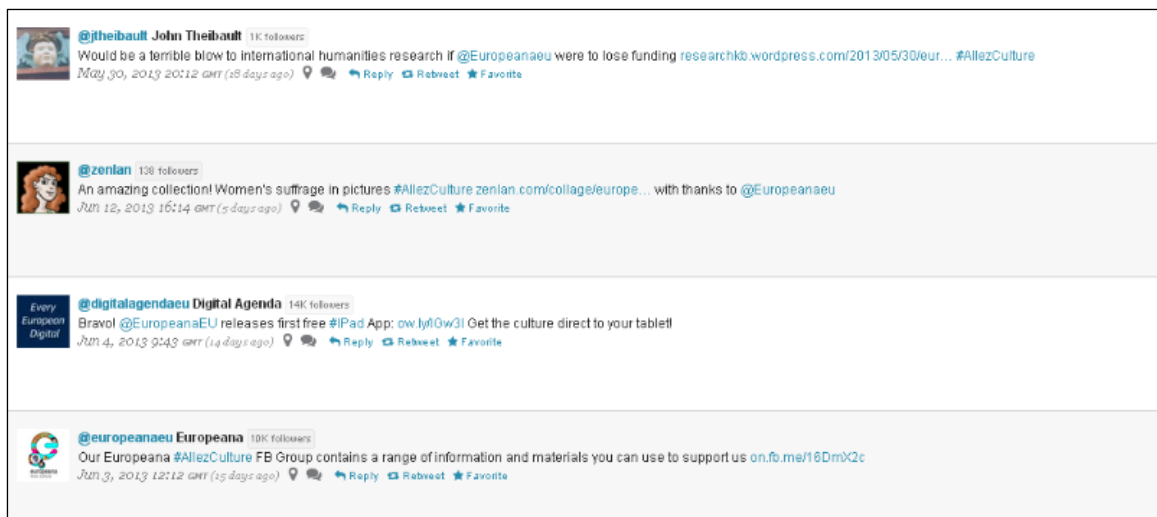
#AllezCulture Twitter feed

As part of AllezCulture, an online petition recognising the added value that Europeana provides was launched and signed by 7.500 cultural heritage professionals in a two-week period. For example:

Europeana presents a very solid evidence that Europe is more than a project. It is the testimony of a very rich inheritance that deserves to be known by future generations… - Albert Hauf , Emeritus Prof. Universities Of Wales And Valencia on Jun 24, 2013

I'm a US iPhone developer. I don't lack for monetary reasons to laud the Internet. But Europeana is what the Internet was envisaged as being for. The dissemination of knowledge, democratically. It's a place I go to consistently. It deserves enlightened support. If not from the EU, then from whom? Europeana is the EU's ambassador to people like me. -Chris Welsh on Jun 26, 2013

Wohin soll denn die Deutsche Digitale Bibliothek exportieren? Wie sieht es mit den ganzen Inhalten der Europeana Projekte aus? Was für eine bessere Möglichkeit zur europaweiten Präsentation einer gemeinsamen Idee gibt es denn sonst . -Ulf Preuß on Jun 24, 2013

The AllezCulture Facebook page[10] was also set up to allow cultural heritage and creative industry professionals, as well as a wider audience of interested end-users, with a space where they can recognise and share examples of the inspiring and cutting edge developments in digital cultural heritage. This page now has almost 400 members with daily postings.

The AllezCulture campaign has gained the support of high-level European political figures demonstrating the engagement and confidence of senior policy-makers and

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[10] https://www.facebook.com/groups/AllezCulture/

political stakeholders in Europeana. For example, Commissioner Neelie Kroes European Vice President for the Digital Agenda has tweeted about Europeana during the AllezCulture campaign. While MEP Doris Pack, Chair of the European Parliament Committee on Culture and Education recorded and contributed a video message[11] of support that highlighted the important role that Europeana plays in this field, which was disseminated as part of the campaign. Collating the statistics for #AllezCulture will take place later in 2014.

Germany's Federal Government Commissioner for Culture and the Media, Monika Grütters

The nature of communications means that the work carried out under Europeana V2 and Europeana Awareness has both overlapped and provided opportunities for synergy on an on-going basis. For reporting purposes this often results in an artificial divide of efforts and results. However clear links can and should be made. Two major events for Europeana Awareness 1914-1918 under this reporting period demonstrate this.

In January 2014 we launched the Europeana 1914-1918 website bringing together and providing free access to more than half a million digitised items from 20 countries at the State Library in Berlin. As part of this event Germany's Federal Government Commissioner for Culture and the Media, Monika Grütters gave a supportive speech on Europeana[12].

In March 2014 The Dutch Awareness campaign, focusing on Europeana 1914-1918, was launched with a stakeholder and media event at the Koninklijke Bibliotheek in The Hague. Commissioner Neelie Kroes recorded and contributed a video message[13] for this event setting out why she felt the work done under Europeana 1914-1918 was important.

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[11] http://vimeo.com/69069677

[12] http://bit.ly/1ir4pmr

[13] http://www.youtube.com/watch?v=PNIdc_1Tkzs

The vocal support of both of these high level European politicians for Europeana at these events was a result of their established engagement with and confidence in Europeana.

The widespread, high level and very visible recognition of Europeana's value added and its role as a driving force in this sector was a contributing factor that helped secure Europeana's position as a Digital Service Infrastructure under the Connecting Europe Framework. This can in part be attributed to work carried out under Europeana's Corporate Communications.

Alongside dedicated campaigns, work has continued on improving and developing collaborative spaces and tools to promote uptake of Europeana.

The Pro blog is a dynamic area of the website which regularly engages with its audience on new topics and with guest bloggers. The past year has seen on-going work to develop the blog in terms of topic, contributors and frequency. The result is continued growth in its popularity and the blog is now the most viewed section of the site. The most popular blog in this period was on the Europeana Data Model, which generated over 1000 page views[14].

Another innovation has been use of the Pro site to provide guaranteed and centralised accessibility to all Europeana presentations through Slideshare, improving the preservation and sharing of information with cultural heritage professionals.

Over this period we have also developed the use of Pro as a tool to illustrate and share the collaborative process that defined Europeana's strategic goals for the next five years. This allows us to demonstrate and further promote the active involvement of the Network in the work and evolution of Europeana.

Continuous assessment of user requirements from Pro means that we provide on-going and regular updates of communication resources such as factsheets, templates and source material for presentations as well as the more general information sections of the site.

Under Publications, Corporate Communications has overseen *The Europeana Foundation Annual Report 2013.* This report is available as a downloadable PDF and was promoted on Pro with a dedicated blog entry[15].

Task 4.4: Working with the Europeana Projects Group (PM1-32)
Alongside maintaining on-line communication platform for project representatives, two major events took place during this reporting period to ensure the effective continued knowledge

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[14] http://pro.europeana.eu/pro-blog/-/blogs/1836825
[15] http://pro.europeana.eu/pro-blog/-/blogs/europeana-annual-report-and-accounts-2013-published

transfer between representatives of various Europeana related projects by allowing them to meet face to face and discuss relevant issues in depth.

Active discussion at the Projects Group Assembly

The Projects Group Assembly took place in September 2013 in The Hague with 50 representatives from 25 different projects attending. Discussions and presentations were wide-ranging, from Europeana's future funding and strategy, working with creative industries and building a cloud infrastructure, to the Europeana Data Model, intellectual property rights, sustainability and engaging audiences. The programme was interspersed with 16 five-minute project updates including Digitising Contemporary Art, Daguerreobase, LoCloud, Europeana Fashion and many others. The overriding message of the two-day event was that we must continue to work together as a network, support each other, talk to each other and make sure the network remains active and lively.

The Wall of Faces at the New Projects Meeting

In March 2014 we held an interim New Projects meeting in The Hague focusing specifically on inviting several representatives from a smaller selection of projects to come together and discuss issues of particular relevance to them. In total 30 attendees were present, representing Europeana Food & Drink, Europeana Sounds, Apps4Europe, Europeana Space, Europeana Cloud, and Europeana Creative. The aim was to bring together people from newly launched projects together with Europeana staff and representatives from more established projects such as Cloud and Creative in order for everyone to get a better understanding of what is going on in each project, know exactly who is responsible for what and identify areas of overlap and concrete actions for collaboration.

Work Package Number	5
Work Package Title	**Operations**
Lead Partner	**Europeana Foundation**
Start Month: End Month:	**1** **32**

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

Description of work carried out and achievements:

Task 5.1: Ingestion operations (PM1-32)

The total number of records increased from 26,787,154 to 33,863,531 records in the reporting period. The new United Ingestion Manager (UIM) was launched and the first publication processed via these tools was run in June 2013. Towards the end of 2013, UIM was still not free of bugs but stable enough to re-establish a monthly ingestion and publication cycle. A focus on product development was also possible and a roadmap for the future development of the Europeana ingestion tools was prepared. New feature requests will also be realised to support the work of some key projects in the Europeana group (e.g. Europeana Inside).

Task 5.2: Quality assurance of repository (PM1-32)

Quality considerations are an integral part of the ingestion workflow. All metadata delivered for the monthly publications are continuously checked for mandatory elements and rights statements, for example. In addition, new mechanisms were established in the last reporting period to ensure the high quality of the Europeana database. A Metadata Quality Task force was set up and launched in December 2013 to reinforce the importance of quality assurance and find ways of improving quality in collaboration with Europeana Network members providing data to Europeana. The work of this Task force came to an end in May 2014 and the recommendations are being finalised. The work on the Europeana Publication Policy started in 2014 and a version 0.1 with a strong focus on rights statements will be published before summer 2014.

With regards to quality assurance, accurate rights labels are very important. A Rights Labelling Campaign was launched in early 2013 in collaboration with Europeana Awareness to enable

Europeana to address most of the issues. The campaign was not progressing as planned and the corresponding KPI was not met by the end of 2013. In December 2013 the campaign was reviewed to come up with a new plan and approach for the next phase, which will aim to fully reach the KPI. According to this plan, no unlabelled items will be available in Europeana after July 2014 and the Rights Reserved Restricted Access statement will be retired successfully. Results so far look promising. As a side effect, the number of openly licensed items in Europeana is also increasing.

Task 5.3: Support for providers and aggregators (PM1-32)

The EDM definition as the formal specification of classes and properties used in Europeana was revised in the reporting period and released in July 2013 (version 5.2.4). Together with the EDM definition, the EDM primer and the EDM mapping guidelines (v2.0) were revised and released in July 2013. The final ESE documentation was also released in July 2013. The EDM presentation template is also regularly updated, the last time being in September 2013. All resources are available on Europeana Professional and more details on the above documents and guidelines will be available in *D5.2 Up-to-date Guidelines* due in May 2014. This deliverable will also link to the most current EDM mapping guidelines, which were recently reviewed by members of the Europeana Network and the Metadata Quality Task force. The provide data section on Europeana Professional was also updated, to reflect new developments and consider requests from data providers and aggregators.

Task 5.4: Operational data model (PM1-32)

The process of implementing the theoretical model as the foundation of an operational system resulted in several changes to EDM, which are specified in D5.3 Further development of the Europeana Data Model in May 2014. Some further changes were implemented as an outcome of prototyping EDM with partner projects. Among the early adopters of EDM are projects CARARE and MIMO. In the last few months, more projects and aggregators have been submitting EDM to Europeana including OpenUp! and The European Library, adding to the list of case studies successfully working with EDM.

Work Package Number	6
Work Package Title	**Technology**
Lead Partner	**Europeana Foundation**
Start Month: End Month:	**1** **32**

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 & Portal (PM1-32)

The Europeana.eu repository and portal continue to be hosted with an external company, Vancis, which is a commercial subsidiary of SARA/SURF, the Amsterdam University computing centre. The production environment has not changed significantly in comparison to the previous report periods with an exception of some efficiencies introduced into the stack. The goal of these efficiencies was to minimize the amount of machines used and to drive the costs down.

The services ran with satisfactory reliability with uptime according to the service level and occasional spikes which were handled proactively by the Europeana and Vancis team.

However, the existing setup of the production environments proved to be too inflexible to support Europeana's on-going needs related to content publication and continuous software deployment. Although the relationship with Vancis was carefully maintained in order to ensure in-time response for our change requests, the *ad hoc* manner of rolling out changes proved to be insufficient in the long-term in the light of Europeana's challenges. This led to recognition that in the next Europeana project we should strive towards a more efficient, flexible, responsive, transparent and automated hosting environment . Essentially, a big part of these needs, and many others, is addressed by modern cloud-based technologies for hosting which are quickly becoming a popular choice for technology-driven organisations. All the subsequent choices of hosting for Europeana are recommended to be done with this experience in mind.

Task 6.2: Hosting and maintenance of the Development & Open Source environment (Task Leader: CNR-ISTI)

The EuropeanaLabs environment consists of a set of servers, storage and communication devices which serve Europeana for running development, testing and acceptance environments. Over the last two periods of the project the environment has been suited to Europeana's needs

and therefore required relatively little intervention during the reporting period. Please refer to the Ev2 Period 2 report for a detailed technical description of the environment.

The only substantial addition to the maintenance process now required was consolidation and streamlining of the backup procedure. Because EuropeanaLabs runs a number of software systems which are treated as part of the production pipeline (although not been hosted as part of the previous task) we had to ensure regular backups of the system.

Sound and healthy cooperation between the teams and timely response by the CNR-ISTI team to on-going change and support requests from Europeana enabled the steady development process. However, increased usage of computation resources by Europeana, often unpredictable patterns of resource consumption (due to publication cycles and press releases) and growing operations volume emphasized the need for a more advanced solution to provision development resources to Europeana. It seems that various cloud-based Platform-as-a-Service (PaaS) solutions can answer this need to a large extent. This will be seriously considered in Ev3.

Task 6.3 Maintenance, development and integration (PM1-32)

Over the last year, development of new products and features was mainly focused on the following features:
- stabilising the EDM ingestion infrastructure
- stabilising and extending the Europeana API
- adding functionality to the Europeana Portal
- re-engineering the semantic enrichment framework and making it suitable for further enrichment scenarios

Europeana has been trying to adopt the agile methodology of software development with varying success over the course of the Ev2 project. During the reporting period our grip of the process has significantly improved and we ran the sprint cycles for the entire period continuously. However, the process can still be improved significantly through more investment into crucial aspects of agile development methodology: maintaining the backlog, keeping the process discipline, holding continuous reviews of the process and constantly aligning between priorities and resource allocation. As an illustration of the process, the diagram of development ticket flow during the reporting period is shown below.

Cumulative Flow Diagram (Beta) (Ticket count or ticket estimate per day)
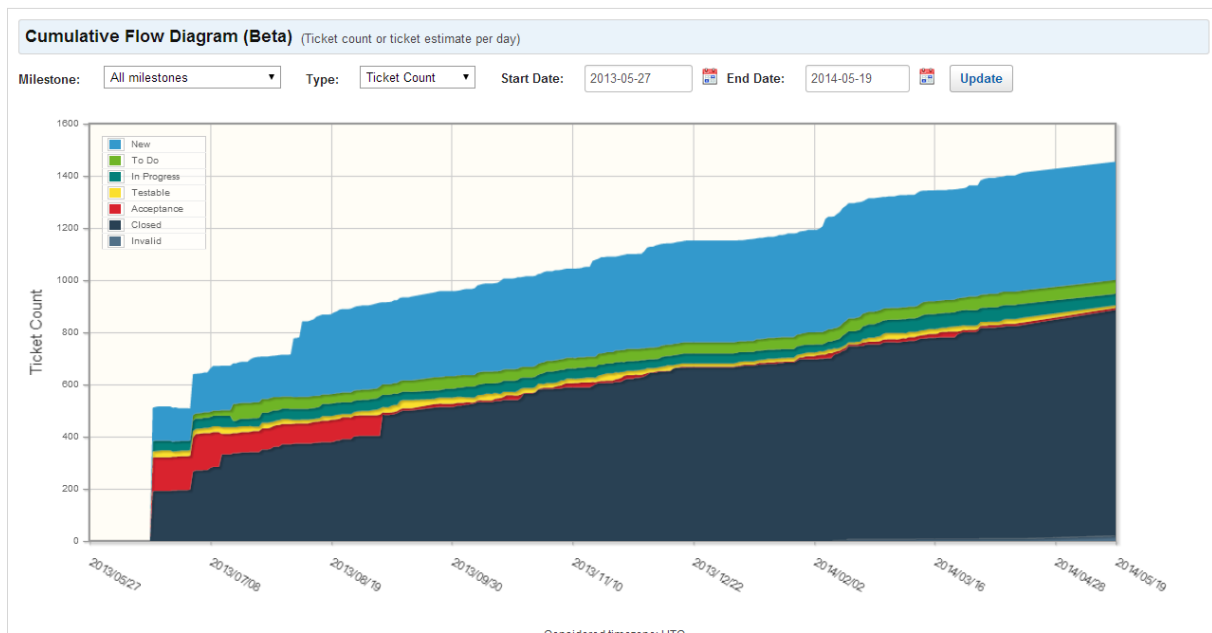
Task 6.4 Release Management and Deployment (PM1-32)

Releases of the Europeana Portal, API and UIM were steadily delivered to the users in a series of minor releases. The team also implemented a Continuous Integration solution, based on the open-source Jenkins platform, for streamlining delivery of new components in the future. The code was migrated from an internal code repository system to the standard and popular worldwide GitHub code management service. Due to hosting limitations of the production environment at Vancis the Continuous Integration solution could not be propagated across the board to all the environments and this remains to be addressed in the future.

Task 6.5: Test & Acceptance Management (PM1-32)

Testing and acceptance procedure steadily accompanied the development and release process with only a couple of times when a delivered version had to be recalled, due to undiscovered bugs. The team started using automated solutions for testing (based on the Selenium framework and SauceLabs online service) that will further on be integrated into the Continuous Integration solution. The first version of API tests have been added to the automated testing suite to reflect the centrality of API to Europeana business.

Work Package Number	7
Work Package Title	**Innovation**
Lead Partner	**Österreichische Nationalbibliothek**
Start Month: End Month:	**1** **32**

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
- Consolidate the work package (WP) and establish monitoring and QA mechanisms
- Foster work package internal communication and exchange
- Align with other work packages

Description of work carried out and achievements:

Task 7.1: Developers' Network and FLOSS Inventory (PM1-32) (Lead: Beeld en Geluid)
Subtask 7.1.1: Research and Development Community (PM1-32)
Subtask 7.1.2: Inventory and documentation of existing applications (PM1-32)

The FLOSS Inventory has grown to a total of 209 entries. Since the instalment of a EuropeanaTech community manager in January 2014 several actions have been taken to improve the inventory as well as raise awareness amongst the EuropeanaTech community and beyond. These actions include cleaning and updating the list to make sure all links are properly working and up-to-date, searching for possible new additions and encouraging the people behind the tools on the FLOSS Inventory to provide more info or new additions if possible.

The FLOSS Inventory has also had its profile raised through the 'Did You Remember to #FLOSS?' Twitter campaign, which highlighted a new tool every day throughout March 2013. The campaign was considered successful due to the amount of traffic brought to the EuropeanaTech Twitter account, which included 83 new followers during that time, doubling the amount of new followers garnered the previous two months, with some posts receiving over a thousand views[16].

Furthermore, in preparation of *D7.2 Report of Inventory of FLOSS Documentation and Sustainability* the entries in a snapshot of the inventory is currently being evaluated by experts

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[16] https://docs.google.com/document/d/1cckLImxx1rANXJ4ZwwQo4Xs9Ovx2ySYhfoqhu3ijoN0/edit?usp=sharing

from B&G, Europeana and ONB to be able to provide developers with more extensive information on the actual 'reusability' of the software entries in the inventory. An export of all information in the inventory to European Labs is currently in preparation and will be finalized before the end of the project.

The final deliverable corresponding to this task – D7.2 – will provide a recap on the methodology used to compile the FLOSS Inventory. It will also provide an updated analysis of its content. As mentioned above it will also go beyond that and provide an assessment of the individual entries from the perspective of a developer wanting to reuse these tools. The deliverable will also report on the interaction with the EuropeanaTech community and the sustainability of the inventory, as part of Europeana Labs. It will describe how the content of the current inventory will be exported to and represented in the Europeana Labs environment and how continuous community maintenance of the inventory will be supported. It will also provide details on how visitors of Europeana Labs will be provided with additional information on the entries in the inventory, in the form of quality assessments that have been prepared by the work package.

Task 7.2: Development of innovative applications for user interaction and UCG (PM1-M32) (Lead: Beeld en Geluid)

MS40 Report on innovative applications, second iteration describes how both of the two innovative applications that were developed – as instructed by *D7.5 Functional specifications for social semantic functions (incl. prototype description)* – will be further developed. The Milestone describes how 'Waisda? for Europeana' will be expanded with an OpenSKOS connector, allowing for a generic method to utilize controlled vocabularies that are available in a SKOS format for the matching mechanisms of the game. The milestone also describes extending Waisda? with a harvestable export mechanism, allowing Europeana – and potentially also other third parties – to reuse the user generated metadata that results from crowdsourcing. This connector has since been realized and is currently operational. Similar expansions were envisioned for 'PyBossa for Europeana' (more on this below).

Apart from this functionality based further development, Waisda? will be extended on the content level, to showcase the opportunities of the prototype for different collections that reside in Europeana. In collaboration with the *Europeana Film Gateway* a collection from the Austrian Film Museum has been selected for inclusion. This collection will be featured next to the currently already implemented newsreel collection from Beeld & Geluid.

The above-mentioned inclusion of another video collection the game also provides a perfect opportunity to showcase the potential of the OpenSkos connector. This allows the game to be configured in such a way that is uses different controlled vocabularies for different sets of content. To demonstrate this functionality the prototype will utilize another controlled vocabulary, next to the GTAA from Sound and Vision that is currently in use. For *Europeana 1914-1918* Europeana has deployed its own OpenSKOS instance[17], containing various categories such as military aspects, operations, campaigns, and social aspects. All the concepts are translated in seven languages and are linked to the Library of Congress Subject headings. The

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[17] http://skos.europeana.eu/api

Waisda? prototype will be the first project to utilize this vocabulary from Europeana their OpenSKOS repository.

All of the above will be reported on in *D7.3 Report on innovative applications, first iteration*. There is however one important deviation from the plans reported in MS40 and D7.5 to mention. Because of circumstance beyond the control of WP7 we have been forced to drop the further development of PyBossa for Europeana. The main reason has been the difficulty to influence the roadmap and activities of the open source community that forms the core of PyBossa. PyBossa is a project initiated by the Open Knowledge Foundation. Although there is active development on the source code of the project, most activity is project related. Apart from that, the community is limited to Python developer (the code language the project is based on).

Voluntary developer resources on the side of the Open Knowledge Foundation have proven scarce, since OKFn related developers mostly voluntarily contribute to open source project like PyBossa, next to their professional assignments. As a result, the developers we have worked with for the first instalment have been unavailable to us for further development. To mitigate this setback, we've instigated development on a third prototype, based on Annotorious. Annotorious is being developed under the leadership of the Austrian Institute of Technology. The software has its roots in the YUMA Universal Media Annotator prototype, developed as part of the EuropeanaConnect research project.[18]

Task 7.3: Semantic Web / Linked Data (PM1-32) (Lead: HU Berlin)

The work in this task focused on further developing of the Europeana Data Model in this reporting period. Two important strands of work were the Task forces that were launched and successfully ran. The EDM – FRBRoo Application Profile Task force (EFAP-TF) ran from July 2012 to June 2013. The aim of the EFAP-TF was to extend, correct or restrict this suggested mapping and provide examples for the use of the combined EDM and FRBRoo namespaces. The final report[19] of the task force delivers combined models in terms of properties and classes of EDM and FRBRoo illustrated by sample data. Smaller groups have worked on three different examples. The report also provides principles for modelling and mapping rules based on the experiments of the working groups.

From May 2014 onward, the focus lies on preparations of the final deliverable of the subtask on Model refinements for EDM: *D7.6 Report on Model Refinements for EDM*. Activities such as following the network developments around the Europeana Data Model, collecting ideas for new potential task forces found their way into the launch of the Task Force on EDM mappings, refinements and extensions. The main work of the task force consisted of collecting mappings / extensions to / of EDM and summarizing as well as documenting all strands of work from different partners and projects into an overall 'big picture'. The Task force ran from September 2013 to January 2014.

Achievements:
- Submission of EDM – FRBRoo Application Profile Task Force report

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[18] http://pro.europeana.eu/thoughtlab/user-generated-content#EConnect
[19] http://pro.europeana.eu/documents/468623/1760978/TaskfoApplication+Profile+EDM-FRBRoo

- Publication of a blog post about the task force[20]
- Submission of the Task Force report on EDM mappings, refinements and extensions[21]
- Publication of a blog post on Europeana Pro about the task force[22]
- Submission of D7.6 Report on Model Refinements for EDM

Task 7.4: Multilingual Access / Translation (PM1-32) (Lead: HU Berlin)

At the beginning of the project, there was an adaption of the deliverables and milestones. There are two main deliverables that will report on all three subtasks, namely a *M15: Mid-term report on innovative Multilingual Access* and *M32: Final report on innovative Multilingual Access*.

Humboldt-Universität zu Berlin (HUB) is responsible for developing new user interaction models for multilingual access to content and developing solutions for user-assisted translation suggestions. For that, HUB participated in a workshop to discuss and develop novel interaction models with several Europeana stakeholders and usability experts (22 July 2013). Several mock-ups and wireframes were created during the prototyping sessions and evaluated for their feasibility. Furthermore, multilingual user paths for the Europeana portal were developed and evaluated with the usability experts. The outcomes of the workshop are reported on in *D7.8 Final Report on Innovative Multilingual Information Access*, which is due in May 2014. In this report, HUB developed a strategic plan for multilingual and semantic enrichment of metadata in Europeana. A strategy for enrichment is essential to make Europeana's objects more accessible in general and across different languages.

The semantic enrichment strategy we developed was driven by the following two sub-tasks:
- Evaluation of effectiveness of enrichments in Europeana: we developed an evaluation plan for assessing enrichments and the effects of enrichments on the visibility of objects in the search results. We conducted an evaluation on a suitable sample of enriched records. This was based on the first qualitative results of a Europeana enrichment study conducted in 2012 (Olensky et al, 2012).[23]
- Development of strategic plan and guidelines for enriching in practice: we based this on the task force workshop "Multilingual and Semantic Enrichment Strategy for Europeana" that was held on November 8 2013 in Berlin. Here, collections were deeply analysed and recommendations for enrichments were developed.

Furthermore, the deliverable lists actionable items for Europeana to improve semantic and multilingual enrichment quality. It also reports on user interaction models and analyses the progress Europeana has made during the project period with regard to multilingual interface and portal display.

HUB has also organized the CHiC[24] information retrieval lab for three years. A complete dump of Europeana data was used to compare and evaluate several information retrieval systems and

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[20] http://pro.europeana.eu/pro-blog/-/blogs/1767625
[21] http://pro.europeana.eu/documents/468623/bca65b72-fb8f-4b4f-802d-1072690ae33a
[22] http://pro.europeana.eu/pro-blog/-/blogs/2044712
[23] Olensky, M., Stiller, J., and Dröge, E.: 'Poisonous India or the Importance of a Semantic and Multilingual Enrichment Strategy'. Proc. Metadata and Semantics Research pp. 252-263 (2012)
[24] Cultural Heritage in CLEF, http://www.culturalheritageevaluation.org

query enrichment algorithms. In the 2013 evaluation round (Petras et al., 2013)[25] taking place during CLEF 2013[26], the information retrieval and query enrichment experiments were complemented by an interactive experiment, which used a questionnaire and log-file observation approach to observe over 200 participants interacting with Europeana data in an interactive portal. The CHiC workshop[27] had fifteen participants and ten research talks reporting on these experiments.

HUB launched a task force to work on a multilingual and semantic enrichment strategy for Europeana.[28] This task force was running from October 2013 till March 2014. During this time, HUB organized a workshop for the task force members where several collections in Europeana were analysed to derive a multilingual and semantic enrichment strategy. Furthermore, the vocabulary used for enrichments and the associated metadata fields were analysed and enrichment rules were established. The report of the task force was submitted to the broader community by the end of January 2014.[29] The publication was accompanied by a blog post on Europeana Pro.[30] Furthermore, a paper was submitted to the practice track of the Digital Libraries Conference 2014.[31]

HUB also received a MongoDB dumb of Europeana data to more efficiently evaluate enrichments in Europeana. HUB is working on a documentation for this data which connects the portal display, indexed fields and MongoDB collections easing evaluation efforts.

Furthermore, HUB was a member of the Metadata Quality Task force, mentioned under WP5, contributing to the best practices guidelines for submitting high quality metadata to Europeana.

Achievements
- Development of novel user interactions models for multilingual access and user-assisted query translations
- Participation in a workshop with usability experts and Europeana stakeholders
- Organization of CHiC IR and Interactive IR workshop and reporting of results in LNCS proceedings and Online Working Notes
- Submission of the Task Force Report on multilingual and semantic enrichment strategy
- Publication of a blog post on Europeana Pro about the task force
- Organization of a 1-day workshop for the task force on multilingual and semantic enrichment strategy
- Development of holistic enrichment strategy for metadata in Europeana which includes
  - a framework and measures to evaluate enrichments and their effectiveness,
  - evaluation results for Europeana and
  - a step-by-step guide for adding enrichments to metadata.
- Submission of deliverable D7.8 end of May that reports on all these achievements

[25] Vivien Petras, Toine Bogers, Elaine Toms, Mark Hall, Jacques Savoy, Piotr Malak, Adam Pawlowski, Nicola Ferro, Ivano Masiero: Cultural Heritage in CLEF (CHiC) 2013. CLEF 2013: 192-211
[26] http://www.clef2013.org/
[27] (http://www.promise-noe.eu/chic-2013/programme)
[28] http://pro.europeana.eu/web/network/europeana-tech/-/wiki/Main/Task+force+multilingual+semantic+enrichment
[29] http://pro.europeana.eu/documents/468623/8b75b054-712e-432b-a0f7-761898e6f60e
[30] http://pro.europeana.eu/pro-blog/-/blogs/a-multilingual-and-semantic-enrichment-strategy
[31] http://www.dl2014.org/

Task 7.5: Work Package Coordination (Lead: Austrian National Library)

This task coordinates WP7 and is responsible for all management activities on WP level. It assures communication and alignment among all task leaders and partners in this WP as well as alignment with the other WPs and Europeana's strategic and business planning. The task is also responsible for communication activities within the Europeana Tech community. WP7 results from the second project year were presented at the Europeana Annual General meeting in December 2013 in Rotterdam.

Subtask 7.5.1 Monitoring and QA (M1-M27)

This task oversees all the work done in this WP. It organised feedback iterations on activities in task 7.1 – 7.4 and ensured quality control of the WP's deliverables. The status quo of Europeana's technical task forces was regularly reported.

Subtask 7.5.2 Liaison with the task leads in WP7 and the Europeana teams (M1-M27)

This task takes care of WP7 internal communication and organises bi-weekly Skype 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 EuropeanaTech for the wider technical community to be addressed.

In the reporting period, the subtask ensured liaison with activities in the Europeana Creative project related to Europeana Labs which will be implemented in Europeana Creative in close cooperation with EF. It ensured that EuropeanaTech related requirements for Europeana Labs are taken into account for implementation.

Subtask 7.5.3 Reporting and contribution to dissemination strategy (M1-M27)

Results from the project are regularly communicated via the @EuropeanaTech Twitter account which currently has 1250 followers and via the Europeana Professional Blog.

3. Deliverables and Milestones Tables

TABLE 1. DELIVERABLES *(ordered by 'Due delivery date from Annex I')*									
No.	Name	WP	Lead partner	Nature	Dissem-ination level	Due date from Annex I	Delivered Yes/No	Actual / Forecast delivery date	Comments
D1.1	Usability report	WP1	1	R	PU	15	Yes	15	
D2.1	Partner Strategy & Development Plan	WP2	1	R	PU	3	Yes	9	This deliverable has been rescheduled in agreement with the EU project officer. Postponed to include results from the report on "Strategic Analysis and Grouping of Europeana Stakeholders"
D2.2	Partner Strategy & Development Plan	WP2	1	R	PU	16	Yes	16	
D2.3	Funding Report	WP2	1	R	PU	32	Yes	32	
D3.1	Strategic Plan 2011-2015	WP3	1	R	PU	1	Yes	1	
D3.3	Strategic Plan 2014-2020	WP3	1	R	PU	32	Yes	32	

D3.4	Business Plan 2012	WP3	1	R	PU	5	Yes	6	
D3.5	Business Plan 2013	WP3	1	R	PU	17	Yes	17	
D3.6	Business Plan 2014	WP3	1	R	PU	32	Yes	32	
D3.7	Content Strategy Update	WP3	1	R	PU	5	Yes	9	rescheduled in agreement with the EU project officer; combined with M11: Content Acquisition & Development Plan and renamed Collections and Data Analysis, Strategy and Plan
D3.8	Content Strategy Update	WP3	1	R	PU	18	Yes	18	
D4.1	Corporate communications plan	WP4	2	R	PU	21	Yes	21	
D5.1	Content quality specifications	WP5	1	R	PU	8	Yes	9	
D5.2	Up-to-date guidelines	WP5	1	R	PU	32	Yes	32	
D5.3	Further development of the Europeana Data Model	WP5	1	R	PU	32	Yes	32	
D6.1	Europeana.eu release report	WP6	1	R	PU	12	Yes	14	
D6.2	Europeana.eu release report	WP6	1	R	PU	24	Yes	24	

D7.1	Core Inventory of FLOSS in the Cultural Heritage Domain, second iteration	WP7	7	O	PU	18	Yes	18	
D7.2	Report of Inventory of FLOSS Documentation and Sustainability	WP7	7	R	PU	32	Yes	32	
D7.3	Report on innovative applications, first iteration	WP7	7	R	PU	32	Yes	32	
D7.4	Market study on technical options for semantic feature extraction	WP7	4	R	PU	7	Yes	7	
D7.5	Functional specifications for social semantic functions and prototype code	WP7	4	R	PU	18	Yes	18	Changed: originally MS41 (approved by project officer, March 2012)
D7.6	Report on Model Refinements for EDM	WP7	4	R	PU	32	Yes	32	
D7.7	Mid-term report on Innovative Multilingual Information Access	WP7	4	R	PU	15	Yes	15	
D7.8	Final report on Innovative Multilingual Information Access	WP7	4	R	PU	32	Yes	32	
D8.1	Europeana Foundation Annual Report 2011	WP8	1	R	PU	8	Yes	9	

D8.2	Europeana Foundation Annual Report 2012	WP8	1	R	PU	19	Yes	19	
D8.3	Progress report for Period no. 1	WP8	1	R	CO	9	Yes	9	
D8.4	Progress Report for Period no.2	WP8	1	R	CO	19	Yes	19	
D8.5	Progress Report for Period no.3	WP8	1	R	CO	32	Yes	32	
D8.6	Final Report	WP8	1	R	CO	32	Yes	32	

No.	Name	Due date from Annex I	Achieved Yes/No	Actual / Forecast achievement date	Comments
TABLE 2. MILESTONES *(ordered by 'Due achievement date from Annex I to the Grant Agreement')*					
MS1	End user research plan	3	Yes	3	
MS2	User testing plan and methodology	6	Yes	6	
MS3	User testing plan and methodology update	18	Yes	18	
MS4	User Research Work Group activity plan	3	Yes	3	
MS5	Yearly Dissemination and Communications Plan	7	Yes	9	Renamed to: End-user Marketing and Communications Plan 2012-2013
MS6	Yearly Dissemination and Communications Plan	19	Yes	20	One month delayed
MS7	Strategic Analysis and Grouping of Europeana Stakeholders	2	Yes	7	Planning adjustment by Project Coordinator, due to resource issue
MS8	Yearly Content Provider and Aggregator Council Meeting	3	Yes	3	
MS9	Yearly Content Provider and Aggregator Council Meeting	15	Yes	14	
MS10	Yearly Content Provider and Aggregator Council Meeting	27	Yes	27	
MS11	Content Acquisition & Development Plan	7	Yes	10	MS11 merged with D3.7
MS12	Content Acquisition & Development Plan	19	Yes	19	

MS13	Three year Funding and Sponsoring Plan	4	Yes	9	Postponed to include updates on Connecting Europe Facility and results from first targeted Sponsoring Approach
MS14	Setup a registry of sponsors and funding organizations	7	Yes	7	
MS15	Europeana.eu Product Development Plan	6	Yes	6	
MS16	Europeana.eu Product Development Plan	12	Yes	12	
MS17	Europeana.eu Product Development Plan	18	Yes	18	
MS18	Product Development Plan	24	Yes	24	
MS19	Market Revenue Investigation Results	11	Yes	16	
MS20	Market Revenue Investigation Results	23	Yes	23	
MS21	Ev2 public website	2	Yes	2	
MS22	Europeana branding strategy review	5	Yes	8	
MS23	Europeana branding strategy review	24	Yes	30	Delayed in order to line up with the overall Strategic Plan and Business Plan
MS24	Annual Europeana Conference Poland	3	Yes	1	
MS25	Annual Europeana Conference Spain	15	Yes	15	
MS26	Annual Europeana Conference Ireland	27	Yes	20	
MS27	Content Report	6	Yes	6	
MS28	Data Ingestion Plan	8	Yes	9	Postponed by one month, to align with D3.7 Content Strategy Update
MS29	Content Report	12	Yes	12	

MS30	Content Report	18	Yes	18	
MS31	Data Ingestion Plan	20	Yes	20	
MS32	Content Report	24	Yes	24	
MS33	Content Report	32	Yes	32	
MS34	Technical contribution to D3.4, Business Plan 2012	5	Yes	5	
MS35	Technical contribution to D3.5, Business Plan 2013	17	Yes	17	
MS36	Technical contribution to D3.6, Business Plan 2014	32	Yes	32	
MS37	Mission Statement for Europeana Software Development Platform in PM5	5	Yes	8	Postponed to align with the set up of the technical developers' network
MS38	Core Inventory of FLOSS in the Cultural Heritage Domain, first iteration	6	Yes	6	
MS39	Report on innovative applications, first iteration	12	Yes	15	
MS40	Report on innovative applications, second iteration	24	Yes	27	
MS42	Programme and Project Collaborative Space running	1	Yes	1	
MS43	Interim report period 1	9	Yes	10	
MS44	Interim report period 2	19	Yes	19	

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

The following activities were carried out successfully in this reporting period:
- Programme Management responsibility for all projects continues to run successfully within the Facilitation team alongside Policy & IPR and Research & Development
- Based on expertise and areas of interest, Europeana representatives were sent to project meetings, events and workshops to facilitate knowledge sharing and best practice
- Planning has been streamlined for all project activities, building on the requirements and timings identified in each Description of Work
- Reporting for each project has been performed, including time-writing, financial reporting and narrative reports, where required
- Deadlines and commitments have been identified across all running projects and area communicated and monitored by the relevant responsible Europeana staff member
- Programme Management has functioned as an arm of the management capability of Europeana, being represented directly at all business planning and 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 are discussed and followed-up in all Europeana 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 and Project Coordinators
- 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 Management Team

• Gaps in required staffing capabilities and budgets have been internally identified and steps taken to correct or address them

Subtask 8.1.1 Project Management of Ev2
The project management of Ev2 is led by Europeana. The Ev2 Project Management Board meets face-to-face on a monthly basis as part of the Business Planning Meetings, to ensure that Ev2 project commitments are met and to align activities with Europeana's core business planning activities and strategic objectives. To ensure that the reporting and delivery of outcomes complies with EC requirements an online spread sheet tool, Smartsheet, is used to track the progress of milestones and deliverables. WP7 holds their own bi-weekly Skype meetings to ensure the internal coordination of their work package tasks and align communication with the Europeana Office.

Financial reporting is managed by the Financial Department within Europeana. Funding for all V2 partners was transferred in a timely matter during this period, following the resolution of questions arising from the second period Cost Claim. A financial reporting template was developed and has been shared with all consortium partners. We also continued to efficiently coordinate technical and legal compliance of the consortium during the period.

Subtask 8.1.2 Oversight of Ev2 subcontracts
The Europeana Foundation is the only partner in the project that has an allocated subcontracting budget. During this period and in the past two periods subcontracts may 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 were 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 the subcontracting process has been streamlined and is now managed by the Financial Department while management of all subcontracted consultants is the responsibility of the individual workpackage.

Task 8.2 Reporting
In addition to deliverables specific to each work packages, project reporting and awareness for Ev2 during the third period was achieved through *Europeana Foundation Annual Report 2013* as highlighted under WP4); Europeana progress reports for the Europeana Foundation Board meetings (Ev2 Steering Group) in December 2013 and April 2014 and this report, *D8.5 Progress Report for Period 3.*

The Europeana Foundation *Annual Report 2013* highlights the work that Europeana undertook during 2013, including key Ev2 activities. As outlined in WP3, the *Strategic Plan 2041-2020* will be the strategic guidance of the Foundation as we move into the V3 phase of the project.

Task 8.3 Programme and Project Management Tools

Project workspaces and collaborative tools have continued to be refined during this reporting period, under the direction of Programme Management and Knowledge Management.

Substantial resources have been devoted to the maintenance and extension of Europeana Pro, including both internal and external technical development and consultancy.
During the reporting period we have implemented the following changes and techniques on the site:

- Improved stability of the site leading to improved accessibility
- Improved linking to and visibility of Europeana personnel making it easier for cultural heritage professionals to identify and contact Europeana staff
- With the addition of Europeana Cloud and Creative as microsites users now have an improved overview of these linked projects, easier navigation and access to related information and guaranteed on-going access when the projects finish[32]
- The move to a unified document archive has improved shared access to information on best practice, outcomes and experience
- The expanded Task Force section on the site supports and promotes increased uptake of interest and demonstrates our increased openness to and involvement with the Network.
- The launch of Europeana Labs enables greater focus on a defined audience, this allows us to provide more targeted and relevant information to developers

Over this same period, there has been a general increase of registered users, up by 40% in the past year.

We have continued to maintain and manage several shared information resources relating to on-going collaboration as outlined in detail in the past two reporting periods, including online spaces for project management, task overviews, risk managements, surveys and shared collaborative documents. The Customer Relationship Management (CRM) system is being reviewed in order to increase usage by staff and support a proper content ingestion process and facilitate common access to contact and historical information for each data provider.

We have continued to maintain and manage several shared information resources relating to on-going collaboration as outlined in detail in the past two reporting periods, including online spaces for project management, task overviews, risk managements, surveys and shared collaborative documents. The Customer Relationship Management (CRM) system is being reviewed in order to increase usage by staff and support a proper content ingestion process and facilitate common access to contact and historical information for each data provider.

Task 8.4 Quality Assurance and Risk Management

As outlined in previous periods, 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

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[32] http://pro.europeana.eu/web/europeana-cloud and http://pro.europeana.eu/web/europeana-creative

• 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 work plan as well as the overall goals of the project. The online risk log also proposes remedial actions to prevent or reduce the risks listed. As part of each monthly Business Planning meeting, The Project Management Board (PMB) checks and updates the risk register against recent actions and developments in the individual work packages. The risk log is evaluated by the Steering Group twice a year.

Problems which have occurred and how they were solved or envisaged solutions
Due to a Europeana staff member's unexpected continued long term illness from the end of 2013 until present, tasks around funding and partner development within WP2 have underperformed. We are addressing this by hiring an interim staff member to take on these responsibilites as of June 2014.

Impact of possible deviations from the planned milestones and deliverables, if any
Specific deviations have been outlined in the individual workpackage updates. This includes, for example the delay to the MS23 Branding Strategy Review under WP4 which was done to align it with the development of the Strategic Plan 2014-2020. Within WP7, changes included the re-structuring of the Deliverables and Milestones, as well as the deviation from plans regarding further development of PyBossa for Europeana, the reasoning and impact of which is outlined in the WP report.

Impact of possible deviations from the planned resources
The project was extended by three months from 28 February 2014 to 31 May 2014 as per the agreed Amendment Request sent in February 2014. The extension was granted in order to address underspend in the project and allow for the timely start of Europeana V3 to coincide with future funding plans.

Changes in the consortium, if any
None

Any changes to the legal status of any of the beneficiaries, in particular non-profit public bodies, secondary and higher education establishments, research organisations and SMEs status
None

Performance Monitoring

	Related Project Objective	Indicator	Method of measurement	Period 1 results *(expected in italics)*	Period 2 results *(expected in italics)*	Period 3 Results *(expected in italics)*
1	Users, penetration and use	amount of time spent on the site	logfiles and Google Analytics	**average 02:30** *average to be over 2 minutes*	**average 02:21** *average to be over 2.5 minutes*	**average 02:20** *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*	**5.1m** *Increase of 20% every 6 months*	**4.5m** *Increase of 20% every 6 months*
3	Users, penetration and use	number of returning visitors	logfiles and Google Analytics	**25,58%** *10% visitors returning*	**25,1%** *15% visitors returning*	**22,7%** *20% visitors returning*
4	Content Improvement	number of broken links	actual count	**under 5%** *less than 15% of total per month*	**under 3%** *less than 10% of total per month*	**about 17%** *less than 10% of total per month*
5	Content Improvement	Geo referencing	amount of metadata with integral Geo-referencing	**6,230,731** *3% increase - baseline: 0*	**ca. 4m**[33] *10% increase*	**5,814,778** *10% increase*
6	Content Improvement	Persistent Identifiers	encourage use of persistent identifiers on digitised content	**DOI: 23,106** **ISBN: 4615** **URN:NBN: 573,718** **ARK: 0** *5% increase - baseline: 0*	**Persistent Identifiers dependent on content providers** *10% increase*	**Persistent Identifiers dependent on content providers** *10% increase*
7	Content increase	Increase in number of digital objects	Number of metadata records in Europeana	**24,021,199** *month 0+5 million – baseline 20,016,847 (Oct 2011)*	**26.7m** *month 12 plus 3 million*	**33,863,531** *month 24 plus 5 million*

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[33] 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.

8	Content reuse	Number of APIs	API used	**0** *25*	**35[34]** *35*	**50** *55*
9	UGC Content	Amount of UGC content	Number of metadata records	**46, 085** *100% - baseline: 2217 (Jan 2011)*	**47,000[35]** *50% increase*	**150,438** *50% increase*
10	Sustainability, financial and coordination of contributing organisation	Number of members in CCPA	Members' list	**490** *150*	**636** *180*	**989** *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** *€100,000*	**€748,000** *€400,000*	**€776,900** *€500,000*
12	Technology including features and functionalities	"Releases" of Europeana or number of observable changes (AGILE)	Annual Report	**2 major and 9 minor** *see targets in the Business Plan*	**1 major and a few minor** *See targets in the Business Plan*	**Several minor** *See targets in the Business Plan*
13	Innovation and Facilitation	Projects contribution to Github, SourceForge or EuropeanaLabs	Numbers of contributions	**25** *2*	**see inventory[36]** *7*	**224[37]** *10*
14	Innovation and Facilitation	Contributions from the Open Source community	Numbers of contributors	**0** *1*	**-** *3*	**37[38]** *5*

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[34] 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.

[35] 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.

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

[37] total number of entries in the FLOSS Inventory

[38] total number of external contributors to the FLOSS inventory

15	Innovation and Facilitation	Number of corporate publications, including White Papers and policy documents	Number of publications	**3** *3*	**3** *3*	**8**[39] *3*
16	Innovation and Facilitation	Number of events at which Europeana is invited to present	Number of presentations at events	**45** *20*	**25** *20*	**55** *20*
17	Innovation and Facilitation	Level of attendance at Europeana branded workshops and events	Number of participants	**580** *100*	**317** *100*	**613** *100*

[39] includes 5 scientific papers

List of project meetings, workshops and conferences

The events listed here represent key meetings, conferences, workshops, seminars, etc. that were specifically organised as part of the project and reported by the consortium partners. Representation at external events and other dissemination activities are listed separately below.

Name	Description	Location	Date	Number of participants
Aggregator Forum	Annual meeting of national aggregators and key aggregation projects	The Hague, Netherlands	16 May 2013	25
"Funding digitisation: can accessible cultural heritage fuel social and economic growth?" Conference	high level strategy and policy meeting under the Irish EU Presidency	Dublin, Ireland	21 June 2013	60
Workshop on multilingual interaction and portal design	Creation of mock ups and user paths for multilingual Europeana	The Hague, Netherlands	22 July 2013	7
Projects Group Assembly	Annual gathering of key representatives from Europeana related projects to discuss issues, share ideas, find commonalities and network	The Hague, Netherlands	25/26 September 2013	38
Workshop of Task Force for multilingual and semantic enrichment strategy	Workshop to analyse collections in Europeana for their enrichments potential	Berlin, Germany	8 Nov 2013	12
Strategic Planning Workshop: Distribution & Engagement	Part of a series of workshops with members of the Network invited to discuss and devise the Europeana strategic plan	The Hague, Netherlands	7 Nov 2013	ca. 25
Strategic Planning Workshop: Aggregation	Part of a series of workshops with members of the Network invited to discuss and devise the Europeana strategic plan	The Hague, Netherlands	14 Nov 2013	ca. 25
Strategic Planning Workshop: Facilitation	Part of a series of workshops with members of the Network invited to discuss and devise the Europeana strategic plan	The Hague, Netherlands	21 Nov 2013	ca. 25
Strategic Planning Workshop: Synthesis	Part of a series of workshops with members of the Network invited to discuss and devise the Europeana strategic plan	The Hague, Netherlands	26 Nov 2013	ca. 25
AGM and DISH	Annual General Meeting and Conference on Digital Strategies	Rotterdam, Netherlands	2/3 Dec 2013	240

Digital Collection Contexts: Intellectual and Organizational Functions at Scale	Workshop on Collections and Context at iConf 2014 http://pro.europeana.eu/web/network/europeana-tech/-/wiki/Main/iConference2014 Digital Collection Contexts: Intellectual and Organizational Functions at Scale	Berlin, Germany	4 March 2014	50
New Projects Meeting	interim Projects Meeting for representatives of new projects to meet with those from established projects in order for everyone to work better together	The Hague, Netherlands	13/14 March 2014	36
Workshop of task force on metadata quality		The Hague, Netherlands	8 April 2014	10
Aggregator Forum	Annual meeting of national aggregators and key aggregation projects	The Hague, Netherlands	22/23 May 2014	35

Use and dissemination activities during this period

Due to the nature of Europeana 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 D6.3. The report of the Corporate Communications work package earlier in this report also highlights several dissemination channels and outcomes.

Presentations and Participation in External Events

Name	Description	Location	Date	Number of participants
ELAG 2013	http://elag2013.org http://elag2013.org/the-glamwiki-toolset-project/	Gent, Belgium	28-31 May 2013	
Digital Culture for Museums	Breandan presenting	Budapest, Hungary	11 June 2013	
Web as Literature event	http://webasliterature.org/ http://www.slideshare.net/antoineisaac/europeana-vision-web-as-literature-2013	London, UK	13 June 2013	
LOD-LAM summit 2013	http://summit2013.lodlam.net/	Montreal, Canada	19-20 June 2013	
JISC Discovery programme on API development/ implementation in GLAM sector	invitation-only and aimed at strategic planners within key organisations within the Galleries, Libraries, Archives and Museums sectors. We aim to explore the current lessons learned and approaches currently take to successful API development and implementation.	London, UK	1 July 2013	15
OpenCulture 2013	Breandan presenting	London, UK	2 July 2013	
JCDL 2013	http://jcdl2013.org/ (keynote, tutorial on EDM and collections, http://bit.ly/JCDL2013-EDMTutorial)	Indianapolis, IN, USA	22-26 July 2013	
ENRICH@SIGIR	http://www.cultura-strep.eu/events/enrich-2013	Dublin, Ireland	1 August 2013	

Dublin core 2013	http://dcevents.dublincore.org/IntConf/dc-2013 (presentation CARARE paper below and two special sessions on Application Profiles and on Schema.org, http://www.slideshare.net/antoineisaac/carare-europeana-dc13, http://www.slideshare.net/antoineisaac/validation-of-europeana-dataapplication-profile-owl-ontology-or-else, http://www.slideshare.net/antoineisaac/europeana-and-schemaorg-dc2013)	Lisbon, Portugal	2-6 Sept 2013	
MM4CH 2013	2nd International Workshop on Multimedia for Cultural Heritage, in conjunction with the 17th International Conference on Image Analysis and Processing presentation of the EuropeanaTech Community http://imagelab.ing.unimore.it/MM4CH2013/program.asp	Naples, Italy	9 Sept 2013	
W3C RDF Validation Workshop	http://www.slideshare.net/antoineisaac/europeana-rdf-validation	Cambridge, UK	10-11 Sept 2013	
Open Knowledge Foundation Festival	Joris hosted a workshop with Swiss institutions about making their collections openly available	Geneva, Switzerland	15-19 Sep 2013	~25
Inventing Europe: European Digital Museum for Science & Technology	David Haskiya presenting. Description: How can we create more and new value for our cultural heritage partners? Do you see ways in which a connection with Inventing Europe could enrich your exhibitions? What about a museum app or game where visitors cross spaces and link your collections while they are standing in your exhibition rooms?	Paris, France	19 Sept 2013	
Museum Award	Jill Cousins presenting	Bologna, Italy	19 Sept 2013	
TPDL 2013	http://www.tpdl2013.info/. Tutorial on EDM, http://tpdl2013.upatras.gr/tut-edm.php, Presentation of OCLC paper on semantic clustering http://www.slideshare.net/oclcr/hunting-for-semantic-clusters-hierarchical-structuring-of-cultural-heritage-objects-within-large-aggregations)	Malta	22-26 Sept 2013	

National Aggregation in Portugal	Roundtable with cultural institutions	Lisbon, Portugal	23 Sep 2013	5
National Aggregation in Latvia	Roundtable with cultural institutions	Riga, Latvia	7 Oct 2013	12
National Aggregation in Lithuania	Roundtable with cultural institutions	Vilnius Lithuania	8 Oct 2013	4
IASA Annual Conference	Joris & Erwin Verbruggen presented together on EUscreen and Europeana	Vilnius, Lithuania	9-10 Oct 2013	~120
Open Glam Conference	Joris presenting	Warsaw, Poland	11-12 Oct 2013	~60
Dagstuhl Seminar on Evaluation Methodologies in Information Retrieval (working group Cultural Heritage Information Retrieval)	Organization of ChiC Lab, Cultural Heritage at CLEF http://www.promise-noe.eu/chic-2013/home		28 Oct - Nov 1 2013	
German Digital Library and National Aggregator Meeting	Henning, Joris, Marie-Claire presenting and workshop support	Berlin, Germany	7-8 Nov 2013	~30
SWIB 2013	http://swib.org/swib13/: http://prezi.com/0zv1sd8xxcdp/semantic-web-technology-in-europeana/	Hamburg, Germany	25-27 Nov 2013	
Zugang Gestalten - mehr verantwortung für das Kulturelle Erbe'	Joris presenting	Berlin, Germany	28-29 Nov 2013	~80
Museums and the Web Asia	Joris presenting and giving a workshop	Hong Kong, China	10-12 Dec 2013	~45 & ~30
CEF/H2020 Infoday	http://ec.europa.eu/digital-agenda/en/news/information-and-networking-days-h2020-work-programme-2014-2015-connecting-europe-facility http://www.slideshare.net/antoineisaac/multilingual-challenges-in-europeana	Luxembourg	16 Jan 2014	
OpenData seminar & Hackathon	Joris presenting	Oslo, Norway	6-8 Feb 2014	~100
IIIF meeting,	http://iiif.io	Copenhagen, Denmark	19-21 Feb 2014	

OpenUp final meeting and conference	Henning presenting and running a workshop on IPR	Bratislava, Slovakia	20-21 Feb 2014	~35
Creative Commons Toolkit Sprint	Joris contributing to a booksprint	Krakow, Poland	20-21 Feb 2014	8
Social Learning Space 2014	Milena presenting	Berlin, Germany	27-28 Feb 2014	50
National Aggregation in Romania	Roundtable with cultural institutions	Bucharest, Romania	12 Mar 2014	~35
Athena Plus Plenary Meeting	Joris and Marie-Claire presenting, long Q&A session about aggregation for Europeana	Bucharest, Romania	13 Mar 2014	~60
Vogin-ip-lezing	http://vogin-ip-lezing.net/vogin-ip-lezing-2014/ http://www.slideshare.net/antoineisaac/semantic-web-linked-datathe-europeana-cases	Amsterdam, Netherlands	20 Mar 2014	
Deutsches Kulturerbe in die Europeana II	presentation about Europeana v2.0 (http://www.armubi.de/tagung2014/)	Berlin, Germany	20-21 Mar 2014	112
Future Everything	Milena presenting	Manchester, UK	30 March 2014	50
W3C Data on the Web Best Practices working Group Face-to-Face meeting	http://www.w3.org/2013/dwbp/	London, UK	30 Mar – 1 Apr 2014	
15th Digital Library Conference	Henning presenting	Jasna, Slovakia	1-3 Apr 2014	~140
Nordic Archives Meeting	Joris representing Europeana	Oslo, Norway	3 Apr 2014	6
Forum de Chaillot: Avenir de la Culture, Avenir de l'Europe	Cecile representing Europeana	Paris, France	4-5 Apr 2014	?
Europeana Inside, 3rd Networking Event	Dimitra presenting and representing Europeana	Athens, Greece	9-10 April 2014	~60
Pan-European Museum Aggregation	Henning representing Europeana during a workshop	Berlin, Germany	8 Apr 2014	13
Festival of Croatian Digitisation Projects	Joris presenting and discussing national aggregation with cultural institutions and ministry representatives and hosting an IPR workshop(http://dfest.nsk.hr/)	Zagreb, Croatia	10-11 Apr 2014	~70
National Aggregation in Bulgaria	Joris presenting and discussing national aggregation with cultural institutions in a workshop	Varna, Bulgaria	14-15 Apr 2014	~50

Europeana Infoday at launch of the German 1989 collection days	Henning presenting	Berlin, Germany	6 May 2014	?

Publications

Below is a collection of articles and publications produced by consortium members.

- Emmanuelle Bermès, Antoine Isaac, Gautier Poupeau. *Le Web sémantique en bibliothèque* (French). Ed. du Cercle de la Librairie, 2013.
- Shenghui Wang, Antoine Isaac, Valentine Charles, Rob Koopman, Anthi Agoropoulou, Titia van der Werf. *Hierarchical structuring of Cultural Heritage objects within large aggregations*. Proceedings of the 3rd International Conference on Theory and Practice of Digital Libraries (TPDL 2013).
- Valentine Charles, Antoine Isaac, Kate Fernie, Costis Dallas, Dimitris Gavrilis, Stavros Angelis. *Achieving interoperability between the CARARE schema for monuments and sites and the Europeana Data Model* (conference best paper). Proceedings of the International Conference on Dublin Core and Metadata Applications, (DC 2013).
- Tom Baker, Sean Bechhofer, Antoine Isaac, Alistair Miles, Guus Schreiber, Ed Summers. *Key Choices in the Design of Simple Knowledge Organization System (SKOS)*. Journal of Web Semantics, 20:35-49, 2013.
- Contributor to Robert Sanderson, Paolo Ciccarese, Herbert Van de Sompel (eds.). *Open Annotation Data Model*. W3C Community Draft, February 8, 2013
- Antoine Isaac, Bernhard Haslhofer. *Europeana Linked Open Data -- data.europeana.eu*. Semantic Web Journal, 4(3):291-297.
- Victor de Boer, Jan Wielemaker, Judith van Gent, Marijke Oosterbroek, Michiel Hildebrand, Antoine Isaac, Jacco van Ossenbruggen, Guus Schreiber. *Amsterdam Museum Linked Open Data*. Semantic Web Journal, 4(3):237-243
- Gradmann, S., Iwanowa, J., Dröge, E., Hennicke, S., Trkulja, V., Olensky, M. et al. (2013). *Modellierung und Ontologien im Wissensmanagement / Modeling and Ontologies in Knowledge Management / Modélisation et ontologies dans la gestion des connaissances*. Information - Wissenschaft & Praxis, 64(2-3), pp. 69-172.
- Dröge, E., Hennicke, S., Iwanowa, J., Olensky, M., Rühle, S., Trkulja, V. (2014). *Von ESE zu EDM und darüber hinaus: Wie Europeana Zugang zu Objekten des kulturellen Erbes ermöglicht*. In: P. Klimpel & E. Euler (Eds.), Die Deutsche Digitale Bibliothek. To be published.
- ChiC Online Working Papers of all participants: http://clef2013.org/index.php?page=Pages/proceedings.php
- Petras, V., Bogers, T., Toms, E., Hall, M., Savoy, J., Malak, P., Pawlowski, A., Ferro, N., Masiero, I. (2013). *Cultural Heritage in CLEF (CHiC) 2013*. Forner, P., Müller, H., Paredes, R., Rosso, P., Stein, B. (Eds.) Information Access Evaluation. Multilinguality, Multimodality, and Visualization: 4th International Conference of the CLEF Initiative, CLEF 2013, Valencia, Spain, September 23-26, 2013. Proceedings. Berlin / Heidelberg: Springer. [Lecture Notes for Computer Science; 8138]: 192-211.
- Stiller, J., Gäde, M., and Petras, V.: *Multilingual Access to Digital Libraries: The Europeana Use Case/Mehrsprachiger Zugang zu Digitalen Bibliotheken: Europeana/Accès multilingue aux bibliothèques numériques: Le cas d'Europeana*. Information-Wissenschaft & Praxis, 64, (2-3), pp. 86-95 (2013)
- Stiller, J., Petras, V.,Isaac, A., Gäde, M.,: Automatic Semantic Enrichment Challenges and Consequences: A Europeana Case Study. (Submitted to DL2014)