

# COMPONENT REPORT

**Project Acronym:** OpenUp!

**Grant Agreement No:** 270890

**Project Title:** Opening up the Natural History Heritage for Europeana

---

## C8.4.6 - Workshop to disseminate the results of OpenUp! and related projects

**Revision:** 7a

---

**Authors:**

Martina Aubrechtová NM

Lukáš Laibl NM

Jiří Frank NM

Kamil Zágoršek NM

Project co-funded by the European Commission within the ICT Policy Support Programme		
Dissemination Level		
P	Public	X
C	Confidential, only for members of the consortium and the Commission Services	

## 0 REVISION AND DISTRIBUTION HISTORY AND STATEMENT OF ORIGINALITY

### Revision History

Revision	Date	Author	Organisation	Description
1	2013-05-16	Martina Aubrechtová & Lukáš Laibl	NM	1 <sup>st</sup> draft to be commented by ODG and coordination team
2	2013-05-16	Kamil Zágoršek	NM	Comments
3	2013-05-20	Jiří Frank	NM	Revision and comments
4	2013-05-29	Alexa Michel	BGBM	Comments
5	2013-05-27	Boris Jacob	MRAC	Comments
6	2013-05-30	Martina Aubrechtová & Lukáš Laibl	NM	Final version
7	2013-05-31	Peter Daneš & Kamil Zágoršek	NM	Final version and English corrections
7a	2013-06-03	Coordination Team (A. Michel, P. Böttinger)	BGBM	Minor editing

### 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This deliverable contains original unpublished work except where clearly indicated otherwise.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.

### Distribution

Recipient	Date	Version	Accepted YES/NO
ODG – Outreach and Dissemination Group (BGBM, ETI, LANDOOE, MfN, MNHN, MRAC, NM, RBGK, UCPH, UT-NHM, ZFMK)	2012-05-22	1	YES
WP8 leader (Kamil Zágoršek, NM)	2013-05-31	7	YES
Project Coordinator (W. Berendsohn, BGBM)	2013-06-03	7a	YES

## Table of Contents

<b>0</b>	<b>REVISION AND DISTRIBUTION HISTORY AND STATEMENT OF ORIGINALITY .....</b>	<b>1</b>
<b>1</b>	<b>GENERAL AIMS OF THE WORKSHOP .....</b>	<b>3</b>
<b>2</b>	<b>DESCRIPTION OF THE ENTIRE WORKSHOP .....</b>	<b>3</b>
2.1	2012 Europeana workshop, National Museum in Prague.....	3
2.2	2012 TDWG annual conference, Beijing.....	5
2.3	2nd OpenUp! Annual Meeting in Prague .....	6
2.4	Other meetings.....	6
<b>3</b>	<b>CONCLUSION .....</b>	<b>6</b>
<b>4</b>	<b>REFERENCES .....</b>	<b>7</b>

## 1 GENERAL AIMS OF THE WORKSHOP

For greater impact of this component, we separated the workshop into three independent events/workshops.

The first one was the 2012 Europeana Workshop, held in September 2012 in Prague, during which new Europeana content providers were addressed. During the presentation, primary aims and benefits of the OpenUp! project were introduced.

The second workshop took place in October 2012, as part of the Biodiversity Information Standards (TDWG) Annual Conference in Beijing, where the OpenUp! project was presented by several members of the consortium. During the workshop, the Biodiversity Library Exhibition (BLE) was shown and possibilities of global dissemination of natural history content, which is part of the OpenUp! dissemination strategy, were addressed.

The third and final workshop was held during the 2<sup>nd</sup> OpenUp! Annual Meeting in Prague in April 2013, and was structured into several presentations and case study demonstrations. To make use of synergies between work packages 7 and 8, the workshop was combined with the OpenUp! Tutorial 2.

The general aims of those workshops were to introduce and promote the project outcomes, its values, benefits and possibilities for both current and new content providers, by providing multimedia natural history content to be published online. The main target audience of those workshops were scientific institutions and memory institutions like natural history museums, botanical gardens, universities, schools and some technology partners.

## 2 DESCRIPTION OF THE ENTIRE WORKSHOP

### 2.1 2012 Europeana Workshop, National Museum, Prague

The results and benefits of the OpenUp! project were presented by Kamil Zágorský and Jiří Frank during the Europeana workshop organised by the National Museum in Prague for new Europeana content providers. This workshop was the first of three workshops, with the aim of presenting project results mainly to memory institutions as potential new content providers, as well as scientists and historians.

The presentation was named:

Natural history collections of the National Museum, Prague, in the Europeana data portal

[Jiří Frank, Kamil Zágorský – Natural history museum, NM]

The presentation compared traditional ways of searching for multimedia and museum(s) collections with more effective ways to find such information about natural history objects, viewing collections and museum(s) using Europeana. The authors introduced the aims and benefits of the OpenUp! project, specifically:

- Clear copyright status
  - ⤴ Thanks to the Europeana Data Exchange Agreement (DEA), we can be confident about the metadata licensing status, and the possibilities of using the data. All multimedia content has its own licensing status, which is clearly defined by its host institution and is fully transparent.

- High quality of multimedia content
  - ⤴ The provided content (pictures, sounds...) is often in high quality, because the actual data stays on the provider server and can be directly downloaded.
- Stable sustainability
  - ⤴ The Europeana portal is very stable; the pictures and data can be found anytime.
- Scientifically validated data (metadata)
  - ⤴ All data (metadata) have been validated by specialist(s), thus the reliability of the data is very high.
- Online access to the collections for everybody
  - ⤴ Everyone in education, the sciences, or the general public can online access the collections.
- Digitalization, activation and technical unification of data
  - ⤴ Providing content to Europeana using the BioCAsE Provider Software also helps the institutions themselves to consolidate their data.
- Comparison of similar content between different museums, institutions and collections
  - ⤴ Users of Europeana have direct access to the same material from different collections (identical beetles from Finnish, Czech, and German museums are exposed on one page. The users may decide which content is best for their purpose).
- Exclusivity of content on Europeana
  - ⤴ Exclusivity of the content from the various collections comes from its greater access and visibility. Most of those collections were closed or accessible only with great difficulty, especially for the general public. Now, those collection specimens are digitised and accessible online by anyone. Especially for scientists and other professional researchers, this content is valuable in that it presents type specimens, which have the highest importance in the field of taxonomy.
- Visibility of content providers in Europeana, as well as worldwide
  - ⤴ The natural history domain was not properly covered by Europeana before. The OpenUp! project has filled this gap. This new type of content raises the attractiveness of the Europeana portal for additional users, and further dissemination of the provider's content follows from this.
  - ⤴ Data is visible in context with art and other cultural heritage content, increasing its potential usefulness, as well as providing greater exposure to the material.

Work-flow and content-flow schema, as well as the benefits for content providers were shown and explained during the presentation. The most important points were: online access to the collection for everybody, digitalization, activation and technical unification of data, comparison of similar content of different

museums, institutions and collections, and exclusivity of the content on Europeana. Several case studies were given. One of the examples was that, thanks to the online access to NM collections, NM is often asked by other museums or scientific institutions in Europe to participate in joint projects, to aggregate data, study material and more.

## 2.2 2012 TDWG Annual Conference, Beijing

From 22-26 October 2012, the annual TDWG (Biodiversity Information Standards) conference took place in Beijing. This worldwide conference was a great opportunity for presenting the OpenUp! project's progress and outcomes. The technical workflow, the ABCD-EFG extension of standards and the OpenUp! content were presented by Jana Hoffmann and Falko Gloeckner (both MfN) and Jiří Frank (NM). Jiří Frank also organised the Global Natural History Dissemination and Biodiversity Library Exhibition workshop during this conference. The main reason was the conference specific audience, which represents the consortia, memory and technology institutions from the whole world. Dissemination of natural history content is one of the primary aims of the OpenUp! project.

The workshop abstract was:

Global dissemination of natural history content via a Biodiversity Library Exhibition (BLE) workshop  
[Jiří Frank – Natural history museum, NM]

The Biodiversity Library Exhibition (BLE) was created under the BHL-Europe project in 2011, and officially launched in February 2012. In July 2012, a connection of images with Europeana (including OpenUp!) was started and after the BHL-Europe project ended, the work on BLE continued under the OpenUp! project. BLE is a dissemination tool for natural history content (literature, illustrations and images) and knowledge to the public. The exhibitions/topics are presented via curated collections, focusing on a variety of attractive themes. BLE also creates interconnections between portals/archives that provide content in the public domain or under various Creative Commons (CC) licenses. One of the main goals of BLE is to guide the public to the portals and archives, and show the exclusivity and practical use of the natural history content. New potentials for the platform also exist in the educational sector.

The workshop had an afternoon slot of several hours, and was aimed at two important topics: (1) the importance of dissemination of natural history content that is published online on variable portals such as Europeana, Encyclopaedia of Life (EoL), Global Biodiversity Information Facility (GBIF) etc., and (2) the demonstration of the Biodiversity Library Exhibition as one of the options of an effective dissemination tool for this purpose. The audience was quite diverse, and consisted of representatives from EoL, the Biodiversity Heritage Library (BHL) and several memory institutions from different parts of the world. Part of the workshop was also a tutorial for the platform administration, which was interesting for the technology institutions or departments such as the Scratchpads team from the NHM, because the tutorial also demonstrated the solutions for the Drupal CMS. The workshop also demonstrated two main values of the collections specimens published online via the OpenUp! project and used in dissemination. The first important value is to show the collections content in context with the images from live nature, as well as illustrations from literature. This comparison and overview, together with interesting information is provided by the BLE platform, and provides users with a better understanding of specific species illustrations in the literature (often several centuries old), and how those specimens look, both in museum collections and in nature. This combination has also a high educational effect. The second value of disseminating this content is a demonstration of how the collections specimens actually appear, what museum curators do and how important the process of preservation is.

### 2.3 2nd OpenUp! Annual Meeting, National Museum, Prague

The meeting was held at the National Museum, Prague, Czech Republic from Wednesday, April 24 to Friday, April 26, 2013. More than fifty participants from Europe and the USA gathered to participate in the meeting. The third and last part of the C8.4.6 workshop to disseminate the results of OpenUp! and related projects was held in collaboration with Work Package 7. To make the best use of synergies between the two work packages, the workshop was combined with the OpenUp! Tutorial 2. The OpenUp! Tutorial and Outreach workshop took place in the afternoon on the second day of the conference (April 25), moderated by Jiří Frank (NM) and Boris Jacob (MRAC). The agenda for the event is described in the following.

1. Benefits and possibilities for Content Providers [Jiří Frank, NM]
2. OpenUp! Content Provision A to Z [Boris Jacob, MRAC & Jana Hoffmann, MfN]
3. Legal issues, IPR and Agreements [Cecilia Buffery, RBGK]
4. Case studies [Jiří Frank, NM]
  - a. Europeana API integration at ZFMK [Klaus Riede, ZFMK]
  - b. Europeana Creative [Jiří Frank, NM]
  - c. BioCAsE installation at the National Museum [Petr Daneš, NM]
5. Information, Documentation, Helpdesk [Boris Jacob, MRAC] - stressing mainly the steps of becoming a new content provider

Because the topics of the workshop are related, and applicable to the same audience, we decided to combine the workshop with the tutorial. The aim of this workshop was to provide a good overview for the content providers about the benefits and possibilities gained by providing their content to the OpenUp! project. The benefits were divided into several categories: public relations, technology, science/education, collaboration and funding. The benefits and possibilities were shown in a schema where the relations between the project elements were graphically displayed. Extension of this schema will be presented by Jiří Frank during the TDWG Annual Meeting in October 2013 in Florence, and the Museum Computer Network conference in Montreal in November 2013.

### 2.4 Other meetings

The OpenUp! project outcomes were presented during several other meetings and/or conferences:

- The Learning Innovations and Quality Conference (23 October 2012, Brussels, Belgium)
- BHL-Europe Final Meeting (4–6 June 2012, Berlin, Germany)
- 11th Larwood Meeting (31 May –2 June 2012, Brno, Czech Republic)
- Digital Fossil Berlin (24 September 2012, Berlin, Germany)

## 3 CONCLUSION

All workshops were targeted at several types of audiences, but were mainly attended by memory institutions representing potential new content providers. The workshop with the broadest impact was during the TDWG annual meeting, because of its international audience, but all workshops fulfilled their

aims in accordance with the intent of this component. What is most important is that those workshops have started a new outreach campaign and strategy for the last project year. The project also has made great progress with broad and valuable outcomes. The large amount of OpenUp! content in Europeana provides optimal sources for the project's dissemination strategy.

In general, all workshops were highly successful, with good attendance and positive impact on the project outcome's dissemination.

## 4 REFERENCES

- OpenUp! Newsletter, 3rd issue, 2013: Meetings and conferences, 6–9 pp (available on [http://open-up.eu/sites/open-up.eu/files/Newletter3\\_3\\_PRNT.pdf](http://open-up.eu/sites/open-up.eu/files/Newletter3_3_PRNT.pdf))
- OpenUp! Project website. 2013: Second OpenUp! Annual Meeting 2013 in Prague (available on <http://open-up.eu/node/1062>)