DELIVERABLE

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D4.5 Creation of agreed themed datasets as a foundation for next stage of development

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REVISION HISTORY AND STATEMENT OF ORIGINALITY

Revision History

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Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise.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

Summary

This deliverable documents the work conducted to date as specified in 4.4.2 of DoW which states that: *"Informed by the strategic themes and priorities identified in 4.3.2 (which involved mapping all existing and upcoming campaigns across Europe, identifying strategic themes, events and priorities, in order to develop new partnerships and map opportunities for data sharing initiatives), Culture24 (UK) and Plurio.net (Greater Region) will work within their networks to create editorial links between Europeana content and their own existing databases of events and venues. This will result in a themed and contextualised data offer (D4.5) that can then be used for the creation of location aware widgets, mobile applications and online web services in task 4.4.3".*

This work relates to the broader aim specified in the DoW of "Exploring the possibilities to promote culture into tourism on a strategic level" and so represents an investigation of what is and isn't possible. Significant editorial and technical work was undertaken to explore the creation of this themed and contextualized offer which included:

- A review and analysis of the findings from 4.3.2,
- Discussions with specific public tourism bodies,
- Research into alternative tourism themes and drivers,
- Analysis of available Europeana content,
- The development of an editorial workflow to create the data sets and
- The commissioning of technical developments to further facilitate this.

Despite all this work, at the time of writing no high quality themed cultural datasets linking Europeana content with our own existing databases of events and venues, could be created. Therefore no detailed information regarding the datasets, their exact content, the relevant technical requirements and the intended users can be provided.

We faced numerous strategic, editorial and technical challenges which are documented in this report. The most challenging of these is that the existing supply of collections content made available by cultural institutions via Europeana, is not currently fit for purpose for the tourism sector. This is due to a number of factors that are highlighted further in this report, but in summary relate to **the provision of easily findable, high resolution images of sufficiently interesting content with meaningful descriptions, tagged to place and with rights statements that allow free reuse.**

This means that the assumption that Europeana could build strategic partnerships with public tourism bodies through the creation and provision of cultural data sets have been found to be unworkable at the time of writing. In particular the idea that large and rich cultural data sets could be almost automatically created and served to a broad range of public tourism bodies across Europe to advance clear tourism marketing campaigns is disproven.

Despite these problems and the lack of any high profile strategic partnerships with commercial tourism providers, extensive work has been carried out and a range of case studies explored with a range of potential partners. The opportunity now is to take the lessons from these case studies and utilise them going forward. At the strategic level this means specifically working on improving the supply of high quality, fit for purpose collections content from cultural institutions and the demand for such content from tourism providers.

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studies and utilise them going forward. At the strategic level this means specifically working on improving the supply of high quality, fit for purpose collections content from cultural institutions and the demand for such content from tourism providers.

We recommend the following next steps to enable this:

1. Explore other approaches for engaging public tourism bodies with cultural content, rather than just the provision of cultural data sets. For example presenting a wider range of case studies of how digitised collections content (not only that contained within Europeana) has been used to engage visitors in other ways (e.g. to generate fun, excitement, respond to other emotions etc.)

2. Develop workshops and best practice recommendations for collections holders to help build understanding about what is needed to develop fit for purpose content for tourism, even locally.

   In particular to inform such organisations what they need to digitise and make available, as well as the importance of reusable right statements, high resolution images, geotagging and good descriptions. I

3. Use the strategic briefing event (as part of 4.2.2) to work with tourism and cultural policymakers to improve the supply of high quality, fit for purpose collections content from cultural institutions and the demand for such content from tourism providers

4. Utilise key themes that Europeana has strength in (e.g. World War One, Art Nouveau, archaeology, churches, monuments, renaissance painting etc.) to practically illustrate opportunities when promoting the other recommendations detailed above.

We believe we have responded to specific comments relating to this deliverable within the E Awareness Y2 Technical Review Report in the following ways:

1. We have sought to provide much more detailed information about the specific editorial and technical work conducted including an evaluation of the appropriate potential content that could make up the data sets. However due to the various challenges faced (as illustrated throughout this document and summarised in the 'What we learnt' section), no actual datasets could be created. Therefore no detailed information regarding the datasets, their exact content, the relevant technical requirements and the intended users can be provided
.
2. The link between the results of Task 4.3.2 and the selected themes has been detailed in the editorial strategy section of this document.

3. Due to the difficulty in creating and using datasets to build a Europeana strategy in the field (as highlighted in the 'What we learnt' section), a set of recommendations to build an alternative strategic approach to building relationships with tourism are suggested (in the 'What next' section)

4. Instead of identifying missing datasets that Europeana could or should pursue (which is superseded by the alternative strategic approach proposed mentioned above), suggestions have instead been made as to exact standards of content Europeana should pursue and promote with cultural institutions, in order to be fit for purpose for tourism.

What's the context and scope?

This deliverable documents the work to date, of Culture24 and Plurio.net, in packaging data sets (referred to in this document as "cultural data sets") to link Europeana data and Culture24's existing databases of events and venues, for future development.

This work is detailed in the DoW as: "*Informed by the strategic themes and priorities identified in 4.3.2 (which involved mapping all existing and upcoming campaigns across Europe, identifying strategic themes, events and priorities, in order to develop new partnerships and map opportunities for data sharing initiatives), Culture24 (UK) and Plurio.net (Greater Region) will work within their networks to create editorial links between Europeana content and their own existing databases of events and venues. This will result in a themed and contextualised data offer (D4.5) that can then be used for the creation of location aware widgets, mobile applications and online web services in task 4.4.3".*

This deliverable relates to the broader WP4 detailed aim of exploring the possibilities to promote culture into tourism on a strategic level and so focuses on **exploring and developing strategic partnerships with public tourism bodies** through the creation of themed data cultural sets. As the focus is on exploration it represents an investigation of what is and isn't possible.

By data sets we mean the packaging of collections content with cultural listings data and provided for through the creation of electronic data feeds via APIs, which allows tourism publishers (of different types) to build the relevant data into their services and systems. These data sets could also be provided for via web content widgets, which are small applications with limited functionality that can be installed and executed within a web page by a recipient, and would serve the appropriate content to users

Also as these datasets are editorially created, this work is different to that which aims to respond to the specific needs of tourism publishers when developing publishing partnerships. Therefore the explanation of this latter piece of partnership work is not reflected here, but will be detailed as part of the later deliverable (D4.7).

It is important to note that whilst the key strand of the work undertaken within this deliverable was editorial, there was also significant technical and workflow work undertaken to facilitate the ability to create and link datasets. As such this deliverable documents the results of both this editorial AND technical/workflow work.

What happened?

Significant and necessary editorial and technical/workflow work has been undertaken to research and enable the development of useful cultural datasets and this work is detailed further below.

However at the end of month 24 of the project (and per the submission date of this deliverable), no high quality themed cultural datasets linking Europeana content with our own existing databases of events and venues, had been created.

This is largely due to a number of editorial and technical challenges that have limited our ability to practically create actual datasets. These are explained further within this document. Therefore no detailed information regarding the datasets, their exact content, the relevant technical requirements and the intended users can be provided. Whilst this work continues throughout the project, it is necessary to highlight the work carried out to date in order to explore the challenges as well as resulting opportunities that have arisen in order to identify relevant learning and key next steps.

What editorial work was carried out?

Editorial strategy

As envisaged in the DoW the starting point for the editorial work of the creation of cultural datasets was to be informed by the findings of 4.3.2 which was the mapping of all existing and upcoming tourism campaigns across Europe (contained in D4.3).

Milestone MS23 detailed the key observations conclusions reached as a result of further analysis of D4.3: "Summary report listing partners, contacts, themes and campaign opportunities"

These were as follows:

- There tends to be little inter-country collaboration between national cultural and tourism bodies within the EU

- As a result there are very few national tourism campaigns that are consistent across the EU or across certain countries

- The exceptions relate to the World War One centenary anniversary, European Cultural Routes and European Capital of Culture campaigns (although of course this is specific to each city applying)

- Most tourism themes/campaigns are specific to each country and tend to focus on their own national cultural assets such as anniversaries of famous national authors, musicians or artists

The conclusions of this for task 4.4.2 were:

- The World War One centenary anniversary and the European Cultural Routes initiative could be researched further as strategic themes informing the creation of potential datasets

- As there are very few pan regional or pan EU wide campaigns and themes – it was thought more appropriate to shift focus to identifying specific countries, regions to work first and then explore specific themes and campaigns relating to these countries/regions thereafter

- Taking this approach it was sensible to explore links with public tourist bodies in the Greater Region because of the established connections Plurio.net already has, as well as the fact that the "Tourism Marketing Greater Region" (tourismus-grossregion.eu) body has a specific cultural tourism focused cross border marketing strategy which make it a very valuable potential partner in the context of EA WP4.

- Plurio.net currently has more than 40 content partners, 24 of which have specific tourism missions and 14 with dedicated tourism websites. In a first phase Plurio.net identified the demand regarding cultural heritage items for the tourism sector. Together with the "Tourism Marketing Greater Region" (tourismus-grossregion.eu) body, who is also a content partner of Plurio.net, the following themes were identified as relevant for reuse in the framework of touristic online services:

  - Roman Heritage in the Greater Region

- Heritage of 13 cities in the Greater Region:
  - Luxembourg (LU)
  - Metz (FR)
  - Nancy (FR)
  - Verdun (Fr)
  - Namur (BE)
  - Liège (BE)
  - Charleroi (BE)
  - Eupen (BE)
  - Mons (BE)
  - Trier (DE)
  - Koblenz (DE)
  - Mainz (DE)
  - Saarbrücken (DE)

- World War One in the Greater Region
- Art Nouveau in the Greater Region

These themes were also validated as relevant on a local level in cooperation with Visit Luxembourg and the Luxembourg City Tourist Office.

- In addition the Baltic States (Lithuania/Latvia/Estonia) also appeared to offer potential scope to explore EA WP4 partnership opportunities with national tourism bodies This was for the following reasons:

  - They have developing tourism economies that could be more receptive to trying new approaches (such as a possible WP4 pilot) to boost development.

  - They tend to have very strong digital infrastructure, connectivity and usage compared to many other EU countries and could be more responsive to digital based solutions

  - They were all receptive to the idea of exploring possible opportunities of working with Europeana and responsive to queries/information requests

  - There is some collaboration between the states on tourism initiatives so regional solutions for pilots could be tested.

  - Riga is one of the European Capitals of Culture 2014 and as the ECC initiative appears to be a clear cultural tourism strategy for many countries (and cities) with associated marketing and promotion, it might be a useful campaign to adopt within a WP4 pilot

  - All have a lot of military heritage sites especially Latvia and might have scope for WW1 anniversary initiatives

- No links between the tourism departments of the Baltic States and task partners existed so further research and contact would need to be made to identify if any strategic themes could inform the creation of datasets, as well as ascertain if there was any interest from them to explore this further.

Our Y1 research also identified that there are other drivers (excluding responding to the needs of commercial publishers) in addition to strategic themes and campaigns, that influence our editorial selection of datasets and these were also considered. These are:

- The niche needs and interests of cultural tourists
- The presence of particular themed collections in Europeana
- The presence of particular themed cultural venues and events

Using our knowledge of popular editorial themes as well as the cultural tourism needs research we conducted as part of the Moving Targets report (D4.1), we researched subject-themed datasets focusing on gardens and the specific interests of Chinese tourists (as representing a key group of international tourists).

Responding to the presence of particular themed collections in Europeana we researched subject-themed datasets relating to specific subject areas connected to art, history and science, as well as Art Nouveau, fashion and Europeana 1914-1918 (although other potential strengths such as archaeology, churches, monuments, could also be explored in the future).

Finally, responding to the presence of particular themed cultural venues or events in the UK and Greater Region, the decision to research data sets relating to gardens and World War One was further validated. In particular this is because Culture24 aggregates many events supplied by the Royal Horticultural Society, as well as Culture24 being the official aggregator of World War One anniversary events for the First World War Centenary Partnership in the UK, led by the Imperial War Museum.

<u>Editorial research results</u>

The research into datasets was carried out by taking each of these themes and conducting wider research to identify specific sub themes that might be drivers for tourism. These sub themes would then form the appropriate search terms to use within Europeana (via a My Europeana account) to identify potential content for cultural datasets.

Any content regarded as potentially fit for purpose for tourism (see below for more information as to what this involves), could then be tagged appropriately in My Europeana for potential onward packaging of the cultural datasets (see technical/workflow strategy for more information)

There were certain difficulties with this approach to identifying content as the results are so dictated by the search terms used. At the time of writing there was no easy way of searching and browsing for appropriate Europeana content for tourism. Especially when looking for particular images files, which is distinct from the metadata that the Europeana search function relies upon. Also language barriers remain significant. If your search term is in English, finding something in a different language depends on the existence of an online vocabulary or a level of tagging.

The research documented shows the attempt to identify suitable content within Europeana for onward packaging. Generally there were significant challenges to identifying high quality content within Europeana that was fit for purpose for tourism. Our discussions to date with tourism bodies including commercial tourism publishers, as well as our own experience as publishers show the very specific requirements the tourism sector has around what content is fit for its purpose. These include (although not limited to) the following:

- Content must be interesting for tourists e.g. representing highlights or niche interests
- Content must be up to date
- Content must be accompanied by high resolution, freely reusable images

- Content must have the ability to be geo-coded so it can be linked to place
- Content must have sufficient contextual information and descriptions to be useful in other ways

The editorial research outcomes for each identified strategic theme are described below, along with further detail relating to the challenges and opportunities in relation to each.

Tourism themes relating to the Greater Region

Significant content research was conducted by Plurio.net into each of the respective themes identified, with the cooperation of the "Tourism Marketing Greater Region" body and Visit Luxembourg and the Luxembourg City Tourist Office. Literally 100s and 100s of items were analysed and tagged for potential interest. (The content scoping was done via a MyEuropeana account (info@plurio.net, eCreative)). However there were several issues identified with this content meaning that very little of it was suitable for onward packaging.

Requirements of Europeana data:

The content from many major touristic attractions/museums in the area could not be used, because they either did not yet contribute content to Europeana or where they did the rights statements did not allow reuse. This meant that identifying the key items that are often of interest to visitors were not available e.g. highlighting things to see and to do at the destination as well as items relevant to highlight the historical and cultural significance of the destination in order to increase attractiveness.

Tourism bodies require high quality high resolution images and Europeana data only comes with a thumbnail image or a higher resolution image is only available sometimes at the original source, via link. The problem is often this link does not take the user directly to the high resolutions image link, but rather just to the particular object record, or in others cases the links are broken. Also in some circumstances high resolution images are available via Europeana but the images contained watermarks so could not be used
e.g's
http://www.europeana.eu/portal/search.html?query=who%3a%28SCHMITZ%20Max%29&rows=24

This meant that very little content identified in Europeana contained images of sufficient quality (sufficient resolution, no thumbnails, no watermarks) to be fit for purpose for a tourist audience

Again at the time of writing the amount of reusable content was only available in sufficient quantities to cover one of the strategic themes identified for the Greater Region, WW1. But it was not possible to highlight the heritage of one single city with Europeana items, nor was it possible to identify enough meaningful content with permission to reuse to cover one of the transversal themes for the territory of the Greater Region.

e.g's:
http://www.europeana.eu/portal/record/07717/B26959430622E4E0E218E83C19524D522DDA336B.html?start=1&query=cercle+luxembourg&qf=TYPE%3AIMAGE&startPage=1&rows=24

http://www.europeana.eu/portal/search.html?query=Pont+Adolphe+Luxembourg&rows=24

Another issue was that in some case rights statements were contradictory (public domain label but watermark on the image) or simply missing

http://www.europeana.eu/portal/search.html?query=who%3a%28SCHMITZ%20Max%29&rows=24

http://www.europeana.eu/portal/record/08535/17D25243C4AB618332A4B89366AE3AB7F1A7AA15.html.

Europeana's work to get content partners to label their content correctly is extremely important in this regard. As is the ability to extract only reusable content.

Requirements of Tourism bodies in Greater Region.

Discussions with the various tourism bodies within the Greater Region (including all of those listed via their websites on page 22 of this document) also highlighted the other issues regarding reuse of Europeana items by the tourism sector. In many cases national, regional or local tourist boards or tour operators prefer to cooperate with national, regional or local sources of cultural heritage, rather than Europeana, because:

- The cooperation on local or national level is mandatory: tourist boards or offices – as public services – must cooperate with their corresponding offices from the cultural heritage sector because they are also public services.

- This is the case in Lorraine, where the Region Lorraine, as well as the Departments involved in the commemoration of the Great War closely cooperate with national or regional digital heritage initiatives which provide first class material for reuse, for example:

  http://www.imagesde14-18.eu/
  http://centenaire.org/fr/lorraine

  In these cases, cooperation with Europeana is often not possible, because the place is already taken. However there could be an opportunity to link up the two through Europeana's work around collection days focussing on personal memorabilia.

- In the Greater Region Tourist boards have cooperated for a long time with local or regional cultural heritage sites and organisations: there often exists a close link between the destination marketing teams of local tourist offices and local collections. The cooperation is established and it is thus much easier to directly ask the local collection to provide material for a cultural destination marketing initiative than turning towards Europeana items.

- Tourism is a highly competitive business: very often there is simply no interest in promotion the heritage or cultural assets of neighbouring regions or to showcase items with cannot be seen in local museums, because it would distract the tourist from the promoted destination. Only very few initiatives follow a less restrictive approach (Tourism Marketing Greater Region, Institute of Cultural Routes, VisitEurope).

- Only the top 10 items are of interest for the destination marketing – and this is already covered in the usual web presences of tourist boards

Baltic states

Approaches were made to the public tourism bodies of Lithuania, Latvia and Estonia. Of these contact could only be made with Latvia (Lina Ivanova, Latvian Tourism Development Authority) and Estonia (Tuuli Elstrok, Estonian Tourist Board).

Further conversations were held with each about the prospect of potential data sharing packages that could link into possible strategic themes and campaigns.

Popular as well as niche Estonian tourism themes and assets included the historical Soviet connection and themes relating to Estonian folk culture . Popular Latvian tourism themes included the promotion of military history, art nouveau architecture, nature and the promotion of Riga as a World Heritage Site

Both tourism bodies highlighted that their planning for campaigns and projects, including those online, were already in place several years in advance, meaning that the flexibility to take on any new services might be difficult.

Whilst both were keen to understand more about the data packages, both were unsure exactly what value this could give them. It was difficult to explain how the data packages might look when presented via their publishing channels, as due to the delay obtaining the technical import facility (see later) we were unable to show them any practical examples of how collections content could be packaged with listings. This will be revisited.

To produce useful data packages there would need to be a link to a high quality cultural listings service, as neither Culture24 nor Plurio.net collect or aggregate cultural listings from outside their own areas. Of the two bodies, the Estonia tourism body had better links and closer collaboration with local cultural listings services from the Estonian Institute called Kulture.info (www.**culture**.ee*).* This was one of the services approached and evaluated by the listings aggregation service research reflected in D2.2, and was a potential valuable service as they collect a comprehensive spread of listings and are keen to share their data with partners using APIs. Whilst the Estonian tourism body were keen to explore further how the cultural data packages might work for them, they had little resource to manage data packaging processes themselves. The Latvian tourism body had no links with cultural listings data aggregators, but were aware of a few commercial ones. Further exploration would need to be carried out.

Brief mention was also made of the tourism idea recently formed within the Europeana Creative WP4 pilot (which Culture24 and Plurio.net are also involved with) which broadly relates to having fun with paintings by recreating them), in order to articulate another way that digital collections could work for them and their tourism need. There was much more understanding and interest in this (especially from the Estonian Tourism) as a possible idea that could be used for marketing purposes

The key challenge for whether both ideas could be explored further for them however rested on the specific nature of the content supply from Europeana. Both tourism bodies were unfamiliar with Europeana and were keen to know if the content set would be rich and reusable for their purposes. They were unsure from a quick review of Europeana prior to the discussions what appropriate content there could be within Europeana. It was agreed that we would research further what potential content within Europeana could be fit for their purposes and look to contact them again based on these findings as well as when we had specific examples of published cultural data packages

Subsequent searches on Europeana however unfortunately found very little fit for purpose content for tourism, as explained below

Estonia

An initial search based on the term 'estonia' brings back a lot of content, but again very little that is fit for purpose for tourism. There are very few Estonian museum related objects identified in Europeana. Of the total content available that had some form of reusable image content, some

of the wide range of photographs (in excess of 11,000) from the provider CARARE might be useful if they could be linked to place.

http://www.europeana.eu/portal/search.html?query=Estonia&rows=24&qf=PROVIDER%3ACARARE

However as these records are not yet geo-tagged, it is unsure how this content could be adequately linked to place. Other reusable content related to plants specimens and fossils and are not so easily translated into attracting tourists to Estonia.

A subsequent search based on more niche Estonia themes relating to Estonia folk culture, brought more positive results –in terms of relevance. However, many of these images still have an unknown copyright status so are not yet usable

See Appendix-1 for more information

Latvia:

Searches based on the term 'latvia' as well as those relating to military history, art nouveau architecture, nature and Riga**,** brings back little or no content fit for purpose for tourism, both specifically in terms of subject matter or reusable content. Some content whilst reusable to a certain extent (although not for commercial use) was not really suitable interest for tourists (as much of this related to photographs and drawings/digital images of fossils). There were several images of Riga and other locations in Latvia, but these are under a free access, but non-reuse licence.

See Appendix-2 for more information

Gardens

Although there is potentially a lot of garden content on Europeana, it's hard to see how it can be best used. Much of it is not CC or public domain and the content that is tends to be seed/plant samples. There are some images of specific gardens but again most of these are restricted under copyright. Just searching for "garden" or "flowers" and so on doesn't really work for this topic. Knowing a specific plant or garden name tends to produce more useful content but even then it is quite restricted with copyright.

There may be some interest from tourists to see images of parks and gardens in the past but we would need to make the content compelling. Not all the images on Europeana are particularly interesting or good quality (e.g. the gardens at Generalife, Granada, Spain have quite a lot of black and white photographs on Europeana, but a lot of them are very dark, so it's hard to see what they actually are)

Eg:
http://www.europeana.eu/portal/search.html?query=Generalife&rows=96&qf=TYPE%3AIMAGE&qf=REUSABILITY%3Aopen

http://www.europeana.eu/portal/search.html?rows=96&query=Jardin+Anglais&qf=TYPE%3AIMAGE&qf=REUSABILITY%3Aopen

http://www.europeana.eu/portal/search.html?query=Kew+Gardens&rows=96&start=97&qf=REUSABILITY%3Aopen&qf=TYPE%3AIMAGE

Chinese Tourists

Chinese tourists were selected as a niche interest group following the impact on cultural tourism from BRIC countries identified in the Moving Targets research report that made up D4.1, which highlighted the "rapid increase in visitors from 'BRIC' countries (Brazil, Russia, India and China). Visitor numbers from these countries to Europe have increased by
"high double digit rates" in the last year. These visitors are bringing a fresh demand for Europe's cultural sites, not only as part of sightseeing tours but as part of a growing desire for individual experience based cultural tourism"

General research for Europeana content related to China (using the term "China" – although ignoring any results that relate to china the material) revealed a lack of potential that Chinese tourists may be interested in. Some museums have some interesting items to do with Chinese culture and are probably the strongest and most marketable in terms of content.

Further research into the popular interest themes for Chinese tourists in Europe identified communist history, Karl Marx and classical music (in particular Beethoven) as possible avenues for further exploration within Europeana. As per a report in the Economist Dec 2010: "Bonn means Beethoven: his birthplace there is a coveted stop for educated Chinese, who are avid fans of classical music. In Trier it is not the city or its Roman ruins that attracts the tourists. They come to see the Karl-Marx-Haus, birthplace of the revolutionary. The Marx museum estimates that 13,000 Chinese tramp around the house each year. Mandarin inscriptions fill the museum's guest books. In the early morning and evening, large crowds of Chinese have their pictures taken outside the house before heading to their next destination".

However these searches were even less successful in identifying appropriate content.

Searching for content relating to "communist" was not very useful. The only works that are reusable are largely text based reports etc which might not be that interesting to Chinese tourists due to the language barrier. Also, these objects are not in tourist destinations.

Searching for "Karl Marx" brought up more content relating to the University than the man himself. Objects with CC licence have little, if anything to do with Karl Marx. There are some posters, medals etc from the Karl Marx Haus but they're not hugely compelling objects.

Looking at content linked to "Trier" which was Marx's birthplace and a very popular visiting destination for Chinese Tourists also revealed very little relevant content. Only one provider was linked to Karl Marx – other content from Trier was largely relating to its cathedral or Roman ruins.

Looking at "Beethoven" also identified very little really useful content – mainly audio files of performances of Beethoven's works or items only tangentially linked to Beethoven. The French National Library seems to have the most interesting content as it appears to have musical compositions written by Beethoven.

See Appendix-3 for more information

Fashion

Fashion was chosen as this is an area that Europeana has strength in with its Europeana Fashion portal and it also an area of very specific niche interest with lots of fashion bloggers and likely interest to pursue whilst travelling as a tourist

However whilst good content could be identified for tourism purposes within the Europeana Fashion portal, it appears that, at the time of writing, many of these objects don't always appear within the main Europeana portal (although it seems as though some content is appearing over time?). This is therefore incompatible with the planned editorial selection workflow of creating datasets, which as described later is to use My Europeana within the main Europeana portal. A workaround planned for this which is to pull through the valid Europeana ID does not also work as the objects within Europeana Fashion don't have a valid Europeana ID.

On the main Europeana portal, again at the time of writing, there is not a lot of useful content for tourists relating to fashion - only two providers are CC or in the public domain and images are generally not that striking. Europeana Fashion has much better content – examples of clothes/accessories throughout history as well as catwalk shows and model shoots, however this is limited by the fact that the search function isn't as flexible as main Europeana site and we were unable to narrow search to items that you can use or by copyright, so this needs further examination. However if more content from Europeana Fashion becomes surfaced via the main Europeana portal, more potential to create cultural dataset based on this content arises. This however could only be a timing issue, as it is understood that content from Europeana Fashion will be brought into Europeana eventually

See Appendix-4 for more information

Art Nouveau

Potentially there is some really nice content here, largely in Art Nouveau architecture and in objects such silverware, tableware and furniture. Most of the CC/public domain stuff is actually linked to a museum/gallery as well, so we can link the objects to the location fairly easily. The photographs of interiors/exteriors could also be linked to the buildings they represent. Probably one of the most promising selections of Europeana content.

See Appendix-5 for more information

World War One

There is, somewhat unsurprisingly a lot of excellent World War One content in Europeana, a lot of which is user generated via the 1914-1918 project. It is generally vivid and tells personal stories that are often at the heart of any person's engagement with content but especially for tourists. Also as a lot of the good content has come via the 1914-1918 project, they have high resolution, reusable images.

This content is possibly the richest for use in the creation of cultural datasets and will be explored further. In addition Culture24 is the official aggregator of World War One global anniversary events for the First World War Centenary Partnership (via IWM), so in theory packaged global cultural data sets featuring Europeana content and events listings would be viable. However the reality is that despite offering up Culture24's technical system to aggregate non UK related centenary events (Culture24 specifically source UK related events via existing user data entry processes), IWM have struggled to source significant non UK events largely because of the resource commitment required to collect high quality events (as identified previously in EA D4.5). So some wider European World War One cultural datasets could be created, but a large part of this will feature UK events only. **Anra to validate this section.**

European Cultural Routes

Research was conducted into the online tourism focus of European Cultural Routes. This produced very little of substance from a practical tourism perspective. For example we were unable to find anything from public tourism bodies and/or publishers that suggested itineraries, maps, practical tips for exploration, key highlights to view etc. The primary information available relates to promotion of the idea of shared European culture, without going further to practically inform and support a tourist's potential interest in navigating one of these routes. Eg the *European Institute of Cultural Routes* website does not provide any other useful information from a tourism perspective aside from discussing the philosophy behind the European Cultural Routes programme, namely "building Europe whilst travelling"

The Visit Europe does provide a bit more interesting information about some of the routes by way of inspiration to travel and navigate them, but most of the links from these go to individual public tourism board websites, many of which don't focus on anything specific about the route in question

Eg the Visit Europe website http://www.visiteurope.com/Discover/Themes/Cultural-routes refers to the Painters Trail in France but this links back to a French tourism website http://us.rendezvousenfrance.com/en that has no further information about this trail. From the research conducted as part of D4.3, a few public tourist bodies mentioned European Cultural Route as a specific promotional campaign, but it appears that there is very little online content that practically supports such campaigns.

It therefore appears that currently it is a case of 'brand over content' when it comes to the European Cultural Routes. Perhaps there is an existing informational gap that packaged cultural data sets in this area could fill? Further enquiries would need to be undertaken to explore if there was a demand for public tourism bodies in this area

Even if a demand could be identified there is no easy way of identifying appropriate content in Europeana relating specifically to European Cultural Routes (e.g. via particular shared search terms, GEO coordinates etc). For example a content investigation relating to The Central-European Iron Trail was undertaken. This is a European Cultural Route that combines local iron routes with institutions along with places that represent important parts of European iron cultural heritage from pre-history to present day. It aim is to increase understanding of the history, the culture and the traditions of iron areas in 8 countries: Austria, Hungary, Romania, Germany, Czech Republic, Poland, Slovakia and Slovenia. A search on Europeana for the name of the route or " European Cultural Routes" did not define anything specific so a search was performed using "iron" and then narrowing by country. This however was not very successful when cross referencing with the venues/key sites on the actual route. Germany had the most content, but they were mostly (and unsurprisingly!) iron objects which had nothing to do with the route.

See Appendix-6 for more information

What technical/editorial workflow work was carried out?

Technical/editorial workflow strategy

The technical and editorial workflow strategy at the outset of the project for the creation of cultural data sets, was as follows:

- Culture24 and Plurio.net editors select fit for purpose Europeana content using the MyEuropeana feature (by tagging appropriate content)

- The selected records in MyEuropeana are 'pulled' into the respective Culture24 and Plurio.net content management systems using the Europeana API

- Culture24 and Plurio.net editors can then add to the object records if needed and adapt those records for different audiences and then associate them (via tagging) with other related themed sets of information such as venue and event listings and articles in order to create cultural data sets

- These cultural data sets would then be available for publishing within Culture24/Plurio.net publishing channels and other publishing partners via their respective data sharing services

To accommodate this editorial workflow, Culture24 and Plurio.net would both need to make certain technical developments. These would include:

- The ability to harvest object records from Europeana and associate them with other with other related themed sets of information such as venue and event listings and articles.

- New publishing templates to present object-information and object-representations in a range of pages, site-features and search mechanisms

- Updated methods and technical ability of sharing out packaged cultural data sets

Technical/editorial workflow developments

One of the key challenges in using the envisaged workflow for the creation of cultural data sets was a significant delay in obtaining the necessary functionality from Europeana to pull through My Europeana curated records via the Europeana API. This was caused by a large backlog of technical work. This functionality was only available a few weeks before the date of this deliverable and was a significant technical contributing factor in no actual cultural dataset being created (although the curation of Europeana content via MyEuropeana could take place and this has been documented in the editorial work discussed earlier).

Culture24 undertook a number of technical developments to adapt its services and systems to fully incorporate, package, share and display object records from Europeana. It is important to note that any prospective publishing partners would also need to make similar technical developments Therefore this work was undertaken not only to create datasets, but also to pilot the process that potential partners could also adopt. The new developments included:

- A new object-type record within Culture24 content management system that includes:

  o All the necessary information Culture24 aims to publish about collection objects, such as caption and rights information and some further basic detail of objects, such as date and place of production

  o Internal workflow flags and tags to associate or 'package' this object information with other types of information Culture24 holds e.g. venue, event & articles records

- A harvesting mechanism that pulls in information from object records selected by Culture24 editors as part of a My Europeana set of records. This was necessary in order to manually select the best records in Europeana first, rather than pull everything in from the API.

- New Culture24 website templates to present object-information and object-representations in a range of pages, site-features and search mechanisms, such as image carousels that appear on article pages; related object features on all pages; and search result displays.

- A new RESTful API to easily share 'packaged' datasets with other publishing services (although to date only event & venue data is available in this way, object records will be incorporated within this facility soon)

As a result of this work Culture24 can now readily harvest curated object records from Europeana; adapt those records for different audiences and then associate them (via tagging) with other related themed sets of information such as venue and event listings and articles, to created packaged cultural datasets. However due to the editorial challenges documented earlier, as well as the delay on obtaining the functionality to pull through My Europeana curated records via the Europeana API, this could not practically be done to date.

Plurio.net faced more challenges than Culture24 in facilitating the necessary technical developments. A large part of this difference was that Culture24's existing CMS is based on an adapted collections managements system (Index Plus) so the technical changes necessary to harvest collections data were less complicated than for Plurio.net.

Work was carried out to define specific "Europeana objects" database in the Plurio.net digital ecosystem, allowing the packaging and exporting of packaged data sets The structure was defined and an offer was asked from the Plurio.net subcontractor "Redlingshöfer&Hofmann" and the costs for such a database were evaluated. Whilst costs for the implementation of the Europeana database would have been covered by Europeana Awareness funding, the costs of maintenance of the additional databases and more complex interfaces were higher than expected: 13.000 EUR / Year. These costs were judged too high by the Plurio.net steering committee. Content partners from the touristic sector were asked if they could contribute to the higher maintenance costs in the future (Ministry of Tourism Luxembourg). But no contribution could be agreed and hence no additional funding.

Given also the major fit for purpose content issues regarding Europeana content (see earlier) which would mean that a much more editorialised (and less automated) approach would need to be taken in any case, the Plurio.net team decided to abandon the idea of the automated import.

The main factors for this decision were:

- **Return of investment:** the investment into a technical solution makes sense if the there is high quality that is fit for purpose for tourism. As has already been mentioned there are lots of issues with the current Europeana content in this regard.
- **Sustainability:** the automated import would have generated costs for the maintenance of a more complex digital ecosystem, which cannot be covered by the Plurio.net partners.

- **Interoperability with content partners:** Even if Plurio.net had invested in a complex automated data ingestion system, the content partners of the Plurio.net platform would not have been able to display the enriched data sets without any additional development on their side. The enriched data would simply not have been visible on the touristic websites.

Instead it was decide to add Europeana items manually via the media manager of the Plurio.net content management system. The items will instead be treated as images and managed in the existing media manager of the Plurio.net CMS, with manual import and enrichment**.** This new scenario will instead:

- Verify every single item if the rights statements are correct and guarantee "clear data" to the content partners
- Import meaningful content only
- Guarantee good to excellent quality of images
- Guarantee correct labelling and description texts: texts will be added to the "description" field of the image
- Allow to immediately enrich every Plurio.net data set with images from Europeana and to mix different content sources seamlessly
- Allow the immediate easy export of the enriched data sets via the existing API, XML and RSS interfaces: usually the content partners update their database with Plurio.net content over night – so enriched datasets are visible on the websites of the content partners at least 24h after publishing on Plurio.net.
- Allow the seamless integration of enriched data sets into the digital ecosystems of Plurio.net content partners: partners already process images from the plurio.net database. Plurio.net can deliver up to 6 images per data set. Usually the content partners only use the first (= main) image for their websites. The Plurio.net content team will position the Europeana images as image of the data set. Future updates of the image lightboxes of the content partners will allow the display of more images.
- Keep Europeana items in the Plurio.net database without significantly augment the maintenance costs, thus making the invest sustainable.

Next technical development steps for Plurio.net

- Updating the light box module on Plurio.net website in order to be able to display the entire description text of the image.
- Updating the media manager on Plurio.net: augmenting the amount of images that can be added to a data set
- Updating the article module on Plurio.net: allowing to add galleries with unlimited amount of images
- Adding manually images and descriptions from Europeana to plurio.net datasets
- Monitoring the display of these enriched data sets on partner websites, especially on the websites with touristic offers and missions:
    - www.visitluxembourg.lu
    - www.visitmoselle.lu
    - www.ont.lu
    - www.lcto.lu
    - www.ardennes-lux.lu
    - www.mullerthal.lu
    - www.redrock.lu
    - www.revue.lu
    - www.perl-mosel.de
    - www.tourismus-grossregion.eu

- o www.lorrainedarts.fr
- o www.nordstad.lu
- o www.infoleiw.lu
- o www.culture.be
- o www.culture.lu

What we learnt

Our learning seeks to answer the research questions proposed in the DoW which relates to "*Exploring the possibilities to promote culture into tourism on a strategic level*" and specifically states that *"Culture24 (UK) and Plurio.net (Greater Region) working within their networks to create editorial links between Europeana content and their own existing databases of events and venues. This will result in a themed and contextualised data offer (D4.5) that can then be used for the creation of location aware widgets, mobile applications and online web services in task 4.4.3"*
.
The primary learning point from our experiences to date is that developing strategic partnerships with public tourism bodies and creating themed and contextualized cultural data sets is much more challenging than first anticipated. The initial idea that clear editorial links between content could be made in order to automatically generating large and rich cultural data sets, served to advance the tourism strategies of public tourist bodies has been disproven.

Thus is largely due to a number of challenges that impact upon the demand and the supply for such a solution. These can be summarised as follows:

1. There is an apparent lack of pan European or inter-country wide tourism campaigns and themes that could be used as a basis for creating appealing and reusable content/data sets for the next stages of development

2. Many public tourism bodies' lack interest, resource or the ability to prioritise the use of packaged cultural data sets to advance their tourism strategies (including finding ways to link into local cultural listings data services)

3. Even those public tourist bodies that are able to prioritise the use of cultural data sets are more inclined to collaborate with national, regional or local sources of digitised cultural heritage rather than Europeana. This could be a positive outcome for cultural heritage institutions and bears more investigation on the standards preparation that maybe aided by Europeana.

4. There is a need to improve the quality of content provided to Europeana, particularly the direct links to the digital item. It is also important that we make Cultural Heritage institutions aware of where digitization is lacking so they can help fill the gaps and fuel the tourist economy. Meanwhile, at the time of writing, the lack of sufficiently high quality and relevant content within Europeana that is 'fit for purpose' for the tourism sector hampers development. In particular:

    a. Many items are not of sufficient interest for visitors, e.g. lack of content that represents 'the highlights' of what to see and to do at a destination or lack of content that highlights effectively the historical and cultural significance of the destination in order to increase attractiveness

b. Many items have accompanying images of insufficient quality for tourism audiences (e.g. insufficient resolution, only thumbnails, possess watermarks)

c. Many items have rights statements that preclude full reuse (i.e. are not public domain, CC0, CC-BY, CC-BY-SA)

d. Geolocation data is not universally available and so content items cannot be connected to points of interest at a destination, a key requirement for online tourism content.

e. Some content items also have accompanying texts and descriptions that are in many cases missing, not meaningful enough for tourism audiences or too complicated. On top of that, the different data fields are used in different ways to add descriptions to the data set.

5. There are difficulties in producing generic cultural data sets that can be uniformly addressed to all tourism bodies as each will have local language and local listings requirements which are hard to address

The work conducted however did identify some opportunities for particular pieces of cultural data to be utilised when seeking to build strategic tourism relationships. In particular World War One, Art Nouveau and some fashion content could be actively promoted to as tourism content, as well as possibly other more individual examples.

However an alternative strategic approach about how these cultural data sets can be best utilised to develop Europeana's relationship with tourism needs to be considered within the remainder of the Europeana Awareness project and by Europeana thereafter. Some suggestions for next steps to advance such an alternative are described below.

What next?

The key learning points can be grouped into 2 key requirements that we hope can be responded to as part of advancing an alternative strategic approach to building relationships with tourism. These are:

1. A requirement for generating greater demand within tourism bodies for the use of cultural content to advance their tourism marketing strategies

2. A requirement for encouraging a better supply of fit for purpose cultural content for the tourism sector

We suggest the following recommendations, to build an alternative strategic approach to building relationships with tourism, in response to these requirements:

1. Explore other approaches for engaging public tourism bodies with cultural content, as an alternative to the provision of cultural data sets. For example presenting a wider range of case studies of how digitised collections content (not only that contained within Europeana) has been used (e.g. by existing collection holders or the European Creative tourism pilot solution once developed?) to engage visitors in other ways (e.g. to generate fun, excitement, respond to other emotions etc)

2. Develop workshops and best practice recommendations for collections holders to help build understanding about what is needed to develop the fit for purpose supply of content for tourism, even locally.

   In particular to inform such organisations what they need to digitise and make available, as well as the importance of reusable right statements, high resolution images, geotagging and good descriptions.

3. Use the strategic briefing event (as part of 4.2.2) to work with tourism and cultural policymakers to drive both demand and supply suggestions identified above.

4. Utilise key themes that Europeana has strength in (e.g. World War One, Art Nouveau, archaeology, churches, monuments, renaissance painting etc) to practically illustrate opportunities when promoting the other recommendations detailed above.

Addressing supply and demand in this way is a more long-term strategy that we feel is necessary to affect the change needed for Europeana to begin to influence and serve the tourism market.

Appendix

1. **Estonia**

Europeana search - Searching for Estonia brings up 27,103 results – Image: 24458, Text: 2148, Sound: 328, Video: 169

Content by Data Provider (top 20): "Estonia"

Data Provider	Provider	Country	Type of Content	Copyright
Muinsuskaitseamet | Estonian National Heritage Board	CARARE	Estonia	(11657) Modern day photographs of immovable cultural monuments – statues, plaques etc in urban areas and some in rural areas (trees etc) as well as buildings/traditional and modern houses in both.	CC0
Institute of Geology at TUT	OpenUp!	Latvia	(8766) Fossils found in Estonia – photos and drawings.	CC BY-NC
University of Tartu - Tartu Ülikool	The European Library	Europe	(1379) Text – some texts seem to link to images of castle ruins on data provider website. Other relate to texts about cancer/medicine/science etc	Unknown
The Estonian Museum of Natural History	The Natural Europe Project	Europe	(1127) Specimens of plants, insects/beetles, crystals/minerals, photographs of plants, fossils, videos of animals	CC BY-NC-ND
Eesti Rahvusringhääling (Estonian Broadcasting Company)	Linked Heritage	Estonia	(878) Photographs of buildings and people relating to music/dance/entertainment in mid-late 20th C (conductors including Arvo Pärt, musicians, ballet, actors, award shows, etc), and some audio recordings (current affairs?)	Unknown
Eesti Teatri- ja Muusikamuuseum	Linked Heritage	Estonia	(561) Images not showing in Europeana. Only some very low-res show on the data provider website. Possibly film negatives relating to Estonian theatre and music	Unknown
Open Society Archives at Central European University	HOPE - Heritage of the People's Europe	Hungary	(434) Texts and videos relating to Eastern European communism, the Iron Curtain, etc.	Free Access – no re-use
Oslo Museum	Kulturrådet	Norway	(140) No thumbnails in Europeana. Photographs of cinema interior/exteriors, car lots and other public buildings in the 1950s – Estonia or Oslo?	CC BY-SA
Audiovisual Library of the European Commission	European Commission	Europe	(139) Images not showing in Europeana. Photos of press conferences/meetings and other EC activities.	Free Access – no re-use
EuroPhoto SCANPIX provider	EuroPhoto	Denmark	(96) Photos of soldiers, ice hockey games, construction, weddings, state dinners etc	Paid access – no re-use
Tallinna Linnamuuseum	Linked Heritage	Estonia	(94) Images not showing in Europeana – images on data	Unknown

			provider site very low res – not of any use. Photos of building interiors and exteriors.	
Eesti Rahvusraamatukogu	The European Library	Estonia	(78) Photographs/postcards of buildings in Tallinn	Unknown
Conservation Centre Kanut / Kadriorg Art Museum	Athena	Estonia	(73) Maps, household objects, paintings, clothes and books.	Unknown
Eesti Spordimuuseum	Linked Heritage	Estonia	(71) Images not showing in Europeana – images on data provider site very low res – not of any use. Miscellaneous objects related to sports including a hockey puck, pens, clothes etc	Free access – no re-use
Dr.Fr.R.Kreutzwaldi Memoriaalmuuseum	Linked Heritage	Estonia	(66) Images not showing in Europeana – images on data provider site very low res – not of any use. Photos of ballet performance, animated film and book covers.	Unknown
Uppsala Universitet	The European Library	Sweden	(62) Text – studies and reports on a range of subjects.	Free access – no re-use
Bodleian Library	The European Library	UK	(50) Text – German language on various subjects.	Free access – no re-use
The National Archives of Estonia	EFG - The European Film Gateway	Estonia	(49) Photographs from WWI showing military personnel and civilians in street scenes	Free access – no re-use
Västergötlands museum	Swedish Open Cultural Heritage	Sweden	(36) Black and white photos of buildings and streets in Tallinn during early 20th century.	Unknown
French National Library - Bibliothèque Nationale de France	The European Library	France	(33) Maps	Public domain

Searching for niche themes
Seto Culture in Setumaa
Searching for "Setumaa" was more useful. The provider Muis – Museums Public Portal brought up Sato handicrafts, sketches of clothing, artefacts, residential floorplans and faces but has no copyright information. The European Library also has some black and white images – I presume of Setumaa. These have no copyright information. Eesti Rahvusringhääling has some video footage (from some kind of information show – a bit like The One Show?) about Seto culture (in Estonian) – again, no copyright information.

Võrumaa
Searching for this brings up black and white images (photos and postcards) of the region – vast majority have no copyright information.

Saaremaa
Black and white postcards of region and folk costume, photos of people, sketches of homesteads, buildings and objects. Mostly unknown copyright.

Muhu
Black and white images of region and locals in traditional costume (unknown copyright), colour images of landscape from early 21st century (unknown copyright and some CC), sketches of buildings, objects, clothes etc (unknown copyright), images taken from a film/TV show(?) (unknown copyright), fossils (CC BY-NC)

Kihnu

Images of region and locals in traditional dress (unknown copyright), locals taking part in traditional celebrations(?) in colour and black and white (also unknown copyright). Sound recordings relating to public affairs (unknown copyright)
Basically nothing useful for **Estonian Swedes** and **Old Believers**.

2. Latvia

Searching for 'Latvia' in Europeana brings up 35,960 results – Image: 35056, Text: 696, Video: 198, Sound: 10.

Content by Data Provider (top 20):

Data Provider	Provider	Country	Type of Content	Copyright
Latvijas Nacionālā bibliotēka - National Library of Latvia	The European Library	Latvia	(28,018) Photographs and postcards (streets, places, especially Riga, railways, vehicles, buildings, churches interior and exterior etc in black and white and colour) adverts, labels	Free access – no re-use
Latvijas laikmetīgās mākslas centrs (LCCA)	Digitising Contemporary Art	Latvia	(3,938) Paintings, drawings, photographs (including of performance art), street art, objects (sculptures, lamps) – all artworks. Letters (from artist?)	Restricted Access – Rights Reserved
Institute of Geology at TUT	OpenUp!	Latvia	(1,025) Fossils – photographs and drawings/digital images	CC BY-NC 3.0
Latvijas Nacionālā bibliotēka	The European Library	Latvia	(584) No images on Europeana – links are broken. Possibly greetings cards? Postcard portraits etc	No copyright info
Latvijas Dabas muzejs	Athena	Latvia	(306) No images on Europeana or source site. Fossils? Natural history (skeletons etc)	No copyright info
Open Society Archives at Central European University	HOPE - Heritage of the People's Europe	Hungary	(261) Documents/letters relating to defectors/immigrants from Eastern Europe – letters, interviews etc, video/photos of Soviet era TV etc	Free access – no re-use
Audiovisual Library of the European Commission	European Commission	Europe	(234) No images on Europeana but visible on source site. Photos of European Commission activities – meetings and visits etc relating to Latvia	Free access – no re-use
VA Rīgas vēstures un kuģniecības muzejs	Athena	Latvia	(131) No images on Europeana or source site. Posters – gigs and festivals	No copyright info
Askaboutireland.ie	Linked Heritage	Ireland	(103) Extracts from Thom's Directory relating to Latvia	Free access – no re-use
Naturalis Biodiversity Center	OpenUp!	Netherlands	(93) Not all preview image on Europeana visible. Preserved specimens – plants etc	Free access – no re-use
National Library of Latvia	The European Library	Latvia	(72) Texts – poetry, fiction, histories, music etc	Free access – no re-use
Valmieras novadpētniecības muzejs	Athena	Latvia	(63) Photos/posters	No copyright info
Bodleian Library	The European Library	UK	(49) Text only – largely in German	Free access – no re-use

Latgales kultūrvēstures muzejs	Athena	Latvia	(46) No images – ceramic tableware, toys etc	No copyright info
Uppsala Universitet	The European Library	Sweden	(39) Text only – political/historical/geographical	Free access – no re-use
Latvijas Kara muzejs	Athena	Latvia	(38) No images – ceramic tableware, decorative arts etc	No copyright info
EuroPhoto SCANPIX provider	EuroPhoto	Denmark	(37) Images of Riga Opera House – ballet dancers rehearsing, exterior and interior details, etc. Also images of politicians	Paid access – no re-use
Centre Virtuel de la Connaissance sur líEurope	ASSETS	Luxemberg	(35) Text – no image. Political speeches/addresses	Free access – no re-use
University of Tartu - Tartu Ülikool	The European Library	Europe	(25) All text – no images. Manscripts	Unknown copyright status
Repozytorium Cyfrowe Instytutów Naukowych	Federacja Bibliotek Cyfrowych	Poland	(24) Mainly text. Historical texts etc	Rights Reserved - Restricted Access

Searching for "art nouveau, architecture, Latvia"
Only 6 results (Free access no reuse only) which are postcards/photos of buildings in Riga.

Searching for "soviet, military, Latvia"
31 results, 6 of which have CC licences. Three photos (no thumbnails in Europeana) of military buildings/sites, one user-contributed postcard and two photos of fossils. Items under a free access licence include some photos of military planes but is mostly made up of videos of Soviet Russian broadcasting.

3. Chinese tourists

Searching for "China" brings up 68,182 – mainly images. 28,971 have CC licences.

Content by Data Provider (top 20): search "china"

Data Provider	Provider	Country	Type of Content	Copyright
Östasiatiska museet	Swedish Open Cultural Heritage | K-samsök	Sweden	Many images not showing in Europeana but showing at the source. Ceramics/glassware vessels and vases, paintings, figurines, woodcut prints, grave goods, craft tools etc	CC BY-NC-ND 3.0
University of Vienna, Institute for Botany - Herbarium WU	OpenUp!	Austria	Preserved plant specimens.	CC BY-SA
Etnografiska museet	Swedish Open Cultural Heritage	Sweden	Fabric, furniture, precious stones, jewellery, ornaments, cult and religious objects, paintings, posters, photographs, costume, ceramics, tiles, etc	No copyright info
Fitzwilliam Museum	CultureGrid	UK	Coins, ceramics, medals, fans	Free access – no re-use
Askaboutireland.ie	Linked Heritage	Ireland	Scans from commercial trade	Free

			directories	access – no re-use
Naturalis Biodiversity Center	OpenUp!	Netherlands	Preserved specimens – butterflies/insects and plants	Free access – no re-use
National Library of the Netherlands - Koninklijke Bibliotheek	The European Library	Netherlands	Porcelain, photographs ("Impressions of China"), posters, maps, ephemera	Free access – no re-use
CER.ES: Red Digital de Colecciones de museos de España	Hispana	Spain	Images not showing in Europeana but showing at the source. Costume, toys (made in China), sculptures, tableware, vases, notebooks, figures, fans, money	Free access – no re-use
The Wellcome Library	The European Library	UK	Photos, drawings, lithiographs and woodcuts (medical)	CC BY-NC 2.0
Open Society Archives at Central European University	HOPE - Heritage of the People's Europe	Hungary	Documents regarding those visiting East/West Germany and communism across the world, propaganda videos	Free access – no re-use
Rijksmuseum	Rijksmuseum	Netherlands	Ornaments (including jade), woodcuts, ceramics (such as plates, cups, saucers etc), incense burners, prints	Public domain
Audiovisual Library of the European Commission	European Commission	Europe	Videos and images of EM commissions, visits, etc	Free access – no re-use
Natural History Museum, Vienna - Herbarium W	OpenUp!	Austria	Preserved plant specimens	CC BY-SA 3.0
SMB-digital	Linked Heritage	Germany	Images not showing in Europeana but showing at the source. Furniture, costume, plates, drawing/prints, medicinal vessels	CC BY-NC-SA 3.0
MAK - Österreichisches Museum für angewandte Kunst / Gegenwartskunst	Partage Plus	Austria	Images not showing in Europeana and source is a 404 error. Designs on paper	Free access – no re-use
Bodleian library	The European Library	UK	Colour plates showing insects and plants from China	CC BY-NC-SA 3.0
Bayerische Staatsbibliothek	Bayerische Staatsbibliothek	Germany	Mainly texts – some imaged of maps	Unknown copyright status
Archiv der sozialen Demokratie (AdsD)	HOPE - Heritage of the People's Europe	Germany	Badge, photos, posters	Unknown copyright status
Nationaal Archief	Archives Portal Europe	Netherlands	Photos (including Dutch merchant officers in China, etc)	Free access – no re-use
Natural History Museum, London	Open!Up	UK	Preserved specimens – insects and plants	CC BY 3.0

Content by Data Provider (top 10): search "communist"

Data Provider	Provider	Country	Type of Content	Copyright
Open Society Archives at Central European University	HOPE - Heritage of the People's Europe	Hungary	Documents regarding those visiting East/West Germany and communism across the world, propaganda films and images	Free access – no re-use
French National Library - Bibliothèque Nationale de France	The European Library	France	Reports from Communist Party, newsletters, newspapers, lithographs, posters, photos	Public domain
Universidad Complutense de Madrid	The European Library	Spain	Photos from the Spanish Communist Party	Free access – no re-use
EuroPhoto EPA provider	EuroPhoto	Europe	Modern colour photos of communist leaders and supporters at demos etc	Paid access – no re-use
Maison des Sciences de l'Homme de Dijon (MSH Dijon), USR CNRS-uB 3516	HOPE - Heritage of the People's Europe	France	All text – dossiers, manifestos etc. No images on Europeana or at source.	Public domain
Génériques	HOPE - Heritage of the People's Europe	France	Some images not showing in Europeana or source pages. Propaganda posters, journals etc	Free access – no re-use
Amsab-Institute of Social History	HOPE - Heritage of the People's Europe	Belgium	Propaganda posters and photos and some text interviews.	Free access – no re-use
International Institute of Social History	HOPE - Heritage of the People's Europe	Netherlands	Photos – social history, including photos of statues, demonstrations and meetings	Free access – no re-use
EuroPhoto PAP provider	EuroPhoto	Poland	Photos of politicians and leaders at meetings etc	Paid access – no re-use
EuroPhoto MTI provider	EuroPhoto	Hungary	Photos of meetings, demonstrations etc	Paid access – no re-use

Content for "communist" is not strong. The only works in public domain are largely text based reports etc which might not be that interesting to Chinese tourists due to the language barrier. Also, these objects are not in tourist destinations.

Content by Data Provider (top 10): search "Marx"

Data Provider	Provider	Country	Type of Content	Copyright
Stadtgeschichtliches Museum Leipzig	Athena	Germany	(1,501) Football memorabilia, medals, postcards, photos – mostly seems to relate to a football club.	Unknown
Museum für Musikinstrumente der Universität Leipzig	MIMO - Musical Instrument Museums Online	Europe	(964) Musical Instruments from a museum at Karl-Marx University	CC BY-NC-SA 3.0
Bildarchiv Foto Marburg	Athena	Germany	(751) Photos of Jewish gravestones (of people called Marx), paintings (created by Reichlich, Marx [Herstellung]), photos of places like Marx-Engels Platz etc	Free Access – no re-use
Archiv der sozialen Demokratie (AdsD)	HOPE - Heritage of the People's	Germany	(627) Medals of Karl Marx House, posters, photos of memorial	Unknown

		Europe		ceremony/inauguration of Karl Marx House, Marx family, leaflets, postcards etc	
Digital Mechanism and Gear Library - www.dmg-lib.org	thinkMOTION	Europe	(466) Slides from a lecture at Karl-Marx University	CC BY-NC-ND 3.0
International Institute of Social History	HOPE - Heritage of the People's Europe	Netherlands	(262) Photos of collective farm called 'Karl Marx', badges, coins, books, leaflets, posters	Free Access – no re-use
Spielzeugmuseum Nürnberg / http://www.museen.nuernberg.de/spielzeugmuseum/index.html	Athena	Germany	(225) Toys (created by Marx, Louis, und Co., Inc)	Unknown
Galiciana: Biblioteca Digital de Galicia	Hispana	Spain	(84) Maps	Public Domain
Generalitat de Catalunya. Arxiu Nacional de Catalunya	EuropeanaPhotography	Spain	(83) Demonstrations in Spain/Catalonia in 1930s	CC BY-NC-ND 3.0
Sociaal Historisch Centrum voor Limburg (shclimburg.nl)	Digitale Collectie	Netherlands	(72) No images on Europeana or at source. Difficult to tell from description what objects are – photos perhaps?	Unknown

Very little to see here – even searching for "Karl Marx" seems to bring up more relating to the University than the man himself. Objects with CC licence have little, if anything to do with Karl Marx. There are some posters, medals etc from the Karl Marx Haus but they're not hugely compelling objects.

Content by Data Provider (top 10): search "Trier" [birthplace of Marx]

Data Provider	Provider	Country	Type of Content	Copyright
Bildarchiv Foto Marburg	Athena	Germany	(4,420) Pages from Bible/Gospel/other religious texts, architectural features (church), and photos of churches	Free Access – no re-use
Portable Antiquities	CultureGrid	UK	(1738) Coins.	Free Access – no re-use
SMB-digital	Linked Heritage	Germany	(312) Photos of archaeological sites in Trier, coins, sculptures. No thumbnails.	CC BY-NC-SA 3.0
Archiv der sozialen Demokratie (AdsD)	HOPE - Heritage of the People's Europe	Germany	(237) Items from Karl Marx Haus including leaflets, coins, posters, photos of house interior and events, etc.	Restricted Access – Rights Reserved
Münzkabinett der Staatlichen Museen zu Berlin - Preußischer Kulturbesitz	Athena	Germany	(211) Coins.	Unknown
Rijksmuseum van Oudheden	Digitale Collectie	Netherlands	(140) No thumbnails. Pottery fragments, Roman(?) terracotta oil lamps	CC0 1.0
Architekturmuseum der Technischen Universität Berlin in der Universitätsbibliothek	Athena	Germany	(139) Drawings/plans/etc of cemeteries/churches/public buildings in Trier, transportation zone drawings/documents	Unknown
Austrian National Library	European Library	Austria	(135) Portrait engravings.	Public Domain

D4.5: Creation of agreed themed datasets as a foundation for next stage of development

| EuroPhoto SCANPIX provider | EuroPhoto | Denmark | (109) Photos/still from films(?) – Lars von Trier | Paid Access – no re-use |
| Fitzwilliam Museum | CultureGrid | UK | (100) Coins | Free access – no re-use |

Very little relevant content. Only one provider was linked to Karl Marx – other content from Trier was largely relating to its cathedral or Roman ruins. Unsure if Chinese tourists would be particularly interested in these?

Content by Data Provider (top 10): search "Beethoven"

Data Provider	Provider	Country	Type of Content	Copyright
Stadtgeschichtliches Museum Leipzig	Athena	Germany	Etchings, medals, concert posters and programmes (20th century)	No copyright info
Österreichische Nationalbibliothek - Austrian National Library	The European Library	Austria	Photographs of places associated with Beethoven and portrait photos of people attending a Beethoven centenary event.	Free access – no re-use
Fundación Albéniz	ASSETS	Spain	Audio/video of Beethoven's works – source link is broken	Paid access – no re-use
Swiss National Library	The European Library	Switzerland	Posters – many images "not available"	Free access – no re-use
Pennrose Media	DISMARC - EuropeanaConnect	Europe	Audio files of Beethoven works	Paid access – no re-use
Bayerische Staatsbibliothek	Bayerische Staatsbibliothek	Germany	All text – books on Beethoven	Unknown
Preiser Records; Austria	DISMARC - EuropeanaConnect	Europe	Audio files of Beethoven's works.	Paid access – no re-use
French National Library - Bibliothèque Nationale de France	The European Library	France	Etchings, musical compositions (written by Beethoven himself?), posters	Public domain
Liber Liber, Roma, Italia	ECLAP, e-library for Performing Arts	Italy	Audio files of Beethoven works	CC BY-NC-SA 3.0
Centre for History and Analysis of Recorded Music, King's College London; United Kingdom	DISMARC - EuropeanaConnect	UK	Audio files of Beethoven works – clicking on source link leads to an unsuccessful download attempt.	Free access – no re-use

Little really useful content – mainly audio files of performances of Beethoven's works or items only tangentially linked to Beethoven. **French National Library** seems to have the most interesting content as it appears to have musical compositions written by Beethoven, but being a library, this is not exactly a tourist attraction.

4. Fashion

Search: "fashion" on Europeana main portal (top 20)

Data Provider	Provider	Country	Type of Content	Copyright
Alinari Archives	Europeana Photography	Italy	(5,140) black and white/colour photos of models/couture (19th-20th century) – also includes general photography of	Paid access – no re-use

			portraits etc. Clicking through to source leads to 404 error	
askaboutireland.ie	Linked Heritage	Ireland	(2,478) Thom's Street Directory	Free access – no re-use
Topfoto.co.uk	EuropeanaPhotography	UK	(2,118) Photographs – movie stars, fashion shoots, sporting events (e.g. polo and rugby), weddings	Paid access – no re-use
EuroPhoto SCANPIX provider	EuroPhoto	Denmark	(1,587) Photos of runway shows, spectacles. Source is a 404 error	Paid access – no re-use
Cinecittà Luce S.p.A.	EFG - The European Film Gateway	Italy	(1,170) Mostly film footage – models being dressed for photographing, racecourses, etc	Free access – no re-use
Picture the Past	CultureGrid	UK	(940) Photographs from 19th – early 20th century – street scenes, portraits	Free access – no re-use
National Library of the Netherlands - Koninklijke Bibliotheek	The European Library	Netherlands	(935) Posters (fashion week and Foxy Fashion (magazine?)), photographs of 1920s fashion (individual and group), some films	Free access – no re-use
The British Library	The European Library	UK	(875) Adverts, sheet music,	Free access – no re-use
Sound & Vision (Beeld en Geluid)	ECLAP, e-library for Performing Arts	Netherlands	(868) Photos of musicians on TV show called Fanclub	CC BY-SA 3.0
Netherlands Institute for Sound and Vision	EUscreen Project	Netherlands	(816) Images from Dutch youth TV show? Not all images are showing up in Europeana	Free access – no re-use
Parisienne de Photographie	EuropeanaPhotography	France	(566) Images of fashion designers, models, fashion shoots, fan belonging to Marie Antoinette	Free access – no re-use
Portable Antiquities	CultureGrid	UK	(546) Archaeological objects – rings, spurs, buckles, brooches, thimbles, pins etc	Free access – no re-use
National Inventory of Architectural Heritage	Irish Manuscripts Commission	Ireland	(525) Images not visible on Europeana preview but are at source. Images of houses and buildings	Free access – no re-use
French National Library - Bibliothèque Nationale de France	The European Library	France	(441) Adverts, black and white photos of women in early 20th century(?)	Public Domain
EuroPhoto ANSA provider	EuroPhoto	Italy	(351) Photos of early 1990s catwalk shows and some 1960s shows	Paid access – no re-use
Private Collections Library BIKOP, maintained by ICIMSS	EuropeanaPhotography	Poland	(302) Studio portraits from early 20th century	Free access – no re-use

Uppsala Universitet	The European Library	Sweden	(293) All texts – academic	Free access – no re-use
Black Country History	CultureGrid	UK	(278) Buttons, pins, purses, jewellery, brooches, combs, fashion dolls, paintings, boxes, some clothes (dresses, scarves etc), cards	Free access – no re-use
EuroPhoto MTI provider	EuroPhoto	Hungary	(272) Black and white images of fashion shows	Paid access – no re-use
Swiss National Library	The European Library	Switzerland	(261) Adverts	Free access – no re-use

Not a lot of useful content on main Europeana portal – only two providers are CC or in public domain. Images are generally not that striking.

5. Art Nouveau

Search: "art nouveau" on Europeana main portal (Top 20)

Data Provider	Provider	Country	Type of Content	Copyright
Bildarchiv Foto Marburg	Partage Plus	Germany	(7,149) Interiors and exteriors, including stained glass, statues and other details	Free access – no re-use
Museum of Applied Arts, Budapest	Partage Plus	Hungary	(6,643) Clothes, books, objects, bookplates/illustrations, exteriors and interiors of buildings, vases/homewares	Free access – no re-use
Online catalogus Carmentis	Partage Plus	Belgium	(5,699) Texts (mainly dossiers), wallpaper design samples, architectural plans for interiors,	Free access – no re-use
Soprintendenza alla Galleria nazionale d'arte moderna e contemporanea	Partage Plus	Italy	(5,078) Preview images not showing in Europeana. Postcards, letters, designs and sketches by artists such as Hendrick C. Andersen, Olivia and Howard Cushing, John Briggs Potter, etc. CC images are all photos, often of artists, buildings and sculptures.	Free access – no re-use / CC0
MAK - Österreichisches Museum für angewandte Kunst / Gegenwartskunst	Partage Plus	Austria	(3,982) Many preview images not showing in Europeana and have broken links to provider page. Household fittings/accessories, textiles, costume pieces (e.g fans), carpet designs, furniture and illustrations	Free access – no re-use
Pictures-bank.eu portal, maintained by ICIMSS	Partage Plus	Poland	(3,006) Building exteriors, stained glass, and some interiors	Free access – no re-use
Aveiro City Museum	Partage Plus	Portugal	(2,967) Many preview images not showing in Europeana and have broken links to provider page. Architectural details (railings, cornices etc), building exteriors.	CC BY
Digitalt Museum	Partage Plus	Norway	(2,875) Many preview images not	Public

			showing in Europeana. Jewellery, cutlery/tableware, household accessories, drawings of jewellery and other accessory designs, building exteriors, architectural plans of house exteriors/interiors	domain / CC0 / Free access
Culture Grid	Partage Plus	UK	(2077) Wall tiles, statues, architectural details of art nouveau buildings	CC BY
Pictures-bank.eu portal created and maintained by International Center For Information Management Systems And Services (ICIMSS) Portal Pictures-bank.eu stworzony i prowadzony przez Międzynarodowe Centrum Zarządzania Informacją (ICIMSS)	Linked Heritage	Poland	(1,610) Many preview images not showing in Europeana. Building exteriors, interiors and architectural details.	Free access – no re-use
Międzynarodowe Centrum Zarządzania Informacją / International Centre for Information Management Systems and Services (ICIMSS)	Athena	Poland	(1472) Building exteriors, interiors and architectural details.	No copyright details
Bildarchiv Foto Marburg / Institut Mathildenhöhe Darmstadt	Partage Plus	Germany	(1327) Tableware/home accessories, building interiors/exteriors, designs for jewellery, homes, etc, architectural plans of interiors	Free access – no re-use
www.esbirky.cz	Partage Plus	Czech Republic	(1,322) Posters/adverts, jewellery and home accessories, drawings, costume, furniture, photographic studies/references, books/magazines(?)	CC0
Bildarchiv Foto Marburg / Bröhan-Museum, Berlin	Partage Plus	Germany	(1,102) Furniture, tableware/silverware, ceramic figurines	Free access – no re-use
Biblioteca nazionale centrale di Roma	Partage Plus	Italy	(808) Preview images not showing in Europeana. Scans/photos of book illustrations and designs	CC0
Digitales Kunst- und Kulturarchiv Düsseldorf	Partage Plus	Germany	(782) Some preview images not showing in Europeana. Home accessories/decoration.	Free access – no re-use
Urbanistični inštitut Republike Slovenije	Partage Plus	Slovenia	(600) Building exteriors and interiors	Free access – no re-use
Archivi delle arti applicate italiane del XX secolo	Partage Plus	Italy	(596) Preview images not showing in Europeana. Illustrations, book covers, posters	Free access – no re-use
Muzej in galerije mesta Ljubljane, Urbanistični inštitut Republike Slovenije	Partage Plus	Slovenia	(594) Building exteriors, furniture, drawings/sketches, architectural plans	Free access – no re-use
Design Museum Gent	Partage Plus	Belgium	(553) Wall tiles, home accessories, tableware, silverware	CC BY-NC-SA

6. European Cultural Routes

The Central-European Iron Trail, Review of key sites per country on the trail:

1. Austria	Die Steirische Eisenstraße, Eisenerz / Museumsverbund Steirische Eisenstraße, Trofaiach / Geschichte-Club ALPINE, Leoben-Donawitz / Arbeitsgemeinschaft Österreichische Eisenstraße	The Styrian iron road, iron ore / Museumsverbund Styrian Iron Road, Trofaiach / history club ALPINE, Leoben-Donawitz / Arbeitsgemeinschaft Austrian Iron Route
2. Austria	Radwerk IV in Vordernberg, Leoben / Marktgemeinde Vordernberg, Vordernberg / Montanhistorischer Verein Österreich (MHVÖ), Leoben-Donawitz	Radwerk IV in Vorderberg, Leoben / market town Vorderberg, Front Mount / Mining Historical Society of Austria (MHVÖ), Leoben-Donawitz
3. Austria	Verein Kulturpark Eisenstraße-Ötscherland, Ybbsitz	Club culture Eisenstraße-Ötscherland, Ybbsitz
4. Austria	Verein Eisenstraße Oberösterreich, Steinbach an der Steyr	Club Iron Road Upper Austria, Steinbach an der Steyr
5. Austria	Montangeschichtlicher Verein Norisches Eisen, Hüttenberg	Mining Historical Association Noric iron, hut mountain
6. Austria/Hungary	Norisch-Pannonische Eisenstraße, Eisenstadt	Norisch-Pannonian iron road, Eisenstadt
7. Hungary	Országos Magyar Bányászati és Kohászati Egyesület (OMBKE), Budapest / Műszaki és Természettudományi Egyesületek Szövetsége (MTESZ), Budapest / Öntödei Múzeum, Budapest	Hungarian Mining and Metallurgical Society (OMBKE), Budapest / Technical and Scientific Societies (MTESZ), Budapest / Foundry Museum, Budapest
8. Hungary	Kohászati Múzeum, Miskolc	Metallurgical Museum, Miskolc
9. Hungary	Magyar Olajipari múzeum, Zalaegerszeg	Hungarian Oil Industry Museum, Zalaegerszeg
10. Romania	Erdélyi Magyar Műszaki Tudományos Társaság (EMT - Societatea Tehnico-Ştiinţifică Maghiară din Transilvania), Cluj-Napoca	Transylvanian Hungarian Technical Scientific Society (EMT - Societatea Tehnica Ştiinţifică Maghiară-din Transilvania), Cluj-Napoca
11. Romania	Universitatea Eftimie Murgu, Reşiţa	University Eftimie Murgu, Resita
12. Germany	Arbeitsgemeinschaft Bayerische Eisenstraße, Amberg	Working Group Bavarian Iron Road, Amberg
13. Czech Republic	Technické muzeum, Brně	Technical Museum Brno
14. Poland	Stowarzyszenie Inżynierów i Techników Przemysłu Hutniczego (SITPH), Katowice	Association of Engineers and Technicians Metallurgical Industry (SITPH), Katowice
15. Slovakia	Slovenska železná cesta, Kosice / Slovenské technické múzeum, Kosice	Slovakia Iron Road, Kosice / Slovak Technical Museum, Kosice
16. Slovakia	Slovenské banské múzeum (slowakisches Bergbaumuseum), Banská Štiavnica	Slovak Mining Museum (Slowakisches Bergbaumuseum), Banská Štiavnica
17. Slovenia	Museum Ravne na Koroskem, Ravne na Koroskem	Straight Museum in Carinthia, Ravne

Europeana Content
Searching using "iron" and then narrowing by country.

Country	Relevant Objects (total)	Provider	Data Providers	Copyright?
Austria	Some iron objects from medieval/middle ages	Institut für Realienkunde	Kulturpool	Unknown
	Photographs of iron/steel production (mid-late 19th C and mid-20th C)	Österreichische Nationalbibliothek	The European Library	Free access – no re-use
	Iron decorative art objects – many in Art Nouveau	MAK - Österreichisches	Partage Plus	Free access – no re-use

	style. Late 18th C – early 20th C	Museum für angewandte Kunst / Gegenwartskunst		
Hungary	Photographs of iron production/workers from various iron companies (mid 20th C) (not all images show on Europeana)	EuroPhoto	EuroPhoto MTI provider	Paid Access – no re-sue
Romania	No relevant objects			
Germany	Clothes iron, cast iron pictures, cast iron monkey, hatchet, etc	Linked Heritage	museum-digital	CC BY-NC-SA
	Photos of steel works/workers (mid-late 20th C) and Japan Iron and Steel Exporter's Association Tokyo brochure.	?	Saxon State and University Library, Dresden / Deutsche Fotothek	Unknown
	Print of steel/ironworkers	Saarländisches Schulmuseum	Linked Heritage	Restricted Access
	Photos of steel work/workers	Athena	Bildarchiv Foto Marburg	Unknown
	Iron decorative art objects (particularly lights/lamps) – many in Art Nouveau style. Late 18th C – early 20th C	Partage Plus	Bildarchiv Foto Marburg	Free Access
Czech Republic	Iron meteorite(?)	OpenUp!	Národní muzeum	CC BY
Poland	Iron workers/works (1960s)	EuroPhoto	EuroPhoto PAP provider	Paid Access
Slovakia	No objects			
Slovenia	No relevant objects			