europeana
creative

Public Report
on Year 3 of
the Project

www.europeanacreative.eu

Europeana Creative: Where Cultural Heritage and Creative Industries Meet

Europeana Creative was a European project that enabled and promoted greater re-use of cultural heritage resources by creative industries. Europeana Creative set the stage for multifaceted collaborations between content-providing cultural heritage institutions and creative industry stakeholders.

Europeana Creative was coordinated by the Austrian National Library and co-funded by the European Union, through the ICT Policy Support Programme as part of the Competitiveness and Innovation Framework Programme (CIP).

The project was launched in February 2013 and ended in July 2015. It united 26 partners from 14 European countries in an innovative alliance stretching across multiple sectors. Project partners included content-providing institutions such as libraries, museums and archives with world-famous collections; living labs; creative industry hubs and organisations; software development, game and multimedia experts; business experts; think tanks and representatives from the education and tourism sectors.

Europeana Creative set out to demonstrate that Europeana, the online platform providing access to more than 40 million digit-ised cultural heritage objects from Europe's libraries, museums, archives and audiovisual collections, facilitates creative re-use of digital cultural heritage content and associated metadata.

Europeana Creative partners explored new ways to engage with Europe's digital cultural heritage for business, education and entertainment. The project developed innovative Pilot applications focused on education, tourism, social networks and design. Developers, creative entrepreneurs and cultural heritage experts met to identify, incubate and spin off viable projects in a series of Open Innovation Challenge Events followed by thorough incubation support. The project goals were supported by the creation of the Europeana Labs website and the Europeana Labs Network, an on- and offline environment for experimentation with content, tools and business services. The Europeana Publishing Framework established by the project will from now on encourage Europeana data providers to provide content that is fit for purpose for creative industries. The project was supported by continuous evaluation and business modelling development and the five thematic Pilots that demonstrated the fruitful potential for creative re-use of cultural content available via Europeana.

Europeana Creative pre-jam event Barcelona, May 2015 (CC BY-SA Europeana Creative)

Europeana Creative in the Context of Europeana and the Digital Agenda for Europe

Over the past 6 years Europeana collected over 40 million digitised objects from more than 3,300 institutions, covering 36 countries and 30 languages. By assembling this material in a standardised way and making it interoperable across the different domains this is already a huge step towards the goals of the Digital Agenda for Europe. All 40 million objects are available online for everyone to discover and use.
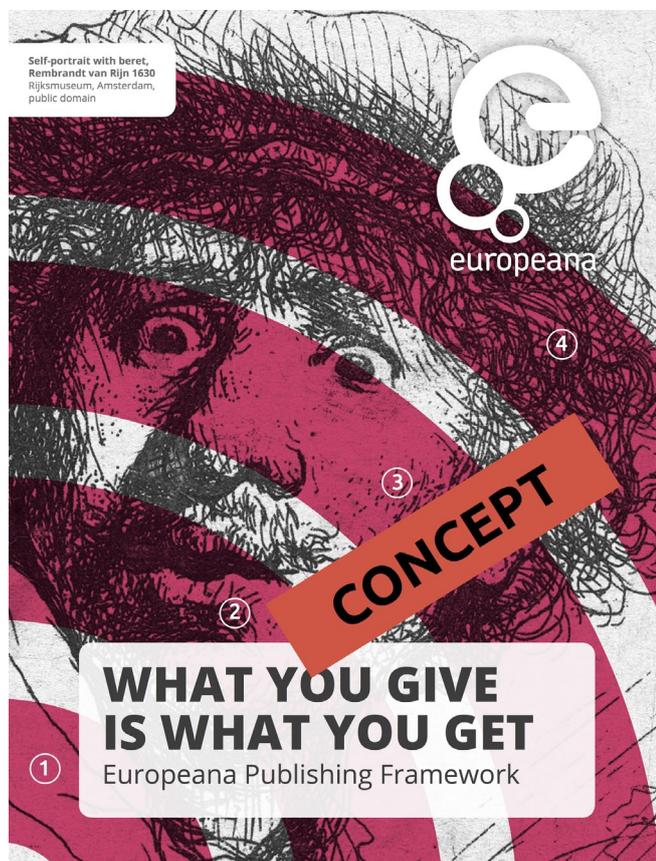
With the project Europeana Creative we aimed further than accessibility alone: we investigated how this material could create social and economic impact. This aim of stimulating creative re-use of digital cultural heritage is central to Europeana Foundation's Strategy 2015–2020 and of the aim of the EU to create a digital single market.

It has become very clear that the market of Cultural and Creative Industries (or CCIs) is booming and an important driver for both social and economic growth in Europe. It represents

4.2% of the overall GDP in Europe,[1] but more importantly, it is a growth market. Perhaps even more significant is the fact that CCIs are the third largest employer in Europe (after construction and food and beverage) and employ a higher than average percentage of young people. The question is therefore not if we should enter this market, but how? What does it take to fuel this industry? How can the digital cultural heritage that we have painstakingly assembled, standardised and enriched contribute to the further development of this market? How can Europeana continue to play a role in helping young creative entrepreneurs develop their skills?[2]

Europeana Creative has created the infrastructure necessary to be active in this area, and as the results are firmly embedded into Europeana's core technology stack, it's impact will be felt far after the end of the project. Europeana Labs has become the primary online and offline interface between the heritage and the creative industry, a place where developers who are active in the cultural sector meet in the context of Living Labs, exchange ideas and present their results. This is backed by APIs that- with the implementation of the Content Reuse Framework- can serve only the material that meet the technical and legal standards that developers actually need, a huge step forward. The Europeana Publishing Framework, which explains in a simple way what content providers need to deliver and what they can expect as results in return lays the conceptual foundation for what can be considered the biggest hurdle for success in this area: easy access to high quality re-usable material.

The Europeana Foundation and its network believes that openly accessible digital cultural heritage can foster the exchange of ideas and knowledge, leading to a better mutual understanding of our cultural diversity and contributing to a thriving knowledge economy for Europe. The work of Europeana Creative has laid solid foundations for future activities in this area. The Europeana Foundation will continue to work with similar initiatives to realise this goal, collaborating in particular with Europeana Food and Drink and Europeana Space, and will build on the work of Europeana Creative with Europeana as a Digital Service Infrastructure.

Self-portrait with beret, Rembrandt van Rijn 1630 Rijksmuseum, Amsterdam, public domain

CONCEPT

WHAT YOU GIVE IS WHAT YOU GET
Europeana Publishing Framework

Cover of the public version of the Europeana Publishing Framework (CC BY-SA Europeana Creative)

1. Creating growth: Measuring cultural and creative markets in the EU (December 2014), page 5.
2. See Europeana Creative "Final Report on Europeana Labs Network Sustainability Plan and Generic Business Models" (D3.4)

Culture Cam installation at Statens Museum for Kunst, Copenhagen; pre-jam event Helsinki June 2015 (CC BY-SA Europeana Creative)

Results of the Project

— Creation of the Europeana Labs online platform and the Europeana Labs network

— Methodologies of open co-creation around digital culture

— The underlying technical infrastructure, services and tools to support re-use of digital cultural heritage by creative industries

— The Europeana Publishing Framework, encouraging data providers to provide content to Europeana that is fit for purpose for creative industries to re-use.

— Design, implementation and launch of pilot apps and games in the education, tourism, social networks and design sectors:
  — History Education Pilot via Historiana
  — Natural History Education Pilots The Secret Legacy and Memory Match
  — Tourism Pilot VanGoYourself
  — Social Networks Pilot Sound Connections
  — Design Pilot Culture Cam

— Incubation of innovative spin-off project in the education, tourism, social networks and design sectors by organising Open Innovation Challenges and their respective Challenge Events.

— Organisation of a final conference with representatives from the Creative Industries and cultural heritage institutions: Europeana Creative Culture Jam in Vienna, July 9-10, 2015 with four pre-jam events in Living Labs in Barcelona, Helsinki, Bristol and Krakow.

— Evaluation of all project activities, resulting in improvement of the pilot applications, indicating future improvements of the established services and proofing added value for the creative industries

— Dissemination of all project results to foster continued collaboration and build bridges between cultural heritage organisations and creative industries

Europeana Creative's methodologies of open co-creation (CC BY-SA Europeana Creative)

Results in the Third Year of the Project

Work Package 1

Work Package 1 (Europeana Open Laboratory) developed online and offline laboratory spaces that encouraged creative industries to tap into the potential of the digital cultural heritage aggregated by Europeana. During the course of the project, WP 1 defined a set of services, tools and expertise bringing together the outcomes of the project in the Europeana Labs Network. The online laboratory space Europeana Labs, launched in April 2014 as beta release and was fully released in August 2015. It offers an inventory of datasets and technical tools, information about the Europeana API, an overview of physical lab spaces, a showcase of apps and projects re-using Europeana content and other support features.

Currently, over 80 datasets are featured, providing access to a well over 1 million openly licensed, directly accessible media object. The site features more than 160 apps, a dedicated blog area as well as an events calendar. Since launch, the Europeana Labs site has been visited by over 31,000 times and there are now over 2,750 API keys registered. Work Package 1 supported throughout the project the development of the five thematic Pilots and facilitated their development with co-creation techniques carried out by Platoniq and an adapted agile Scrum development methodology.

Work Package 1 was led by Europeana Foundation (EF).
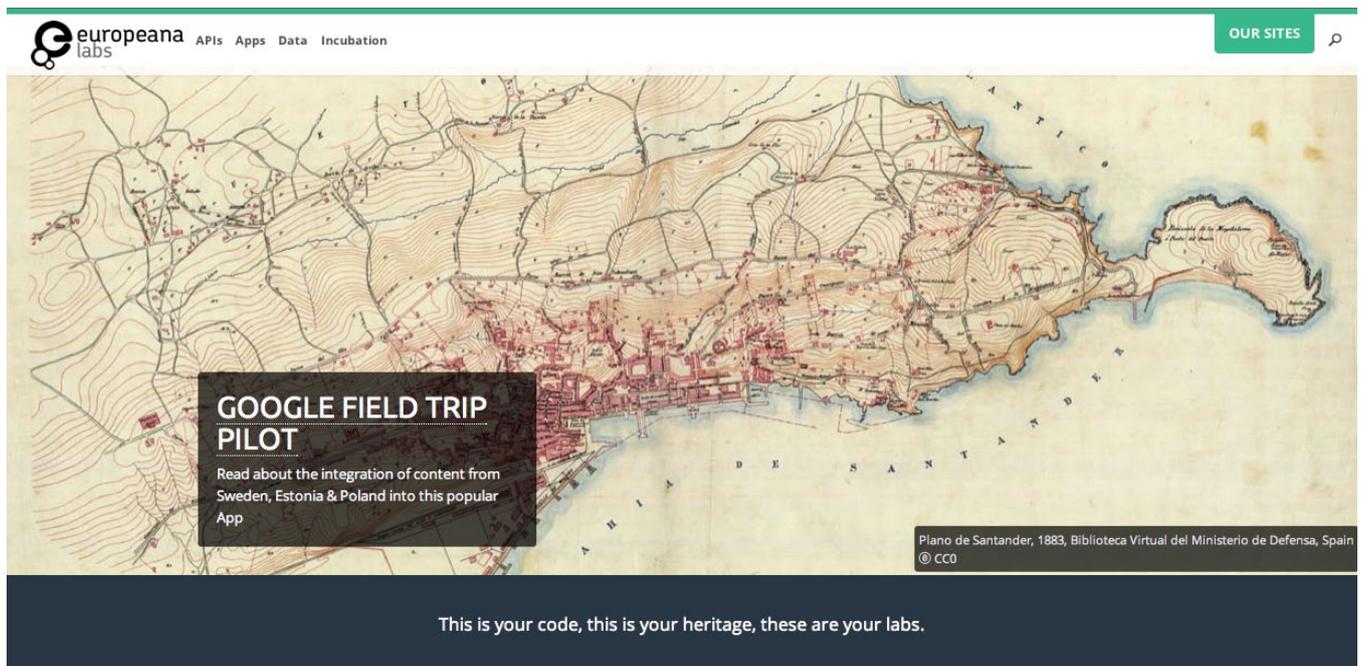
Europeana Labs website (CC BY-SA Europeana Creative)

Work Package 2

Work Package 2 (Infrastructure for Content Re-use) finalised its work in year 2 of the project as planned. It developed the technical infrastructure for Europeana that enables re-use of digital cultural heritage content. This has been achieved with the successful implementation of the Media File Checker. It is now possible to extract technical metadata such as resolution, bitrates, dominant colours and further media information from digital objects in Europeana. This is the basis for the realisation of the Europeana Publishing Framework (Content Re-use Framework) which became operational in the final year of the project. Besides this, Work Package 2 worked on content retrieval services, to facilitate via an OAI-PMH repository synchronising the Europeana metadata servers with semantic repositories as well as on the API development. It supported the project Pilots with tools such as the Image Similarity Service, Image Twinning WordPress plugins and geo-referencing. In addition, Work Package 2 integrated the metadata transformation service in the Europeana servers, created a detailed research about the enrichment and linking services of the Europeana metadata and completed the enrichment module.

Work Package 2 was led by the National Technical University of Athens (NTUA).
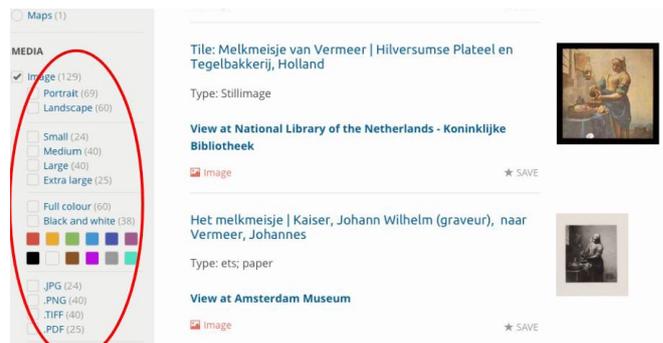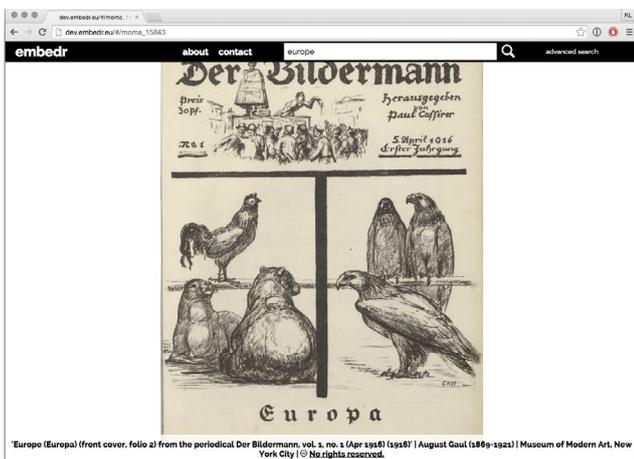

New search facets for Europeana based on resolution, bitrates, colours and more (CC BY-SA Europeana Creative)

Work Package 3

Work Package 3 (Business Model Frameworks) continued to guide and monitor the implementation of the technical component of the Europeana Publishing Framework (Content Re-use Framework), making sure it met the requirements and specifications developed earlier in the project. Year 3 of the project was marked by a refinement of the Europeana Publishing Framework. The project partners carried out parallel work on the technical component of the Framework (including the development of the embedr.eu

Embedr.eu users interface (with test content)
(CC BY-SA Europeana Creative)

Image Embedding Service as a demonstrator service) and on a strategy to increase the quality of the re-usable content that is being made available via Europeana (the Europeana Publishing Framework). Embdr.eu allows users to simply embed high quality zoomable images from Europeana. It works with a subset of images that are made available via Europeana that meet certain technical quality requirements (bigger than 4 megapixels) and are available under a rights statement that allows re-use. The Europeana Publishing Framework has been developed by Europeana and Kennisland in close collaboration with the Europeana Network Task Force on Content Re-use and provides - for the first time - structured guidance for data providers with regards to the quality of content that they make available via Europeana. By identifying four tiers related to the quality of the metadata and content that data providers make available via Europeana, the framework sets standards for what data providers need to deliver to Europeana and what they can expect from their participation in Europeana in return. With this activity the project supported strongly the Europeana's strategy until 2020. Finally, the WP3 partners have consolidated all information on the developed and identified business models as part of the project.

Work Package 3 was led by Kennisland (KL).

Work Package 4

Work Package 4 (Pilots) scoped, planned and implemented five Pilot applications in five thematic areas. For the theme of History Education the platform Historiana enables users to create learning activities online, the theme of Natural History Education takes you on an adventure game with The Secret Legacy and tests your memory with Memory Match. In the theme of Tourism one can re-enact famous paintings with VanGoYourself and on the topic Social Networks communities of interest can enrich birdlife, city sounds of Amsterdam and London as well as aviation sounds via Sound Connections. The final period focused mainly on the Design Pilot Culture Cam. This tool makes it easy to browse a subcollection of Europeana's Public Domain material in a fun and intuitive way: It uses a web camera to match the colour, shape or pattern of an object to those in Europeana. Culture Cam has been featured as a physical installation at events in Copenhagen and Vienna, where participants were able to immerse themselves in Europeana content. All Pilots are featured on Europeana Labs with relevant documentation and were presented during the Europeana Creative Culture Jam in Vienna, including demos, posters and installations.

Work Package 4 was led by the Netherlands Institute for Sound and Vision (NISV).
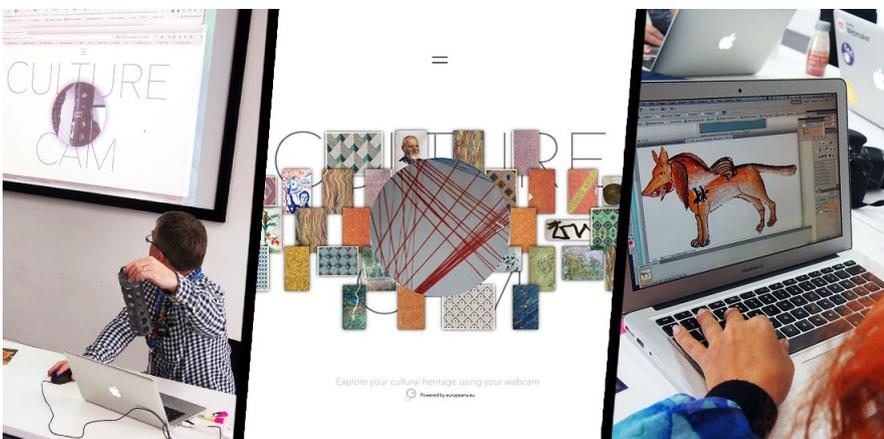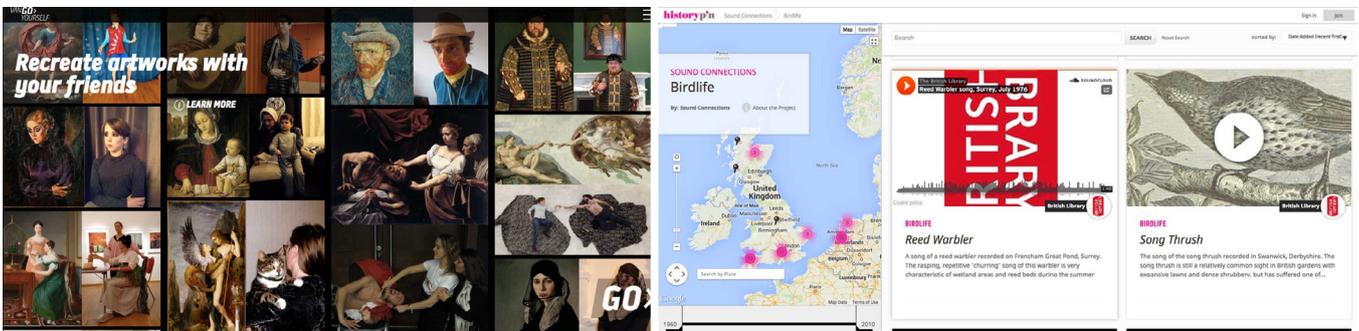
From left to right:

History Education Pilot
Natural History Education Pilot:
The Secret Legacy / Memory Match

Tourism Pilot: VanGoYourself
Social Networks Pilot: Sound Connections

Design Pilot: Culture Cam

(CC BY-SA Europeana Creative)

Work Package 5

Work Package 5 (Open Innovation) identified and incubated viable projects based on an open innovation delivery plan. During the course of the project for each of the five Pilot themes, Open Innovation Challenges were organised and promoted. The final event on the theme of Design took place in Manchester as a part of Future Everything Festival on February 27, 2015. Software developers and creative entrepreneurs, as well as designers, artists and entrepreneurs were invited to submit innovative business ideas and concepts for apps, games or even products via the platform iStart. For each Challenge theme, winners were chosen to receive a tailor made incubation support package. These offers included online and offline resources and the support covered assistance with business modelling and planning, business strategy, user piloting and technical implementation. At the end of the project all incubation programme participants received a final review. Basic business support can be found in the future on the Europeana Creative website in a series of business guides, focusing on topics such as business modelling, planning and financial support options.
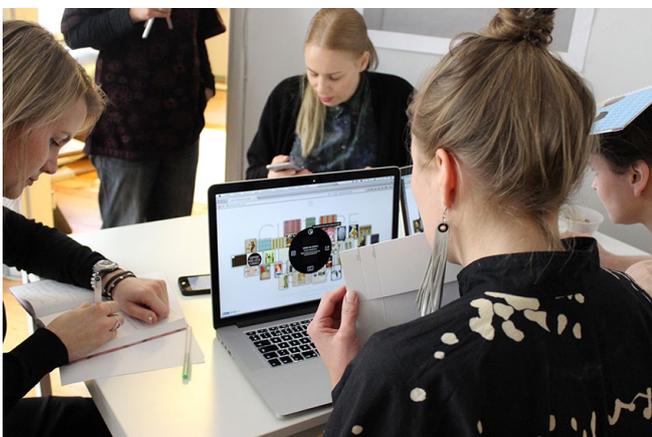

Design Challenge Winner, Silvija Aurylaite from Public Domain City (CC BY-SA Europeana Creative)

Work Package 5 was led by European Network of Living Labs (ENoLL).

Work Package 6

Work Package 6 (Evaluation) evaluated all strands of the project: Europeana Labs, the co-creation process, the technical infrastructure, the Publishing Framework (Content Re-use Framework), the Pilot development process, the Challenge Events and the uptake by creative industries. In the third year of the project, work continued on the re-defined Evaluation Strategy and Framework. The mixed-method design used for these purposes comprises expert interviews, focus groups, surveys, usability tests and diary-keeping. Lessons learned were fed back to improve all development processes in the project. Work Package 6 conducted and documented user experience sessions and focus groups on the Natural History Education, History Education, Tourism and Social Networks Pilots. In the final year, all Challenge Events as well as Pilot Impact and Uptake were evaluated. For Europeana Labs, Work Package 6 summarised evaluation and interviews with representatives from the Creative Industries and reported together with Europeana on the strategy of a sustainable Europeana Open Laboratory Network. Findings showed that representatives of the creative industries are recognising the added value of the project's Pilots, Europeana Labs and the content, tools and services offered and established within the project.

User testing of the Design Pilot (CC BY-SA Europeana Creative)

Work Package 6 was led by Platoniq Sistema Cultural, Spain from January 2015 onwards.

Work Package 7

Work Package 7 (Dissemination) promoted the visibility of Europeana Creative and its results fostering collaboration between cultural heritage institutions, creative industries and the wider public. Based on a detailed dissemination plan and carefully detailed target audiences, all Pilots, the thematic Challenges and the Europeana Labs website were promoted. The project's website was updated on a regular basis to reflect developments and results of the project. Work Package 7 used a blog, a Twitter account (more than 2.000 followers), Facebook (990+ likes) and Europeana's Vimeo account to disseminate project results and activities. Europeana Creative partners organised and actively engaged in numerous international conferences, workshops and events further supporting the dissemination of the project. Apart from the final Challenge event in Manchester, the Pilot Culture Cam was exhibited as an installation in Copenhagen during a Statens Museum for Kunst event. Promotion focused also strongly on the final event of Europeana Creative: Europeana Creative Culture Jam in Vienna on July 9-10, 2015. The conference was accompanied by four pre-jam events in Barcelona, Helsinki, Bristol and Krakow in advance and was disseminated via all established channels, several promotional videos and a separate website.

Work Package 7 was led by the European Business & Innovation Centre Network (EBN).
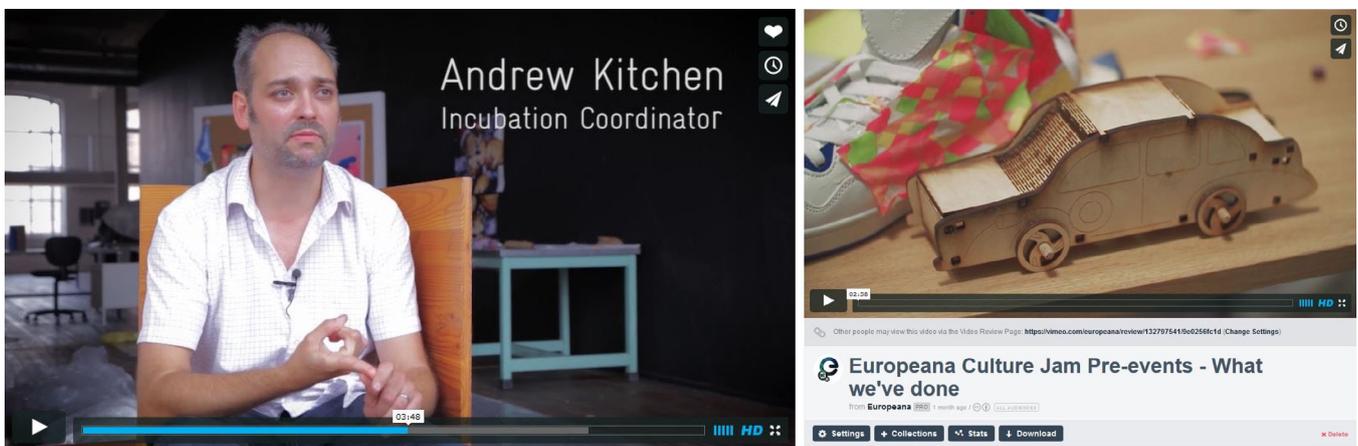
Final results and pre-jam events video (CC BY-SA Europeana Creative)

Work Package 8

Work Package 8 (Project Management) In the final phase of the project, the Austrian National Library focused on ensuring effective financial administration, internal consortium management, coordination, communication and organised the final event of the project. In addition, the project management was responsible for effective quality and risk management, monitoring of project documents such as deliverables and milestones and a strong liaison with the European Commission. At the same time, Europeana Foundation continued coordinating all technical activities. As decision-making bodies of the project, the Executive Board and the General Assembly met regularly and all project objectives were delivered. In the final year of the project, a second Technical Review meeting was held, finding that good progress were achieved within the project.

On July 9-10, the Austrian National Library in Vienna hosted Europeana Creative's Culture Jam, the project's final conference, bringing together cultural innovators from across Europe to share ideas, knowledge and inspiration. Over 150 participants enjoyed inspiring presentations and talks, posters and product presentations in the exhibition space and interactive sessions with Culture Cam and VanGoYourself. Europeana Creative made use of its strong collaboration with Europeana Cloud, Europeana Space, Apps4Europe and Europeana Food and Drink, which participated, supported and joined this final event.

Work Package 8 was led by the Austrian National Library (ONB). The technical coordination of the project was ensured by Europeana Foundation (EF).

Europeana Creative Consortium at the final Staff Meeting in Vienna, July 2015
(CC BY-SA Europeana Creative)

Europeana Creative Culture Jam, July 2015
(CC BY-SA Europeana Creative)

Europeana Creative Partners

1 Austria
Austrian National Library
AIT Austrian Institute of Technology

2 Belgium
European Business & Innovation Centre Network
European Network of Living Labs
EUN Partnership / European Schoolnet

3 Bulgaria
Ontotext

4 Czech Republic
National Museum

5 Denmark
Spild af Tid

6 Finland
Aalto University, School of Arts, Design and Architecture

7 Germany
MFG Medien- und Filmgesellschaft Baden-Württemberg
Museum für Naturkunde
Exozet Games

8 Greece
National Technical University of Athens

9 Luxembourg
Agence luxembourgeoise d'action culturelle
(PLURIO.NET)

10 The Netherlands
Europeana Foundation
Kennisland
Netherlands Institute for Sound and Vision
European Creative Business Network
Webtic
EUROCLIO – European Association of History Educators

11 Slovenia
Semantika

12 Spain
Platoniq Sistema Cultural

13 United Kingdom
Shift (formerly We Are What We Do)
Culture24
The British Library
Ramulus Ltd.

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