



Europeana Project Shift Guidelines

Support for when your Europeana related data providing project ends



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1. Introduction

Since Europeana began in 2008, we have grown and developed while projects providing data to Europeana began to complete their full lifecycle. It became clear that guidance was needed on both sides to ensure that everyone was aware of the processes necessary towards the end of a project.

Projects normally have a life span of two to three years, with a clear start and end date. During a project, the data flows from data providers via projects as aggregators to Europeana and from there to end users (but memory institutions or projects may also have their own access points to content for end users, see Fig. 1). Therefore, during the planning stage of a project it is important considering options for the sustainability of project outcomes, such as an aggregator service, technical tools or a partner network. This is to ensure that the data flow between the memory institution and Europeana can continue beyond the end date of the project.

Once a project ends and the technical infrastructure is no longer supported, new routes of data delivery need to be identified for the project partners. The importance of national aggregation initiatives therefore becomes essential in sustaining the data delivery routes as they are the main route of absorbing data and partners from projects which are ending. Europeana supports national aggregators because of their ability to coordinate a national infrastructure for digital information.

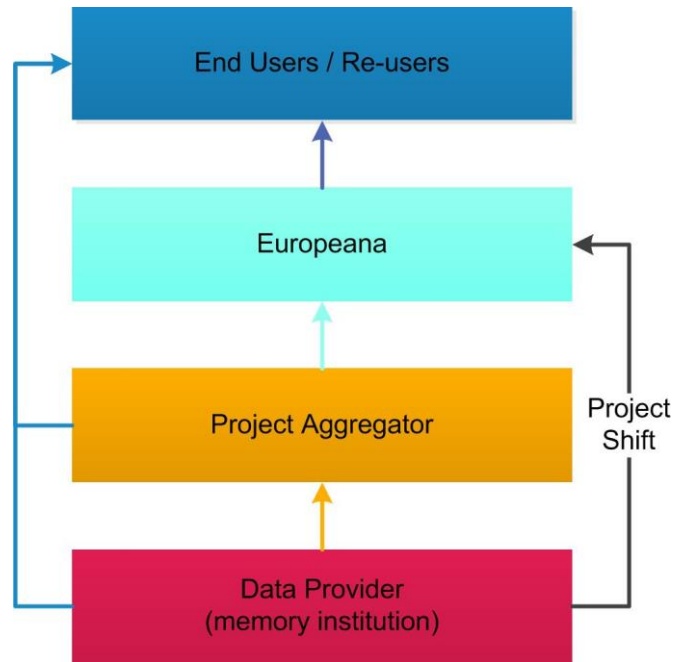


Fig. 1. Data flow from a memory institution as project partner providing data via the project as an aggregator to Europeana. Project shift is to make sure that a continued relationship between the institution and Europeana can be maintained even after the end of the project and to find the most suitable aggregation routes to ensure a continued data flow to Europeana.

These project shift guidelines outlines how Europeana can ensure an ongoing relationship with memory institutions being partners of data providing projects and a continued flow of data beyond a project's lifetime (see Fig. 1). Depending on the project type, different procedures can be established to ensure a smooth transition of the partners and their data in the post-project phase.

2. Project Shift Scenarios

For data providing projects, three main sustainability scenarios can be identified and are described in more detail below (Fig. 2):

1. The project ends, no ongoing activities are planned or no funding is available to continue or follow up activities started during the project.
2. A follow-up project continues the work within the current project structure.
3. The project takes on the role of an aggregator either as a 'dark aggregator' or an 'aggregator with own portal'

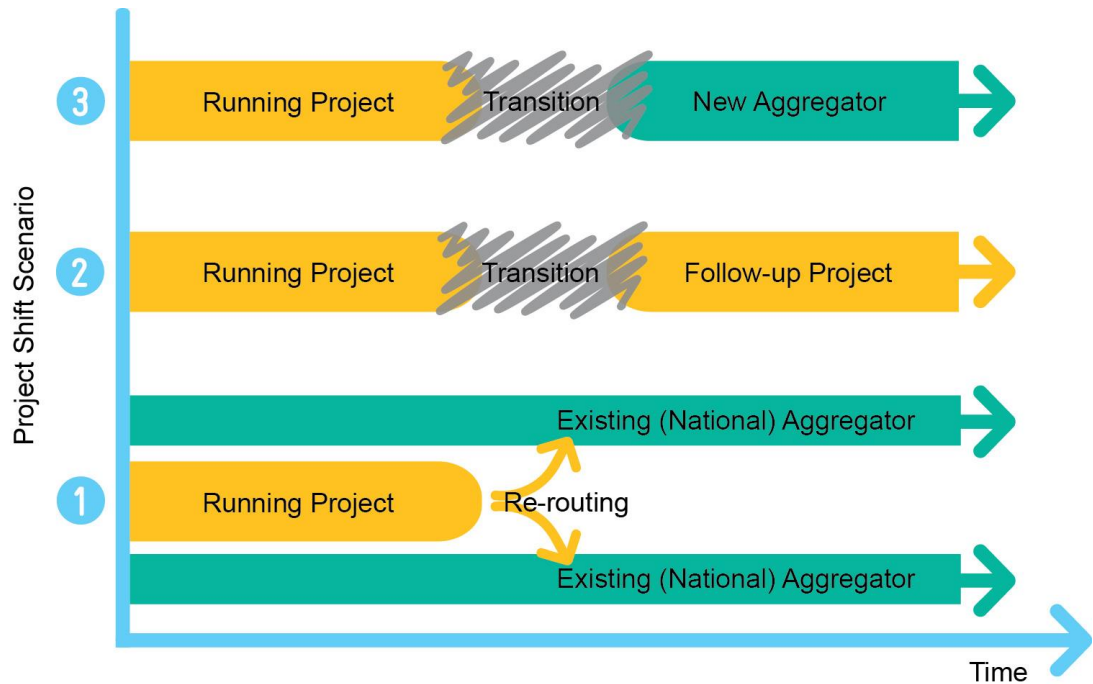


Fig. 2. Overview of the three project shift scenarios that are explained in more detail in the text.

2.1. Scenario 1: Project ends, no ongoing activities or funding

Description of an ending project scenario:

- A project will not continue, e.g. no follow-up project (no more data contribution to Europeana, no maintenance of services or no partner network as a project).
- A project that will have no continued financial support.

In this situation, a project shift plan should make sure that all data providing project partners that wish to continue their collaboration with Europeana, are routed via other aggregators (preferably national aggregators), or come in directly.

Should there be no possibility to continue linking to the original source or aggregator, or when there are no re-routing possibilities, an exit plan would come into place to remove the data from Europeana as the links would no longer be valid.

2.2. Scenario 2: A follow-up project continues within the current project structure

Description of a follow-up project scenario:

- A project that will have guaranteed financial support for the follow-up project.
- There is a defined timeframe for the follow-up project.



- There will be partner and data continuation during the follow-up project.
- The work (infrastructure, network, data, etc) from the previous project will be continued and maintained in one form or another in the follow-up project.

A follow-up project scenario reflects that the current project will continue in the same structure as the previous one but supported with new funding and a new project time period. A transition period exists for the new funding to be available for the project to properly pick up the work.

Some partners might not be part of the follow-up project. In case that the follow-up project can not maintain the data for these partners, the project shift planners should make sure that these partners and data are re-routed via other Europeana distribution channels, come in directly or are removed from the Europeana database.

2.3. Scenario 3: The project takes on the role of an aggregator

Description of aggregator scenario:

- There is an aggregator by the end of the project (either dark or with end user portal).
- A partner or partners in the consortium will continue the business of the project in the role of an aggregator.
- The aggregator continues to collect metadata from a group of data providers and submits them to Europeana, after the project phase.

The third scenario for a project is deciding to continue as an aggregator either dark or with a destination portal. The project shift in this case should make sure that any partners or data that will not be continued via the aggregator are routed via other Europeana channels, come in directly or will be removed from the Europeana database.

3. Lessons Learned

Input and experience gained from various projects and aggregators including outcomes, questions and lessons learned are summarised here:

- Start thinking about a project shift and/or sustainability plan as early as possible, even from the beginning of the project.
- At least six months before the end of the project, Europeana will get in touch with you to understand which re-routing option the project has planned and to agree on the next steps to be taken.



- Hold a survey to collect all relevant information from your project partners. Ask about their plans after the project. Share your survey results with Europeana, so the database can be updated with contact information and status of aggregation.
- It is highly recommended that all project partners register for the Europeana Network and keep track of the running Task Forces. It is the best way to stay informed about Europeana developments

Some questions for the project coordinators:

- Is there a task in the project work plan focusing on sustainability? Keep in mind the needs for a Europeana project shift as well, which focuses on the continued relationship with partners and delivery of their data after the project.
- Are all partners in the project committed to continue making digitised data available to Europeana after the project?
- Which project shift scenario applies to the project? An analysis of the opportunities and threats for each scenario could be useful and re-used for a sustainability plan.

(updated February 2015)