



# Europeana v1.0 Project Summary

## 1 Timings

Start date: 1 February 2009

Duration: 30 Months

Project Coordinator: EDL Foundation – Europeana Office

Major Milestones

- Rhine Release – M18
- Danube Release – M27

## 2 Project Summary

This project is the successor network to the EDLnet thematic network which created the EDL Foundation and the Europeana prototype. Following the launch of the user designed and driven prototype of Europeana the EDL Foundation wishes to use Europeana v1.0 to develop an operational service and solve key operational issues related to the implementation and functioning of the Europeana. Stakeholders, including the general public when the full operational service is offered, will be involved in Europeana and informed how they can contribute and access content. The work of Europeana v1.0 will include the development and implementation of all the necessary processes to create and run such an operation and a full scale business development operation to ensure a steady stream of content is made available. Additionally dissemination efforts to end users will be executed to ensure take up and continuous involvement of end users in order to achieve sustainability of such a service. Among the tools to enlarge user involvement will be the development of generic (web)services that allow others to re-use and re-purpose the data. Key infrastructure components and value-added services will be implemented by the Europeana Connect BPN. Content will come from existing sources such as The European Library and from the linked Europeana Travel, MIMO and Judaica proposals, as well the results of current eContentPlus projects: Athena, EFG and Europeana Local.

### 2.1 Description of the project objectives

The main issues that the network will aim to solve are as follows:

- Maintaining and extending a powerful alliance of stakeholders
- Creation of an operational Europeana service
- Disseminating the service to end users
- Finding a viable organisational solution
- Policy development
- Creating a sustainable funding model.

Issues involved in the creation of an operational Europeana service which Europeana v1.0 will address are as follows:

- Creation of license and partnership agreements

- Distribution to other channels for mash ups and re use
- Rights management and IPR
- Management of partner content and continuous access to that content
- Technical building of the service – functional specification implementation
- Hardware, storage and bandwidth connected with running the service
- Service agreements with bodies involved in running the service
- Implementation of new plug ins and technologies
- Implementation of new data and object models
- Implementation and maintenance of a Glossary of projects and terms related to Europeana
- Promotion of standards and data models

## 2.2 Expected results

The main result of Europeana v1.0 will be the release of Europeana v1.0 in month 18, followed by 4 further releases. The aim is to have 10 million items accessible through Europeana at the launch of Europeana v1.0 in M18. The other activities of the network are to prepare for this, market the result and ensure sustainability.

For general support and development of European v1.0 an extensive and appropriate partner network will be needed. It will be called the Thematic Network Partner Group. Mainly but not exclusively its members will act as content providers. It will be a cascade network including associations or national level organisations or organisations or projects capable of having a multiplier effect. Initially many of the 100 partners from EDLnet will transfer. 85 partners are listed in the participants list, we however expect this network to grow further, as strong partners from publishing and from the museums and archives domains are attracted into membership. A category of membership called associate membership will be created for non-EU organisations or other organisations wishing to show their support but ineligible for EU funding. By the end of year one the network will have at least 140 members. The aim is, however, to create a network of aggregators, so upon launch of an operational service, it is hoped to have around 400 institutions contributing via aggregator services such as national portals or the planned Archives portal or The European Library.

## 2.3 Success indicators

Indicators	Expected Progress		
	Year 1	Year 2	Year 3
Number of network members	100	140	150
Number of associate network members	5	10	15
Number of network members contributing content	75	110	120
Number of people receiving the newsletter	1000	1500	2000
Number of participants in the events organised by the Thematic	250	250	250
Releases of Europeana [4 in all]		1	3
Organisations contributing content through aggregators		400	450
Amount of fully digitised content in Europeana: digitised items		10 million	12 million
Numbers of API's or mash ups in use		1	10

### 3 Project work plan

#### 3.1 Description of work and roles

##### Overall methodology of the work programme

Given the scale of this operation and the necessity to actually achieve concrete results in the lifetime of the network, the work programme will be organised on Prince II guidelines, with work packages, work package leaders, milestones and deliverables. Each work package leader has specific responsibilities, supported by members of the EDL Foundation Office.

There are 6 work packages broken down into the following areas:

WP1 Developing the partner and user network.

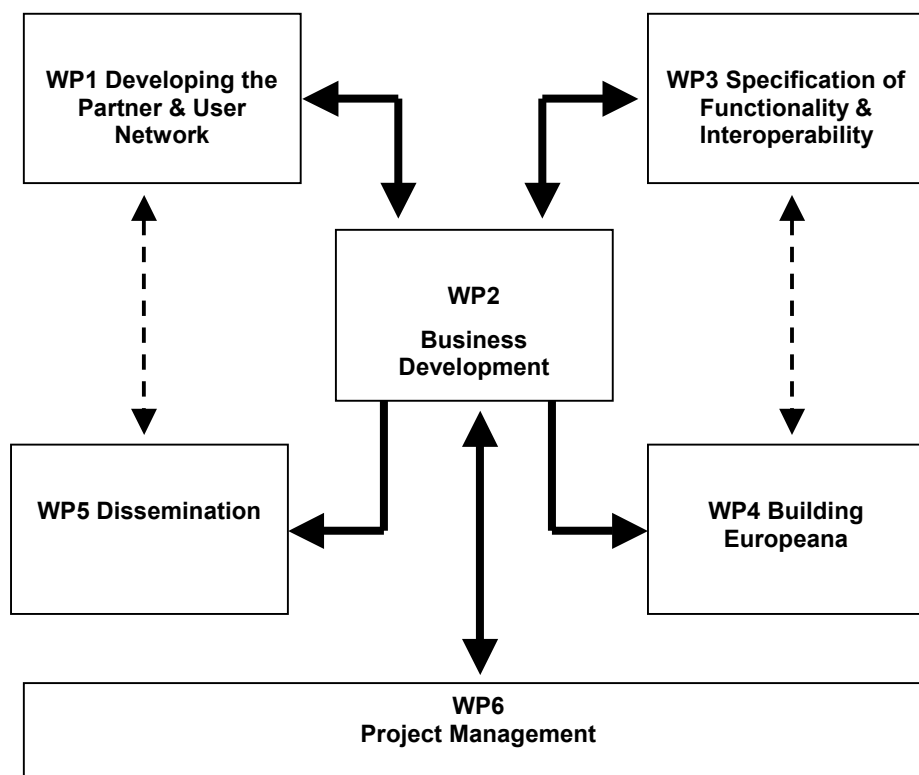
WP2 Business Development

WP3 Further Specification of Functionality and Interoperability aspects of Europeana

WP4 Building Europeana

WP5 Dissemination of Europeana

WP6 Management and Reporting.



## Work Package Contents

### Workpackage 1 Developing the partner and user network

This work package has overall responsibility for business and organisational decisions for the network and takes these decisions as recommendations to the EDL Foundation Executive Group. It continues the work of EDLnet; increasing the numbers and quality of the partner, stakeholder and end user networks. It pushes the concept of aggregation at national levels and vertically within domains. It will use these networks in all their forms [working groups, EDL Foundation membership, other relevant ECP and FP7 projects, user advisory board, focus and feedback groups etc.] to develop Europeana as an operational service and to press ahead with its development.

The work package works on consensus and buy-in of the institutions and on creating an operational organisational structure. It deliberately includes users and usability within the work package to ensure that all decisions are in line with user demands and wishes, which will remain the lead for the vision.

### Work package 2 Business Development

This work package carries out the decisions of WP1, the EDL Foundation and works closely with WP5 to market the network and the site. It is responsible for fund raising to find matching funds and sustainability solutions for Europeana. It will also encourage institutions to organise the delivery of their content through aggregators to ensure a longer term maintainable work flow.

### Work package 3 Further Specification of Functionality and Interoperability aspects of Europeana

Continuing the work started under EDLnet this work package keeps up the networking and knowledge transfer about technology and interoperability of data. It will have a proactive engagement with the various communities, including site visits and focused meetings either on a domain level (for technical and organizational issues) or with a geographic perspective (for organizational and policy issues). It will concentrate on the 3 main aspects of Interoperability: basic *semantic* interoperability, *objects and their surrogates* and *technical and architectural interoperability*

It will maintain a technology watch on new developments and standards in the wider world and make recommendations on if, when and how they should be deployed in Europeana. It is responsible for the functional specifications of version 1.0 and the subsequent releases and ensuring development stays in line with these requirements.

### Work Package 4 Building Europeana

This WP will create a stable and well defined organisational and operational framework for connecting WP3 R&D activities with a Europeana “Build, Test and Deploy” organisation. It will enable a distributed team of developers and metadata specialists and a core team based at the EDL Office to deliver two major releases (Rhine and Danube) with quarterly releases onwards.

An Open Source Infrastructure will become the R&D backbone which feeds validated prototypes into the deploy and production environment of Europeana.

The “Rhine Release” will be built on validated architecture and technologies from the prototype also known as V0.3. The “Danube Release” will also strive to pull architecture and technologies from the Open Source Community Sandbox factory.

The overall releases plan is 2 major releases of the production platform M7-M30, bi-monthly releases of the prototype and quarterly releases for the operational service releases.

### Work Package 5 Dissemination of Europeana

This work package looks after two major aspects of dissemination: encouraging the network and stakeholders to participate and deliver their content and driving end users the operational site. Thus it focuses both on the stakeholders and the end users. .

Dissemination activities to the network consists of work such as ensuring attendance at plenary sessions, communicating progress and deepening representation through the networks, it continues to

make partners and aggregators wish to send content. Dissemination activities to end users will include many specialised techniques as described elsewhere including using search engine promotion and optimisation, online advertising and placing the site in the workflow of the user. Appropriate tools will be employed for the various user groups that have been identified for Europeana, such as the general users, students and teachers, researchers and professionals from the cultural heritage sector.

Wherever appropriate, dissemination activities will be undertaken in coordination with Europeana Connect, Europeana Travel and other projects in the Europeana cluster to avoid any potential confusion and to maximise resources. To help achieve this, WP5 will coordinate a small internal working group, Working Group 5, called the Europeana Cluster Dissemination Working Group focusing on dissemination collaboration between the various networks and projects under eContentplus but most particularly with Europeana Connect and any of the other projects in which the EDL Foundation is a partner. Its role is to ensure good communication between these networks and to maximise opportunities for dissemination. Members of the Thematic Network Partners Group who are interested and able to help build the dissemination messages in their domains or countries may also be invited to contribute to the work of this group. The group will meet at intervals that ensure that it can contribute effectively to the planning of concertation events, press releases, newsletters, and the overall all plenary, conference, workshop and concertation plan in a coordinated and effective way.

### Work Package 6 Management and Reporting

Overall control of the network is undertaken in this work package, ensuring deadlines are kept and risks minimised. It is responsible for setting up the operational office and recruitment, managing the project and for reporting to the Commission. It leads the network as a whole for both scientific coordination in the shape of the business development director responsible for all delivery and administrative coordination. It will establish an operational office and recruit staff as needed including individuals responsible for technical development and production, for operational management of content, workflow, finance and reporting and for business development, editorial, marketing and PR. It will also ensure the technical and legal compliance of the consortium in its contract with the Commission; manage overall the finances of the project and maintain adequate records; ensure that the consortium is effectively managed and co-ordinated internally in order to optimise its performance, meet its objectives and produce its agreed deliverables; assure overall the quality of the work of the consortium and the fitness for purpose of its deliverables. WP6 also has a major task coordinating the results of the linked projects so that they may be integrated into subsequent releases of Europeana. In being responsible for the operational site and implementation of Europeana v1.0 according to the functional specification, it will not be possible with the in-house team to also do the development work needed to create the site the user wants. This development work sits in Europeana Connect. Here the additional services, the fundamentals for multilingual search and retrieval will be developed to be added into each release of Europeana after its launch as an operational service. This will need careful planning of resource within the EDL Foundation Office and to ensure integration of development elsewhere is timely. WP6 also undertakes the direction of the Cluster Steering Group which will consist of the Europeana v1.0 Network Management Board plus the coordinators of other projects in the Europeana cluster. Membership will depend partly on what is selected for funding. Its role is to keep personal communications channels open and to raise and solve issues relating to the timing and interaction of projects in the cluster. It will meet at 6 monthly intervals starting in Month 1.

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