

CIP-ICT PSP-2009-3 – GUIDANCE ON HOW TO STRUCTURE PART B WITH REGARD TO OBJECTIVE DESCRIPTION AND AWARD CRITERIA

OBJECTIVE 2.5: USE OF CULTURAL HERITAGE MATERIAL FOR EDUCATION

FUNDING INSTRUMENT: PILOT B – IT IS INTENDED TO SUPPORT SEVERAL PILOT ACTIONS

	Award Criteria for Type B Pilots	Proposal Part B	Relevant section of Objective description in the Work Programme
A1) Relevance	a) Alignment with the general objectives of the Work Programme and the addressed specific objective described under chapter 3 of the work programme.	B1.1. Project objectives	<p>Focus and Outcomes: The aim is to improve the availability and relevance of cultural content for education and life-long learning use in a multilingual and multicultural context. Cultural heritage content from all around Europe (either already included or to be included in Europeana) will actually be used by European citizens (pupils and students) in their everyday learning activities. In this way, access to and use of European cultural heritage will be improved. The users (intermediaries, end-users) will become more aware of the educational value of content made available through the Europeana service, developing at the same time their own cultural, creative and ICT skills. In this context, the aim is to support pilot actions for the first implementation or replication of services for the use of digital cultural material for education in a multilingual and multicultural context.</p>
	b) Alignment and synergies with relevant policies, strategies and activities on European and national level	B1.2. EU and national dimension	<p>Conditions and Characteristics:</p> <ul style="list-style-type: none"> - The actual cultural content contributed by the consortium should be accessible and retrievable at item level through Europeana. This could, where appropriate, be complemented by access at collections level. - The pilot should have a European dimension, i.e. the pilot results should impact on a large number of users in the largest possible number of EU countries.
	c) Maturity of the technical solution proposed, i.e. the research phase of the different applications involved in the realisation of the pilot is complete, and integration of the different components does not imply further research work	B1.3 Maturity of the technical solution	

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A2) Impact	a) Contribution of the project to the target outcome and expected impact as defined in the specific objective addressed	B2.1.a. Target outcomes and expected impact B2.1.b. Underlying content	<p>Expected Impact</p> <ul style="list-style-type: none"> - Raising awareness of the value and potential uses of Europeana. - Increasing the use and reuse of digital cultural heritage material available through Europeana by European citizens (learners and teachers). - Better exploitation of the rich European cultural heritage by the European educational systems. <p>Conditions and Characteristics:</p> <ul style="list-style-type: none"> - The quality and quantity of the digital content (and related metadata) to be effectively contributed to the pilot by each content provider, as well as the criteria for its selection, must be clearly identified. The consortium and its members must ensure the necessary availability of the content to be contributed to the pilot. In particular, the input content should not depend on proprietary third-party rights or any other constraints, which would limit its use for the execution of the pilot. - Proposers should demonstrate that the underlying content constitutes the critical mass necessary to make a significant impact in terms of increasing access and use of cultural heritage material for education.
	b) Capability to survive, develop and scale-up without Community funding after the end of the project	B2.2. Long-term viability	<p>Conditions and Characteristics:</p> <ul style="list-style-type: none"> - A clear exploitation plan should be presented to ensure the sustainability of the proposed solutions, i.e. their capability of developing and surviving without Community funding after the end of the project. Sustainability comprises both economic and organisational aspects. This requirement may be translated into different practical measures and provisions, depending on the target users and the intended uses of the results of the projects. - The consortium and its members must agree on the necessary licensing or clearing arrangements for any Intellectual Property Rights (IPR) arising from the pilot to ensure wider use and dissemination of the output.
	c) Quality of the approach to facilitate wider deployment and use, in view of EU-wide take-up beyond the partners	B2.3. Wider deployment and use	<p>Conditions and Characteristics:</p> <ul style="list-style-type: none"> - The users (learners, teachers) and their needs, also beyond the consortium participants, must be clearly identified. Proposers must present an analysis of demand based as much as possible on quantified evidence. The learners and their needs should also be at the centre of the proposed approach. - A clear dissemination plan should be established to ensure optimal use of the pilot results, also beyond the participants in the pilot. - The proposals should address the multilingual aspects of accessing and exploiting the content in an efficient way appropriate in different educational and learning cultures.

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A3) Implementation	a) Capability and commitment of the consortium to reach the objectives of the project	B3.1. Consortium and key personnel	Conditions and Characteristics: <ul style="list-style-type: none"> - The consortium must include content providers. - Digital content stakeholders, both public and private, as well as technology providers and pedagogical experts should be represented in a balanced way. The consortium should also include end users, i.e. teachers/trainers and students/learners as appropriate. Mechanisms should be provided for collecting user feedback on the usability of the content and on its quality, in terms of the effectiveness and efficiency of the learning process.
	b) Quality of the approach and convincing work plan with well-defined work packages, schedule, partner roles and deliverables; effectiveness of the management approach; adequacy of intended implementation of solutions	B3.2a. Chosen approach B3.2b. Work plan B3.2c. Project management	Conditions and Characteristics: <ul style="list-style-type: none"> - Specific and realistic quantified indicators should be provided to measure the envisaged improvements in availability, access and use — at different stages in the pilot lifetime.
	c) Appropriateness of resource allocation and estimated cost in view of the achievement of the objectives of the proposal	B3.3. Resources to be committed	
	d) Appropriate attention to security, privacy, inclusiveness and accessibility; the appropriate use of interoperable platforms; standards or open technical specifications and open-source components	B3.4. Security, privacy, inclusiveness, interoperability, standards and open-source	