

# **ICT-PSP Call 5 2011**

## **Theme 2: Digital Content**

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**Brussels, 28 February, 2011**



# Theme 2: Digital Content

- **Two** main activities supporting the Digital Agenda for Europe (DAE):
  - Support to **Europeana** and **digitisation** of Cultural Heritage material
  - **Digital Learning**
- **Four** different objectives
- Total available funding 38M€, **30M€** for Europeana/digitisation and **8M€** for Digital Learning

# Theme 2: Overview of objectives

- 2.1** Aggregating Content for Europeana (Best Practice Networks)
  - 2.2** Digitising Content for Europeana (Pilot Type B)
  - 2.3** - Raising awareness of Europeana and promoting its use (Best Practice Networks)
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- 2.4** eLearning – Accelerate the adoption of eLearning resources (Pilot Type B)



# Europeana

- *an online multilingual access point to digital cultural material from the whole of Europe (books, newspapers, photographs, films and audiovisual works, documents from archives, museum works, architectural and archaeological heritage, etc.)*
- *which provides an excellent opportunity to showcase the cultural heritage of the Member States, as well as to increase access to, and knowledge of, that heritage;*

**COUNCIL CONCLUSIONS ON EUROPEANA: NEXT STEPS**  
**3013th Council meeting**  
**Education, Youth and Culture**  
**Brussels, 10 and 11 May 2010**



# 2008

prototype

# 2010

operational service

- ✓ 15 million objects
- ✓ 28 data aggregators
- ✓ 1500 participating institutions
- ✓ 200 partners
- ✓ 35 FTE's
- ✓ 21 projects
- ✓ 30,000 My Europeana signees
- ✓ Stable portal
- ✓ Open Source Code
- ✓ EuropeanaLabs
- ✓ Public Domain Charter



## 2.1: Aggregating content for Europeana

- Aggregate existing digital cultural content held by cultural institutions to make it available through Europeana
- Align metadata and mappings with the specifications of Europeana
- Improve interoperability between content management systems of individual content providers and Europeana platform

**Material should be selected through thematic approach and of interest to a broad public**



## 2.1: Aggregating content for Europeana

Major questions to address:

- What is the quality and the quantity of the content to be made accessible through Europeana?
- Why is it of interest? To whom?
- How will metadata be mapped to align with Europeana specifications?
- How are IPR issues being addressed?
- Will the project results be accessible and retrievable through Europeana at item level?
- How will you ensure availability of the content after the end of the project?



## 2.2: Digitising content for Europeana

- Targeted digitisation actions in synergy with and complementing collections already accessible through Europeana
- It should cover masterpieces of Europe's cultural heritage

**Material to be digitised should be selected through thematic approach and of interest to a broad public, not just to a limited set of specialists**





# What is considered a masterpiece?

- work of **outstanding creativity, skill or workmanship** or piece of work that has been given **much critical praise**
- representing legacy of physical and intangible attributes of the past of a group or society
- inherited, maintained in the present and worthy of preservation for the future

*e.g. works of literature, paintings, drawings, sculptures, prints, monuments, films, music, etc.*



## 2.2: Digitising content for Europeana

Major questions to address:

- What is the quality and the quantity of the content to be digitised for Europeana?
- Why is it of interest? To whom?
- Does it include masterpieces of Europe's cultural heritage?
- How will metadata be mapped to align with Europeana specifications after digitisation?
- Will the project results be accessible and retrievable through Europeana at item level?
- How will you ensure availability of the content after the end of the project?



## 2.3: Raising awareness of Europeana and promoting its use

- Launch an awareness campaign in order to publicise Europeana among the broadest possible public,
- to promote the use of Europeana content for research, learning and leisure and to encourage cultural institutions to provide content through the site

**The campaign must ensure consistency of message and the complementary use of media, including both online and offline channels**



## 2.3: Raising awareness of Europeana and promoting its use

Major questions to address:

- Which are the user communities addressed by the awareness campaign?
- How are you going to reach the identified communities?
- Which are the media you are going to use (online and offline)?
- Is the consortium including all relevant stakeholders (media/communication organisations, content providers)?



## 2.3: Raising awareness of Europeana and promoting its use

- Improve Europeana functionalities to ensure a central place for the user,
- addressing user friendliness, search and browsing improvements, cross-language access.

**The applications and mechanisms to be identified should also encourage interactivity enabling users to make an active contribution to the site.**

## 2.3: Raising awareness of Europeana and promoting its use

Major questions to address:

- Which are the user communities addressed by the new tools services?
- Deep analysis of users needs?
- How are you going to test and then deploy the services into Europeana?
- Europeana is open source, what about your solution?
- How can you assure its availability after the end of the project ?
- Is the consortium including all relevant stakeholders (technology organisations, content providers)?



# Theme 2

## Objective 2.4 - eLearning

- **Europe 2020**: Building knowledge is key for economic growth
- **Digital Agenda for Europe**: Mainstream eLearning for modernisation of education and training
- **eContentplus/FP7(TEL) programme**: Plenty of eLearning resources, eLearning technologies and standards available.

# Theme 2

## Objective 2.4 - eLearning

- Aim: set up and roll out a **socially-powered, multilingual portal** for teachers, pupils and parents in order to
  - accelerate the **adoption** of eLearning resources and make them **widely used** in national curricula
  - test innovative eLearning solutions and exchange Best Practices
  - monitor and assess **impact of eLearning**
  - generate a **showcase** of sufficient scale
  - Across borders, across languages, across different educational systems





# Theme 2

## Objective 2.4 - eLearning

Projects will have to:

- find ways to **motivate** teachers, pupils and parents to use the portal (stimulate demand)
- allow them to **discover, discuss and improve** eLearning resources in that portal
- **Provide access** to existing repositories of eLearning resources
- Target and involve **schools** in various EU member states and make them **integrate** eLearning resources in their curriculum



# Theme 2

## Objective 2.4 - eLearning

- Check section **conditions and characteristics** in the Work Programme for further details.
- Expected impact of projects:
  - Contribute to the **modernisation** of school education in Europe
  - Let teachers and pupils acquire **Digital Competences**
  - Stimulate demand for innovative eLearning resources
  - Engage teachers and pupils in innovative educational practices

**Want to learn  
more about Theme 2?**

**Information Day  
Theme 2 „Digital Content“**

8 March 2011, Luxembourg

**<http://ec.europa.eu/econtentplus>**

