ICT-PSP Call 5 2011 Theme 2: Digital Content

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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/digitsation 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)
- 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



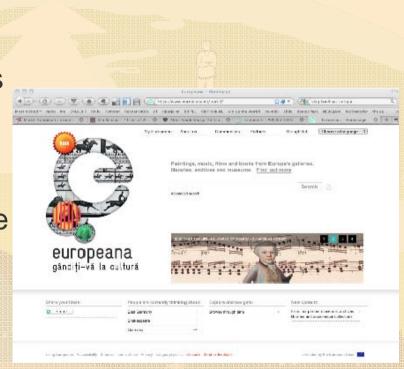
2008

prototype

2010

operational service

- 15 million objects
- 28 data aggregators
- 1500 participating institutions
 - 200 partners
- 35 FTE's
- 21 projects
- 30,000 My Europeana signee
 - 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

- 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

- 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?



- 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

- 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)?



- 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.

uropean Commission nformation Society and Media



- 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)?





- 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.



- 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





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





- 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

