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# EuropeanaLocal: its contribution

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Europeana meeting, Varna, Bulgaria

24 March 2010



beta

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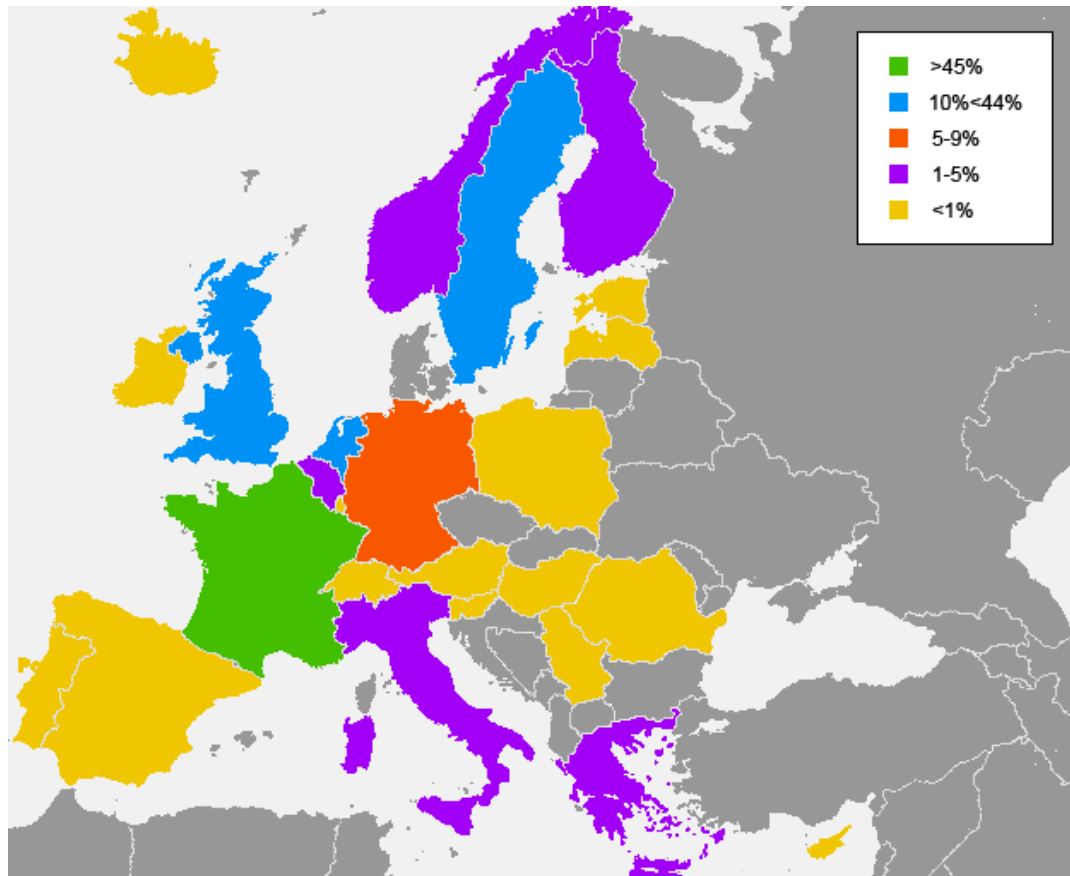
New content:

[From our partner museums, archives, libraries and audio-visual collections](#) →

# Europeana today

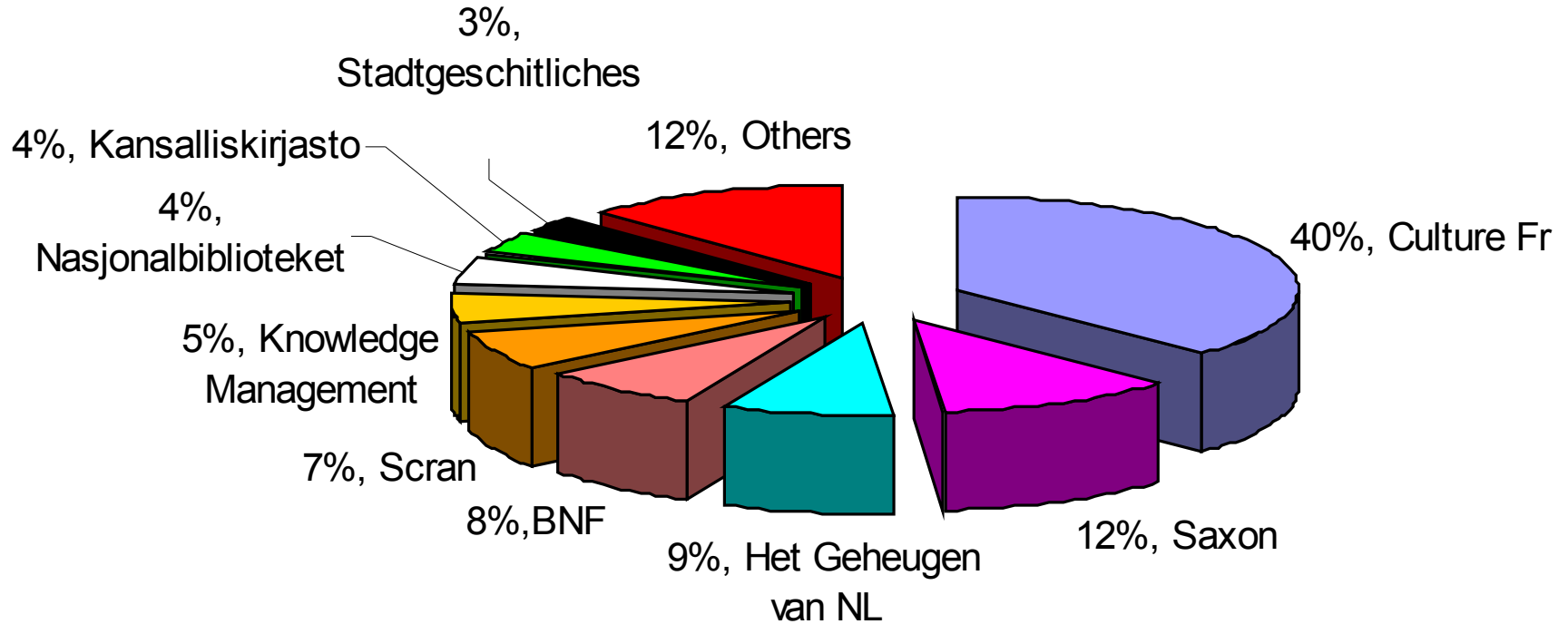
- Content: approaching **7 million items** from every domain, every EU member
  - *images*: photos, paintings, drawings, postcards, posters
  - *texts*: books, newspaper articles, manuscripts, letters
  - *videos*: movies, documentaries, TV broadcasts, public information films
  - *sounds*: cylinders, 78rpm discs, radio, field recordings

# Content Analysis – (August 2009)



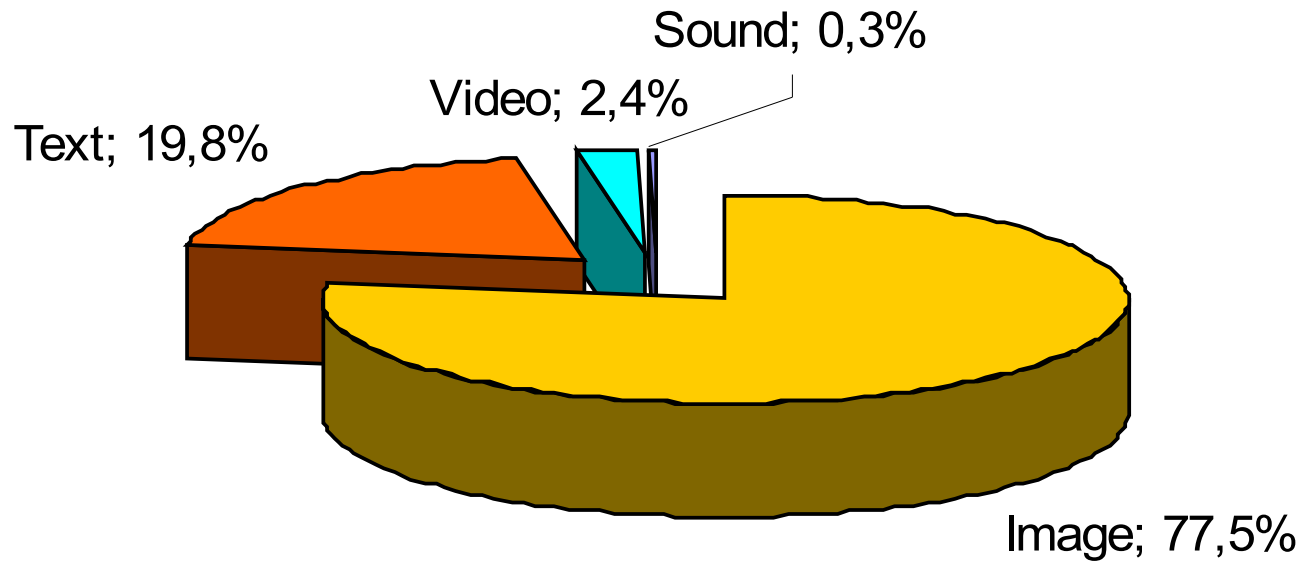
82% of the content comes from 4 countries

# Content Analysis – 2



70% of the content came from 4 providers

# Content Analysis – 3



77.5% of the content is classified as 'image'

# Europeana content objectives

- 10 million items for Rhine release, summer 2010
- Representation of National and European culture by all European countries
- Representation of all domains and types of content

# Content Strategy

- Promotion and support of **aggregators**
- Collaboration between all Europeana related **projects**
- Content Acquisition Plan to ensure an even **representation** of all European countries and types of content
- Development of relevant **themes** of content available



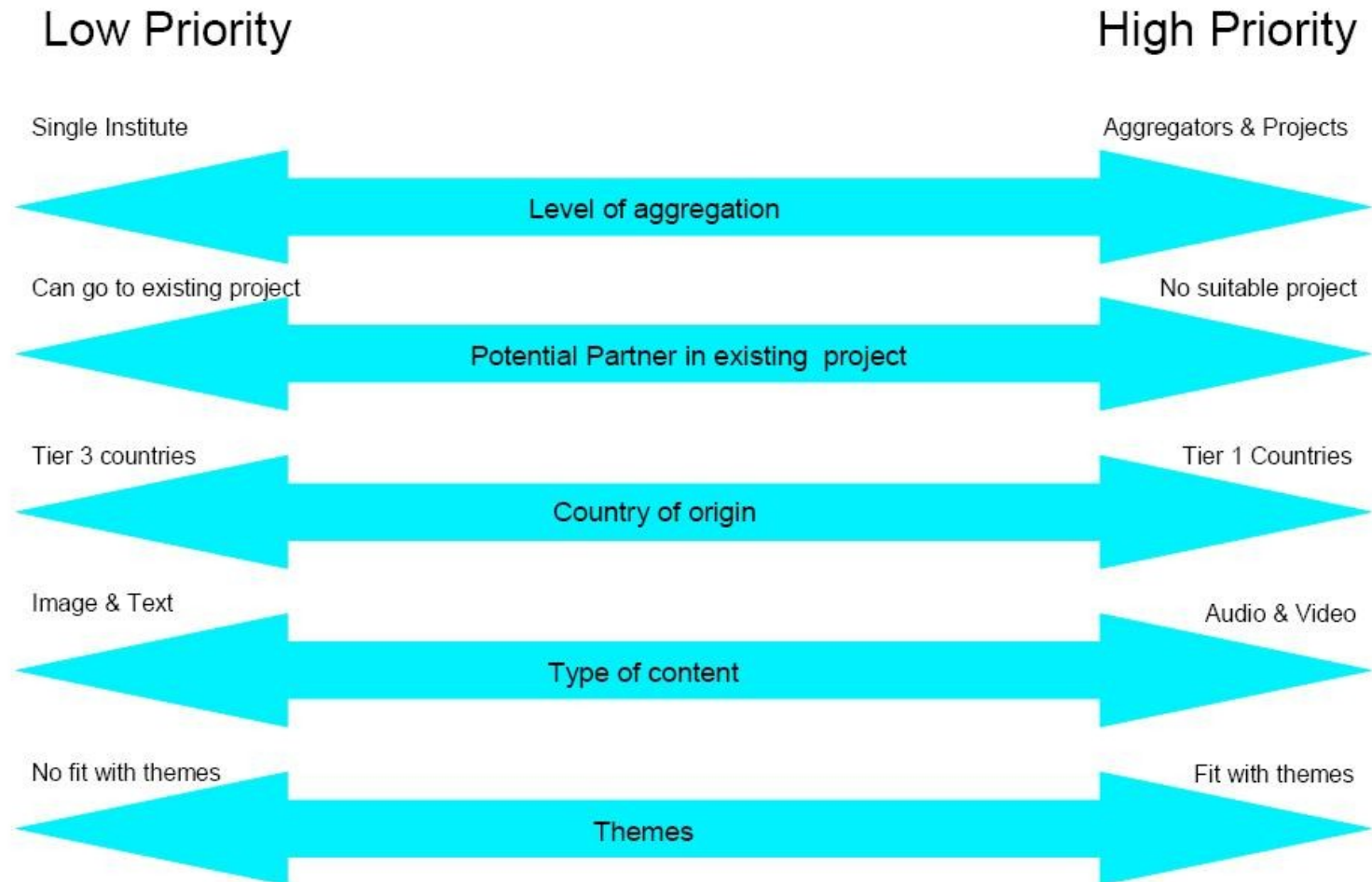
# Representation of countries (August 09)

Tier 1 – High Priority  
<1% content in Europeana

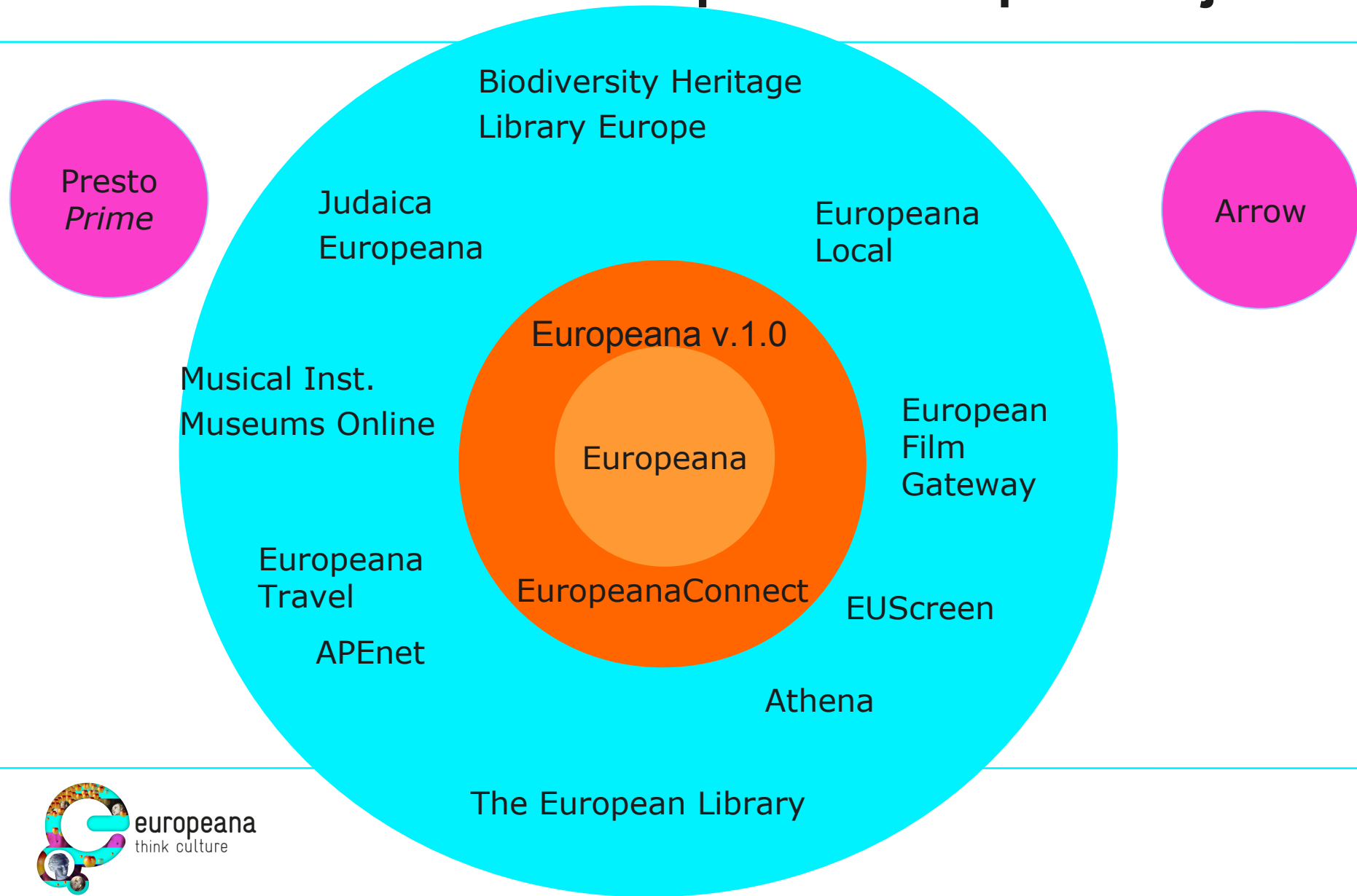
Austria  
Bulgaria  
Cyprus  
Czech Republic  
Denmark  
Estonia  
Hungary  
Iceland  
Ireland  
Latvia  
Lithuania  
Luxembourg  
Malta  
Poland  
Portugal  
Romania  
Serbia  
Slovakia  
Slovenia  
Spain  
Switzerland

- Identification of potential collections and institutions
- Proactive approach of Member States and institutions
- Intensive technical and organisational support for content providers
- Prioritisation of content partners from tier 1 in all projects
- Intensive technical and organisational support for potential aggregators

# Content Strategy – parameters for prioritisation



# Collaboration: Europeana Group of Projects



# Europeana Semantic Elements (ESE)

Europeana Semantic Elements (ESE) V3.2 developed for the prototype

- A Dublin core-based application profile
  - Cross-domain schema for heterogeneous data
  - Not to capture the full semantics of provider's data
    - specialist data is held with the object at the original host site
- 37 Dublin Core terms – used principally to describe the objects
- 12 Europeana coined terms
- Needed to have consistent data for the portal to work

# The metadata thing

- Continuing evolution of data standards at Europeana
- All existing metadata schemas need to be 'mapped' to ESE.
- Introduction of Europeana Data Model
- ELocal needs to monitor and manage the impact on local/regional content providers

# Aggregators

“ An organisation that collects metadata from its group of content providers and transmits them to Europeana, helps content providers with guidance on conformance (...) and converts metadata (...), supports with administration, operations and training”

# Europeana Activities

- Establishment of CCPA & Aggregators Group
- Aggregator Survey (report available at [group.europeana.eu](http://group.europeana.eu))
- Aggregator Handbook
- Training
- Europeana Content Checker
- Identifying potential new aggregators

# Types of aggregator

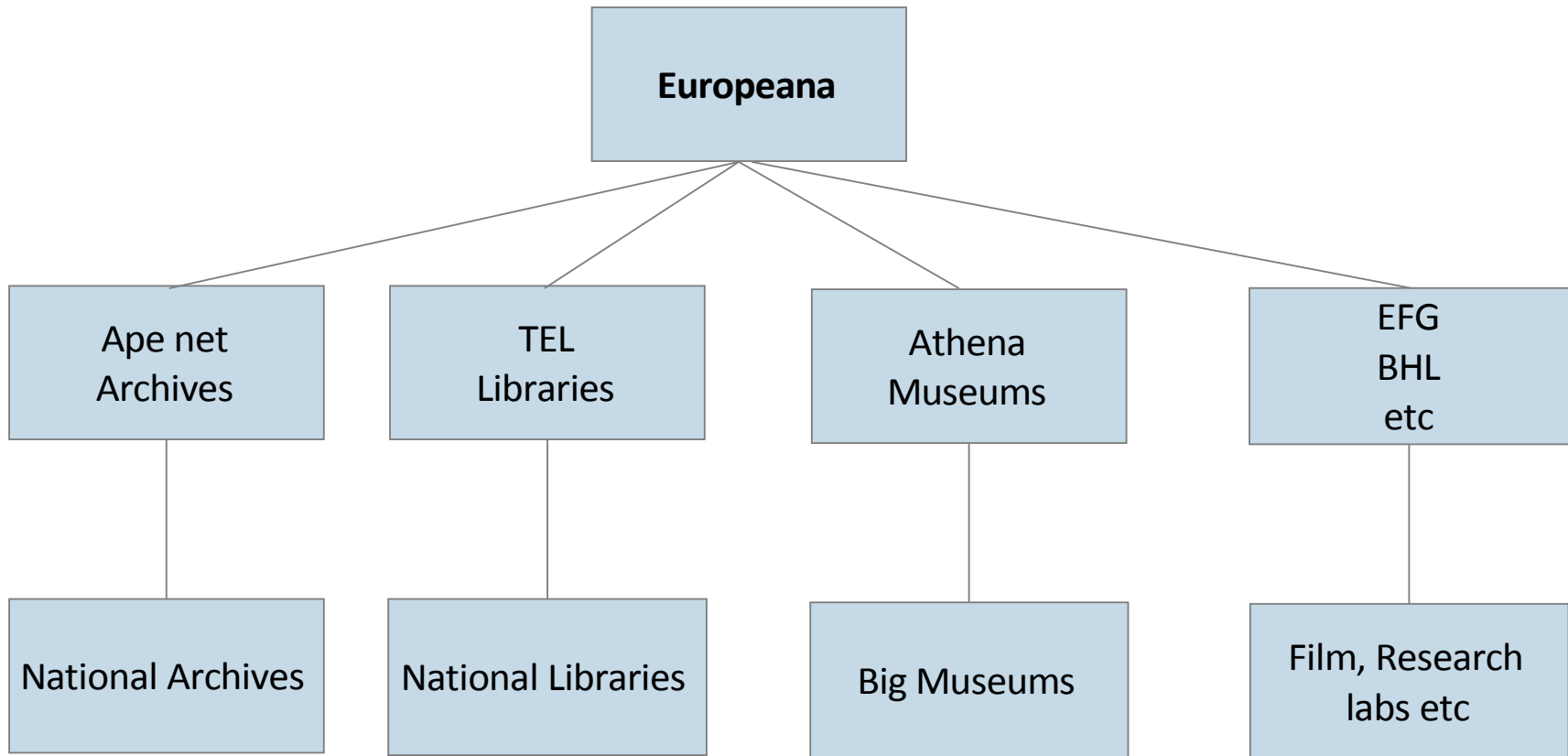
Matrix of aggregators:

- cross-domain, single domain, thematic
- level of operation – regional, national, European, global

Domain/Geographic coverage		Regional	National	European	Worldwide
<b>Cross-domain (horizontal)</b>		This in Brabant	CulturaItalia	Europeana	
<b>Single- domain (vertical)</b>		MovE (museums in East Flanders )	Direcção-Geral de Arquivos (Portuguese archives)	Dismarc (music) TEL (books) EFG (movies)	World Digital library WorldCat
<b>Them- atic</b>	<b>Cross domain</b>			Judaica	ArXiv.org
	<b>Single domain</b>			Great War Archive	

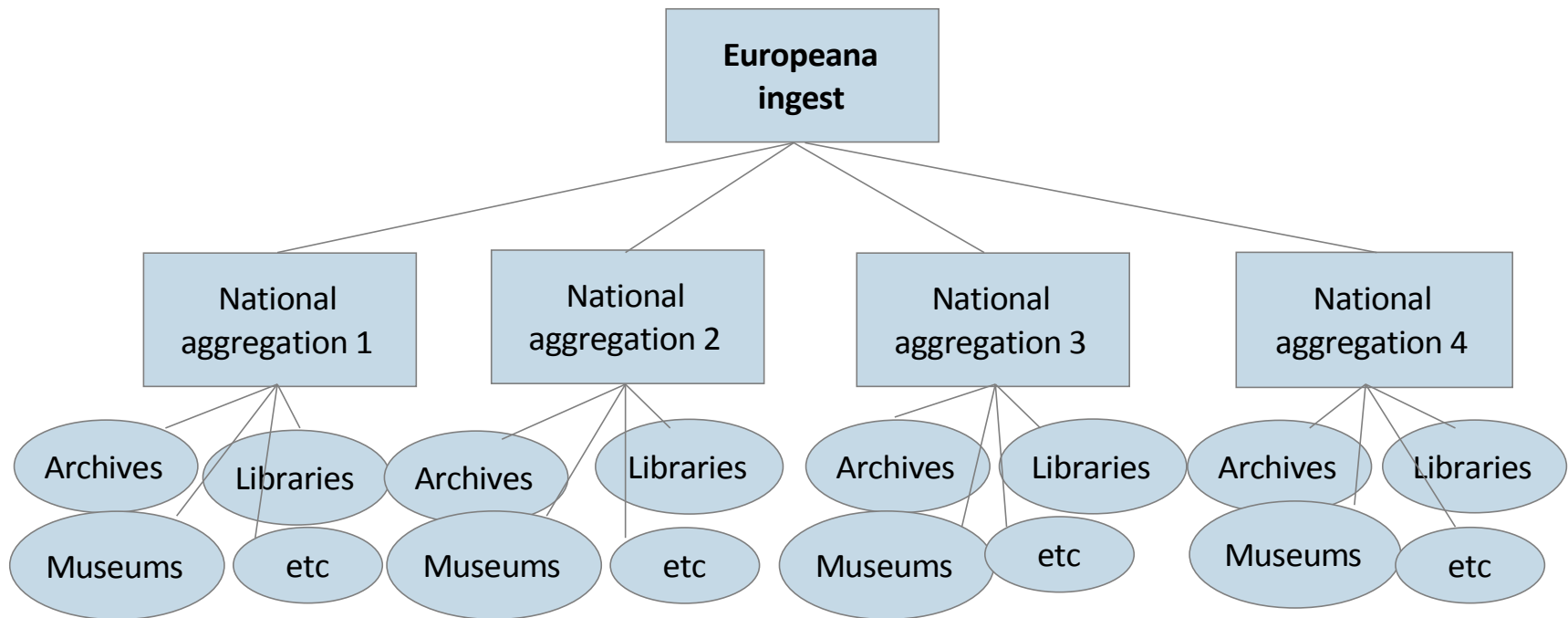


# Future Infrastructure Model 1: Vertical up to Europeana



# Future infrastructure

## Model 2: National cross-domain aggregation



# Issues for resolution

- Mixing the two models reflects reality and depends on situation in each country
  - will create duplication of ingested content for Europeana
  - technical solution: introduction of persistent identifiers
  - Danger of requiring redundant effort, resources in hard times?
- What if neither model works?
  - Only 7/8 countries have national cross-domain aggregators
  - European domain aggregations need business models to survive- so do national aggregators
  - Services to other customers as well as Europeana
    - professional, research, education, tourism etc

## Issues (2)

- Sustainability of several vertical domain aggregators at European level post-project– who will pay/own/operate?
- Do vertical portals (e.g. TEL, APENet) take account of local/regional content or are they mainly set up for national institutions?
- Feasible/manageable for national aggregations to handle more complex data models cross-domain?

# The road ahead for EuropeanaLocal



# EuropeanaLocal (2008-11)

- Best Practice Network
- Improve interoperability of digital content sourced by **regional/local libraries, museums, archives**
  - 20 million items identified in proposal
- Infrastructure for **harvesting** and indexing metadata
  - Europe wide network of OAI-PMH repositories/ aggregations
- Map existing metadata to Europeana metadata
  - Local vocabularies processed
- Integrated within Europeana prototype service
- Establish easy processes for making content/metadata available

# Basic facts

- Duration 36 months
- Budget 4.3 million Euro (80% funded)
- 1031+ Person-months in total
- 32 Partners
- 39 Deliverables

# Europeana Local partners: types of organisation

EDL Foundation (Europeana)

1 Ministry of Culture

2 national libraries (as aggregators of local content)

2 national museums

3 national cultural agencies

5 regional cultural authorities

7 public libraries

1 local museum

1 research foundation

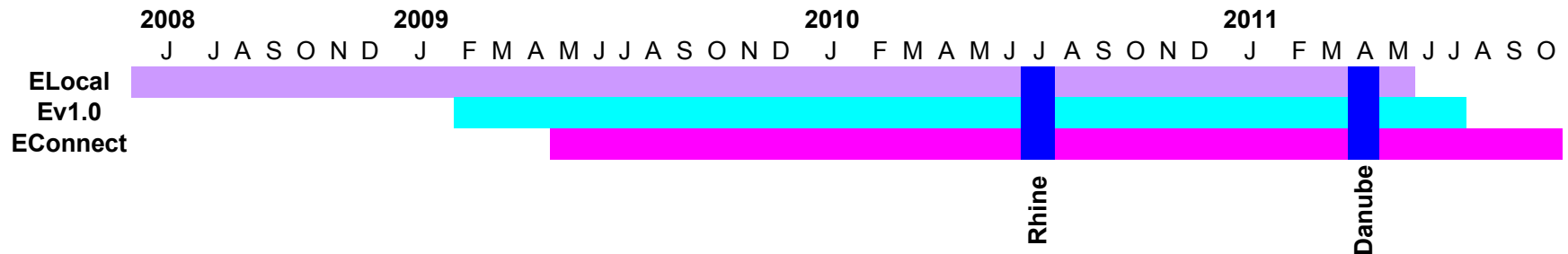
1 regional digital library provider

7 private sector organisations



# EuropeanaLocal content in Europeana

- Better representation of regional/local content in Europeana
- Important role in short term for ELocal
- But an equally important role in promoting longer term infrastructure for local and regional content
- Based on Implementation Plan



# EuropeanaLocal: where are we?

- June 2008-2011
  - Over half-way through
- Year 1 was preparation
  - Commission Review of preparatory year (July 2009) was favourable
- **Year 2 is implementation : getting content into Europeana**
- Year 3 focus will be encouraging more sustained aggregation of local and regional content

# Content for Rhine release from EuropeanaLocal

- A big opportunity to prove value of local and regional content
  - a great improvement in place-based discovery
- Substantial amounts of content already being ingested from a large number of partners
  - Content from Poland, Norway, UK, Spain, Sweden, Romania, Slovenia ingested already or by end April
  - Something from almost every country by Rhine
- EuropeanaLocal will contribute over 3 million items to the 10 million Rhine target: the largest source (more by Danube)
- EuropeanaLocal partners are only a small sample of aggregations/ regions (e.g. Varna in Bulgaria)

# What after that?

- EuropeanaLocal a proof of concept regarding the value of local and regionally sourced content
  - But..... a short term approach to short term targets
- In fact, a Best Practice Network.....
- It is not a sustainable approach; there is no 'ELocal repository'
- Action is needed at national level to aggregate local and regional content ...its metadata

– You need digital content first!

# Impact through aggregation

- Local/regional content must go into aggregations that Europeana will continue to harvest – a manageable number
- Ideally ELocal needs to be able to count what goes into national aggregations too to reach Danube target.
- Convince other local/regional content providers of the value of getting involved.
- Make local content infrastructure available for harvesting and indexing by Europeana service
- Make branded content available to other service providers
- **Need for viable aggregator business models**
- Bulgaria – start something

# What are ELocal partners?

- ELocal partners in each country are almost all aggregators, large or small
  - In some countries they are already a major national or regional aggregator of local content
  - In some countries, where none exists, they might become the national or regional aggregator of local content
  - In some countries, their main task will be to ensure that the local and regional content they have aggregated becomes part of a larger aggregation

# ELocal national meetings

- Potentially important events in moving forward ‘aggregation politics’ in each country
  - Towards a ‘sensible level of aggregation’
- Who should come: stakeholders with an interest in local/regional digital content
  - People working at policy/strategic level
  - Content providers and aggregators
  - Users/reusers

*What's the next step?*

[www.europeanalocal.eu](http://www.europeanalocal.eu)

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