

**Who wants to be a millionaire?**

**Congratulations  
Public Library of Veria  
on winning the  
Bill and Melinda Gates  
Foundation Access to Learning  
Award 2010!!**

# Europeana and Europeana Local

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# EU networks of local cultural institutions: a brief history

- PLIS (public libraries in the Information Society). 1997
- PubliCA and PubliCA-CEE (1997-9)
- ISTAR Networks (1998-2000)
- PULMAN (2001-3)
- CALIMERA (2004-6)

**FP6 Cross domain, guidelines, policy toolkit, country progress, technical solutions**

- ENTITLE (2008/9)
- Europeana Local (2008-11)

**Making locally-sourced digital content available in Europeana.  
Towards an aggregations framework.**



# Why EuropeanaLocal?

- 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.....
- Not a sustainable approach; there is no 'ELocal aggregation'
- Action is needed at national level to aggregate local and regional content metadata
  - You need digital content first!
- Need for viable aggregator business models at national level
- **Start something – ownership/governance can come later**

# What are ELocal partners?

- One partner per country (new repository/existing aggregator)
- Heterogeneous organisation types
  - Ministry of Culture
  - national libraries
  - national museums
  - national cultural agencies
  - regional cultural agencies,
  - public libraries,
  - local museum,
  - research foundation,
  - regional digital library provider,
  - private sector organisations
- All aggregators of local/regional content

# EuropeanaLocal: where are we?

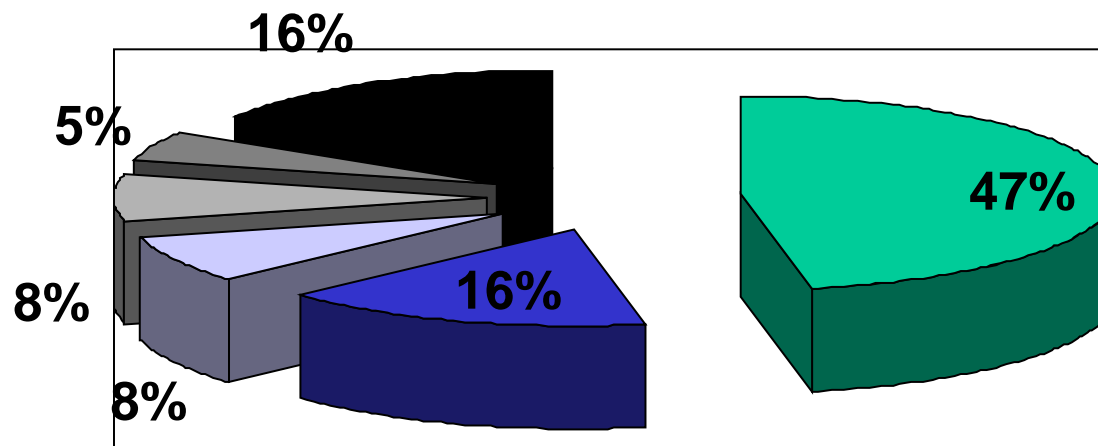
- 70% complete
- Year 1 was preparation
  - Commission Review of preparatory year (July 2009) was favourable
- Year 2 was implementation : getting content into Europeana
- **Year 3 focus is encouraging more sustained aggregation of local and regional content: national meetings**
  - Potentially important events in moving forward 'aggregation politics' in each country
  - Towards a 'sensible level of aggregation

# Europeana content objectives

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

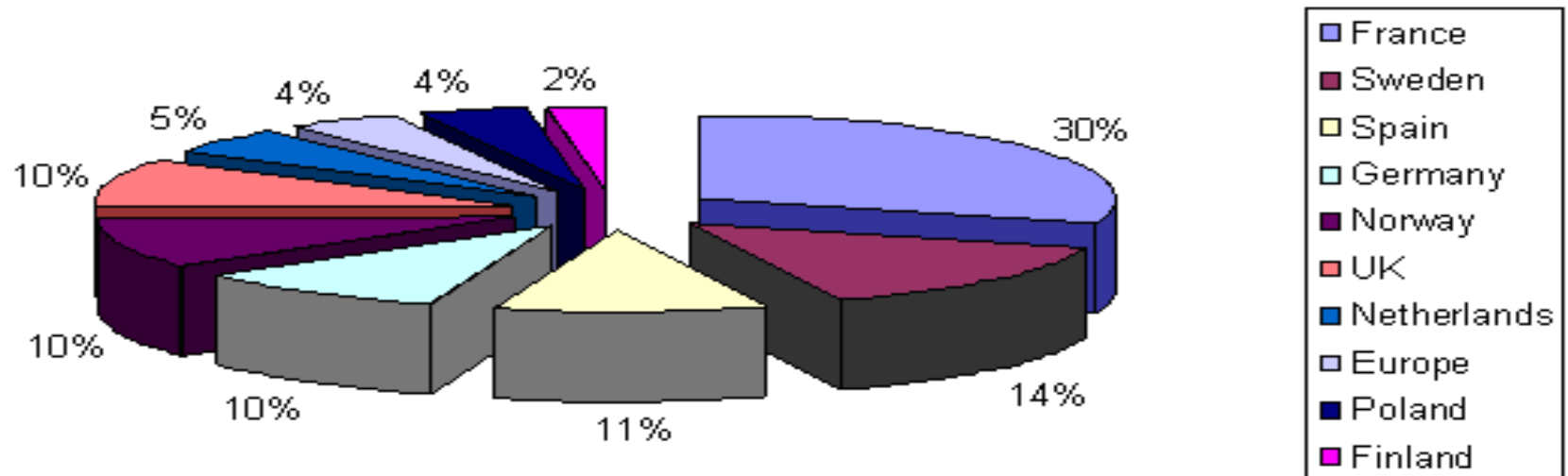
# Data provided by country, by September 2009





# Data provided per country – Top 10

## June 2010



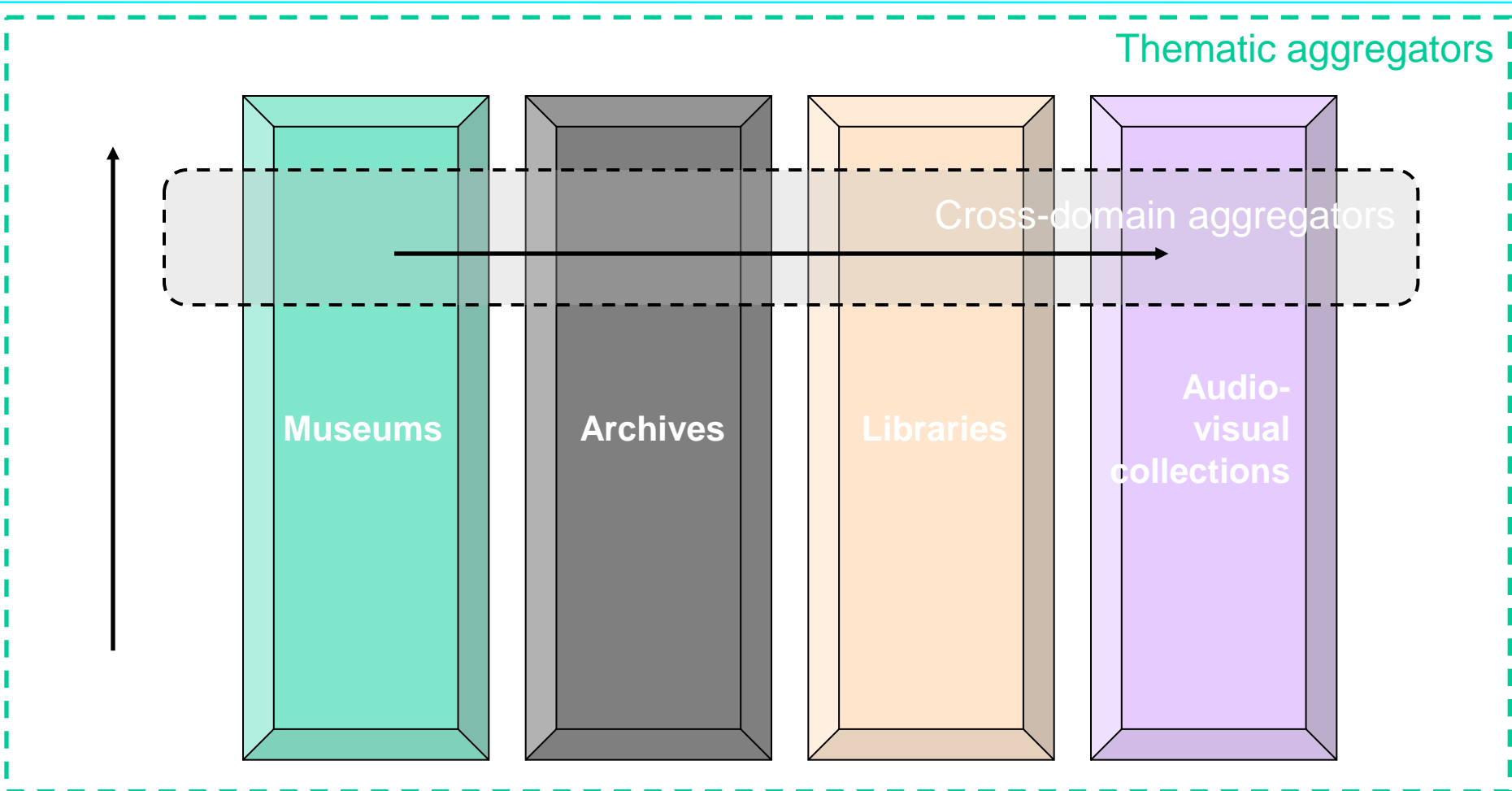
# Europeana Content, June 2010

- Content at prototype launch Nov '09: 2 million items from every domain, every EU member
  - today around 12 million items,
- **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 from EuropeanaLocal

- Big opportunity to prove value of local and regional content
  - a great improvement in place-based discovery in Europeana
- by end August 2010
  - **EuropeanaLocal has already contributed 3.5 million (27%) of the c12 million items now in Europeana - the largest single source**
  - Content from over 20 countries
- EuropeanaLocal partners are only a small sample of potential

# Aggregations in Europe

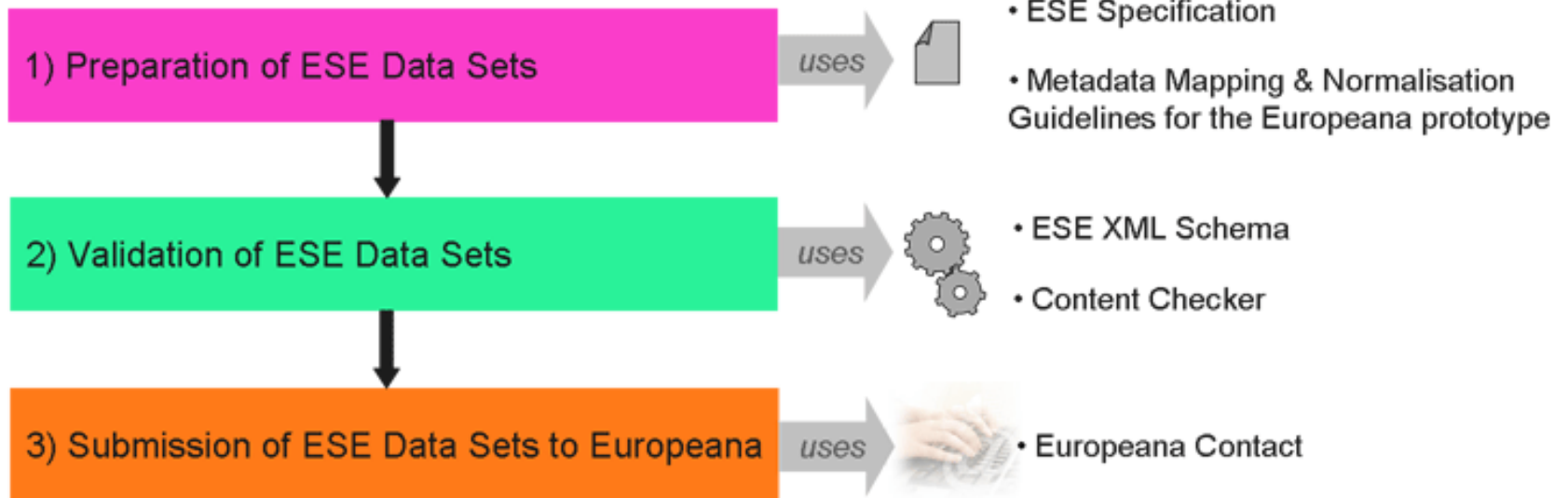


# Elocal partners as aggregators

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

# Steps to Provide Content

## Steps to provide content:



# What are the technical requirements?

- **Metadata mapped to the ESE v3.2.2 Specifications**

This is the Europeana current data model which consists of the Dublin Core (DC) metadata elements, a subset of the DC terms and a set of twelve elements which were created to meet Europeana's functionality needs. [https://version1.europeana.eu/c/document\\_library/get\\_file?uuid=c56f82a4-8191-42fa-9379-4d5ff8c4ff75&groupId=10602](https://version1.europeana.eu/c/document_library/get_file?uuid=c56f82a4-8191-42fa-9379-4d5ff8c4ff75&groupId=10602)

- **Europeana Data model (EDM) by Danube release, 2011**
- **A link to the digital object's location online**
- **A thumbnail of the object**

See: [http://version1.europeana.eu/c/document\\_library/get\\_file?uuid=6b52d4be-6a4d-443a-842a-91bca2b1f&groupId=10602](http://version1.europeana.eu/c/document_library/get_file?uuid=6b52d4be-6a4d-443a-842a-91bca2b1f&groupId=10602)

- **Metadata Mapping & Normalisation Guidelines**

are also provided as normalisation on some values is necessary to enable machine readability. Providers should consult the following document:

[https://version1.europeana.eu/c/document\\_library/get\\_file?uuid=58e2b828-b5f3-4fe0-aa46-3dcbc0a2a1f0&groupId=10602](https://version1.europeana.eu/c/document_library/get_file?uuid=58e2b828-b5f3-4fe0-aa46-3dcbc0a2a1f0&groupId=10602)

# How do I validate compliancy with ESE?

- **Using the XML v3.2 ESE schema:**

The ESE v3.2 XML Schema is the XML representation of the Europeana Semantic Elements (ESE) specifications v3.2. This schema can be used to validate XML instances of Data Sets to be submitted to Europeana.

[http://version1.europeana.eu/c/document\\_library/get\\_file?uuid=104614b7-1ef3-4313-9578-59da844e732f&groupId=10602](http://version1.europeana.eu/c/document_library/get_file?uuid=104614b7-1ef3-4313-9578-59da844e732f&groupId=10602)  
and it is available here: <http://www.europeana.eu/schemas/ease/ESE-V3.2.xsd>

- **Using the Content Checker:**

This is a test and validation environment that consists of the Content Ingestor where providers upload their data and the portal that allows them to search and browse these data as if they were using the real

Europeana. [http://version1.europeana.eu/c/document\\_library/get\\_file?uuid=5efae853-74d4-4ca7-a949-90c401c93127&groupId=10602](http://version1.europeana.eu/c/document_library/get_file?uuid=5efae853-74d4-4ca7-a949-90c401c93127&groupId=10602)



# How can I contribute my data to Europeana?

- Determine the best route to submit data to Europeana, info in **Europeana Aggregator Handbook**:  
[http://www.group.europeana.eu/web/guest/provide\\_content](http://www.group.europeana.eu/web/guest/provide_content)  
→ for Aggregators or Individual Institutions
- EuropeanaLocal refers enquiries from local institutions national aggregators wherever possible

# Direct provider benefits

- Prestigious initiative
  - Endorsement from European Commission
  - Erasmus Award 2009
- Content remains within your organisation
- Increase traffic to your site (view content in context)
- Knowledge exchange with professional network
  - Metadata standards, best practices, technological innovation
- Popularity among users
  - Loyal user base (60% of survey respondents visiting the site more than 5 times);
  - Overall positive ratings for Europeana features and functions





EuropeanaLocal is a Best Practice Network project, funded under the [eContentplus](#) programme of the European Commission, which started on 1 June 2008. It is designed to help **local and regional** libraries, museums, archives and audio-visual archives:

to make the enormous amount of content that they hold available through [Europeana](#) (the European Digital Library)

to deliver new services.

EuropeanaLocal is developing a common multilingual access point which will make it possible to access Europe's distributed digital cultural heritage online. It will give users direct access to millions of digital objects, including film material, photos, paintings, sounds, maps, manuscripts, books, newspapers and archival papers. The first prototype was launched in November 2008 by Viviane Reding, European Commissioner for Information Society and Media.

EuropeanaLocal is one of a suite of additional projects, funded by the European Commission to further develop [Europeana](#). EuropeanaLocal will play an important role in ensuring that the enormous amount of digital content provided by Europe's cultural institutions at **local and regional** level is represented in [Europeana](#), alongside that held at national level. Such content will not only bring together a rich diversity of content of all types, cultures and languages but also people, making it possible to establish integrated services with great added value for communities and individual users.



Making local and regional content accessible through the European Digital Library



Partner of



**Thank you.**

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