



## EuropeanaLocal: it's role and contribution to building Europeana

- Mary Rowlatt
- MDR Partners, Scientific co-ordinators



- One of a family of additional projects funded by EC to further develop Europeana
- Focus is on ***local and regional*** museums, libraries, archives and audio-visual institutions:

Goal: to mobilise and assist the huge numbers of them at local and regional level make the enormous amount of digital content that they hold interoperable and accessible through Europeana and other service providers

# Europeana: Initial Vision

“A digital library that is a single, direct and multilingual access point to the European cultural heritage.”

*European Parliament, 27 September 2007*

“A unique resource for Europe's distributed cultural heritage... ensuring a common access to Europe's libraries, archives and museums.”

*Horst Forster, Director, Digital Content & Cognitive Systems Information Society Directorate, European Commission*

## “Europeana Connects”



# Vision Developed in the Current Service to - “Think Culture”

Discover



JUKKA

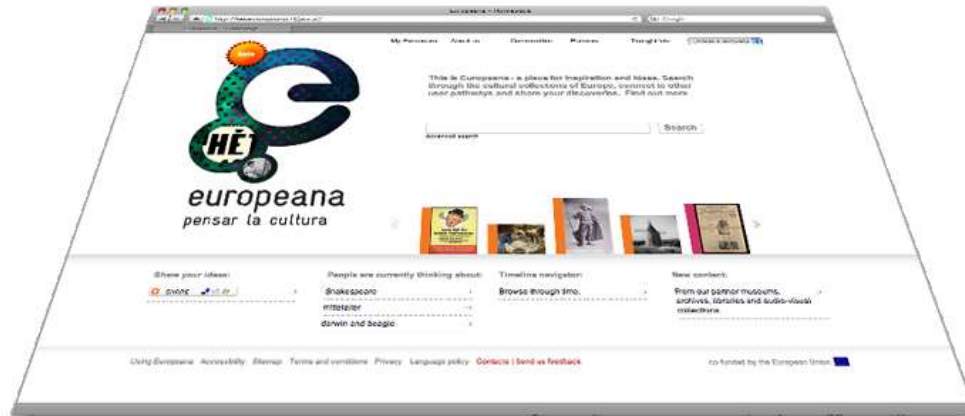
Explore



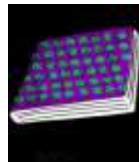
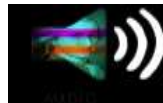
ER



MARIA



Inspire



# Developing Vision

- Europeana White Paper No. 1
  - Knowledge = Information in Context: on the Importance of Semantic Contextualisation in Europeana
  - Stefan Gradmann
  - <http://version1.europeana.eu/web/europeana-project/whitepapers/>
- Looks at the key role linked data will play in Europeana's development
- How it will help Europe's citizens make connections between existing knowledge to achieve new cultural and scientific developments

## Developing vision (2)

- Without linked data, Europeana could be seen simply as a very large collection of digital objects
- With linked data, the potential is far greater – to create something that enables the generation of knowledge ..
- Europeana Data Model developed to support this
- The [EDM Primer](#) and the [Definition of the EDM Elements](#) are in the Technical documents section of the v1.0 website:  
<http://group.europeana.eu/web/europeana-project/technicaldocuments/>

# EDM is a richer data model

- The EDM is a new way of structuring data that will bring the benefits of Semantic Web technology to Europeana
- It will open up the possibility for browsing Europeana in new and revealing ways which are not possible with the current Europeana Semantic Elements data model
- For example, the EDM will allow a digital object from one provider to be shown alongside a relevant article about the object or a thesaurus offered by other institutions, offering more context and information for users

# EDM: implementation

- Once Europeana starts receiving content formatted using the EDM it will also enable the use of linked data, which allows connections to be made between search terms.
- With linked data, a search for the "Virgin Mary" could lead to results not just for that single term, but also to objects labelled as "Mary, Mother Of Christ", "the Blessed Virgin" or "Heilige Maria"
- EDM validated by technical specialists at libraries, museums, archives and audio-visual collections
- It will be refined and tested between now and January 2011
- It is backwardly compatible with ESE, and will start to be used by data providers during 2011.

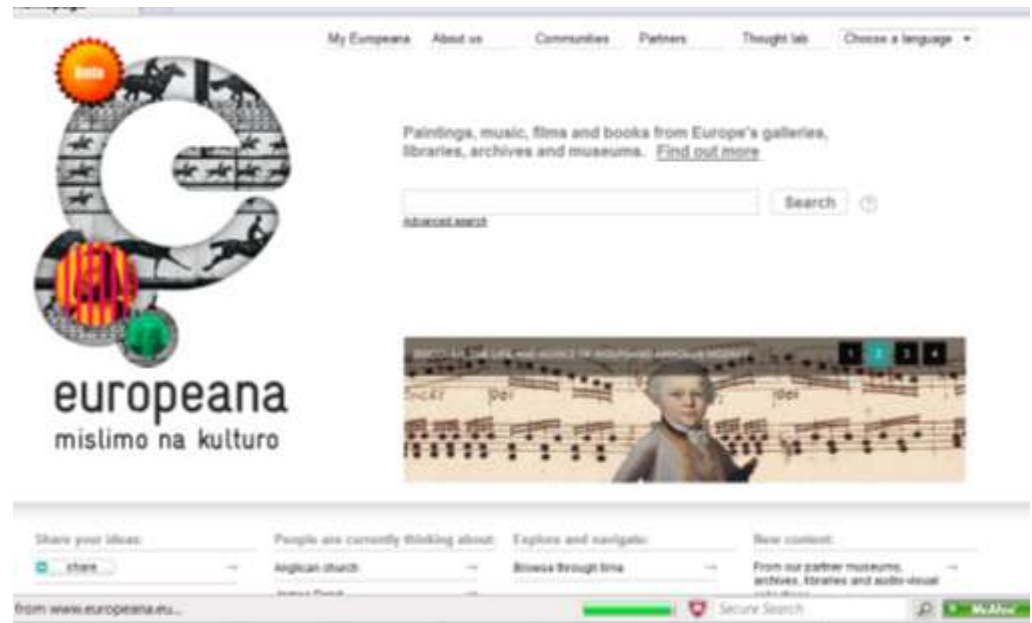


# Europeana: the Portal

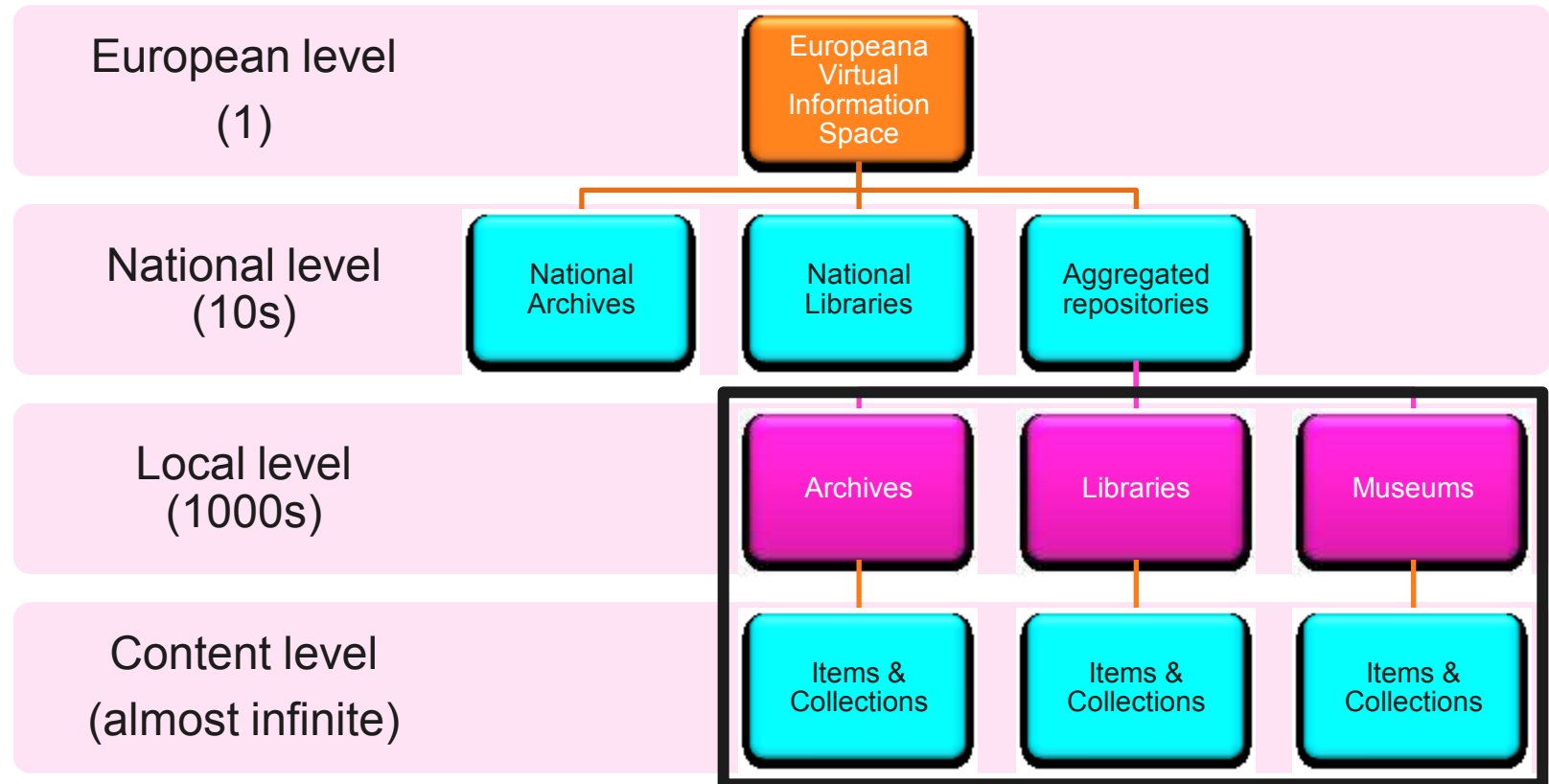
## Provides:

- A common, online multilingual access point to Europe's distributed digital heritage
- Direct access to 10 million digital objects – film, photos, paintings, sounds, maps, manuscripts, books, newspapers, archival papers

## Europeana Homepage Today



# Europeana: content holders/potential providers



# 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

**“However, I find it alarming that only 5% of all digitised books in the EU are available on Europeana.**

**I also note that almost half of Europeana's digitised works have come from one country alone, while all other Member States continue to under-perform dramatically.”**

Viviane Reding,

EU Commissioner for Information Society and Media,

28 August 2009

# 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
  - Gives priority to certain countries
  - And to **sound collections**, and **film, video and TV** material

Available at: [https://version1.europeana.eu/web/guest/provide\\_content](https://version1.europeana.eu/web/guest/provide_content)

# Aggregators

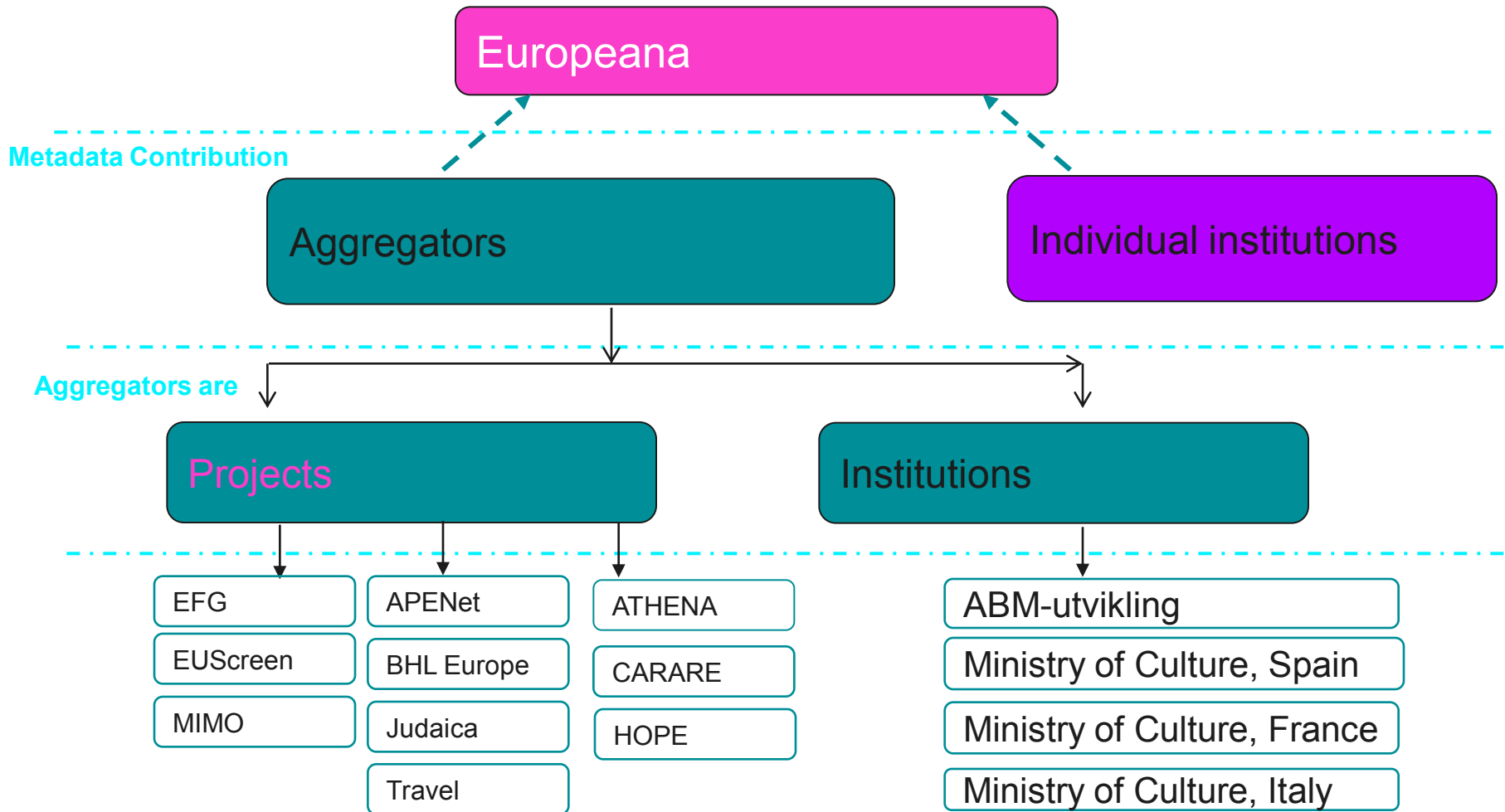
- Europeana works mainly with aggregators, rather than with individual institutions.
- Aggregators gather material from many separate organisations, standardise the file formats and metadata, and channel it into Europeana.
- Types of aggregators:
  - **National** - e.g. Spain. France, Italy, Norway
  - **Regional** - e.g. Europeana Local
  - Thematic - e.g. Judaica Europeana, Musical Instrument Museum Online **(N.B. These are projects)**
  - Domain - e.g. Sound archives: Europeana Connect, Films: European Film Gateway, Libraries: The European Library, Museums: Athena, Television: EU Screen, Archives: APEnet - Archives Portal Europe **(N.B. These are all projects)**



# What is an “Aggregator”?

- 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

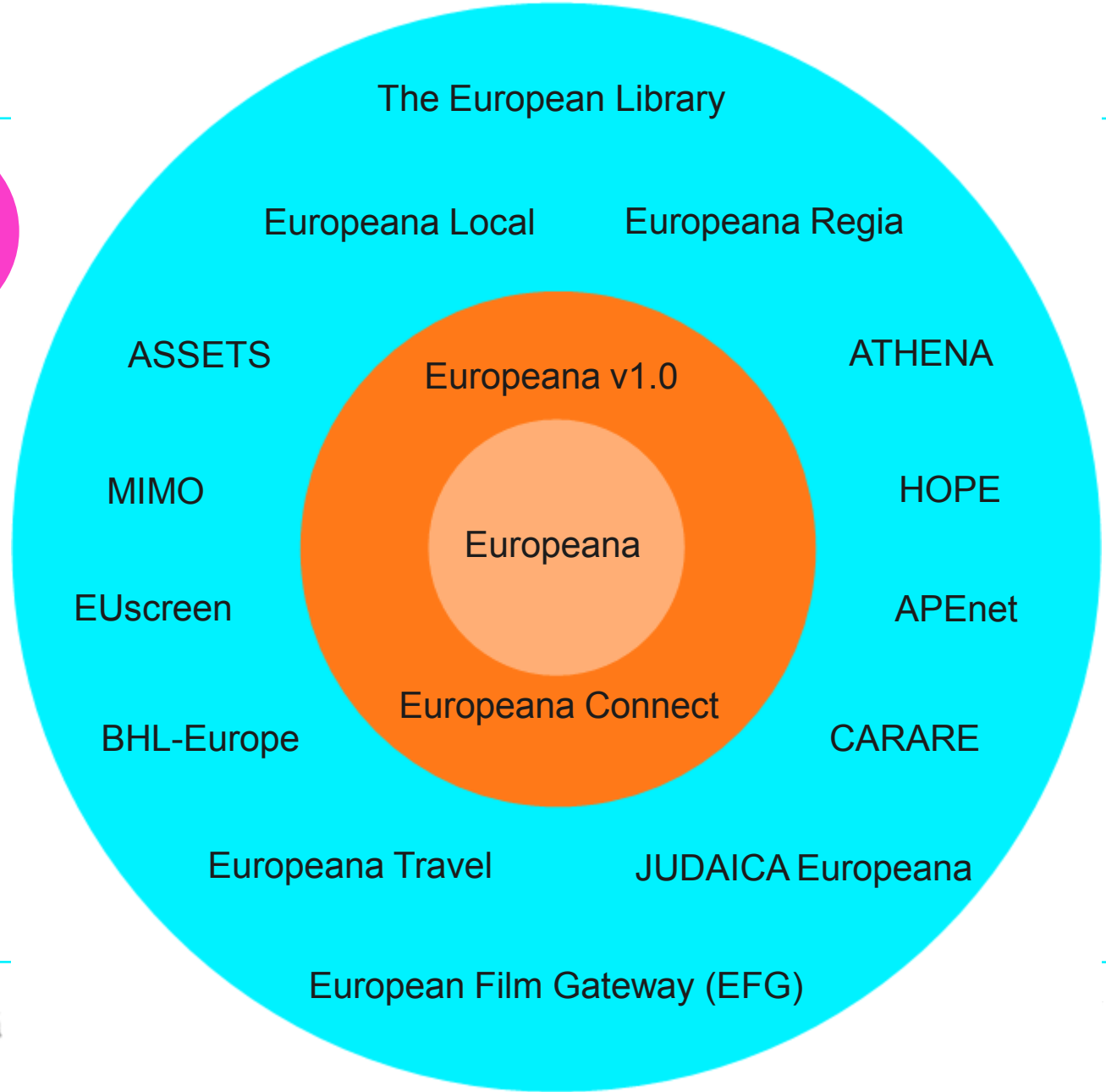
# Who submits data to Europeana?





Presto  
Prime

ARROW



# Data Providing Projects

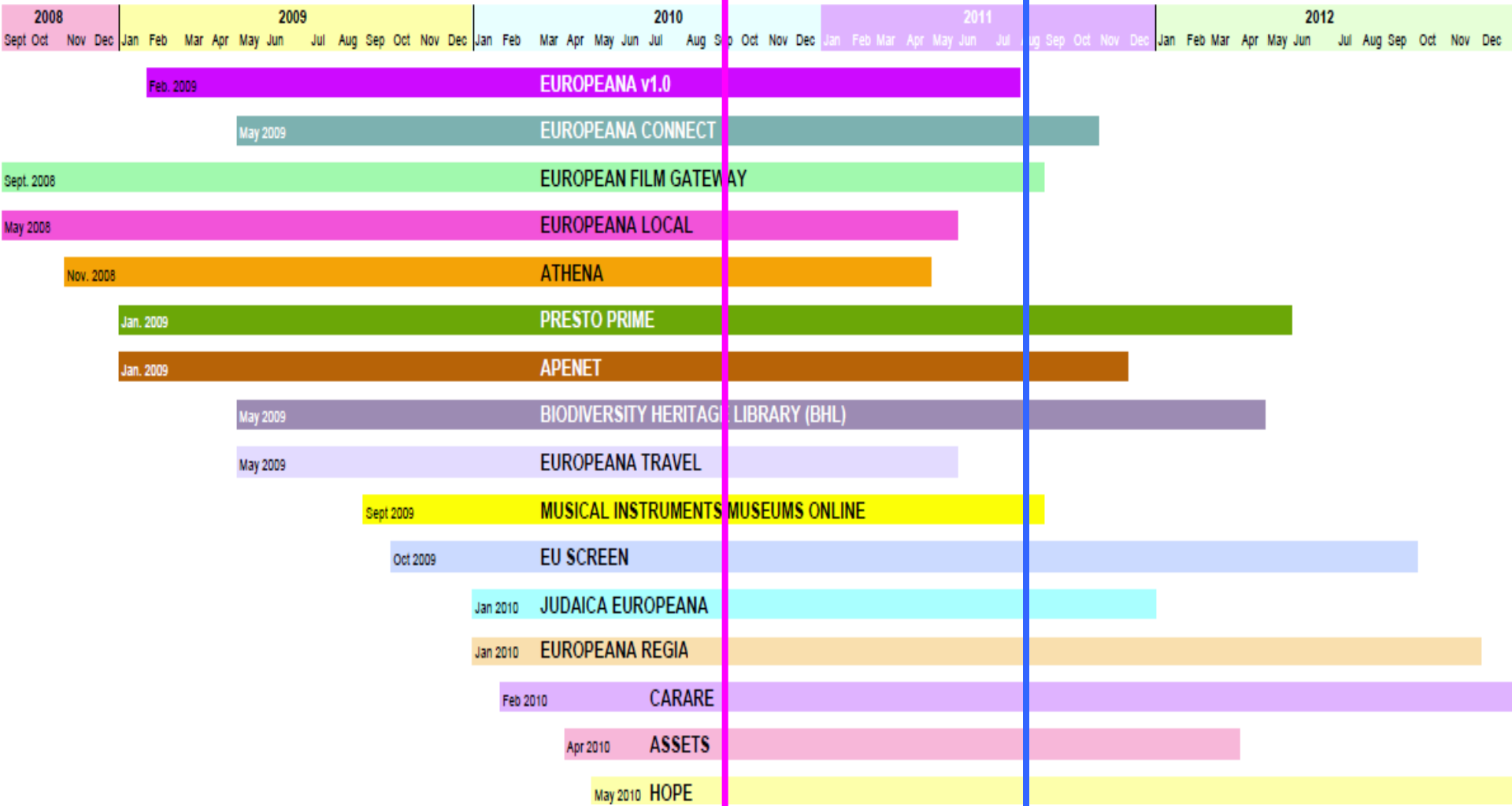
Rhine release in 2010 with access to 10 million items from:

<http://group.europeana.eu>

- Athena: **museum** objects
- **Archives** Portal Europe [APEnet]: national archives
- **Biodiversity** Heritage Library [BHL-Europe]: texts and taxonomies
- European **Film** Gateway: film, scripts, posters, stills
- Europeana Connect: **sound** recordings
- EuropeanaLocal: **regional** libraries, museums, archives
- EU Screen: **TV** broadcasts
- MIMO: Musical Instrument Museums Online
- And all **aggregators** supplying directly to Europeana

## Rhine release

## Danube release



# Rhine Release

## Summer 2010):

*Launch of a robust operational service with improved search and browsing functionalities for 10m digital objects!*

## Features:

- Improved search, browsing and personalisation
- Addition of a new search feature based on “what, when and where”
- Development of a Europeana API infrastructure for embedding europeana functionality into 3rd party applications
- Launch of Europeana search API
- Mobile browser view for the Europeana portal
- Robust and scalable infrastructure for metadata ingestion and enrichment



# Danube Release

## Spring 2012:

*More content, new functionalities and services will stem from current and future R&D developments such as:*

### Features:

- Multilingual and semantic search and browsing
- New APIs for individual Europeana functionalities (ie using the timeline)
- Addition of User-Generated Content (annotations, tags, etc)
- New services: multimedia annotation tools, e-books on demand, search and location of objects using spatio-temporal elements, etc

**Europeana will continue to build based on international collaboration and technology watch**

# Developing Software and Services

**EuropeanaLabs.eu allows partners and collaborating projects to:**

- test code and new functionality that is being delivered as part of projects' work plans
- develop innovations and additional features that will benefit Europeana
- use the Europeana source code and representative datasets to experiment with new applications

*URL to EuropeanaLabs:*

doc:[https://version1.europeana.eu/c/document\\_library/get\\_file?uuid=9f7ed5a7-fdaf-404a-b1a1-6a55b97b9b6a&groupId=10602](https://version1.europeana.eu/c/document_library/get_file?uuid=9f7ed5a7-fdaf-404a-b1a1-6a55b97b9b6a&groupId=10602)

**The Europeana.eu source code is made available under a European Union Public Licence [EUPL] open source license**

**Europeana strongly supports the development of Open Source services and tools through EuropeanaLabs!**



## Europeana beyond Europeana Version 1.0

- Full services and functionalities
- Greater content
  - Summer 2010 Rhine Release  
10 million items
  - 2011 Danube Release  
expect to double content
  - By 2012 25 million items
  - ... Further growing content

# How does it work in practice?

collectionName:... x Europeana - Provide conte... x

europæana  
group

Sun, 12, September 2010

Welcome Mary Rowlatt!

Home Communications tools Europeana v1.0 **Provide content** Europeana Foundation Ca

[The Aggregators' Handbook: a practical guide to adding content to Europeana for prospective and current aggregators](#)

Introduction Content Strategy Aggregators' Role Providing Content Technical Requirements Case Study FAQ

## Introduction

These pages are for organisations wanting to provide cultural and scientific heritage content to Europeana. They give guidelines showing you what you need to do.

At present, Europeana is not able to accept any content from individuals. People with interesting material should keep in touch with us, because in time we would like to be able to include users' own content.

Settings Online

Secure Search McAfee

[http://version1.europeana.eu/web/guest/provide\\_content/](http://version1.europeana.eu/web/guest/provide_content/)



# What data do I submit to Europeana?

The screenshot shows the BnF Gallica website interface. The main content area displays a document titled "GARGANTUA AUX FÊTES DES PAUVRES À BORDEAUX, LES 2, 3, 4 MAI 1852." The document is presented in two columns of French text. The left column begins with "Aut de la Pipe de Talon se phaisier merv." and the right column begins with "Vous, personnages respectables, à donner, de nous l'air..." Below the main text, there is a section titled "FÊTES DES PAUVRES A BORDEAUX." and "MARIÉ, le 1<sup>er</sup> mai prochain, au soir, des heures 6 et approchant d'une heure." The website header includes the BnF logo and the Gallica logo. The top right corner has navigation links for "Accueil", "English", "Español", "Portugués", "accessibilité", "aide", "contact", and "conditions d'utilisation". The top left corner has a "BnF" logo and a "Bibliothèque numérique" label. The left sidebar contains a search bar, navigation options, and a "Légende" section. The right sidebar contains a search bar, a "Recherche avancée" link, and a "Permalien sur ce document" link.

2. Metadata

Publisher: Impr. des ouvriers associés (Bordeaux)

Type: monographie imprimée; printed monograph; text

Relation: Notice du catalogue : <http://catalogue.bnf.fr/ark:/12148/cb30755955k/description>

3. Links to digital objects online

# What data do I submit to Europeana?

The screenshot displays the ina.fr website interface. At the top, there are navigation tabs for 'CHAÎNES', 'FOCUS', 'PLAYLIST', and 'JEUX & COMMUNAUTE'. A search bar on the right contains the text 'gargantua'. Below the search bar, the results are categorized as 'RÉSULTATS DE RECHERCHE POUR "GARGANTUA"', with sub-categories for 'VIDÉO (5)', 'AUDIO (1)', 'PUBLICITÉ (0)', 'FOCUS (1)', and 'PLAYLIST (0)'. The primary result is an audio recording titled 'CONCERT DE L'ORCHESTRE DE CHAMBRE DE L'ORTF' from 13/06/1973, with a duration of 46min47s. The image shows a vinyl record and a cassette tape. A 'Partager ce résultat de recherche' button is visible below the result. The website also features a sidebar with navigation options and a search filter section on the right.

TEXT

IMAGE

VIDEO

AUDIO

# What are the technical requirements?

- **Metadata mapped to the ESE v3.3 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.

See: <http://version1.europeana.eu/web/guest/technical-requirements/>

- **A link to the digital object's location online**

Also explained in the above document

- **A thumbnail of the object**

See: [http://version1.europeana.eu/c/document\\_library/get\\_file?uuid=6b52d4be-6a4d-443a-842a-ab991bca2b1f&groupId=10602](http://version1.europeana.eu/c/document_library/get_file?uuid=6b52d4be-6a4d-443a-842a-ab991bca2b1f&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/eSE/ESE-V3.2.xsd>

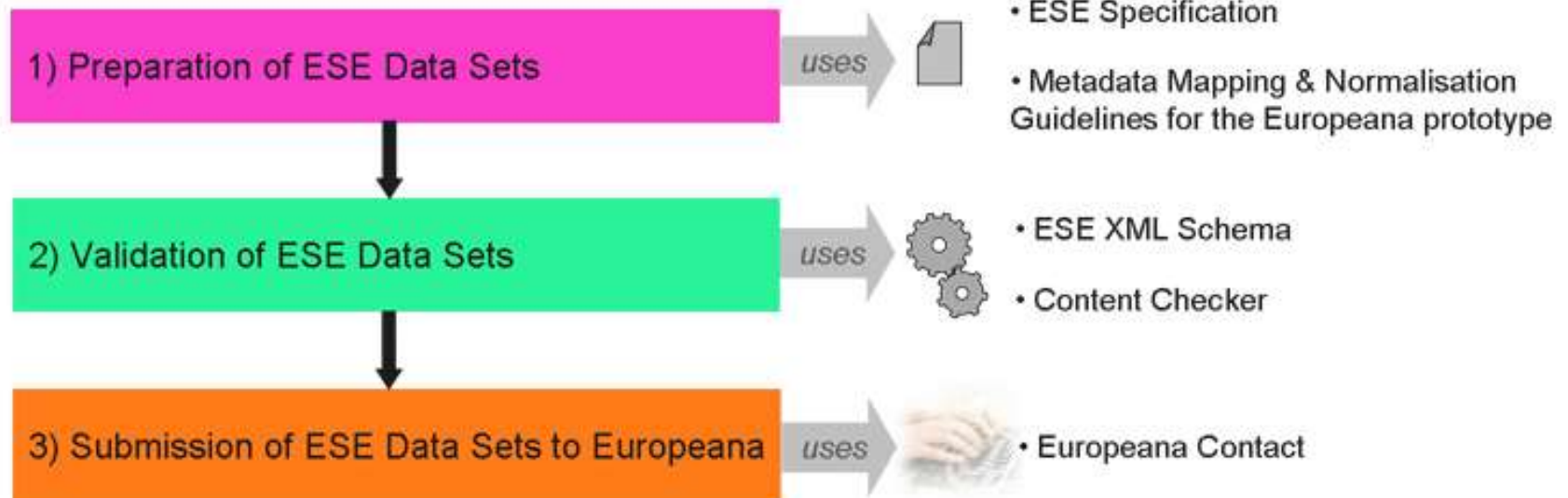
- **Using the Content Checker:**

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)

# Steps to Provide Content

## Steps to provide content:

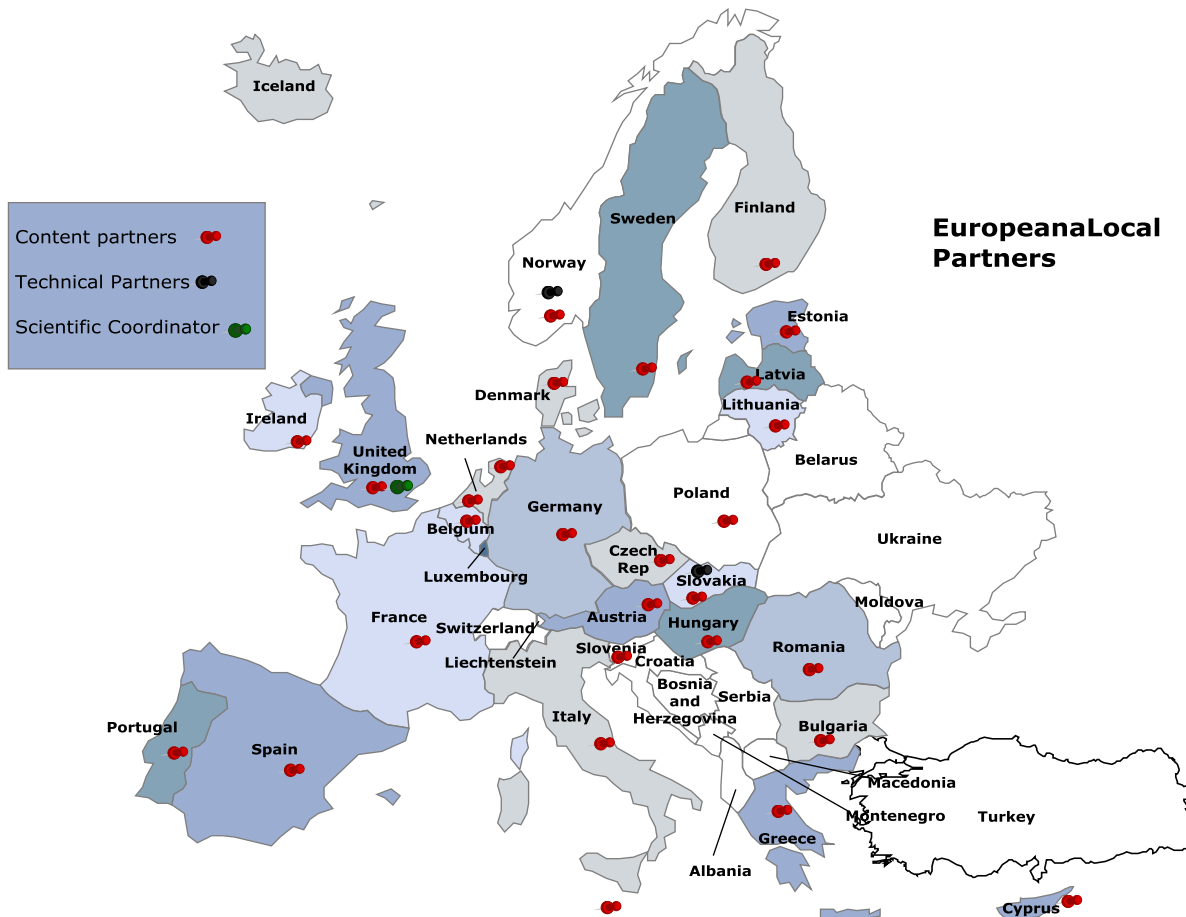


In a bit more detail ...

# EuropeanaLocal: Basic Facts



# EuropeanaLocal: Consortium





# EuropeanaLocal partners: types of organisation

- Europeana Foundation
- 1 Ministry of Culture (as aggregator of local content)
- 2 national libraries, 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: objectives and added value

- Promoting and enabling the participation of local and regional content holders
  - making available millions of digital items from local and regional institutions across Europe
  - contributing powerfully to the growth and scope of Europeana
- Contributing to understanding and solving interoperability issues across cultural heritage domains
  - taking account of the particular needs of local and regional institutions
- Acting as a real world test bed for Europeana's standards, tools and infrastructures and providing feedback
- Encouraging the development of sensible and sustainable levels of aggregation in each partner country



# Project structure and activities

- Preparatory surveys to determine:
  - the range of content; metadata schemas; harvesting activities and aggregation levels in use by cultural heritage content holders at local and regional level
  - to establish the technical infrastructure (e.g. repositories) and relevant skills available
- Repository selection and implementation/adaption
- Standards and infrastructure
  - Testing and using the ESE, Workflow, Content Checker, and feedback on the governance and legal framework. Next up - EDM, SKOS and vocabulary tools
- Training and knowledge transfer – guidance, training, workshops

# Content ingestion

- EuropeanaLocal partners are now installing and populating their repositories, where required
- And working with Europeana to test and ingest their content
- So far **EuropeanaLocal partners have contributed nearly 3.5m items to the live Europeana service**
- The plan was that the main group of partners would have their metadata harvested during the first half of 2010 in order to be ready for, and correspond with, the Europeana Rhine release - in Summer 2010.



# EuropeanaLocal content live in Europeana from:

- Spain
- Norway
- UK
- Poland
- Sweden
- Greece
- Germany
- Slovenia
- Slovakia
- Bulgaria
- Austria
- *Finland*
- *France*
- *Czech Republic*
- *Ireland*
- *Lithuania*
- *Hungary*
- *Belgium*
- *Netherlands*
- *Latvia*
- *Portugal*

# Example Content from EuropeanaLocal: Spain

- Tab. II Europae, Hispaniam ac Lusitanians complectens [Material cartográfico]



# Example Content from EuropeanaLocal: Spain

- The Alhambra. Porch of Hall of Ambassadors



# Example Content from EuropeanaLocal: Spain

- Dama de Elche - busto





# Example Content from EuropeanaLocal: Spain

- Croquis de la Peninsula del Morrazo



# Example Content from EuropeanaLocal: Spain

- The calle Alcalá. Madrid. Fuente de la Cibeles



# Latvian rural women at work, 1920s

## The Museum of Latvian Photography



# Cyclist in Tarvastu, Estonia, 1912

Johannes Pääsuke, Estonian National Museum



# Gradual, Grzegorz z Wroniek, 1627

## The Kórnik Library of the Polish Academy of Sciences



# National Meetings

- Dissemination activities
  - to promote the results and availability of the EuropeanaLocal service
  - to address the future expansion and extension of [Europeana](#).
- National and other initiatives designed to aggregate metadata for digital content underway, and at various stages of progress, in a substantial number of EU countries.
- We are holding a series of National Meetings - one in each Member State to:
  - enable discussion, build consensus, and support progress
  - from whatever the current position may be on national aggregation issues, especially those which involve local and regionally-sourced content.

# Why provide content?

- Europeana **enriches your users' experience** by helping them to find not only your collections but also related information held in other countries, or in other formats. It makes cross-border and interdisciplinary study possible in new ways, and your content gains from association with linked material.
- Users today **expect content to be integrated** - to be able to see videos, look at images, read texts and listen to sounds in the same space. Users don't expect to have to enter new search terms at separate sites to bring together related content.
- Europeana will **expose your metadata to search engines**, making deep web content accessible.



## Why provide content? (2)

- Europeana **drives traffic to your site** by linking users back to the content provider's website.
- Europeana will soon be able to provide a set of **API's** through which the content of Europeana maybe re used or taken back in its enriched form by Europeana partners and integrated for display in their own online platforms.
- **Knowledge transfer** is a key reason for being part of the Europeana network. We work with digital library experts from across Europe and America. They are leading thinkers and practitioners in the fields of metadata standards, multilinguality, semantic web, information architecture, usability, geo-location, object modelling and other topics



# Get involved!

- Europeana is not a project .. it is a call to action
  - Yvo Volman, EC
- It belongs to all of us, is created by all of us and is there to be explored by all
- Help “enable the generation of knowledge”
  - (Europeana White Paper)

# Thank you!

Questions/comments?

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MDR Partners

Scientific co-ordinators: EuropeanaLocal

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

<http://version1.europeana.eu/web/guest>

