Newsletter

4th issue

OPEN UP!

Opening Up the Natural History Heritage for Europeana

europeana
contributor

Content

OPEN UP!

www.open-up.eu

Editorial

This newsletter issue highlights some of the OpenUp! achievements since November 2012 when the last newsletter (issue no. 3) was published.

The number of items successfully delivered to Europeana via OpenUp! has been growing continuously. As of the end of March 2013, that number is almost 900,000. This means that we have successfully delivered nearly all of the promised content already by the end of the second project year and are still expecting a lot more to be made accessible to Europeana via the OpenUp! infrastructure. Europeana has just introduced a new interface, which is more user-friendly and makes it easier to navigate through its millions of items. This will also help users to access our content. One of the projects based on re-use of Europeana content (Europeana Creative) started this year. We are looking forward to the results of that project. The OpenUp! content itself is being used by various systems and applications. We introduced a new topic series in the Biodiversity Library Exhibition (BLE) portal called Poisonous Nature, and are currently preparing the fourth subject in the series, to be launched soon. Our community on Facebook and our blog is growing. We have reached more than 100 likes on Facebook, and each week a new blog entry is posted. Progress in the project is proceeding according to plan; recently, for example, we launched the common name interface.

The 2nd OpenUp! Annual Meeting will be held in the National Museum in Prague at the end of April 2013. We are very happy to have the chance to welcome all participants of the project in our home institution. Please enjoy the 4th Newsletter as well as the upcoming Annual Meeting.

Looking forward to seeing you soon in Prague,

Kamil Zagorsek & NM team

Fossil shark tooth – Notidamus primigenius Agassiz, Tartu University, palaeontology collections

OpenUp! in Social Networks

L. Laibl (NM)

The 21st century is a century of social networks. One way of disseminating Europeana's OpenUp! content to the public is the OpenUp! Blog and we have decided to share each blog post also via our Facebook and Twitter pages and publish it on the project website in the News section. Thanks to these activities, versity Heritage Library for Europe (BHL-Europe). All images contain a link to the original source. Content Highlights are now also closely associated with the Biodiversity Library Exhibition topic "Poisonous Nature" (see page 15).

Figure 1 OpenUp! Blog

site in the News section. Thanks to these activities, we were able to rapidly increase the number of our "fans" (users that have officially declared their liking of OpenUp!) and attract the attention of a large number of "friends" of our "fans" (i. e. users who are friends with people who liked our page; they can see our blog through their friends).

Currently, we publish attractive articles related to Europeana's OpenUp! content, at least weekly. Most of these posts belong to the main topic "Content Highlights", but we also publish technical articles and information about project activities. Every blog post is supplemented by photographs or illustrations from Europeana, the Encyclopedia of Life (EOL), the Biodiversity Heritage Library (BHL) and the Biodi-

Insight into the statistics

In the OpenUp! Blog, 14 posts were published in the last three months (December 2012 to March 2013), which means about one post per week. The Blog has been visited by over 1200 people since the beginning of 2013. Our audience comes from Europe (especially from Germany and the Czech Republic), Asia (especially Russia), and North America (especially USA). Over 100 people from twenty countries like our Facebook page "Opening up the Natural History Heritage for Europeana". In fact, over 47,000 friends of fans can see our content on their Facebook home page through people who follow our page. On Twitter, we have had almost 50 followers and 164 tweets until now (March 2013).

Meetings & Events

M. Aubrechtová (NM)

Since the last OpenUp! newsletter was published, OpenUp! was represented at several conferences, workshops, and other events dedicated to biodiversity research and bioinformatics, e.g., at an exhibition at the Schlossmuseum in Linz and the LINQ conference in Brussels (s.b.). A continuously updated list of events is available on the project website. The project website also provides a list of OpenUp! publications and presentations.

OpenUp! at the Landesmuseum, Linz, Austria

OpenUp! was presented to an audience of teachers in Linz, Austria on October 23, 2012 at the exhibition "Weiße Mäuse und Mendel's Erbsen – Tiere und Pflanzen, die unser Weltbild verändern". The exhibition was divided chronologically into three parts, each showing characteristic experimental plants and animals that provide information on nature during their respective time. The exhibition also allowed visitors to learn about famous persons from the history of biological research, and see the most modern methods of scientific work.

OpenUp! presented at the LINQ Conference 2012

The LINQ Conference (Learning Innovations and Quality) discussed lifelong learning, technology-enhanced learning, quality standards and certification, human resources development, competences and skills, as well as learning, innovation and quality management systems. In 2012, the 1st European LINQ Conference took place in Brussels, Belgium on October 23 with the attendance of experts and institutions from about 15 countries. The OpenUp! project was presented by Jiří Kvaček from the National Museum, Prague, Czech Republic. Principal aims of the project were introduced and its outreach into the educational sector was emphasized.

A quick guide for becoming an associated partner to OpenUp!

J. Frank (NM), H. Koivula (UH), L. Smirnova, B. Jacob (MRAC) & M. Aubrechtová (NM)

What OpenUp! is about

European natural history museums and botanical gardens are making their multimedia content available to the public. In the OpenUp! project they are Opening up the Natural History Heritage for Europeana. OpenUp! uses established technologies and standards from the biodiversity information and digital library domain. The content is made available to the general public via Europe's digital library, museum, and archive Europeana at www.europeana.org and it can also easily be made available to the Global Biodiversity Information Facility (GBIF) at www.gbif.org.

Until now, OpenUp! has made nearly 900,000 multimedia objects available to the public via Europeana. In its third project year OpenUp! is now inviting other European institutions or organisations to join the project. While in the beginning, the OpenUp! project focused on cooperation with natural history museums and herbariums, we now also invite other kinds / types of institutions (universities, botanical and zoological gardens, aquariums, etc.) to join the efforts of the project. New natural history content will be continually provided by current OpenUp! participants, as well as by non-participants that may or may not be familiar with BioCASe. As an associated partner, you will be able to use our expertise, workflows and technical infrastructure to provide your own content to the general public, as well as to scientific audiences.

Below is what you need to join OpenUp!. We will certainly help you during every step of the integration process.

Conditions to become a partner

1. Your institution or organisation holds multimedia content from the natural history domain, which can be provided to Europeana via the BioCASe provider software using the ABCD(EFG) data format.
2. You can map your data to the Europeana formats (ESE and later EDM) with OpenUp! tools.
3. Your institution signs the Europeana Data Exchange Agreement (DEA) and the OpenUp! Data Access Agreement (DAA).

If you are interested to join, please get in contact with us at openup.helpdesk@africamuseum.be or go to our helpdesk at http://openup.helpdesk.africamuseum.be. For more specific information, please continue reading about the benefits of becoming an associated partner and how we can assist you. More information can also be found on the project website http://open-up.eu.

Benefits of becoming an OpenUp! associated partner

- You can increase the visibility of your multimedia content and your institution, both to the general public and to scientific audiences:

  ▷ via the Europeana Portal, and the GBIF Data Portal, as well as the BioCASe amd GeoCASe network if you choose to provide to them, too, and

  ▷ via the OpenUp! and Europeana dissemination activities, which will reach a large group of new target users and increase the use of all data and content.

  ▷ Digital access to the voucher material held in your institution can make your content more attractive as materials for education purposes, as well as for citizen science projects.

- Using the OpenUp! data quality toolkit for data cleaning, you can enhance the quality of your collection data.

  ▷ You will have access to the data quality and integrity services and be able to enrich your data with multilingual metadata including common names and synonyms.

  ▷ With the BioCASe software you can unify your collections databases from various formats and software.

- You can find new ways for networking and finding synergies with larger scope:

▷ by using the same standards and technologies for sharing data with BioCASe and GeoCASE networks, GBIF, and Europeana.

▷ You will be better informed about developments in other related networks like GBIF, Biodiversity Information Standards (TDWG), and the Consortium of European Taxonomic Facilities (CETAF).

How we help you providing content

We will assist you during every step on the way to your content provision, be it in regard to the licensing of your content, installing the BioCASe provider software, or checking your mapping. At the helpdesk we run a dispatching system where your questions are redirected to domain specific experts around Europe.

Scientists
Collections Managers, Technicians
PR Department, Communication, Education
Legal Department, Legal Advisor
Direction, Policy Makers

Table 1 What position do you have in your institution? At the helpdesk, we provide the right information about OpenUp! for your position.

We will also provide you with the OpenUp! documentation and are connected to the support services of BioCASe, GBIF and Europeana, to make sure your questions are being answered. Try out our helpdesk at http://openup.helpdesk.africa-museum.be and access the information that is the most important for your position in your institution, as a scientist, collections manager, policy maker, etc.

What we would like to know from you

In order to answer your questions and help you to become an associated partner, we need some information about you. Questions we will ask relate to:
1. type of institution (museum, botanical garden, etc.),
2. type of content and possible collections you want to provide,
3. how much data you want to provide,
4. technical qualifications and resources you have in your institution and technical contact information,
5. existing IPR and copyright policies in your institution,
6. possible parallel pipelines to Europeana and finding synergies between other data projects and initiatives,
7. other areas of interest in the OpenUp! project.

We are looking forward to getting in touch with you!

BioCASe Provider Software 3.2

Jörg Holetschek (BGBM)

XML and Darwin Core Archives are now just a click away with BioCASe 3.2. The development team at the Biological Collection Access Service (BioCASe) has released a new version of its BioCASe Provider Software. Information published using the new version, BioCASe 3.2, can be easily stored as XML or Darwin Core Archives. With the new archives supported by BioCASe, harvesting and indexing processes will be more

efficient and less error-prone. Data publishers can now easily switch between using the simpler Darwin Core standard and the richer Access to Biological Collections Databases (ABCD) schema; special networks relying on the ABCD schema can choose between using the traditional web services or the new XML archives. For more information on BioCASe and the new software version, visit www.biocase.org.

Digitizing for a live audience

M. Heerlien (NBCNL)

From 2010 onwards, Museum Naturalis, the former Zoological Museum of the University of Amsterdam (ZMA) and the National Herbarium of the Netherlands (NHN) are involved in merging the three institutions and their collections into one. Although the organisational merger was as good as completed with the launch of Naturalis Biodiversity Center in the summer of 2012, integrating the collections remains a challenge that will employ a great number of permanent and temporary staff members for years to come. After all, the combined collections of the three

The generated collection data will be made available through GBIF. For the public, selections of digitized content will be made suitable for and published in Europeana through OpenUp!, providing us with a primary channel to showcase to an international and heterogeneous audience the results of our digitization efforts.

The published results, however, are not the only thing the public gets to see of the digitization project. In fact, visitors to the museum in Leiden get to witness the process of specimen digitization itself. Naturalis

Figure 1 Children asking questions to one of NBCNL's mollusc specialists

institutes number close to 37 million specimens. Integration in this case means much digitization. Currently there simply isn't enough storage space in the main collection depot in Leiden to house the entire collection physically; so only the former ZMA collection has been moved there, whilst the NHN collection will remain where it is for now. Digitally, it is a whole different story. Funded by a Dutch national knowledge economy investment program, Naturalis Biodiversity Center is running a large-scale project to digitize seven million collection objects, and to implement a permanent infrastructure for digitizing the remaining specimens after the project ends.

Biodiversity Center has established several different process spaces for digitization, each equipped to handle a specific type of object, e.g. herbarium sheets, specimens on alcohol, entomological collections and literature. One of these so-called digitizing streets is located in one of the museum's exhibition spaces, called LiveScience, a concept that aims to bring scientists and museum visitors in personal contact with each other. Here, the entire process, from creating and validating the data, to photographing the specimens, to storing them in durable containers can be followed, and visitors are encouraged by the curators on duty to ask any question they want, resulting often

in interesting dialogues and sometimes, especially when children are asking the questions, in hilarious stories. Also, visitors can experience the process of object digitization themselves, through the use of one of the available tablets that run an app designed for transcribing specimen labels. The resulting content, after validation, will also be made available to Europeana through OpenUp!, so visitors can see the fruits of their labour.

Obviously though, not all types of specimens are suited to be digitized before a live audience, due to their vulnerability and possible quarantine restrictions. Currently, the Mollusca collections of ZMA and Naturalis, both counting roughly 400,000 specimens, are being digitized and merged into one core collection. After April 1, 2013, LiveScience will be home to the digitizing street for geological objects and to that for microscopic slides scanned by SatScan, a scanner specifically designed to capture large area objects and arrays at high resolution; during each scanning session, one hundred microscopic slides are scanned simultaneously, a process that will be beamed live on one of the walls of the exhibition space. For the microscopic slides, a larger crowdsourcing project for transcribing object labels will also be initiated, as an experiment to explore the possibilities for making the crowd part of our permanent digitization "infrastructure".

So far, the LiveScience concept and the digitizing in front of a live audience as part of it have proven highly successful, enough so to warrant their continuation at least until the end of the digitization project in the summer of 2015. Until then, many more specimens will be prepared for publication in Europeana under the watchful and mesmerized eyes of our visitors.

Visit the LiveScience page on our website: http://www.naturalis.nl/en/museum/livescience/

New OpenUp! project website on Scratchpads 2

Jiří Frank (NM)

At the beginning of the OpenUp! project, we decided to set up our project website (http://open-up.eu/) on the Scratchpads platform (http://scratchpads.eu/), which also functions as a scientific community platform, created by the Natural History Museum in London (www.nhm.ac.uk) in the project ViBRANT (http://vbrant.eu/).

Since the beginning of OpenUp! in March 2011, the Scratchpads platform has gone through many updates and changes. In the second half of 2012, a major upgrade to Scratchpads 2 began. The original Scratchpads platform, as well as our project website was running under the content management system (CMS) Drupal 6. A major upgrade was to move to the new version of this CMS, Drupal 7, which has a much better system administration and functionalities, but a completely different architecture, which means that all the websites of the old Drupal version needed to be migrated and adapted to the new environment.

Figure 1 Current project website front page

Figure 2 New project website front page

We decided to follow this upgrade and move our project website to Scratchpads 2 to maintain technical support from the NHM team, and upgrade and improve the website functionalities. The website migration began in November 2012, and after all the structure settings and content were harmonised, the website is now live.

I would like to introduce to you some major changes and improvements. The biggest change lies in the administration system, which visitors do not see, but is very valuable for the OpenUp! project participants (website users). The first noticeable change is the design. We tried to keep the website layout similar, but still the change is obvious. Now the design is more suitable to be displayed on various devices and screen resolutions. We keep two environments on the website. One is for unregistered visitors, where they can get useful information about the project, content, documents and its topics. The other is mainly for the project's internal communication and documentation. In this overview, I will focus mainly on the public side and the major changes there.

The first changes are the primary and secondary menus, which now have a different structure and fields. The News section promotes all published project blog posts (http://openupblog.blogspot.cz/) and other project news. The Events section includes an overview of all past events since the beginning of the project and a list of all upcoming interesting conferences and seminars related to Natural History content provision and biodiversity informatics in 2013. Every event in the list is interactive, leads visitors to detailed information about that event and indications whether OpenUp! will be or was presented there. If the project was presented, you can view the presentation, poster or publication / abstract from the conference. All presentations are published un-

Figure 3 New project website - publication page

der the menu Outcomes / Presentations, and the abstracts, book chapters and other publications under Outcomes / Publications. This connection between four different areas on the website provides a good overview about the project's activities. Under Outcomes / Publication you can see all project publications from the beginning of the project as a list overview or a detailed view. All publications can be sorted via different criteria, such as year or author, and by using the facet / filter option on the left panel, you can also filter the publication type, for example, by conference paper, article or book chapter, author or other criteria.

That was just a little overview of our new project website; we hope you will find it useful and like it. Of course, you can send us your feedback via the contact form on the website in the right top corner. We will continue to improve the website to best meet your needs.

Common names webservice

H. Rainer & W. Koller (NHMW)

Natural history objects are usually filed under their scientific names in Latin language following the relevant codes of nomenclature. Other properties, like the description of objects are mostly provided in natural language or are even language neutral, e.g. measurements and dates.

The main challenge for multilingual content is bridging from one language to the other and thus unlocking information, which can be carried out via domain specific vocabularies. In WP6 a webservice has been developed to match scientific names to their common name representations. Figure 1 illustrates the data transfer from the provider in original format and enrichment by add-

```
Provider

ABCD 2.06
<xs:element name="FullScientificNameString" type="String">
Bellis perennis L.
</xs:element>

common name
Ausdauerndes Gänseblümchen (German)
Cvetiče ledinsko (Croatian)
Daisy (English)
.....

ESE-Title: Bellis perennis L.
ESE-addTitle: Ausdauerndes Gänseblümchen
             Cvetiče ledinsko
             Daisy
```

Busserl
BöW WBÖ …

Figure 1 Example for matching a scientific name to multiple common names of an herbarium specimen

ing the common names for *Bellis perennis* L. in English, Croatian and German.

The webservice is available to the public and is used for enriching the metadata for content provided to Europeana by the OpenUp! project. The interface follows the Reconciliation Service API definition which is available online.

Figure 2 outlines the overall architecture of the common names service as it is now implemented. One of the main principles of the service is to use external sources directly instead of incorporating large external data which is already outdated at the moment of importing.

Currently the webservice includes a large number of languages worldwide by utilizing the Catalogue of Life data (www.catalogueoflife.org; plants / animals / fungi; multiling), the Pan-European Species Infrastructure (www.eu-nomen.eu/portal/; plants / animals; multiling) and a first selection of country data files from the Czech Republic (www.ibot.cas.cz; plants; Czech), Denmark (allearter.dk; plants / animals / fungi; Danish), New Zealand (www.landcareresearch.co.nz; plants; English and Maori), Norway (artsdatabanken.no; plants / animals / fungi; Bokmål and Nynorsk), Israel (www.parks.org.il; plants; Hebrew), Slovak Academy of Sciences (ibot.sav.sk; plants/fungi; Slovak), and NHM-Vienna/University of Vienna (plants; Austrian German).

Common names gathered from these sources and put together provide unique information and a more tra-
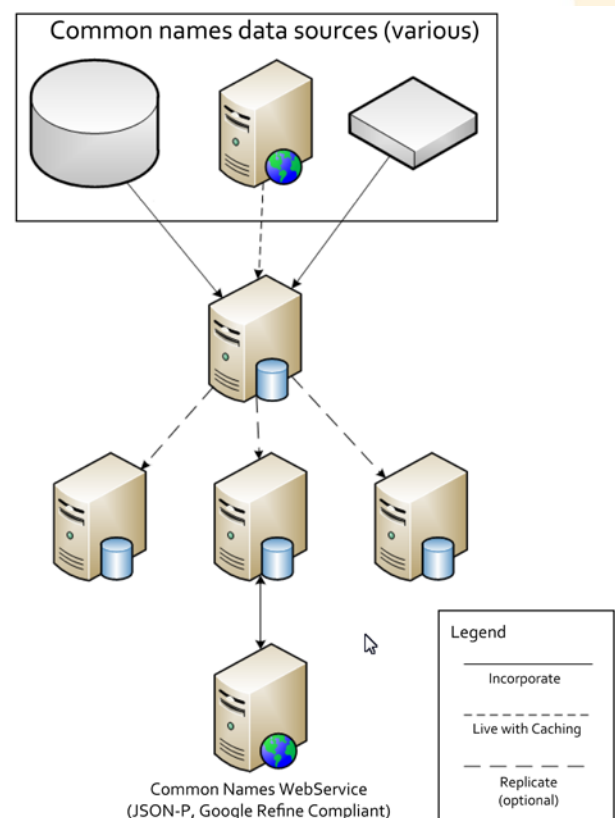

Figure 2 Common names webservice architecture

ditional view on various natural history objects. They constitute a bridge between science, culture, language and the people and thus help in opening natural history to the general public. Open Up! project is proud to be part of such an approach and attempts to make the collection of common names as rich as possible to save it for the future.

New Europeana user interface goes online

M. Aubrechtová, J. Frank (NM) & B. Daley (BL)

Figure 1 New Europeana frontpage

We are pleased to inform you about the new Europeana user interface which was released in March 2013. This upgrade means a rapid improvement in how the OpenUp! content is displayed on the Europeana portal.

For more information please read the official Europeana press release:

After weeks of testing, 3 surveys and countless feedback from you all – we're now excited to announce the launch of the new and improved Europeana.

One of the biggest improvements that you've probably heard us raving about is that the new portal is responsive, meaning it now automatically adapts to a range of different devices and screen sizes. So whether you're using a touch screen smartphone or a large desktop, the portal will tailor its presentation so it always looks great.

Another neat improvement is to do with the automatic suggestions that pop up as you type your search query. This means it's now easier and faster to search Europeana because we'll predict what you're looking for and make recommendations based on that, before you've even finished typing.

We've made changes so that it's easier for you to identify Europeana's treasures and get on with exploring them. Together with those improvements, the new homepage includes a stronger focus on our curated content, with a bigger image slideshow,

a featured partner section and a carousel highlighting our latest pins on Pinterest.
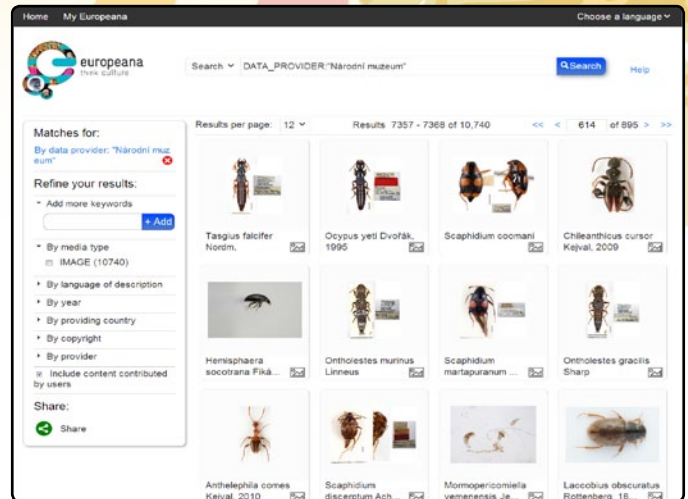
So, what are you waiting for? Check out the [new portal](#) and give it a whirl – let us know what you think!

———

(By: Beth Daley, PR & Editorial Officer for Europeana, British Library)

To see all the changes to the OpenUp! content in Europeana by yourselves, check the [new website](#).

Figure 2 OpenUp! content result list on Europeana →

Figure 3 OpenUp! specimen details ↓

Figure 4 OpenUp! specimen preview

BHL-Europe portal and new BHL US/UK/Australia release

Jiří Frank (NM)

We are glad to announce that the BHL-Europe portal is finally live as of March 18, 2013!
The Biodiversity Heritage Library for Europe project (www.bhle.eu) began in 2009 and has brought to-

The web portal is available in 14 languages. It is possible to search the literature (monographs, magazines, various book editions and professional journals) by using various features on the site and by either scien-
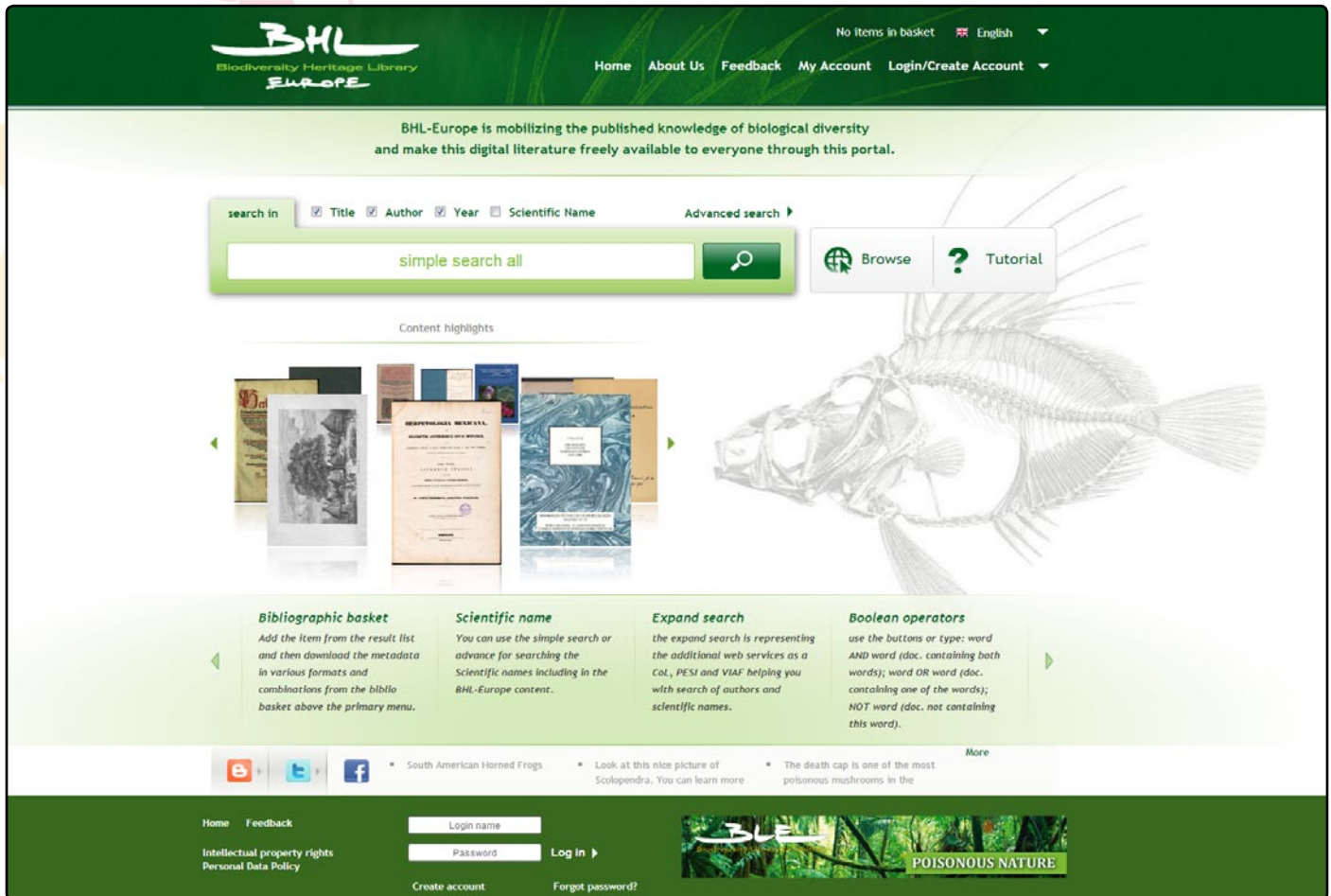

Figure 1 Frontpage of the recently launched BHL-Europe portal

gether noteworthy museums, botanical gardens and other Natural History institutions from Europe and some even from the USA.
The primary goal of the project has been to create an indexed archival system for digitized scientific literature and free access to this literature via a multifunctional portal (www.bhl-europe.eu). The digital copies of this literature are thus now freely available to all, scientists and public alike. The portal officially went live on March 18, 2013.
Literature on the BHL-Europe portal comes from numerous European and also some non-European institutions and their libraries and contains many unique items, difficult to access otherwise.

tific taxonomy or local (common) names and synonyms. The results can then be viewed directly online or downloaded as .pdf, text (OCR) or images (.jpg). The portal offers many additional functions.
The BHL-Europe portal (and other international sources) is linked to the Biodiversity Library Exhibition (BLE, www.biodiversityexhibition.com) platform, which publishes selected literature in the form of interesting themes and information in an attractive design. Thanks to the specific presentation of literature and interesting scientific items, the platform has a significant educational potential. The BLE platform was developed by the National Museum Prague as part of the BHL-Europe project, and is constantly expanding.

The collected literature of the BHL-Europe project is also presented on the Europeana portal (www.europeana.eu), which makes available huge quantities of material from various European collections (over 26 million objects). These objects encompass various types of European cultural heritage
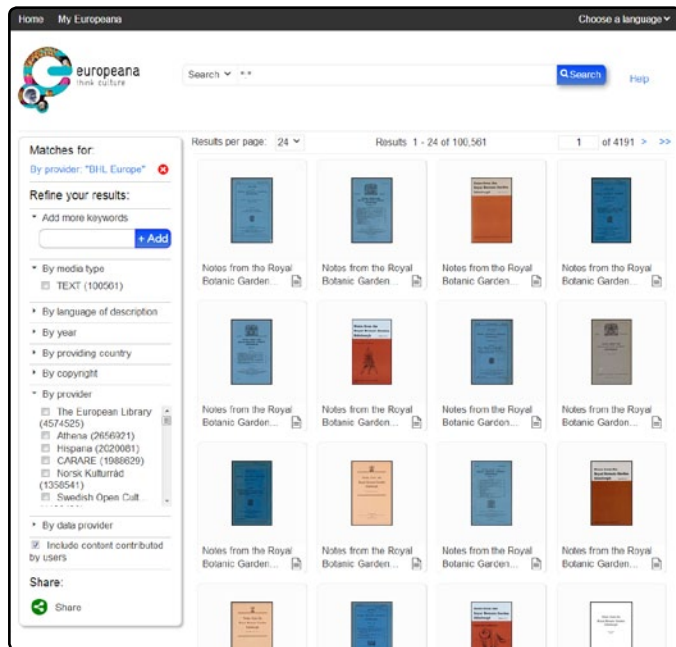

Figure 2 BHL-Europe content on Europeana portal

items, such as architecture, history, and art. Natural history literature on this portal is mostly from BHL-Europe.

The release date of March 18, 2013 was not chosen at random – the date coincides with the release of the American portal BHL US / UK / Australia (www.biodiversitylibrary.org/) in its new user interface. BHL US / UK / Australia functions principally
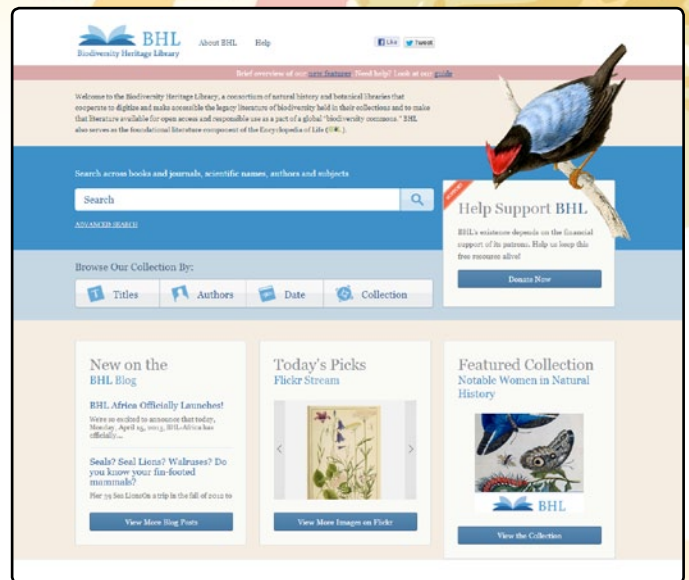

Figure 3 New user interface on BHL website front page

as an aggregator of scientific literature in the USA, much like BHL-Europe does in Europe. The portals currently differ in their function and content. Our cooperative venture creates better access to scientific literature in a world context, and functions as a digital literature archive. The joint release of these two portals permits dissemination of this information in a much broader scope, all over the world.

The BHL-Europe portal makes available 6,149 books containing one million pages from 92 content providers at the moment, but this is just the initial offering. New material is added every day, and the growth is projected to increase over time.

The goal is to make this portal a stable and constantly-growing service for various scientific institutions and primarily for the public world-wide.

"Poisonous nature" & "Nature at your home" preview

Lukáš Laibl & Jiří Frank (NM)

The Biodiversity Library Exhibition (BLE) is a unique platform for the dissemination of Natural History multimedia content and knowledge to the public. This project combines images from Europeana (including OpenUp! content) and Encyclopedia of Life with illustrations and literature from BHL and BHL-Europe. In December 2012, a new topic series named "Poisonous Nature" was published and appeared among the already existing topics of "Spices" and "Expedition".

Poisonous Nature targets the public, especially people who are fascinated by dangerous and poisonous

Figure 1 Banners of the four topic series of the Biodiversity Library Exhibition (BLE)

Figure 1 Fugu - poisonous fish, one of the species card from the "Poisonous nature" topic

creatures. Currently, this topic contains over thirty cards of different taxa. Poisonous Nature includes a wide range of organisms from fungi to plants and animals from all over the world. There are exotic species, such as the Gabon Viper, Poison Dart Frog, Blowfish, as well as species you can commonly encounter in your garden – Black Widow, Common Laburnum, Potatoes, or the European Hornet. As a bonus, you can also find a dinosaur there.

Each card contains interesting and not much-known

Figure 2 Gaboon Viper - "Poisonous nature" topic

facts about a particular taxon ("Did you know that…?"), followed by a brief description of the organism, including the effects of the poison on humans (characteristic and poison), and finally basic information, including taxonomy, determination features, etc. (practical information).

Most interesting is, as in Spices and Expedition, the "Find me in Books" function. In Poisonous Nature, this function provides access to more than 120 titles from BHL and BHL-Europe, and this number is constantly growing. Thus, in all cards you get the literature associated with the taxon and links to obtain more detailed information. All images on Poisonous Nature's cards are interactive, and with one click, you are redirected to the original page of the image or illustration.

Currently, a new topic for BLE – "Nature at your home" is in preparation. This topic should be launched online in April 2013. Plan to learn about undesirable inhabitants of your home. Some of them may surprise you. Waiting for you are Mildew, Silverfish, House Spiders, the Barn Swallow, and Brown Rat. All cards will be accompanied by corresponding literature and amazing illustrations. If you want to learn what to expect if you eat Blowfish or a Death Cap, what to watch out for when scuba-diving, or which spider is dangerous, just visit Poisonous Nature on BLE!

Europeana Creative

Jiří Frank (NM) & Europeana Creative WP7 team

A new interesting project was launched in February this year, which will use some of the OpenUp! content on Europeana in two pilots. We will bring you just a short overview about this exciting project.

Europeana Creative (www.europeanacreative.eu) is a new European project which will enable and promote greater re-use of cultural heritage resources by European creative industries. The project was launched at the end of February 2013, at the Austrian National Library in Vienna, and will run for 30 months. 26 partners from 14 European countries with diverse backgrounds are contributing to the project. These include content providing institutions with world famous collections, creative industry hubs and organisations, the tourism and education sectors, living labs, software developers and multimedia experts, as well as think tanks.

The online portal Europeana (www.europeana.eu) provides access to more than 26 million digitised cultural heritage objects from European libraries, museums, archives and audio-visual collections. The Europeana Creative project sets out to demonstrate that Europeana can facilitate the creative re-use of digital cultural heritage content and associated metadata. Partners will develop a number of pilot applications focused on design, tourism, education and social networks. Building on these pilots, a series of open innovation challenges will be launched with entrepreneurs from the creative industries to identify, incubate and spin-off more viable projects into the commercial sector.

The project goals will be supported by an open laboratory network (the Open Culture Lab), an on- and offline environment for experimentation with content, tools and business services, and a licensing framework where content holders can specify the re-use conditions for their material. The project will be supported by continuous evaluation and business modelling development.

Why now?

The re-use of digital content is an essential part of the Digital Agenda for Europe. Several activities are already stimulating the re-use of cultural heritage in order to demonstrate the social and economic value of cultural content. With the publication of the Europeana metadata under the terms of the Creative Commons Public Domain Dedication (CC0) in September 2012, further development of innovative applications based on this metadata is now possible. Europeana Creative is taking this a step further by facilitating re-use of the digital objects themselves.

For further information please visit:
www.europeanacreative.eu

About Europeana

Europeana brings together the digitised content of European galleries, libraries, museums, archives and audio-visual collections. Currently, Europeana gives integrated access to over 26 million books, films, paintings, museum objects and archival documents from some 2,200 content providers. The content is drawn from every European member state and the interface is in 29 European languages. Europeana receives its main funding from the European Commission. More information can be found at www.europeana.eu/portal/.

OpenUp! Newsletter

All natural objects figured in the newsletter come from collections of the OpenUp! content providers and will be displayed on the Europeana portal.

www.open-up.eu