

Europeana Cloud WP6 Workshop

Athens, 19th March, 2014

Participants:

Martin Moyle, UCL, WP leader
Jon Purday, Europeana
Friedel Grant, LIBER
Susan Muthalaly, Europeana, the Netherlands
Vicky Garnett, Trinity College Dublin, Ireland
Tomi Ahoranta, National Archives, Finland
Jakub Rihak, National Library of Tehnology, Czech Republic
Julia Fallon, Europeana, the Netherlands
Petra Pejsova, National Library of Tehnology, Czech Republic
Kees Waterman, DANS, Netherlands
Eliza Papaki, Digital Curation Unit, Greece

Key Messages as drafted by participants:

1. *Cost Efficiencies* – Storage via Europeana Cloud will potentially be cheaper than local storage
2. *New Audiences* – Europeana Cloud is a way for your collections to reach larger and newer audiences, and to be used in new ways.
3. *More Services* – Your users can benefit from a greater range of services and will be better able to undertake interdisciplinary and cross-border studies. It will be possible to have tools developed by other organisations overlaying your data
4. *Data Enrichment & Reuse* – As an aggregator, you will be able to easily access and re-use not only your own content but also content from other aggregators. Users will also be able to work with your data. When data is enhanced (eg. by annotation or the creation of a new version), the new enriched data can be fed back to you.
5. *Trusted Service* – Content will not be misused. Participants need to be reassured on issues such as copyright and control of content.
6. *Sustainability* – No longer an issue that we need to deal with on our own. It becomes a shared issue that we can tackle together.
7. *Shared Experiences / Networking* – The Cloud will be a way to share our own knowledge with others and, conversely, to learn from the experiences of our fellow participants. This will also participants to develop their local experience and expertise in aggregation.
8. *Simple to Use* – The infrastructure we create will be interoperable and standardised so that it is straightforward and effective to use.
9. *Greater Visibility* – See how others manage their collections and learn from this insight.
10. *Pan-European* – The broad geographic spread of the project and its association with Europeana makes it a politically important project to be involved in.

Tools we need to promote the project:

1. *Rigorous evidence to support cost-benefit analysis* – Case studies and data to support the financial case, analysis of usage and audience statistics, evidence of sustainability

2. *Short use cases, user stories, user profiles* – These can be harvested from data providers as their data comes into the eCloud.
3. *Very clear, very high-level infographic* – For example:
 - a. an overview of eCloud project; a ‘street map’
 - b. the Europeana ecosystem
 - c. how the eCloud will work: what ‘old’ and ‘new’, post-cloud Europeana will look like
 - d. workflows
 - e. statements on standards
4. *Animations* – Short, making everything simple: for example, 2 minutes on sustainability
5. *Clear messages* – The front page of the Europeana Cloud website should be overhauled to reflect our core mission and value that we will offer to aggregators and researchers.
6. *Factsheet* – A ‘leave-behind’ factsheet, with a QR code*
7. Briefing meetings
8. *Presentation* – For re-use by others.*
9. *Press releases, Blogs* – We already have these but could be more frequent and the types of topics covered could be more broad.
10. *Endorsement from Commission* – For example, a 1 minute video featuring Neelie Kroes
11. *Clear information on joining* – Can we devote a section of the website to answering the questions of content providers who might join eCloud?
12. *Facebook page* – Needs to be visual, perhaps best used to feature content as it gets added to the Cloud?

Summary: clarity and simplicity; maintain a sense of forward momentum

Additionally, we agreed to encourage feedback on the D2.2 graphics – are they useful? At the right level? – to inform future ‘technical translation’ work.

*NB. We already have these. The Factsheet doesn’t have a QR code but this could be easily added (there is an argument that says QR codes are not often used).

What did workshop participants agree to do?

Tasks they felt able to help with:

- Blogging about the project on their websites, in newsletters and on social media channels
- Linking to the Europeana Cloud website from their institutional websites
- Adding the logo to their institutional websites
- Searching for and presenting at relevant conferences, workshops, summer schools
- Making the case for participation and sustained involvement at their organisations
- Placing a Europeana Cloud logo on their organisational website
- Thinking of video ideas and possibly helping with their creation