



Digital Culture Challenges & Opportunities

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“Cultural institutions provide the glue that binds communities together. Culture attracts people to a place ... and creates an environment in which other industries, goods and services can grow.”



NMDC, 'Values and Vision: The Contribution of Culture' (2006):
http://www.nationalmuseums.org.uk/media/documents/publications/values_and_vision.pdf

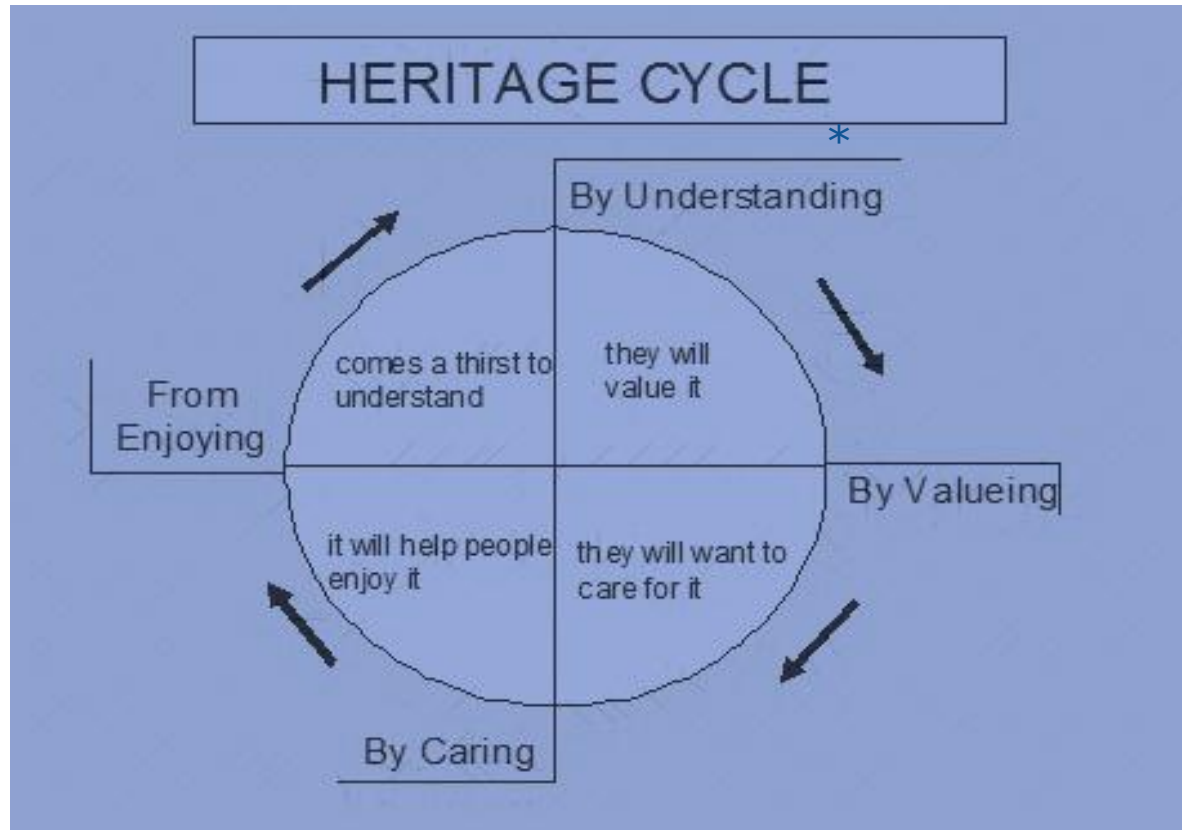


European Commission

The heritage cycle

Books, journals, newspapers ...

Photographs, audiovisual material ...



Voices, values, traditions ...

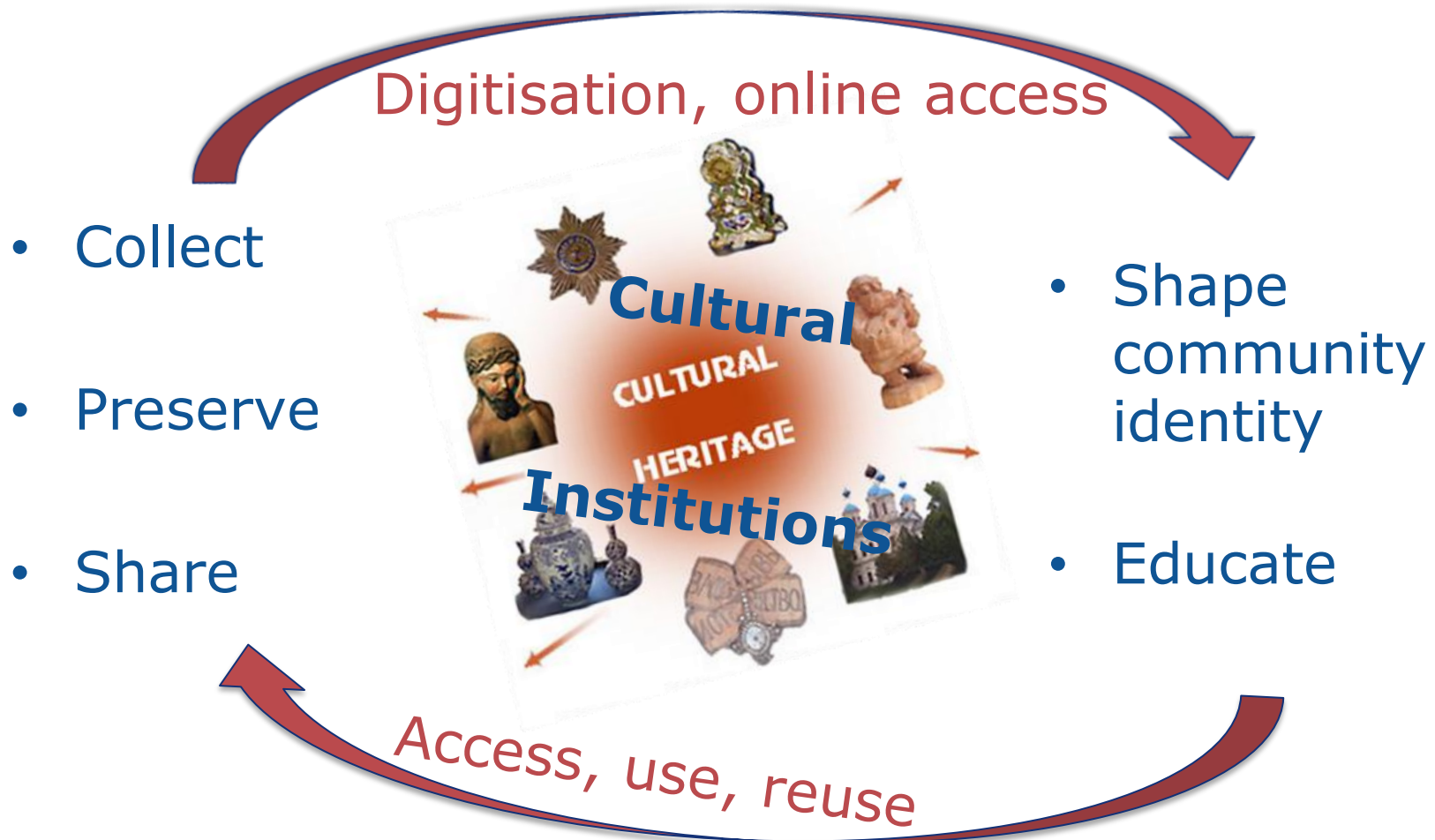
Landscapes, buildings, artefacts ...

* Simon Thurley, 2005

Digital culture: Opportunities



Traditional tasks vs. digital culture (1)



Traditional tasks vs. digital culture (2)

- **Europeana 1914-1918** collects memorabilia and stories from the period of the Great War
 - ❑ <http://pro.europeana.eu/web/europeana-1914-1918/home>
- **Europeana 1989** collects stories, pictures, films or other items relating to the events of the fall of the Iron Curtain
 - ❑ <http://www.europeana1989.eu/en/#>

Family history roadshows ... help **collect, share** previously locked content and **shape** community identity

Traditional tasks vs. digital culture (3)

3D-digitisation & documentation supporting curation & preservation

- **3D-COFORM** - 3D digitisation tools resulting in richer and more realistic representations of tangible cultural heritage
 - <http://www.3d-coform.eu/>

- **Roma Nova** - a serious game taking place in an immersive environment replicating the antique city of Rome to teach history to young audiences

□ <http://www.seriousgamesinstitute.co.uk/applied-research/Roma-Nova.aspx>

Digital cultural heritage content as input for education

Digital culture: Unlocking the potential

Develop economic potential of digital cultural heritage by:

- Increasing digitisation across Europe
- Improving online access and reuse
- Contributing to long-term preservation




Commission Recommendation on digitisation and online accessibility of cultural material and digital preservation*

Asks MS to step up their efforts, pool their resources and involve private actors in digitising cultural material and making it available through Europeana addressing issues related to

- the organisation and funding of digitisation
- the online accessibility of public domain and in-copyright material as well as
- digital preservation

PSI Directive

- Initial Directive adopted 2003*
- Re-use of documents held by public sector bodies (excl. cultural institutions) shall be re-usable for commercial or non-commercial purposes
- 2013 revision extends scope to
 - ❑ **Libraries (except university libraries)**
 - ❑ **Museums**
 - ❑ **Archives**



Re-use ... involves making use of the public information for purposes other than the original purpose for which it was created or collected

Access and reuse

- Coordinates, integrates and catalyses efforts to make cultural heritage accessible online

Europeana Creative

- Hub for creative industries and innovative re-use of cultural material

3D Icons



europeana
cultúr machnaimh

- Well established brand worldwide, e.g. model for DPLA
- Multilingual access to content from 2,200+ cultural institutions, representative of richness and diversity of European culture
- Single access point to culture for all, for education, work and leisure

Digital preservation

- methods and techniques required to ensure the availability of digital resources over time

Digital resources created today represent the knowledge base, the cultural heritage and the societal memory of the future

PrestoPRIME



LiWa

- Recent focus: high volumes of dynamic and volatile digital content; safeguarding integrity, authenticity and accessibility over time; ensuring reliable and secure preservation

Future Funding Opportunities (1)

Horizon 2020

- **Leadership in enabling and industrial technologies**
 - ❑ Content technologies and information management: ICT for digital content and creativity
- **Societal Challenges**
 - ❑ activities enabling the **study of European heritage, memory, identity, integration and cultural interaction**, including its representations in cultural and scientific collections, archives and museums, to better inform and understand the present by richer interpretations of the past

Future Funding Opportunities (2)

- **Connecting Europe Facility** - deployment of Digital Service Infrastructures (DSIs)
 - delivered electronically providing trans-European interoperable services of common interest for citizens, businesses and/or governments
 - includes **cultural heritage resources (Europeana)**



<https://ec.europa.eu/digital-agenda/en/connecting-europe-facility>

Cultural Heritage Resources



- Amended proposal for Telecoms Guidelines following European Council MFF decision to cut CEF digital budget from EUR 9.2 bn to EUR 1 bn
 - reduces the number of digital service infrastructures
 - introduces priorities for eligibility for financial support,
 - limits the scope of broadband support to "seed funding" for financial instrument(s)

Cultural Heritage Resources

- Priorities

- 1st: Building block DSIs (eID, eDelivery, eInvoicing, Cyber Security, Multilingual)
- 2nd: DSIs supporting specific provisions of EU legislation and using building blocks
- 3rd: Any other DSI (i.a. CH resources/Europeana)

- Requirements for DSIs

- be mature, i.e. ready for deployment
- Long-term sustainability
- contribute to achievement of single market
- comply with agreed standards and specifications, reuse existing solutions



**CEF funding
needs in-
creasingly
to be
comple-
mented by
other types
of revenue**

Future Funding Opportunities (3)

- **Creative Europe**
(<http://ec.europa.eu/culture/creative-europe/>)
 - ❑ designed to help the cultural and creative sectors to seize the opportunities of the 'digital age' and globalisation



All new funding programmes currently in the legislative procedure – adoption expected by autumn this year

Future Funding Opportunities (4)

- **Structural Funds**
- http://ec.europa.eu/regional_policy/index_en.cfm
- Research and innovation strategies for smart specialisation (RIS3) **cover co-financing of digitisation activities**
- Draft Partnership Agreements (PA): MS to submit to the EC by 09/2013
- Operational Programmes at national/regional level (OP) in September-December 2013

Digital culture: Challenges



ENUMERATE core survey: some results

- **~83%** of cultural heritage institutions have a digital collection;
- **~20%** of all collections have been digitised and ~57% still needs to be digitised (for 23% of collections over all there is no need to digitise);
- **~31%** of the institutions have a policy on the use of their digital collections (figures vary from 60% for national libraires to 22% for archeology museums)

On average 42% of all institutions monitor the use of the collection: Most libraries do, but only about a third of the museums.

Challenges (1)

- Embrace digitisation, online presence and digital media to give additional impetus to original mission and purpose
- Allow/enable re-use for innovative products/services
- Adapt organisation to digital environment and keep up with technological innovations



Challenges (2)

- Economic / financial: funding in times of crisis!
How can cultural institutions monetise their services while fulfilling their mission? PPPs?
- Technological: high quality content for high quality devices
- Organisational: internal / external; skills
- Legal: IPR (on metadata), licensing

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