



Upcycle Digital Heritage

The Discovery Programme

CARARE / FABLAB Derry

**How can we ensure that our digital heritage is exploited
by new sectors and industries?**

Antonella Fresa, Promoter s.r.l.

Europeana Space Technical Coordinator

Digital Cultural Heritage and citizen participation

The growing amount of digitized cultural heritage raises questions on the reuse of such resources and the impact they have in engaging with citizens, education sector, creative industry, academic research.

Joining digital technologies and citizen engagement will contribute to leverage on cultural heritage to foster cultural and societal progress.



RICHES
RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY



PHOTO
CONSORTIUM


Understanding the context of change and the impact

How can policy support the context of change faced by our contemporary society?

What do cultural institutions need to keep the pace with such changes?

What is the role of citizens when engaging with DCH and research?

Which business models allow effective exploitation of digital cultural heritage by creative industry?

What are the key requirements for digital cultural heritage to be actually re-usable (e.g. IPR, standards, searchability, richness of the metadata, high-resolution of content)

Four complementary approaches

EUROPEANAPHOTOGRAPHY (now **PHOTOCONSORTIUM** international association) focused on two important aspects at the basis of digital cultural heritage reuse: **high quality digitisation** and **IPR**.

EUROPEANA SPACE experimented **creative re-use of digital cultural content** in various sectors with pilots, hackathons and incubation processes.

RICHES investigated about the **wide context of change** that the cultural sector is facing, with a particular attention to recommend policies, which can accompany cultural heritage institutions to face the big societal transformation we are living today.

CIVIC EPISTEMOLOGIES explored **how citizens can participate and engage with the digital transformation of cultural heritage**.



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**How digitization can drive to citizen engagement:
EUROPEANAPHOTOGRAPHY and PHOTOCONSORTIUM**



NUMBERS OF EUROPEANA PHOTOGRAPHY, AT A GLANCE



19 PARTNERS

FROM **13** EUROPEAN COUNTRIES



3 ASSOCIATE PARTNERS

FROM UKRAINE, CYPRUS AND ISRAEL



100 YEARS BROWSED
OF PHOTOGRAPHIC HERITAGE



453.828 IMAGES

AVAILABLE TO EUROPEANA



16 LANGUAGES

MULTILINGUAL METADATA ASSOCIATED TO EACH IMAGE

PDM

+ 86.000 PDM IMAGES

AVAILABLE TO EUROPEANA

Building on Europeana Photography experience

PHOTOCONSORTIUM builds upon the legacy of Europeana Photography (2012-2015) including expertise, network, know-how and tools that were produced in the context of this project.



*Boris III of Bulgaria and Giovanna of Italy –
the celebration of the royal wedding in
Sofia.*

© NALIS (Bulgaria)



EuropeanaPhotography's Legacy

EuropeanaPhotography established an expert hub on:

- high quality digitization of photographic content
- aggregation of digital content (to Europeana and other portals)
- metadata standards, indexing, cataloguing
- best practices for the management of digital archives
- expertise and advocacy on IPR issues and promotion of the use of open licenses for heritage photography

Such legacy is now at the core of PHOTOCONSORTIUM.



Photography engages people

High quality digital images and open licenses (where possible) are drivers for photographic content reuse and citizens engagement:

- All Our Yesterdays travelling exhibition and catalogue
- Laboratories for schools and children, for elderly people
- European Night of the Museums, Pisa (2014)
- World's Photo of the year, Copenhagen (2015)
- Collection and digitization days that fed other, more local, exhibitions
- Heritage Photobingo project in senior homes



All Our Yesterdays exhibition was compiled from over 100 early photography images from partners' collections, devised as a showcase of their masterpieces.

People's everyday life, joys and sorrows, stories and dreams as witnessed by the first photographers (1839-1939).

All Our Yesterdays

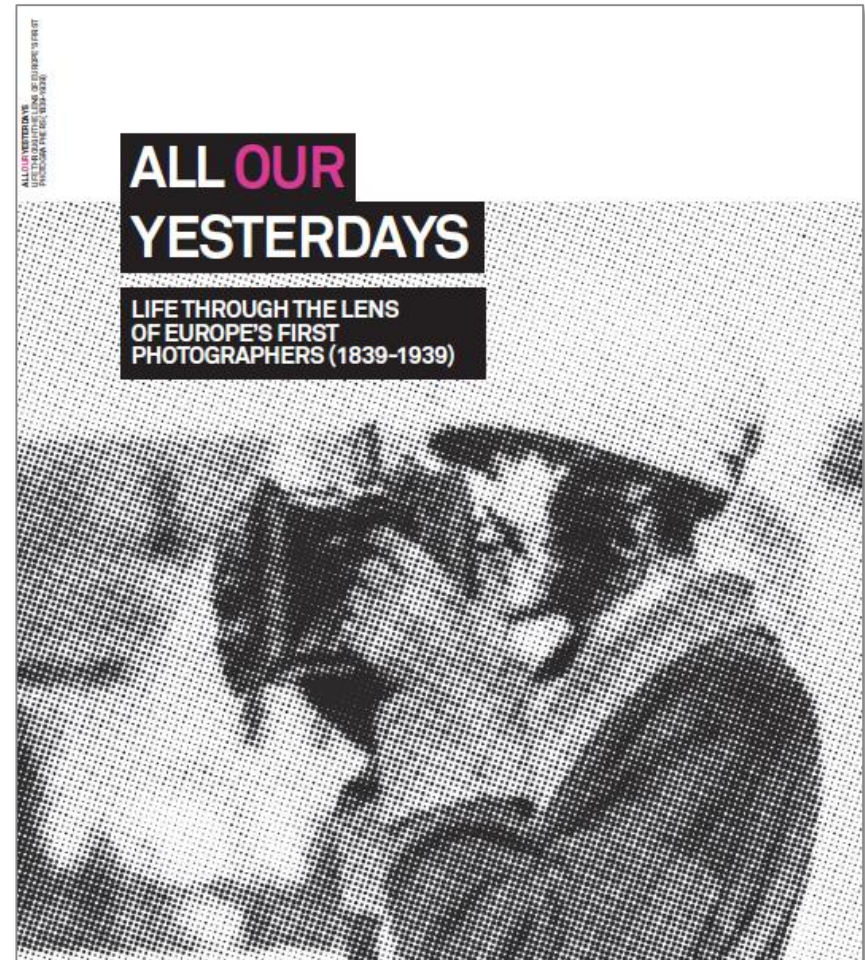


PHOTO CONSORTIUM



In Pisa (Spring 2014), about 1,000 family album photos were collected from visitors, digitized, re-used for another local exhibition few months later, and eventually sent to Europeana

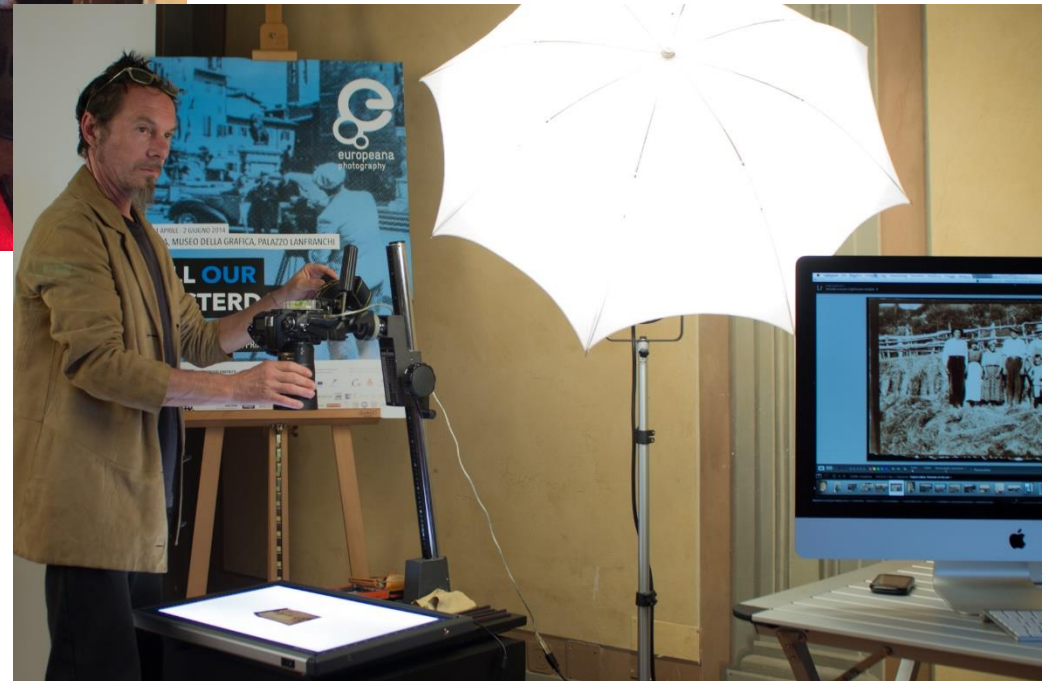


PHOTO CONSORTIUM



During the European Night of the Museums 2014, the exhibition attracted over 800 visitors in a single day

The exhibition in Pisa was visited by more than 5,400 in 2 months.

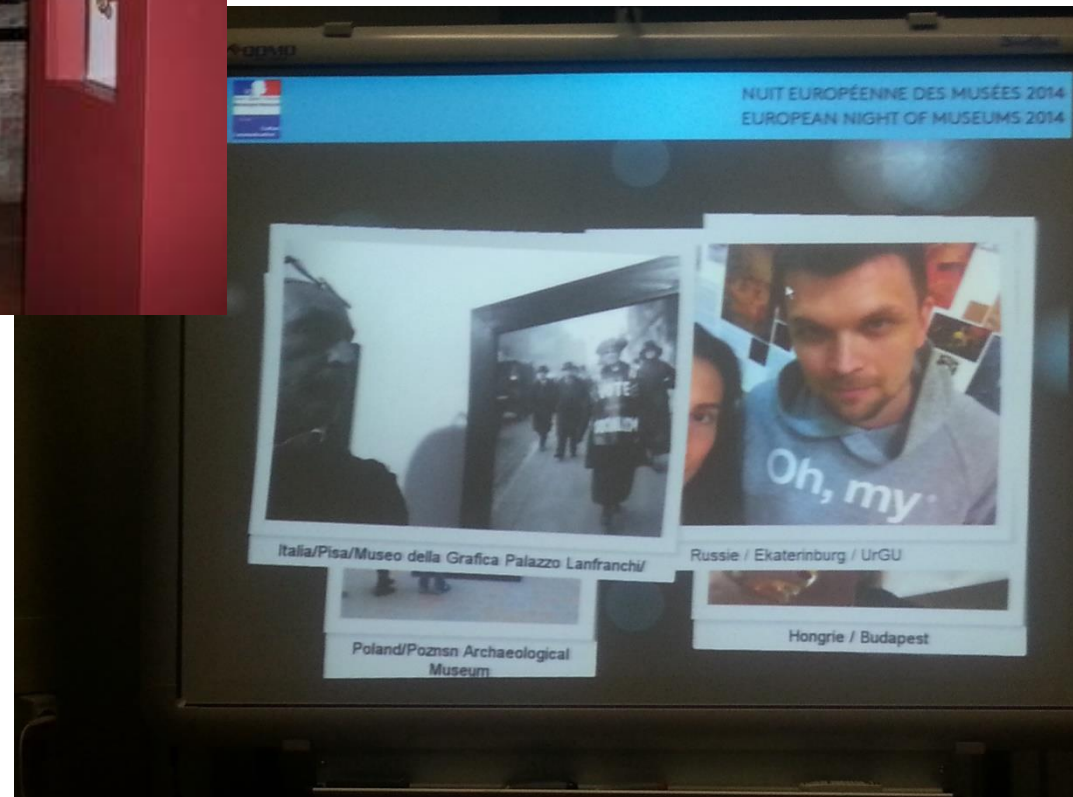


PHOTO CONSORTIUM



PHOTO CONSORTIUM



<<

The local exhibition in Pisa
«Ricordi dai nostri album di
Famiglia»

Collection day at
«Photographic Memories
Workshop» in Leuven

>>





The Heritage Photo
Bingo experiment in
Leuven senior homes





Network and Members

PHOTOCONSORTIUM is a non-profit association with democratic structure, political independence and unlimited duration. Joining PHOTOCONSORTIUM equals joining a network of top class partners from the field of (historical) photography, and gaining access to specialized services.

PHOTOCONSORTIUM is currently partner of Europeana DSI2 project and within this framework is curating the realization of the Photography Thematic Collection in Europeana.



Gaston Paris | location unknown (France),
1935 Young women at a fun fair.



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Fostering business out of digital cultural heritage:
the **E-SPACE** project



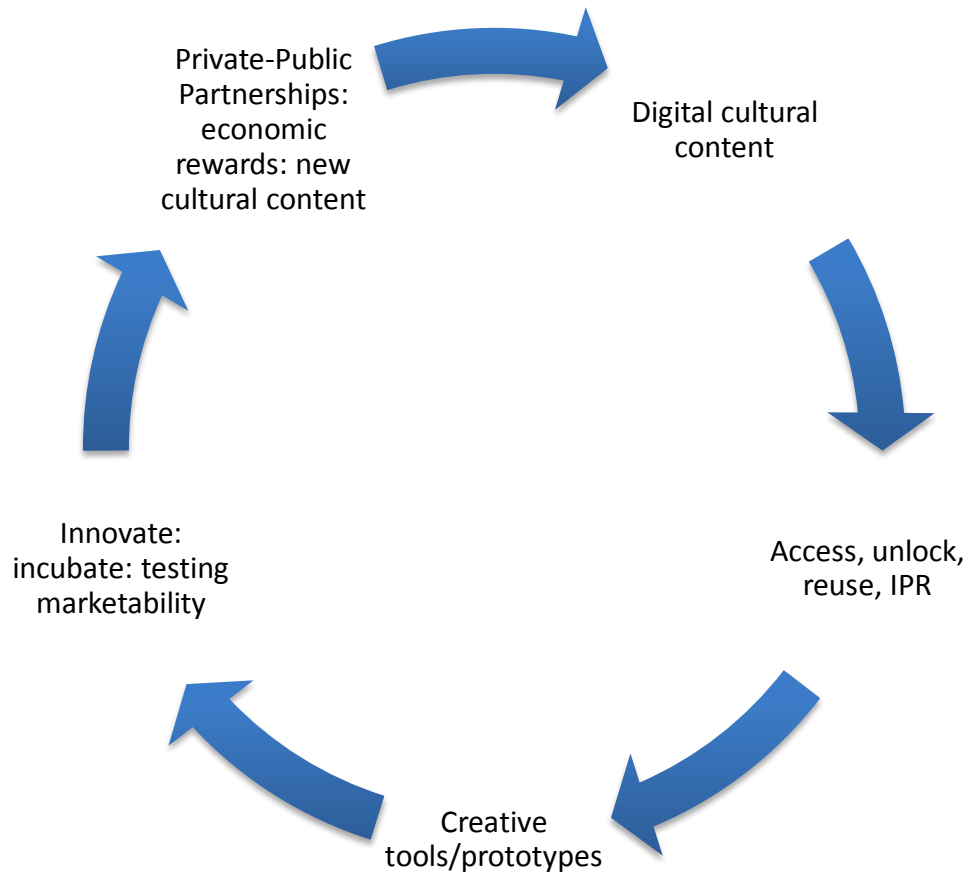
Unlocking Europe's rich digital cultural heritage

E-Space Objectives:

- To provide best practices for **use and re-use of digital cultural content by creative industries**, with a special focus on the use of Europeana.
- To create **new opportunities for employment and economic growth** in the creative industries: jobs, money, growth.
- The work revolves around **6 Pilots** that focus on different areas of the creative and cultural industries: **museums, dance, games, open and hybrid publishing, photography, interactive TV.**



Europeana Space: a virtuous circle





E-Space workflow and fertilizing environment

- **Prototyping:** new prototype applications arising from the Pilots
- **Open access:** the IPR consultancy tool kit
- **Technical platform:** to browse content from all over the world, create collections, and deliver digital exhibitions
- **Working with users:** testing, evaluation, refining, awareness
- **Hackathons:** encouraging interaction with creative minds
- **Business Development workshops:** from the project idea to exploitation planning
- **Incubation:** take to market



Next event

<http://berlinconference2016.europeana-space.eu>

E SPACE



Co-funded by
the European Union

EUROPEANA SPACE 3RD INTERNATIONAL CONFERENCE
CULTURAL HERITAGE: REUSE, REMAKE, REIMAGINE
21-22 NOVEMBER 2016
HAMBURGER BAHNHOF - MUSEUM FÜR GEGENWART - BERLIN



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Understanding the context of change and supporting policies for cultural heritage institutions:
the **RICHES** project



RICHERS

RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

QUESTIONS ADDRESSED

1. How can CH institutions renew and redefine their place in the society?
2. How can EU citizens play a co-creative role in their CH?
3. How can new technologies promote and make accessible CH?
4. How can CH become closer to its audiences?
5. How can CH be a force in the new EU economy?



RICHERS

RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

EUROPEAN IDENTITY, BELONGING AND THE ROLE OF DIGITAL CH

Policy recommendations:

- **Connect communities**, create cohesion by stressing (cultural) similarities, foster cultural exchange, re-invent traditional cultural expressions, food, festivals
- **Exploit innovative digital tools**, to promote cultural pluralism, to engage with and experience CH, to unite the past and the present, to give access to living heritage especially for younger generations

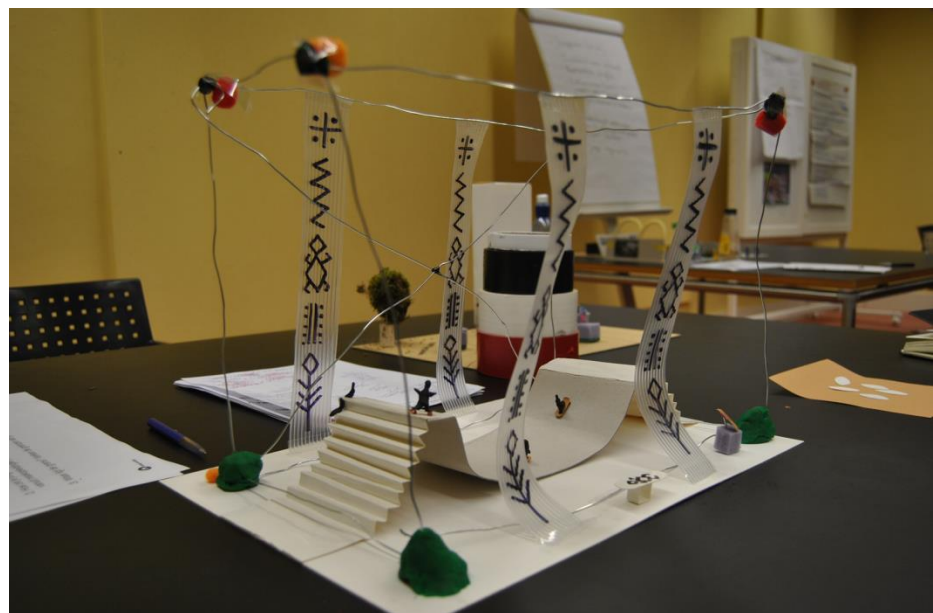


RICHERS

RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

CO-CREATION

New approaches emerge while involving end-users and professionals, to enable a collective imagining, building and experiencing new futures.





RICHERS

RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

VIRTUAL PERFORMANCE DIGITAL ARCHIVES ONLINE ACCESS TO CH

- Dance and performance artists create new artefacts and events, develop new skills together with traditional skills
- Cultural expressions from the past are preserved, reinvigorated, renewed and transmitted to society more effectively
- Multidisciplinary collaboration between engineers, artists and cultural managers enables enhanced access to CH



RICHS

RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

RICHS RESOURCES & NETWORKING SESSIONS

The Resources Website represents the legacy of the project: a library of documents, scientific papers, policy briefs, think papers

<http://resources.riches-project.eu/>

The screenshot shows the RICHES RESOURCES website interface. At the top left is the RICHES logo. To the right is the European Union flag and a text box stating: "This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement n° 012789." Below this is a navigation menu with links: HOME, RESEARCH, POLICIES, ALL DOCUMENTS, and ABOUT US. The main content area is titled "Home Page" with a date "22-09-2015". A search bar is located on the right. Below the search bar is a section titled "LATEST DOCS" with a link: "D6.1 Access, Participation, Learning: Digital strategies for audience engagement with cultural heritage in museums and...". A paragraph of text describes the website's development: "The RICHES resources website has been developed in the framework of RICHES, a project co-funded by the European Union's Seventh Framework Programme for research, technological development and demonstration. It has been designed to make available to the public the main results of the RICHES project."

*Discussion and exchange of experiences on CH research, among CH institutions, academies and EU-funded projects continues in periodical **Networking Sessions.***

Next one: Berlin, 22 November 2016, hosted by E-Space conference

<http://berlinconference2016.europeana-space.eu>



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**Citizen researchers: the Roadmap developed by
CIVIC EPISTEMOLOGIES project**

RATIONALE OF THE PROJECT

A potential not yet exploited:

- Citizen science in digital culture, including crowdsourcing as a specific area of work can contribute dynamisms, to unlock the potential represented by the digitised CH
- However, citizens risk to often remain disconnected from digital culture research, because of a range of different problems, mainly:
 - Lack of connectivity
 - Limits imposed by IPR
 - Mentality of the curators

ROADMAP FOR CITIZEN RESEARCHERS IN THE AGE OF DIGITAL CULTURE

- CIVIC EPISTEMOLOGIES developed a **Roadmap** to prioritize a set of steps to bring citizens, their associations, and interest groups, into the research processes of digital cultural heritage
- The Roadmap provides **indications to cultural institutions** which are willing to collaborate with citizens
- **Pilot and Case Studies** of CIVIC EPISTEMOLOGIES explored new creative approaches for the citizens' engagement with cultural heritage
- **Cooperation and synergies** were established with other citizen science initiatives



- **The Roadmap for Citizen Science in the age of digital culture** is downloadable at

<http://www.civic-epistemologies.eu/roadmap/>

- **Registry of Resources:** tools, workflows, approaches, solutions, demonstrators, and applications useful for supporting the involvement of citizens in the scientific development process

<http://www.civic-epistemologies.eu/registry-of-resources/>

ROADMAP FOR CITIZEN SCIENCE
The main objective of CIVIC EPISTEMOLOGIES is to design a sound Roadmap for the implementation of an e-Infrastructure:

- to enable creation, access, use and re-use of DCHH content,
- to provide learning resources,
- to provide communication services to multidisciplinary research teams located in different geographic places,
- to enable citizens to participate in a range of research goals established at European level together with cultural institutions and universities.

⇒ Download [here](#) the second version of the Roadmap ⇐
⇒ Download [here](#) the first version of the Roadmap ⇐



Send us your feedback filling in the form below. We will take it into account for the publication of the final version!

Your Name (required):

Your Email (required):

Subject:

Your Message:

 Citizen Science Registry of Resources 

TOOLS, WORKFLOWS, APPROACHES, SOLUTIONS, DEMONSTRATORS, AND APPLICATIONS USEFUL FOR SUPPORTING THE INVOLVEMENT OF CITIZENS IN THE SCIENTIFIC DEVELOPMENT PROCESS.

[LIST](#) [LOGIN](#)

FILTER SELECTED 23 ITEMS OUT OF TOTAL 23.

Add attribute:
Category

Citizen Science Center
Web <http://www.citizensciencecenter.com/>
Category source of information, community portal

Media Partner

DIGITAL  **CULTURE** 
www.digitalmeetsculture.net

www.digitalmeetsculture.net

Interactive online platform for cooperation and information in the field of digital technologies applied to cultural heritage and the arts

Instrument for online dissemination of project activities, providing access to services, surveys, online consultation

Portal to a rich amount of resources: articles, videos, pictures, and news with links to in-depth information

The screenshot shows the homepage of the Digital Meets Culture website. At the top, there is a navigation bar with links for Home, Our Mission, Events, Join Us, Contacts, People, and Sitemap. The main header features the 'PROMOTER' logo and the title 'DIGITAL MEETS CULTURE .net'. A banner for 'e-AGE 2016' is visible in the top right corner. The page is divided into several sections: 'DIGITAL HERITAGE' and 'DIGITAL ART'. The 'DIGITAL HERITAGE' section includes a 'Join the Digital Meets Culture Open Newsroom!' call to action, a 'Free text' input field, and 'Upcoming events' such as 'THE BEST IN HERITAGE' and 'EUROPEANA SPACE 3RD INTERNATIONAL CONFERENCE'. The 'DIGITAL ART' section features a 'Picasso Cat' article with images of a cat and a cat wearing a purple hood. On the right side, there are 'NEWSLETTERS' and 'DIGITAL HERITAGE SHOWCASES' including 'E SPACE', 'RICHES', 'PREFORMA', and 'europeana major project'.

For the discussion

1. **Digitisation, rights and new business models for content providers**

Quality of digitisation and rights clearing are two key factors for the actual re-usability of digital content by creative industries.

However, they are not well satisfying in the current availability of digital cultural resources.

Content owners are often hesitating to offer open access to their high-resolution content remaining locked into old business models.

Which is your vision to overcome this kind of deadlock?

2. **Cooperation between research, private and public sectors**

Liaison and interoperation between research, business and public sectors represent important premises to produce innovation processes.

Innovation is a complex process which needs supporting policies. However, policy makers are not always able to cope with the pace of changing in the society.

In which way do you think that research and entrepreneurship should interface public sector and policy makers? Who should sustain the costs of the transformation in the public sector?