



europæana
food and drink

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Ambrosia: Europeana Food and Drink

D1.2 Terms of reference for the best practice network and its enlargement

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Table of Contents

1	EXECUTIVE SUMMARY	4
1.2	<i>Role of this deliverable in the project.....</i>	4
2	THE AMBROSIA BEST PRACTICE NETWORK.....	5
3	TERMS OF REFERENCE	6
3.1	<i>Working Groups.....</i>	7
3.2	<i>Communication and meetings.....</i>	7
4	ENLARGEMENT OF THE NETWORK	9
4.1	<i>Formalising cooperation</i>	9
5	CONCLUSIONS	11
	APPENDIX 1 - THE COOPERATION AGREEMENT TEMPLATE	12

1 EXECUTIVE SUMMARY

The present document gives the Terms of Reference for the Ambrosia: Europeana Food and Drink Best Practice Network and the enlargement of the network. It sets out the procedures for the management of the BPN including any Working Groups that might be established during the project, procedures for the enlargement of the network and cooperation rules, including a cooperation agreement.

This document is targeted at all Ambrosia partners who will find useful guidelines on how to set up and run Working Groups and also to external organisations, institutions and projects who are interested in taking part and cooperating with Ambrosia activities.

The goal of these Terms of Reference is to ensure that all potential WGs and cooperation agreements have common procedures and adhere to a common model, enabling their results to be integrated across the project and facilitate the project management.

1.2 Role of this deliverable in the project

This is the second deliverable of the project. It is targeted at all the partners who should follow the recommendations and guidelines included in this document.

It must be considered complementary to **D1.1 Project Quality Plan and Risk Management Plan**, delivered at month 2.

Both deliverables are essential for defining the rules and procedures for a correct management of the project.

This is the first version of the deliverable, which, if needed, can be updated during the project.

2 THE AMBROSIA BEST PRACTICE NETWORK

The Ambrosia project is coordinated by Collections Trust (CT).

As already described in the DoW, the composition of Partners and involved institutions has been designed to deliver a combination of technical expertise, rich digital content and experience in the management and dissemination of European projects, as well as good alignment with related Europeana-focussed initiatives. The Consortium combines four partner 'roles' (noting that several consortium members occupy more than one of these roles in the project):

- Culture Sector Partners, including leading cultural heritage institutions, will provide rich, well-described digital content and curatorial expertise focused on the unifying theme of Europe's food and drink culture and heritage;
- Creative Industry Partners will provide knowledge and expertise in the digital content marketplace as well as technical development of the suite of commercial and creative AMBROSIA applications;
- Delivery Partners are sector bodies and organisations with specific experience, influence or technical knowledge needed to secure the successful delivery of the project;
- Project Management Partners (including the Work Package leads and the Coordinator) have specific experience in the successful planning, delivery and financial management of large-scale EU-funded projects.

This Consortium offers the optimal combination of skills, rich content, technical knowledge, market insight and experience to ensure a successful outcome for this Work Programme.

The Ambrosia structure of the project management is already outlined in both the **Description of Work and Partner Handbook**, this information is also visualised below:

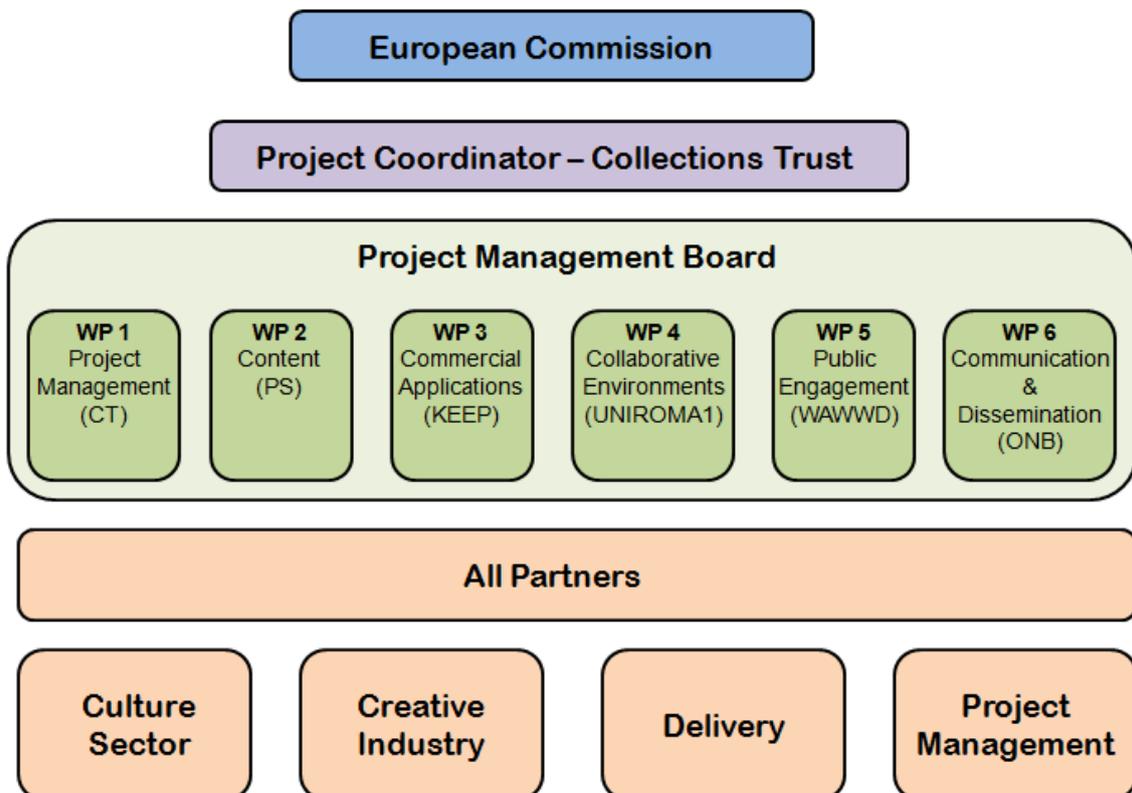


Fig. 1 – Ambrosia Management Structure

3 TERMS OF REFERENCE

The primary objective of the AMBROSIA Best Practice Network (AMBROSIA) is to promote the wider re-use of the digital cultural resources available through *Europeana* to boost creativity and business development across Europe.

The project will achieve this by delivering a programme of creative and commercial application development and public engagement in partnership with the Creative Industries, building on the unifying theme of Europe's food and drink culture.

Within this broader objective, the main objectives of AMBROSIA are to:

- Promote public awareness of, and engage with the creative re-use of digital heritage, including commercial re-use;
- Raise awareness among the Creative Industries of the public appeal and commercial potential of Europe's rich digital cultural assets;
- Create environments which foster creative collaboration and promote innovative partnerships;
- Demonstrate the potential for *Europeana* to act as an incubator and facilitator of new, more sustainable strategic partnerships;
- Support further collaboration between the culture sector and Creative Industries in the future;
- Build connections between the culture sector, Creative Industries and the wider retail and manufacturing industries.

The activities and outcomes of the AMBROSIA Best Practice Network are organised under 4 inter-dependent 'tracks' of activity:

Under the **Content Track**, we will:

- Aggregate a body of 50,000 –70,000 high-quality primary digital assets from museums, archives, libraries and galleries across Europe and upload them into an appropriate repository (such as *Europeana Cloud*);
- Enrich the metadata describing these assets using a purpose-made *Food and Drink Taxonomy* and upload the resulting records to *Europeana*;
- Apply the *Europeana Content Re-use Framework* to the AMBROSIA materials, to ensure that they are licensed for creative and commercial re-use.

Under the **Creative Applications Track**, we will:

- Work with Creative Industry partners to develop, launch and market 9 innovative commercial and creative applications (including mobile, handheld and semantic applications as well as a physical and virtual *AMBROSIA: Europeana Food and Drink* exhibition);
- Build on the existing *Europeana Open Labs* network by creating two new *Open Labs* –real-world environments where developers, cultural heritage professionals and Creative Industry partners can come together and collaborate;
- Deliver 3 *Open Innovation Challenges*, which will encourage the wider Creative Industries to develop innovative applications drawing on the *AMBROSIA Content Base*;

Under the **Public Engagement Track**, we will:

- Implement a community crowdsourcing platform which will allow the public to create and share their own collaborative projects based on the 'Food and Drink' theme;
- Support cultural institutions to work with their local food and drink retailers, bars and restaurants to develop public engagement events using the tools, applications and materials developed through AMBROSIA;
- Develop supporting tools and information to enable other cultural sector and Creative Industry partners to develop public engagement projects.

Under the **Learning Track**, we will:

- Bring together the lessons learned through the creative and commercial collaboration between the AMBROSIA consortium;

D1.2 Terms of reference for the best practice network and its enlargement

- Develop frameworks and models for the creative and commercial re-use of digital cultural content, including partnership and revenue models;
- Develop and widely disseminate tools, methodologies and other best practices to encourage other culture sector and Creative Industry partners to work together;
- Proactively advocate to raise awareness among the Creative Industries of the value, impact and potential of greater collaboration with the culture sector.

The main outcomes from these activities are:

- Improved awareness among the culture sector, the Creative Industries and the general public of the potential and richness of the digital cultural collections accessible through Europeana;
- Better knowledge and understanding of how the Creative Industries and culture sector can work together more effectively in the future;
- A suite of applications, platforms and products which highlight the diversity of potential applications of digital cultural content.

It is important that all partners understand the Terms of Reference in order to accomplish the shared goals of the project.

3.1 Working Groups

Part of the requirements of this deliverable is to outline the process for setting up any Working Groups throughout the project. Working Groups are generally composed of experts coming from different domains (memory institutions, GLAMs, government ministries and agencies, universities and research centres, private sector etc.), representing their institutions' and domains' priorities and needs.

In the initial phase, Working Group membership will be mainly composed of personnel from Ambrosia partners and the food & drink sector. Partners will continue to be encouraged to invite external experts to join the Working Groups, subject to the agreement of other partners in the group throughout the project.

At a European level, the working language of a Working Group is English, while at national level, Working Groups can use their own language(s) to facilitate the discussion, but documents and outputs to be shared with all partners must be translated into English.

Each Working Group is created and managed by one or two coordinators, who are generally work package leaders.

The first established Working Group is between a small number of Culture Sector partners working in close collaboration with a small group of individuals from the food & drink sector. This work has been detailed in the **Project Amendment** document, which outlines that during the first six months of the project, it will undertake a period of learning from the industry and filter the results of these conversations into the content aggregation and product development for the project. This work is being coordinated by WP 5 lead.

3.2 Communication and meetings

Working Groups communication will rely on dedicated Basecamp, website, telephone and video conferences, and when possible face to face meetings.

An expert **cannot** be included in a mailing list without his permission, and must be removed at their request.

Basecamp may be used, depending on their purpose, to:

- Inform about deliverables, reports, documents, news and events;
- Provide meetings agendas and minutes;
- Discuss specific topics.

If feedback is needed, messages to Basecamp should be posted early enough to allow that to happen.

The WG coordinator must send an e-mail to the Ambrosia Coordinator if they want to add a new expert to an existing mailing list.

The access to the Basecamp archive is available for members via the projects Basecamp.

D1.2 Terms of reference for the best practice network and its enlargement

The main reference tool for the Working Groups is the project website (www.ambrosia-europe.eu) which was created to facilitate communication with key project stakeholders.

The website is fully described in Deliverable D6.3 – Ambrosia food and drink website and blog.

If a member of the network wants any information or material to be published in the website, they can request this via Basecamp (specifying in the subject: TO BE PUBLISHED IN THE WEBSITE) or sending an e-mail to the Ambrosia WP 6 lead (ONB).

Each Working Group will meet as often as required to ensure that its activities are aligned with the project work plan.

In order to minimise costs, it is advisable to plan Working Groups meetings at the same time as plenary meetings, scheduling them together with the organizing partner.

It is recommended that meetings should be finalised, with an agenda, at least 15 working days in advance. It is suggested that WG Coordinators use *Doodle* (<http://doodle.com/>) or similar service to schedule participation. This is so that everyone can see the progress of the meeting participation.

If more Working Groups are established, it is possible for Working Groups to organise joint meetings.

Each meeting will have a chairperson (usually the WP lead), responsible for calling meetings, setting the agenda, management of the meeting, and drafting of the minutes.

The minutes and the list of participants of each meeting will be circulated within two weeks of the date of the meeting or at another date agreed by the participants. They should be in any case be circulated and approved before the next meeting.

Experts' travel costs are covered by Network Support budget. If the participation of an external expert is foreseen, eventual reimbursement costs must be authorised and approved by the project management.

Working Groups may also organise telephone or video conferences which will follow the same rules as face-to-face meetings, as far as organisation and reporting are concerned.

All documentation produced within the Working Group, including agendas, minutes, presentations, reports, images, etc will be uploaded and made available on the project Basecamp.

After publication on the website, the WP lead will inform all Working Group members and the wider network of common interest where to find the materials.

In order to facilitate the interpretation of outputs, some predefined report formats will be set up by the project management and made available in Basecamp.

- PPT presentation templates;
- Dissemination report templates;
- Minutes Template;
- Agendas Template.

Outputs produced by Working Groups will be used and integrated into the deliverables of the relevant work packages. Working Groups do not need to produce official deliverables. The authors of the WP deliverables are directly involved in the WGs and so their outputs are informed by the WG activities.

4 ENLARGEMENT OF THE NETWORK

The Ambrosia Consortium is open to collaboration with experts, organisations, institutions and other projects who are interested in establishing a close cooperation in order to achieve their respective objectives.

What are the benefits of cooperation?

For whom	Benefits
New stakeholders	Cooperate with a unique community promoting the re-use of the digital cultural resources available through Europeana by the Creative Industries to boost creativity and business development across Europe. This community contains representatives from 16 EU countries and includes creative industries, museums, libraries, government agencies, aggregators, leading research centres and SMEs.
	Participate in the discussion of the Working Groups.
	Be invited to conferences, international workshops and training courses organised by Ambrosia.
	Have access to the Ambrosia deliverables, reports, products and other materials produced by the project in the frame of the scope of the Ambrosia initiative.
	Make use of the Ambrosia tools and technologies developed during the project.
	Gain access to high quality content for commercial re-use.
	Access a network of Culture Sector organisations with collections around the theme of food & drink.
Ambrosia consortium	Gain valuable insight into the commercial sector.
	Ability to collaborate with high-profile key stakeholders.
	Form the basis of future projects and activities.
	Be informed more in depth on other activities, projects, and good practices.

The section **Get Involved** on the website is dedicated to cooperation:

<http://ambrosia-europe.eu/get-involved/>

4.1 Formalising cooperation

Cooperation is formalised through a **Cooperation Agreement**.

A Cooperation Agreement may be signed between:

- The Ambrosia Consortium and an institution or organisation;
- The Ambrosia Consortium and an individual expert.

From the administrative point of view, the Ambrosia Project Coordinator signs the Cooperation Agreements on behalf of the Consortium.

For the template see Appendix 1.

D1.2 Terms of reference for the best practice network and its enlargement

After having fixed the terms of the agreements, the new cooperating institution sends two copies of the document to the Ambrosia project coordinator, containing the data and signatures of the responsible person. After the Ambrosia coordinator's signature, one copy will be sent back to the new cooperating institution.

5 CONCLUSIONS

Taking part in the Ambrosia: Europeana Food and Drink Best Practice Network is beneficial for the affiliated members involved. The main benefits and positive outcomes of participation are:

- Being part of an interdisciplinary cross-domain community, expert in digitisation topics, which sees a close cooperation with Europeana;
- Being able to contribute advice, expertise and ideas;
- Being kept informed on the progress made by digital cultural heritage research;
- Participation in dissemination and training activities;
- Benefiting from good practices;
- Being able to use project materials and outputs within professional and academic contexts.

The Cooperation Agreement with other institutions is the tool agreed by the Ambrosia consortium to formalise the cooperation in the project.

APPENDIX 1 - The Cooperation Agreement template

This template has been developed from experiences in the framework of ATHENA and Linked Heritage projects, customising it to the needs of Ambrosia.

If needed, partners may translate them in other languages, but the English version is the official one for administrative issues.

This template will be downloadable from the project Basecamp or from the Coordinator.



Ambrosia Cooperation Agreement template

Cooperation Agreement between Ambrosia and [INSERT THE COOPERATING INSTITUTION]

A cooperation agreement is hereby concluded between:

Collections Trust (WC 209, Natural History Museum, Cromwell Road, London, SW7 5BD, UK) coordinator of the **Ambrosia: Europeana Food and Drink project** (the coordinator)

and

[insert the data of the institution/expert] (the affiliated member)

of the other part,

collectively “the parties”, represented by their authorised representatives.

Provided that:

Ambrosia: Europeana Food and Drink (www.ambrosia-europe.eu) is a CIP best practice network started in January 2014 and ending in June 2016. The consortium is composed by 29 partners from 16 Member States countries. The objective of Ambrosia is to promote the wider re-use of the digital cultural resources available through Europeana by the Creative Industries to boost creativity and business development across Europe. In order to provide a strong thematic identity which will connect the public, Creative Industries & the culture sector, AMBROSIA will focus on the subject of Europe’s food and drink culture, with a specific emphasis on 3 themes:

- My Food and Drink Life –focusing on the personal and domestic aspects of food and drink;
- Food and Drink in the Community –focusing on the social and community aspects of food and drink;
- The Food and Drink Industry - focusing on the cultivation, manufacture, production and distribution of food and drink.

AMBROSIA will achieve its objective by delivering 4 connected ‘tracks’ of activity:

D1.2 Terms of reference for the best practice network and its enlargement

- In the 'Content Track', we will discover, prepare, license and upload to Europeana 50,000-70,000 unique high-quality digital assets & their associated metadata;
- In the 'Public Engagement Track', we will engage the public, retailers and distributors in campaigns, piloting and crowd activities to encourage them to share and make use of food and drink-related content;
- In the 'Creative Applications track', we will work with Creative Industry partners to develop a suite of 9 innovative creative and commercial applications, deliver 3 Open Innovation Challenges and extend the Europeana Open Labs network;
- In the 'Learning Track', we will develop and share new knowledge, understanding and guidance on successful public/private partnerships focussed on digital cultural content

and

[information about the second party]

In the framework of the activities covered by the Ambrosia project, the parties have agreed to cooperate as it follows.

1 - Subject matter and scope

The purpose of this Cooperation Agreement is to enable the *Affiliated Member* to participate in the Ambrosia project and to contribute to its activities in accordance with the conditions provided for in this agreement.

The *Affiliated Member* shall perform its share of the work pursuant to this Cooperation Agreement in compliance with the project goals.

The *Affiliated Member* shall cooperate with the *Coordinator* and with the other members of the Ambrosia project on the topics defined in the Technical Annex which is attached to this Cooperation Agreement and forms an integral part of it.

2 – Rights and duties

The *Affiliated Member* will have the right to:

- Aggregate metadata through the aggregation platform used by Ambrosia;
- Sign the DEA with Europeana;
- Be invited to conferences, international workshops, training seminars and project meetings organised by Ambrosia;
- Have access to the Ambrosia deliverables, reports, products and other materials produced by the project in the frame of the scope of the Ambrosia initiative.;
- Make use of the Ambrosia thesaurus and of the tools and technologies developed during the large scale implementation and validation of the best practice work of the project;
- Participate to the Ambrosia Working Groups according to the Ambrosia Terms of Reference;
- Disseminate Ambrosia results;
- Gain access to high quality content for commercial re-use;
- Access a network of Culture Sector organisations with collections around the theme of food & drink.

The *Affiliated Member* will have the duty to:

- Report on the activities performed and on the initiatives undertaken.

3 - Entry into force of the Cooperation Agreement

The Cooperation Agreement shall enter into force from the date of its signature.

4 - Completion, expiry or termination of the Cooperation Agreement

The present Cooperation Agreement shall terminate on the date of completion or termination of the Ambrosia Grant Agreement with the European Commission.

In the case that the Ambrosia project will continue its activities beyond the completion of the Grant Agreement with the European Commission, this Cooperation Agreement can be renewed on the basis of a mutual decision of the parties.

Each party may terminate this agreement subject to two months' written notice.

5. Administrative issues

Any reimbursement to the affiliated party (i.e. for participating in training seminars or Working Groups meetings) must be previously authorised by the project coordinator.

For the parties

The Coordinator

Collections Trust

WC 209

Natural History Museum

Cromwell Road

London

SW7 5BD

UK

NAME OF THE AUTHORISED REPRESENTATIVE: Nick Poole

TITLE: CEO

SIGNATURE: _____

DATE: _____

The Affiliated Member

ORGANISATION: XXX

ADDRESS: XXX

NAME OF THE AUTHORISED REPRESENTATIVE: XXX

TITLE: XXX

SIGNATURE: _____

DATE:

Technical Annex

The *Affiliated Member* shall cooperate with the *Coordinator* and with the other members of the Ambrosia project on the following topics:

- Contributing to the ingestion of new items to Europeana, by providing the following content¹ (if applicable):

Quantity and quality of the content						
Provider ²	Quantity and type ³	Subject matter (topic or theme that content is about).	Language	Format ⁴	Existing Metadata ⁵	IPR ⁶

- Contributing to the establishment and to the activities of the Ambrosia Working Groups;
- Disseminating information about Ambrosia in the home country and beyond and contributing to the further enlargement of the Ambrosia project.

¹ Postscriptum and The National Technical University of Athens (NTUA) are responsible for the mapping and ingestion process, are in charge of physically gathering the data, and **commits** hereby to process the data contributed by the Content Provider only in the framework of the tasks and activities foreseen by the Ambrosia project, and to only transfer them to the Europeana server after having been authorised to do so by the Project Coordinator.

² Short name of the participant who provides the content

³ E.g. 5000 audio files, 500 photographs, 100 audiovisual sequences

⁴ E.g. Format of digital content (file format, resolution etc)

⁵ Is metadata available and, if so, in which format/standard/language.

⁶ Is the partner the owner of the IPR? If not, which agreement the partner has with the IPR owner? Or, is the content publicly available? Etc.