



europaana  
food and drink

**Grant Agreement 621023**

## ***Europeana Food and Drink***

# **Europeana Open Labs (existing) Partnership Agreements**

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### Statement of originality:

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## **1 Introduction**

### **1.1 Background**

The Europeana Food and Drink project is a Best Practice Network, which primary objective is to promote the re-use of the digital cultural resources by the Creative Industries to boost creativity and business development.

The Europeana Food and Drink Project aims to create environments which foster creative collaboration and promote innovative partnerships based on the theme of Europe's food and drink culture. Besides, it wants to demonstrate the potential of Europeana to act as an incubator and facilitator of new, more sustainable strategic partnerships, including opportunities for attracting new content suppliers, new users and generate strong interest around Europeana and its content for the European citizens.

Open Labs are real-world environments where cultural heritage professionals and Creative Industry partners can collaborate and promote innovation by using the Europeana digital content, such as in the Europeana Creative project Labs and Enoll network Labs.

The Europeana Food and Drink project collaborates with the existing Europeana Open Labs network (launched by the Europeana Creative project) and creates two new Open Labs to support Open Innovation Challenges, incubate new projects and develop methodologies for other partnership and products.

### **1.2 Role of the deliverable in the project**

This Deliverable (4.1) describes the partnership established between Europeana Food and Drink project and the existing network of Europeana Open Labs established under the Europeana Creative project, certified by a Memorandum of Understanding (Appendix 2).

Another document (Deliverable 4.2) describes the agreement between the two new Open Labs created in the frame of the Europeana Food and Drink project.

## growing the Europeana Open Labs Network



*Figure 1 – growing the Europeana Open Labs Network*

The activities of the new Open Labs should be designed and based on the experience and methodologies identified and developed by the Europeana Creative Project.

This first agreement establishes a partnership between Food and Drink project and Europeana Creative project in order to share methodologies and define a basic design of Co-creation Labs referred to food and drink contents.

The document presents a brief description of the existing Open Labs established under Europeana Creative project and their individual activities. It includes also a list of the categories of the services Europeana Creative provided for the Co-creation Labs to be offered to users. Finally, we report the complete menu of services in Europeana Labs Network (see Appendix 1) and the Memorandum of Understanding (Appendix 2).

## 2 Europeana Open Labs

The Europeana Creative Project defined a service model for the Europeana Open Labs, environments for the co-creation of new products and services based on digital cultural heritage (Europeana Creative Project, D1.1 e D1.2).

The integrated model includes interconnected physical spaces (hubs) and online services.

The Europeana Open Labs Network is currently composed by four hubs across Europe.

### 2.1 First partner hubs

The first four partner hubs, physical spaces in the Europeana Open Labs Network, are:

- i-Matériel.Lab | Paris

i-Matériel.Lab is the “user driven innovation platform”<sup>1</sup> dedicated to Cultural Heritage and Tourism. It is specialized in mobile products and services (Smartphones, touch screen Tablets and Smart Objects) .

- AALTO Fab Lab | Helsinki. Website:fablab.aalto.fi

FabLab is a small-scale “workshop for digital fabrication”<sup>2</sup>. In a Fablab you can find machines such as the lasercutter, vinyl cutter, desktop CNC milling machine and 3D printer and electronics prototyping equipment. FabLabs aim to make this equipment available to everyone, not just students of art, design and engineering.

- Future Classroom Lab | Brussels. Website: fcl.eun.org

The Future Classroom Lab is a “reconfigurable, teaching and learning space”<sup>3</sup> developed by European Schoolnet, its 30 supporting Ministries of Education and leading educational technology providers. It has been designed as a “Living Lab’ for how ICT can be implemented in schools.

- YOUCOOP Platoniq | Palma. Website: www.youcoop.org

Platoniq collaborates with several cultural and social collectives, nationally and internationally, in the area of ICT development, to “promote free and open culture and citizen’s participation”<sup>4</sup>. Platoniq cooperates with public institutions, universities and companies with affinity for the collaborative economy’s philosophy and the principles of free knowledge.

Their services and activities are briefly communicated in a specific page of the Europeana Labs Website (<http://labs.europeana.eu/locations>).

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<sup>1</sup> Europeana Labs Website, <http://labs.europeana.eu/locations/imateriel/>

<sup>2</sup> Europeana Labs Website, <http://labs.europeana.eu/locations/aalto/>

<sup>3</sup> Europeana Labs Website, <http://labs.europeana.eu/locations/future-classroom-lab/>

<sup>4</sup> Europeana Labs Website, <http://labs.europeana.eu/locations/platoniq/>

The specific mission and the skills of each existing Location of Open Labs network should be effectively integrated by the characteristics of the two new Open Labs.

## 2.2 Service Design

The Deliverable 1.1 of the Europeana Creative project describes a service design for the Co-creation Labs grouping services in categories:

1. Training and Learning Services
2. Idea Incubation and Content Re-Use
3. Project Development Services
4. Funding and Sustainability of Projects
5. Testing and Evaluation Services
6. Dissemination and Adoption
7. Ongoing Self-Assessment of Services
8. Governance Development

The modular services are run in different ways by the various Labs, depending on their specialization<sup>5</sup>.

## 2.3 Memorandum of Understanding

The **Europeana Food and Drink** project is a Best Practice Network under “Objective 2.1 Europeana and Creativity b) promoting the use of Europeana by creative industries” of the ICT Policy Support Programme. The primary objective of the Europeana Food and Drink 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. The project will achieve this objective 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.

The *Europeana Creative* Best Practice Network addresses objective 2.1.b “Experimenting with the use of cultural material for creativity” of CIP ICT PSP Call 6. The project will demonstrate that Europeana can facilitate the re-use of cultural heritage content made available by a diverse set of organizations across Europe. It will support and promote “Experimenting with models, innovative applications and services for creative re-use of cultural resources and in particular the material accessible through Europeana” by realising eight concrete objectives:

*The project will establish the Europeana Open Laboratory Network to provide online and physical environments for experimentation and stakeholder engagement. The Open Labs will provide a standardised methodology, access to technical and business services and*

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<sup>5</sup> See Annex.

experimental content to support the development of new projects based on metadata and content from Europeana.

The project will undertake an extensive stakeholder engagement campaign promoting Europeana's cultural heritage content to the creative industries and the merits of their creative re-use of it to cultural institutions.

This Memorandum represents a first step for the Open Labs network established under Europeana Creative and Europeana Food and Drink with the aim of sharing methodologies, strategies, communications in order to promote the reuse of Europeana content.



## Table of contents

*Table 1 - Menu of co-creation services in Europeana Labs Network*

Code	Service
<b>Training and Learning Services</b>	
T1	Organizing data connections between heritage institutions
T2	Facilitating the work of data providers according to stakeholders' needs and interests
T3	Introduction to Creative Commons licenses oriented to cultural and heritage institutions
T4	Developing banks of common knowledge for the free sharing of information offers and needs.
T5	Providing training workshops covering Lean/Agile adaptations of software development and businesses processes, including Scrum.
T6	Introductory sessions to GitHub as a repository for applications around open cultural data
T7	Introduction to crowd-funding – theoretical and practical information about the different kinds of collective financing available
T8	Content sourcing and cleaning sessions with the participation of open data experts
<b>Idea Incubation and Content Re-Use</b>	
I1	Card-sorting activities for the improvement of open-culture-related online projects
I2	Guerrilla observation techniques for an ethnographic approach to end user needs and also the adoption of open approaches among partner institutions
I3	Context mapping techniques for developing visual comprehension of context in the digital culture field
I4	Consulting on open licensing and how to extend the Europeana Licensing Framework

I5	Rapid 3-D prototyping (with 3-D printers and other materials) for spaces, exhibitions and other user experiences in cultural spaces
<b>Project Development Services</b>	
P1	Modular development sprints
P2	Project assessment techniques and sharing of best practice for rapid-cycle projects
P3	Regular assessment and “ad hoc” development of Europeana API implementations according to specific needs
P4	Canvas approach (instead of Scrum) for easier adoption of Agile principles
<b>Funding and Sustainability of Projects</b>	
F1	Business model canvas generation: project-oriented collective identification and discussion of customer segments, channels, revenue streams, value propositions and other key aspects for sustainability
F2	Mapping of communities and values for funding: prospective approach for identifying potential investors, funders, donors and other types of social and financial resources
F3	Prototyping crowd-funding campaigns: hands-on sessions in which to experiment with collective financing through a series of real projects
F4	Crowd-sourcing possibilities: sessions exploring possible ways of allowing collaborators and communities to help in different parts of a project
<b>Testing and Evaluation Services</b>	
E1	Expert and user interviews: Semi-structured interviews help to achieve in-depth knowledge about expert opinions and users’ requirements. Both are essential parts of successful product development
E2	Focus groups: A discussion on e.g., technical, business and governance issues can be more effective if it includes different positions and views. A focus group is an adequate instrument to get such information

E3	Usability tests: There are several methods to test the usability of products (e.g., think-aloud protocol). For most approaches, it is necessary to test in a specific testing environment. The labs can offer such spaces and support with their infrastructure
E4	Participant observation: This method can provide relevant information for further product development demands. By observing participants it is possible to get helpful hints regarding their needs or problems with a product

### Dissemination and Adoption

D1	Dissemination strategy workshops. Develop detailed maps of possible target audiences for project application and develop targeting plans
D2	Persona development. Workshop and role-play exercise to identify characteristics and needs of target groups for targeted dissemination activities
D3	Business adoption curve modelling. Using a statistical model, monitor take-up of project application using standard models for network effects and adoption velocity curves
D4	Communications messaging calendar. Use examples of best practice communications calendars to develop a schedule of communications for the new product or service
D5	Post-launch messaging. Using role-play or other empathic techniques, create a flowchart of contingencies for post-launch communications for each kind or tier of audience for the new application
D6	Social media strategy. If the new project is based on a mass-market appeal and would benefit from a specific plan to gain viral social media adoption, use a voice and tone exercise to create a plan that includes examples of the most effective tone of voice used to represent this project

### Ongoing Self-Assessment of Services

O1	Evaluate the match with the goal of re-using digital cultural heritage
O2	Evaluate quality of the application results in re-using open cultural data
O3	Determine whether the service is open source and fulfils related copyright requirements

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O4	Evaluate whether tools provided offer a high level of innovation and usability
O5	Evaluate user satisfaction with provided services, facilitators and venue
O6	Assess adequacy of infrastructures and human resources offered
O7	Evaluate whether software and codes uploaded are fully functional
<b>Governance Development</b>	
G1	Provide guides for the use and planning of activities under the Europeana Labs brand
G2	Monitor the following of the procedures and values included in the model
G3	Coordinate and execute the inception of local facilitators
G4	Coordinate centralized dissemination of the concept through online platforms
G5	Manage a regulatory framework that facilitates the participation of various stakeholders
G6	Manage and facilitate access to investment resources for the implementation of activities and projects on a local, regional or global level
G7	Regularly certify unconditional compliance with the model
G8	Manage the process to duplicate the model and concept in other labs distributed in other countries, cities and contexts

## References.

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