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Final Exploitation Plan

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1 Introduction

The Europeana Food and Drink project (also known as Ambrosia) came to the end of its grant-funded period on 30 June 2016. We are pleased to report that our project achieved its primary objective, performance targets and intended short-term outcomes, despite initial setbacks outlined in the previous progress reports (D1.5) and final report.

The primary objective of the project was:

‘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.’

The short-term outcomes set out in the description of work were as follows:

Within the lifetime of the project, AMBROSIA will create a successful Best Practice Network, providing a supportive environment for open collaboration between cultural heritage partners and partners from the Creative Industries.

We will create rich, content-based applications and products which people find useful and which enhance their quality of life and enjoyment of their cultural heritage.

The project will deliver a range of commercially-viable applications, showcasing the economic impact and creative potential of content sourced through Europeana.

It will raise public awareness of the richness and relevance of cultural heritage content, building on the theme of Europe’s food and drink culture and heritage.

It will raise awareness among the Creative Industries of the economic potential of working in partnership with the cultural heritage sector, and will provide tools, guidance and methodologies to help build new partnerships.

This Exploitation Plan describes the specific actions that will be taken to ensure that outcomes already achieved will endure beyond the life of the funded project, with the aim of securing the following medium-term outcomes:

Within the lifetime of the project, and in the 3-5 years following the end of project funding, AMBROSIA will develop proposals for a large-scale Public/Private Partnership initiative with the Food and Drink industry, focussed on local communities, personal reflection and intercultural dialogue based around the universal theme of food and drink culture.

We will continue to promote new collaborative partnerships between Creative Industry and cultural heritage sector partners, providing support, brokerage and promotional tools.

We will continue to develop creative, exciting, innovative and fun ways for people to discover and interact with their cultural heritage, through the platforms and channels which they use in their daily lives.

Noting the review comments on the Exploitation Options Report (D1.4), this exploitation plan is intended to be specific, realistic and achievable. It builds on the main lesson of the partnership

framework developed by the Collaborative Environments work package (D4.6): that common purpose is the key to successful collaboration.

2 The best practice network

2.1 The future of the best practice network

The Europeana Food and Drink (EFD) project created a best practice network with agreed terms of reference for the project partners and other institutions that wanted to collaborate with them (D1.2).

At the final project meeting of all partners, held in Budapest in June 2016, the ongoing future of the network was discussed. The consensus was that a light-touch approach stood the best chance of being sustainable in the long term. As is clear from the ongoing collaborations reported in this document and in deliverables D3.16 (*Retail Partnership Agreement*), D4.6 (*Creative and Cultural Partnerships Framework*) and D5.6 (*Summative [Community Engagement] Evaluation and Recommendations*), Europeana Food and Drink created many fruitful working relationships that the partners – both within the project and external – are committed to beyond the end of grant-funded project.

In Budapest it was agreed that the main need was for a means for those involved in the project, whether as consortium members or external partners, to keep in touch and exchange information about relevant developments and opportunities to work together further. The existing Basecamp community forms the nucleus of the future network, and provides the means for those who want to keep in touch to do so. The dissemination channels discussed elsewhere in this report will provide ongoing communications about the network beyond its immediate members, particularly to other parts of the Europeana ecosystem.

The question of whether the network should have formal agreements, a constitution or secretariat was left open for future discussion should the need arise. For the time being, a loose network bound by shared interests was felt to be a good way to start. The likely model envisaged was that some, but not all, EFD partners would continue to engage with each other on further projects, and that some of these would require their own specific agreements and formal project management arrangements.

2.2 Potential ICOM International Committee

ICOM, the International Council of Museums, currently has 30 international committees, which bring together experts from various specialties. Some focus on specific technical areas common to all museums (eg CIDOC, the International Committee for Documentation), while other focus on museums with specific types of collections. According the ICOM website¹, the latter currently include some relatively niche subjects such as

- CIMCIM - Musical Instruments
- GLASS - Museums and Collections of Glass
- ICOMON - Money and Banking Museums

Project partner Imre Kiss, Director of the Hungarian Museum of Trade and Tourism in Budapest, will use his ICOM networks to work towards the setting up of an International Committee for Museums

¹ <http://icom.museum/the-committees/international-committees/>

of Food and Drink. This would encourage collaboration between museums relevant to this project not just across Europe, but around the world. ICOM's Hungarian representative will take soundings and clarify the procedure to be followed at the organisation's General Triennial Conference in Milan at the beginning of July 2016.

3 The content base

3.1 Updating and expanding the content base

As of 30 June 2016, the Food and Drink project had contributed nearly 70,000 records to the Europeana content base. Most of these were initially uploaded to the dark aggregator MINT, developed for a previous project by the National Technical University of Athens, from where they were harvested by Europeana². NTUA is committed to hosting MINT's Food and Drink workspace for five years after the end of the project so that partners can update their existing metadata or add new records to Europeana. Many EFD partners have already expressed their intention to upload further content after the project end, including CFM and WWC.

3.2 Food and Drink classification

The Food and Drink Classification Scheme (D2.2) was developed for the SemApp's Semantic Enrichment pipeline by Ontotext, and is published at <http://efd.ontotext.com/data/>. It is a tree of Wikipedia (DBpedia) categories, starting from the root `dbc:Food_and_drink`, that are judged relevant to food and drink, and takes the form of 'Turtle' files³:

- `efd-intree-triples.ttl`: relevant categories
- `efd-blacklist.ttl`: manual judgements about irrelevant categories
- `efd-level-triples.ttl`: for each category, the shortest distance to the root
- `efd-child-triples.ttl`: parent-child triples

Ontotext plans to publish a French version of this tree shortly, and is also liaising with the working group on Europeana for Education and the Art Thematic Channel, both of which are interested in adopting a similar approach to semantic enrichment.

3.3 Subject facet filter on Europeana Collections

Europeana is currently developing a subject facet search filter, which will be added to Europeana Collections by the end of 2016. Europeana has agreed to add Food and Drink as a theme. Broad topic headings drawn from the Food and Drink Classification Scheme (D2.2) will be added to the Europeana subject and resource type list. Europeana's Data Partner Services team will then re-ingest all the Food and Drink project's datasets, so that the relevant content will show up on Europeana Collections in search results that use the filter. This will improve the visibility and retrieval of content contributed to Europeana by the project.

² See <http://mint-wordpress.image.ntua.gr/> for the MINT user documentation.

³ [https://en.wikipedia.org/wiki/Turtle_\(syntax\)](https://en.wikipedia.org/wiki/Turtle_(syntax))

3.4 Semantic enrichment via Europeana Annotations API

As noted above in section 3.2, another innovation that will enable the Food and Drink content to be enriched is currently in development by the Europeana Sounds⁴ project: the Annotations API. As the Europeana Labs website explains:

The Annotations API is an extension to the Europeana REST API which allows for the management of annotations. Annotations are user-contributed or system-generated enhancements, additions or corrections to (a selection of) metadata or media.⁵

The Annotations API is scheduled to go fully live by the end of 2016. Europeana has agreed to use data from Food and Drink's Semantic Demonstrator⁶ (D3.20) to enhance the metadata contributed by the project through the Annotations API.

3.5 Longer-term content enrichment

A key lesson of the project is that much of the metadata contributed to Europeana (not just by this project, but in general) is not contextually rich enough to be of real value to digital publishers. Europeana's *Business Plan 2016* addresses the problem and proposes a way forward:

In 2016 and 2017, we will be looking for quality over quantity to improve our services and provide more value for partners and audiences. Human readable metadata (e.g. meaningful and unique titles, rich descriptions), for example, are key to helping our audiences find the content they're looking for. We will encourage data partners to invest in higher quality data and focus on smaller, curated datasets contributing to the themes of content reflected in thematic services like the Art History Collections and Europeana 1914 - 1918. These and other new and changed ways of sourcing content will be formalized in an updated content strategy that clearly defines the content priorities and targets for the coming years.⁷

It is not as though museums and similar organisations lack context-rich content: almost every one creates exhibitions, publications and learning materials that include carefully-written captions and supporting text aimed at a wide general audience. Yet this content is rarely available for digital re-use in a form that links back to relevant collections records.

As a standards-setting and advisory body that influences the practice of thousands of museums around the world, Collections Trust is well placed to help. It has specific plans to address this problem through its current work on version 5.0 of *SPECTRUM: the UK Collection Management Standard*. The procedure *Use of collections* is being revised to encourage museums to adopt workflows that will capture text created during the course of their normal public programming and link it to specific object records or groups of records. Collections Trust will also work with its SPECTRUM Partners – software companies who supply many of the most-used collection management systems – to ensure that the next updates of SPECTRUM-compliant systems embed this workflow and make it easy to export in line with open standards, including Europeana's.

SPECTRUM 5.0 will be published in March 2017. It is likely to take a year or two before SPECTRUM-compliant systems reflect the latest revision, and will also take time for the changes to appear in the various localisations of earlier versions of the standard. These are currently available

⁴ <http://pro.europeana.eu/get-involved/projects/project-list/europeana-sounds>

⁵ <http://labs.europeana.eu/api/annotations>

⁶ <http://foodanddrinkeurope.eu/professional-applications/semantic-demonstrator/>

⁷ http://pro.europeana.eu/files/Europeana_Professional/Publications/europeana-bp-2016.pdf, p30.

in Dutch (for Netherlands and Belgium), German, Flemish, Portuguese (for Brazil and Portugal) and Swedish (and coming soon in Polish and Norwegian).

3.6 Europeana attribution tool

Although first intended for use by teachers wanting to develop their own learning resources (see 4.6 below), this handy tool (<http://www.foodanddrinkeurope.eu/eat/>), created by project partners Digilab Sapienza, is of wider relevance to anyone wanting to re-use Food and Drink project content and quickly generate a credit. The tool will be given a higher profile on the project website, where it will continue to be hosted. It is also available on the the Europeana Labs website (<http://labs.europeana.eu/apps/europeana-attribution-tool>)

3.7 Curatorial tool to assist re-use of Europeana content

Another lesson of the project is that the Europeana platform alone did not have all the functionality partners needed in order to collect and re-use the content it holds. Collections Trust will advocate the development of these features within the Europeana ecosystem and will help to specify the relevant user needs.

In the meantime, project partners found NTUA's WITH platform⁸ a useful tool for curating content, although it was not created for this project. As with MINT, NTUA is committed to keeping WITH available as a tool for anyone to use. Information about WITH has been added to the Europeana Food and Drink website.

4 Applications

This section of the Exploitation Plan sets out how the various applications created by WP3 will continue to be available beyond the life of the grant-funded project and, where relevant, describes how they will be replicable by others in future.

4.1 Book and e-book

The book *London Local Pubs Past and Present*, written by Adrian Tieney-Jones and featuring archival photographs from the Charrington collection, was published in autumn 2015 as both a physical book (D3.14) and an e-book (D3.15). These will both continue to be available to order online from the publisher, Halsgrove Publishing, and the physical book will continue to be sold through Amazon too (see links at <http://foodanddrinkeurope.eu/applications/book/london-local-pubs-past-and-present/>).

While sales of the physical book have been below the target estimated in the description of work, the publisher is happy with the sales achieved and is keen to collaborate on future projects.

A second e-book resulting from the project, *Tasting Historical Europe – Exploring the culinary threads between Austria and Lithuania*, will continue to be offered as a free PDF down from the project website (<http://foodanddrinkeurope.eu/applications/book/tasting-historic-europe-exploring-the-culinary-threads-between-austria-and-lithuania/>).

Project partners SHIFT have produced a useful guide to creating a book using digital cultural heritage resources sourced from Europeana or other digital cultural heritage platforms. It is based

⁸ <http://withculture.eu/>

on the experiences of the consortium partners involved in the London pubs book. The guidelines are currently appended to D5.6 but will be extracted and made available on the Europeana Food and Drink website over summer 2016.

4.2 Tea Trail

The platform used to create the Horniman Museum's Tea Trail (D3.6) is available for any other cultural institution to use, in both free and premium versions. The platform was developed by project partner Semantika as part of its museum CMS service <http://museu.ms/> (soon to be extended to the new platform <http://culture.eu/>). Basic features are free; premium users can use their own domain (e.g. <http://teatrail.london>) and customized template, and also integrate their trail into their own website.

A step-by-step guide to creating a new trail, particularly one that re-uses Europeana content, has been prepared by Semantika and will be posted on the Europeana Food and Drink website and Europeana Labs to encourage new users.

Examples of additional trails that have already been created by project partners using the platform include:

- EatSweet Budapest (<http://museu.ms/trails/details/20/eatsweet-budapest>)
- Attica Wine Trail (<http://museu.ms/trails/details/16/attica-wine-trail>)
- Der Kunde ist Kaiser (<http://museu.ms/trails/details/17/der-kunde-ist-kaiser>)
- Deftig durch den 1. Bezirk (<http://museu.ms/trails/details/44/deftig-durch-den-1-bezirk>)

4.3 Exhibition and virtual exhibition

The physical *Cake!* exhibition (D3.10) created by project partners Centrum Agrarische Geschiedenis (CAG) and the Royal Museums of Art and History (KMG) has received a lot of attention and many request to extend the exhibition past the end of the project. There are currently plans and interest to host the exhibition up to March 2017. As a touring exhibition made with cardboard, the practicalities of the exhibition will depend of the state of the panels, though the panels have recently been reproduced and repaired which will assist in its continuation.

D3.12, the virtual exhibition *Cake? Cake!* is published on the Google Arts & Culture platform (www.google.com/culturalinstitute/beta/exhibit/QRtG6eMd) and will continue to be available there.

No specific tools or methodologies were developed by the project for creating physical or virtual exhibitions, the theme of cake was chosen as a Pan-European food that will easily engage with a variety of stakeholders. Inspired by the success of *Cake? Cake!* the Hungarian Museum of Trade and Tourism is planning a virtual version of its current exhibition on food photography, and is planning to collaborate with museums from Poland, Slovakia and the Czech Republic on a touring exhibition about beer.

4.4 Social game

The social game app *Food Planet* (D3.4) will continue to be available to download and play through the existing channels, including Google Play, the Apple iStore, Microsoft Store and Facebook (see <http://foodanddrinkeurope.eu/applications/games/>).

The app developer, AcrossLimits, has uploaded the source code and a how-to guide to making your own social game to <https://github.com/AcrossLimits/foodplanet>. The link is also shared via the Europeana Food and Drink website and Europeana Labs.

Project partner the Cyprus Food and Nutrition Museum plans to produce its own social game app.

4.5 Picture library

The Europeana Food and Drink picture library features more than 12,500 images, contributed through the project, which are available to license for publication and to buy as hard-copy prints (<http://eufoodanddrink.eu/> and <http://www.topfoto.co.uk/imageflows2/?s=INDEX:EUFD>).

Project partner Topfoto is committed to offering the Food and Drink collection on its photo library for five years after the end of the project.

4.6 E-learning resources

The open educational resources created by Europeana Food and Drink will continue to be downloadable from the project website (<http://foodanddrinkeurope.eu/applications/elearning-resources/lesson-plans>).

The three resources contributed by project partner LGMA will also be freely available indefinitely in the Learning Zone section of the *Ask about Ireland* website (<http://www.askaboutireland.ie/learning-zone/>). LGMA updates these resources regularly as necessary. The website is promoted through all 336 public libraries in the Republic of Ireland. LGMA also promotes the resources directly in colleges of education and regional education centres, finding presentations to small groups of teachers a particularly effective way to demonstrate how the resources can be incorporated into lessons as part of teacher training or continuous professional development days. A significant part of the geography primary school curriculum in Ireland focuses on other European countries, hence primary teachers are particularly motivated to use these resources. A leaflet providing an overview of Europeana and details on the educational resources was created this year and distributed to all students in the College of Education in Dublin. It is planned to further distribute this information leaflet.

LGMA also plan to attend a national agricultural championships event in September 2016 which has about 127,000 attendees each year including a significant number of school classes. The LGMA will have a stand at which information on Europeana Food and Drink will feature.

4.7 Semantic demonstrator (SemApp)

Potentially one of the most influential applications in the longer term is Ontotext's Semantic Demonstrator, SemApp (D3.20), currently published at <http://efd.ontotext.com/app>. The developer is currently working on a new version, which will go live in mid-July 2016 at <http://efd-dev.ontotext.com/app>. A SPARQL endpoint is also published at <http://efd.ontotext.com/sparg>.

Ontotext will keep the application live until the end of 2016. While the application makes use of Ontotext's proprietary GraphdB, licensed to the Food and Drink project, the app itself is not subject to licensing and Ontotext has offered to release it as open source if there is interest. Collections Trust will investigate this over summer 2016.

As noted above, the Semantic Demonstrator will be used to enrich the project's content within Europeana once the Annotations API is launched later in the year.

4.8 Historypin/Technical demonstrator

SHIFT's online crowdsourcing platform Historypin.org was used in the Food and Drink project to support the community engagement created through physical events by playing a supporting role as a repository of any crowdsourced material.

During the project, various partners translated the platform into Spanish, Dutch, French and Greek, allowing a more multilingual approach. New crowdsourcing tools were added allowing users to suggest better locations and dates for content, and the Technical Demonstrator (see D3.5) makes it easier for small organisations to add their food and drink collections to Europeana via the Historypin platform. SHIFT is committed to the ongoing maintenance and development of this platform and its user community.

5 Disseminating best practice

This section of the Exploitation Plan sets out how some of the best practice identified in the learning track of the Food and Drink project will be disseminated to project partners, through the Europeana ecosystem and the wider cultural and creative sector. As well as promoting the specific applications discussed in the previous section, and encouraging their replication, the focus of the dissemination will be on the learning points set out in the following key project documents:

- D3.21 Commercial Impact Evaluation Report
- D4.6 Creative and Cultural Partnerships Framework
- D5.6 [Community Engagement] Summative Evaluation and Recommendations
- D6.7 Impact Evaluation: Public-facing Marketing and Communications

5.1 Project website

The project website is at <http://foodanddrinkeurope.eu/>. Collections Trust has registered the domain name - and is committed to hosting the site - for five years after the end of the project. Collections Trust will add relevant new content arising from future collaborations between partners to the website, and will add summaries and full downloads of the documents listed above, along with the final report when that is completed.

5.2 Europeana Pro and Europeana Labs

Collections Trust will provide updated content for the project page on Europeana Pro (<http://pro.europeana.eu/project/europeana-food-and-drink>) and the apps showcase on the Europeana Labs site (<http://labs.europeana.eu/structure/apps>).

5.3 Collections Trust website and communications

Collections Trust's website (www.collectionstrust.org) is used by museums around the world as a source of information about collections management and, increasingly, the digitization of collections. A new, improved website will be launched in autumn 2016, and Collections Trust will include on it content about the Food and Drink project (and other Europeana projects that the organisation has

been involved in). The aim will be to spread the best practice lessons of the project into the wider museum sector, reinforced through Collection Trust's ongoing communications channels, including Twitter and LinkedIn.

6 Towards the medium-term outcomes

As quoted earlier, the project's description of work includes some medium-term outcomes. The deliverables listed above describe many collaborative partnerships between creative industry and cultural heritage sector partners that we already know will endure beyond the end of the project in June 2016.

There is one quite specific medium-term outcome:

Within the lifetime of the project, and in the 3-5 years following the end of project funding, AMBROSIA will develop proposals for a large-scale Public/Private Partnership initiative with the Food and Drink industry, focussed on local communities, personal reflection and intercultural dialogue based around the universal theme of food and drink culture.

At the final meeting of all partners in Budapest, it was agreed that the partnership agreement already concluded between Digilab Sapienza and Slow Food provided a solid starting point for such an initiative. This agreement was signed in December 2014 and initially lasts for three years, with provision to extend a further three by mutual consent. The scope of the agreement is for Digilab and Slow Food to collaborate on the following (paraphrased from the original Italian):

research and development, sectoral training, and development of European projects, initiatives and research networks and services in the field of cultural heritage and culture and European citizenship ... In particular, ... research and development [and] ...also ... educational activities and/or research and services related to (illustrative and non-exhaustive):

- a. organization of events and workshops related to issues of research conducted*
- b. training and advanced training aimed at young people and professionals*
- c. co-operation related to master or degree programs possibly supported or managed by DigiLab on behalf of Departments and other university facilities*
- d. implementation of agreements with media*
- e. the development of projects for museums and art centers disclosure*
- f. participation in European, national and regional projects*
- g. entering into agreements with third parties aimed at the implementation of projects*

As the formal project consortium evolves into a looser network, it was agreed that this existing agreement, with Digilab in the lead, could give a useful focus to ongoing collaborations with those project partners who wanted to forge links with the Slow Food movements in their own countries. The shape and scope of such an initiative is as yet unclear, but there is a set of strong, existing relationships on which to build.