



europæana  
food and drink

**Grant Agreement 621023**

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

# **D2.7 Europeana Food and Drink Report on new Content**

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<b>Author(s)</b>	<i>Elena Lagoudi (PS), Susie Slattery (CT)</i>



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## Revision History

Revision	Date	Author	Organisation	Description
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V3.0	08/01/2016	Nikolaos Simou	NTUA	Second Review
V4.0	08/01/2016	Susie Slattery	CT	Final review

### Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

# Contents

- 1. Introduction ..... 4**
  - 1.1 Background ..... 4
  - 1.2 Role of deliverable in the project..... 4
- 2. Progress of Content Base ..... 5**
  - 2.1 Schedule ..... 5
  - 2.2 Current content uploaded..... 5
  - 2.3 Explanation of Discrepancy..... 6
- 3. New Content Providers campaign ..... 6**
- 4. Next steps ..... 7**
  - 4.1 Completion of Content Base ..... 7
  - 4.2 Integration of WP3 and WP2..... 7
  - 4.3 Exploitability of Content Base ..... 8
- 5. Conclusion..... 8**

## **1. Introduction**

The core concept of the Europeana Food and Drink Best Practice Network is to kick-start the creative and commercial re-use of digital content relating to food and drink from the culture sector to drive new commercial applications, relationships and partnerships. Food and drink serves the dual purpose of providing a powerful thematic focus to inspire creative re-use of digital cultural content while offering sufficient breadth to support a wide range of applications and approaches.

### **1.1 Background**

WP2 as a whole supports the objective of identifying, describing, enhancing, licensing and uploading a body of high-quality digital assets and their associated metadata, to support the delivery of commercial applications and public engagement activity.

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

The Content Base developed throughout the project is becoming available to cultural institutions, creative industries, professional users and third party developers in Europeana. D2.7 is one of a series of Content Upload reports (approximately every 6 months) aimed at monitoring the progress of uploading digital assets to the Content Base in Europeana.

## 2. Progress of Content Base

### 2.1 Schedule

A schedule was agreed with the Content Partners for uploading to Europeana in 4 sets, June, September, December 2015 and March 2016 as follows:

PARTNER	ITEM TYPE	TOTAL QUANTITY	Jun 15	Sep 15	Dec 15	Mar 16	MINT
CT	Images	10000			5000	5000	Yes
MKVM	Images	3600		900	1800	900	Yes
VUFC	Images	1000	500	500			Yes
CFM	Texts	500		500			Yes
CFM	3d objects	5		5			Yes
ICCU	Images	750			750		Yes
ICCU	Digital objects	28	28				Yes
ICCU	Texts	132			132		Yes
ICIMSS	Images	5000	2000		3000		Yes
MRCA	Various	5000		2500	2500		Yes
CAG	Images	1000		500	500		Yes
ONB	Images	3000	1000			2000	Yes
TOP	Images	1000		500	500		Yes
CAT	Images & videos	4500		2250		2250	Yes
IAPH	Various	4000		2000		2000	Yes
KMKG	Images	1000		500	500		Yes
LGMA	Images	2000		1000	1000		Yes
WCC	Images	500		500			Yes
ALINARI	Images	500		500			Yes
HM	Images	2000		1000	1000		No
ONT	Images	9000	9000				No
	<b>TOTAL:</b>	<b>54515</b>	<b>12527</b>	<b>13155</b>	<b>16682</b>	<b>12150</b>	

### 2.2 Current content uploaded

Partner	Content type	Target by Dec 2015 (Jun-Dec)	Content uploaded (Nov 2015)	Discrepancy Key: Under target Over target On target	Total (due Mar 2016)
CT	Images	5000	6502	1502	10000
MKVM	Images	2700	2784	84	3600
VUFC	Images	1000	677	-323	1000
CFM	Texts	500	500	0	500
	3D Objects	5	5	0	5
ICCU	Images	750	0	-750	750
	Digital Objects	28	25	-3	28
	Texts	132	0	-132	132
ICIMSS	Images	5000	2051	-2949	5000
MRCA	Various	5000	5000	0	5000
CAG	Images	1000	1000	0	1000
ONB	Images	1000	1078	78	3000
TOP	Images	1000	2052	1052	1000
CAT	Images & Videos	2250	858	-1392	4500
IAPH	Various	2000		-2000	4000
KMKG	Images	1000	1069	69	1000
LGMA	Images	2000	2000	0	2000
WCC	Images	500	0	-500	500
ALINARI	Images	500	500	0	500
HM	Images	2000	2400	400	2000*
ONT	Images	9000	9071	71	9000
<b>Total</b>		<b>42365</b>	<b>37572</b>	<b>-4793</b>	<b>54515</b>

### Summary of content upload for Month 25:

Records behind from Dec 2015:	<b>4793</b>
% behind from Dec 2015:	<b>11.3%</b>
<b>% behind from total due:</b>	<b>8.8%</b>
<b>% of total uploaded:</b>	<b>68.9%</b>

### 2.3 Explanation of Discrepancy

It was difficult to have all the partners upload their content in December 2015 as many organisations closed down during the festive season. In addition to this, some partners faced some technical problems, which made it difficult for them to upload all their content in December, however we are confident these issues will be resolved before the next deadline.

Partner	Target by Dec 2015 (Jun-Dec)	Content uploaded (Nov 2015)	Records behind	Explanation
<b>VUFC</b>	1000	<b>677</b>	<b>-323</b>	TBC
<b>ICCU</b>	910	<b>25</b>	<b>-885</b>	TBC
<b>ICIMSS</b>	5000	<b>2051</b>	<b>-2949</b>	TBC
<b>CAT</b>	2250	<b>858</b>	<b>-1392</b>	TBC
<b>IAPH</b>	2000	<b>0</b>	<b>-2000</b>	IAPH are facing some serious technical issues and have promised to complete the upload once solved
<b>WWC</b>	500	<b>0</b>	<b>-500</b>	WWC are facing personnel issues, and have not has the staff capacity to upload the files

### 3. New Content Providers campaign

The campaign to recruit new content providers has been going well, following the Malta All Partners meeting and motivational discussions there. Six Consortium partners (PS, SHIFT, CFM, Uniroma and ONB) have mobilized and contacted 30 organizations (museums, collections etc.) out of which 6 were positive and the rest are considering it and meeting with Partners for more discussion and selection of content for the Europeana Food and Drink content base.

Name of new provider	Recruited by (partner)	No of assets agreed
EDOAO - National Wine Association	PS	TBC
Metsovo Museum	PS	397
Museum of Greek Folk Art	PS	TBC
National Gallery	PS	TBC
National Brewery Heritage Trust	SHIFT	4069
Bakkerijmuseum (Bakery Museum)	CAG	TBC

The progress is monitored by PS and CT with this google sheet:

<https://docs.google.com/spreadsheets/d/17o3CQRvwL1HRINKhSGPZdEzyDVco86XYXvRZ6g-OQA/edit?pref=2&pli=1#gid=0>

## 4. Next steps

### 4.1 Completion of Content Base

PS and CT will continue to follow up on Partners' progress and support them in the upload process. By March 2016, when the final batch is uploaded, PS will ensure that all discrepancies will have been addressed and missing content uploaded onto Europeana.

### 4.2 Integration of WP3 and WP2

A meeting will be held on in London on 13<sup>th</sup> January 2016 led by CT to discuss the recent review and set out a strategy to integrate WP2 and WP3 and ensure that the applications are firmly linked with Europeana and the content base.

Currently, the Semantic Demonstrator and Technical Demonstrator are directly linked to Europeana. Furthermore, all application content is planned to be available in Europeana as part of the content base. For example:

- **Exhibition (CAG):** CAG published the images they delivered for the app and exhibition in December.
- **Social game (ICIMSS):** Many materials have been published in MINT
- **Photo Library (TopFoto):** All of the TopFoto images (except for a few extra images added recently) that appear in the EUFD Picture Library have been published in MINT, to be uploaded to Europeana.
- **Book (SHIFT):** SHIFT are planning to upload all images of the pubs that have been used in the book to MINT, as well as the rest of the collection that these images came from, by the end of January.

Additional plans to link the content base to the applications and Europeana will be discussed at the meeting on 13<sup>th</sup> January. During the review, 4 applications were particularly highlighted as needing stronger links with Europeana content:

- Book and eBook
- Tea trail
- Social Game
- Picture Library

### 4.3 Exploitability of Content Base

The recent project review by the Commission asked that partners address the issue of the content base's exploitability beyond Europeana. NTUA suggested a plan, with their new platform WITH, which can help with the following:

- The exploration of the Food and Drink records based on content and metadata criteria.
- The creation of thematic collections by using the Food and Drink records.
- The creative re-use of the Food and Drink records and collections through a REST API.

A Food and Drink custom user-friendly interface could be looked into, pending subcontracting a web-designer. WITH is a tool intended for creative cultural content re-use both on the experts side and on the developer's side, you can access it at <http://with.image.ntua.gr/>.

This will be discussed at the meeting on 13<sup>th</sup> January 2016 and the strategy sent to the Commission in the updated D1.5 Progress Report to be submitted by CT.

## 5. Conclusion

We are confident that the content base will be up-to-date by the next content update report due in April 2016, despite the unfortunate setbacks we have faced with the content base.

The consortium is committed to integrating Europeana content, the EFD content base and the applications that have been developed as part of this project. Given the responses and preparations for the upcoming Post-Review meeting in January 2016 we are confident and enthusiastic that the partners and Work Packages will successfully work together to achieve this aim.