



europæana  
food and drink

**Grant Agreement 621023**

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

# **D2.8 Europeana Food and Drink Report on new Content**

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### 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This deliverable contains original unpublished work except where clearly indicated otherwise.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.



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## 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.

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, the Content Base, in order to support the delivery of commercial applications and public engagement activity.

### 1.1 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.

D2.8 is the final Content Upload report aimed at reporting on the progress of uploading digital assets to the Europeana Food and Drink's Content Base.

### 1.2 Background

During the year 2 interim review, there were some concerns about the project, mainly relating to the delay in delivering the Content Base and ensuring storage and accessibility to the content. The PMB (Project Management Board) received some recommendations from the reviewers.

Recommendation 4 in particular relates to WP2 and identifying contingency measures to recompense for the delay of eCloud: "...Consortium takes appropriate contingency measures that will allow the timely enrichment of applications' contents through the EFD content base even if delays in availability of the Europeana platform persist.". In the light of this, NTUA proposed using their new platform WITH, which allows for the content to be hosted, as a contingency measure and also because it is a good platform for facilitating creative reuse.

WITH is a tool for creative reuse of cultural content. Users can create collections with records either:

- **Collected** from various cultural portals like Europeana, DPLA, DigitalNZ, Rijksmuseum, The British Library
- **Uploaded** and transformed to EDM through MINT
- **Directly uploaded** to WITH

WITH provides an API call that can be used from a third party developer for directly getting a collection and its records to use in an application. It has been customized by NTUA for the EFD project, with its own URL (<http://with.image.ntua.gr/custom/eufoodanddrink>) and with content provider pages and populated with all the EDM datasets of the project partners on MINT which have been automatically published in WITH as collections.

## 2. Progress of Content Base

### 2.1 Final Upload

Since the last report, significant progress has been made in meeting submission targets and finalizing ingestion into Europeana, as well as creating the collections in WITH.

Some content partners submitted additional content to the amount originally promised. Moreover, new content providers have been recruited, which will result in a large and varied collection of Food and Drink heritage’s digital assets.

The Project Management Board has also made significant progress in linking the developed apps and products with the Content Base, both identifying content that has been used from it, but also enriching it and planning for extensions or parallel products that will draw from it, and add to it.

In the final months of the project we will focus on curating the content, adding descriptions and images and completing the presentation of the content thematically and grouped in relation to the project’s outputs.

**Here is the originally agreed schedule for uploading content:**

Partner	Item Type	Total Quantity	Jun-15	Sep-15	Dec-15	Mar-16
CT	IMAGES	10000			5000	5000
MKVM	IMAGES	3600		900	1800	900
VUFC	IMAGES	1000	500	500		
CFM	TEXTS	500		500		
CFM	3D OBJECTS	5		5		
ICCU	IMAGES	750			750	
ICCU	DIGITAL OBJECTS	27	27			
ICCU	TEXTS	132			132	
ICIMSS	IMAGES	5000	2000		3000	
MRCA	VARIOUS	5000		2500	2500	
CAG	IMAGES	1000		500	500	
ONB	IMAGES	3000	1000			2000
TOP	IMAGES	1000		500	500	
CAT	IMAGES & VIDEOS	4500		2250		2250
IAPH	VARIOUS	4000		2000		2000
KMKG	IMAGES	1000		500	500	
LGMA	IMAGES	2000		1000	1000	
WCC	IMAGES	500		500		
ALINARI	IMAGES	500		500		
HM	IMAGES	2000		1000	1000	
ONT	IMAGES	9000	9000			
<b>TOTAL:</b>		<b>54514</b>	<b>12527</b>	<b>13155</b>	<b>16682</b>	<b>12150</b>

Below is a summary of the content uploaded by EFD Partners:

Partner	Content type	Total	Content uploaded	Discrepancy Key: Under target Over target On target
CT	Images	10000	11061	1061
MKVM	Images	3600	3638	38
VUFC	Images	1000	1007	7
CFM	Texts	500	500	0
	3D Objects	5	5	0
ICCU	Images	750	591	-159
	Digital Objects	28	25	-3
	Texts	132	0	-132
ICIMSS	Images	5000	5157	157
MRCA	Various	5000	7583	2583
CAG	Images	1000	999	-1
ONB	Images	3000	3035	35
TOP	Images	1000	7838	6838
CAT	Images & Videos	4500	5553	1053
IAPH	Various	4000	4013	13
KMKG	Images	1000	1069	69
LGMA	Images	2000	2000	0
WCC	Images	500	503	3
ALINARI	Images	500	500	0
HM	Images	2000	3932	1932
ONT	Images	9000	9071	71
<b>Total</b>		<b>54,515</b>	<b>68,080</b>	<b>13,565</b>

<b>Records over target:</b>	<b>13,565</b>
<b>Percentage over target:</b>	<b>24.9%</b>
<b>% of total uploaded:</b>	<b>124.9%</b>

As you can see EFD partners overall have surpassed the anticipated total number of records to be submitted in the content base. Although two partners have not met the target yet, the remaining partners have compensated by supplying additional records.

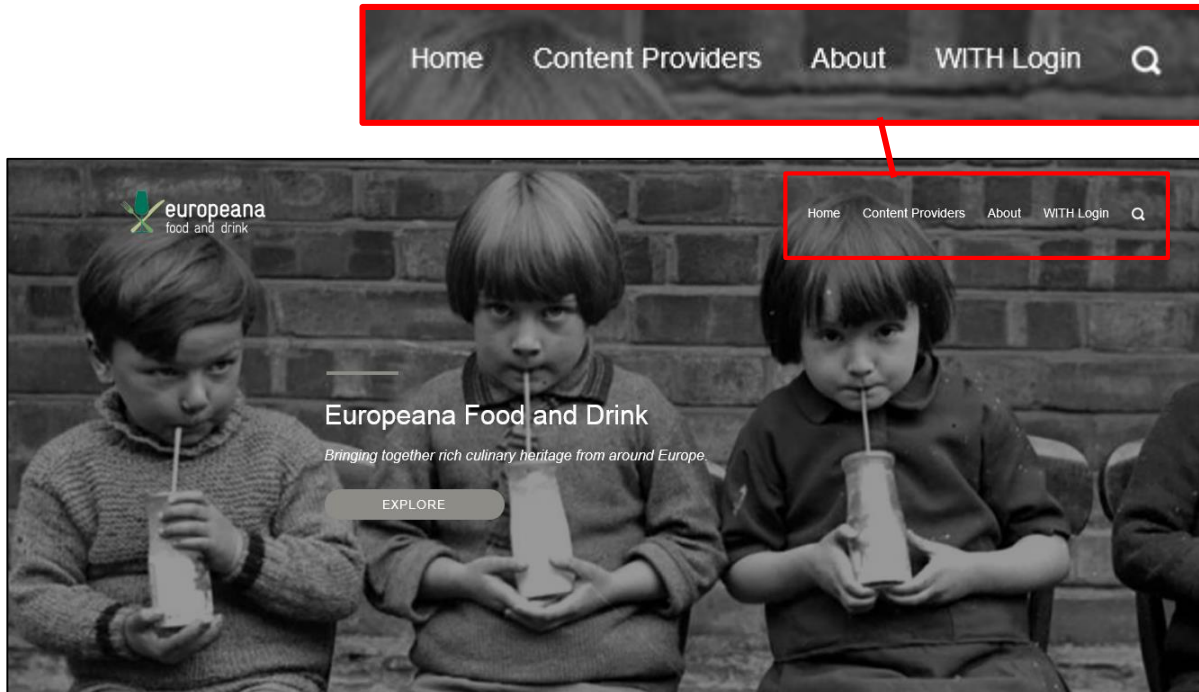
**Partners behind target and the explanation is below:**

Partner	Explanation
CAG	Some mapping error which is being investigated and will be addressed.
ICCU	<p>1. The pictures belonged to the former Soprintendenza per l'Etruria Meridionale e Museo Nazionale Etrusco depending on the Italian Ministry of culture. During 2015 the Italian Ministry was reformed and the Institute was split up into 2 independent blocks. ICCU needed much more time to clear the new rights ownership of those images and found out who was the responsible person.</p> <p>2. The digital library hosting the datasets of the Rome National Library was hacked at the beginning of December and the normal technical workflow interrupted for a while. Moreover, between March and April the Rome National Library blocked for a long period its repository for IPR problems (it contains both copyrighted and non-copyrighted material) and so exports could not be carried out until the technicians modified the way the records were displayed.</p>

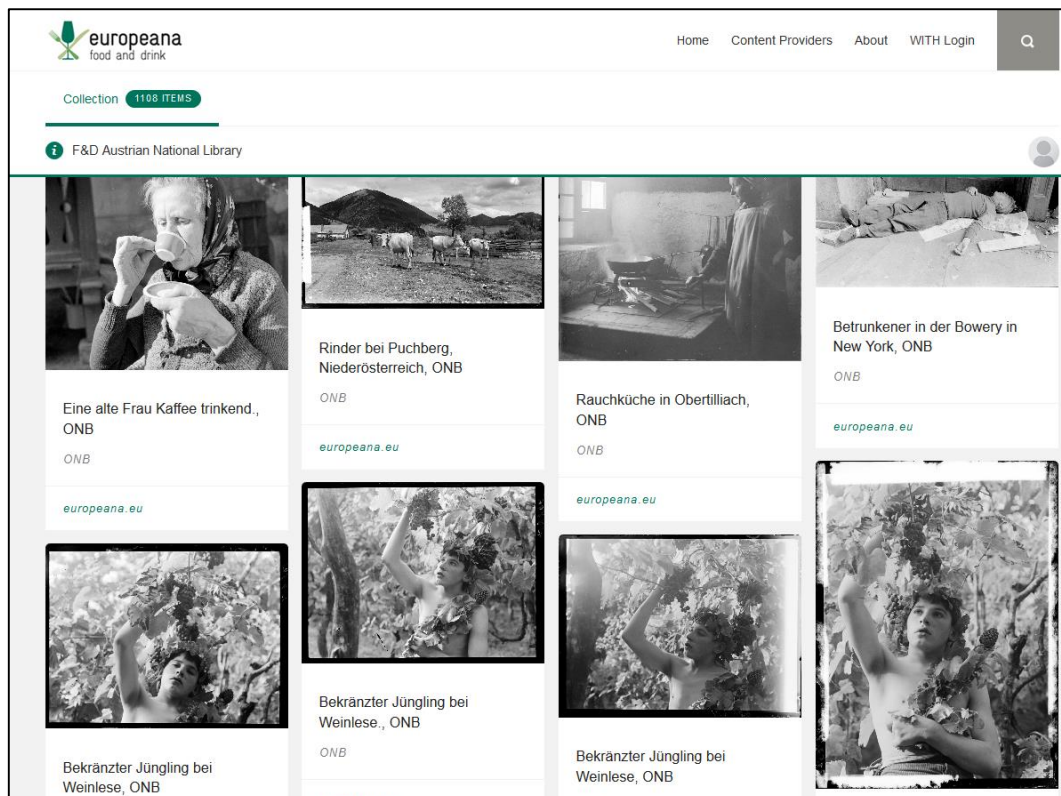
## 1.2 Europeana Food and Drink Content Base in WITH

As well as being available in Europeana, all EFD content will also be available in NTUA's WITH platform, on this link: <http://with.image.ntua.gr/custom/eufoodanddrink>

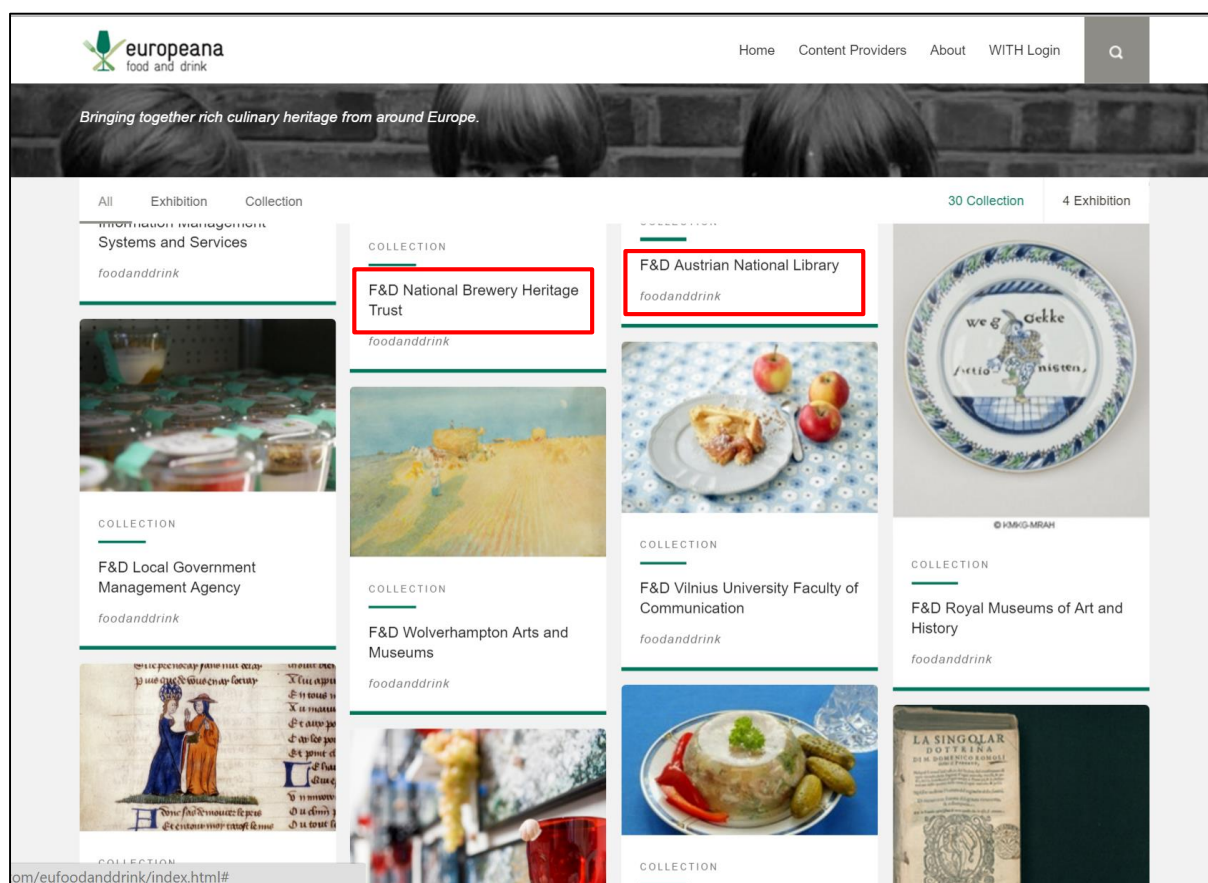
On the top right, users can see who the content providers are:



On WITH, users can find content per provider, presented as a collection, for example the Austrian National Library's content:



New content providers are included alongside EFD content:



WITH also allows EFD to showcase specific items in the collection, for example the content used in the three Open Innovation Challenge events.

### 3. Content used for WP3 apps

Here is the list of content used for WP3 apps:

Application	Content provided by Consortium partners	Content provided by each non-Consortium partners (i.e. crowdsourced)	Total content collected overall
Tea trail	HM (43) TOP (16) Other partners (9) <b>Total: 68</b>	Other contributors (148) <b>Total: 148</b>	<b>216</b>
Picture Library	TOP (2396) ALINARI (541) WCC (2) CAG (56) ICIMSS (504) <b>Total: 3499</b>	ThePictureKitchen (5787) National Brewery Heritage Trust / Heritage-Assets (3187) <b>Total: 8974</b>	<b>12473</b>
eBook / Book	SHIFT (52) TOP (3) <b>Total: 55</b>	National Brewery Heritage Trust (56) Crowdsourced (21) Author photos (3) <b>Total: 80</b>	<b>135</b>
eCookbook	ONB (13) VUFC (12) <b>Total: 25</b>	Europeana <b>Total: 55</b>	<b>80</b>



<b>Social Game</b>	ICIMSS (30) CAG (12) CFM (30) IAPH (20) <b>Total: 92</b>	Farsons (7) Anton B. Dougal (13) Ta' Marija Restaurant (2) Neil Darmanin (1) Crowdsourced (12) Jo van de Vyver (4) recepti.gotvach.bg (6) ThePictureKitchen(52) Other contributors (19) <b>Total: 114</b>	<b>206</b>
<b>Exhibition / virtual exhibition</b>	TOP (1) CFM (1) ICIMSS (2) <b>Total: 4</b>	Amsab (1) Rijksmuseum (4) Huis van Alijn (1) Pasteira (1) Fanouropita (1) Erfgoedcel haspengaouw (1) Mamoul biscotti libanesi (1) <b>Total: 20</b>	<b>24</b>
<b>E-Learning</b>	CFM (210) LGMA (50) <b>Total: 260</b>	Crowdsourced (20) <b>Total: 20</b>	<b>280</b>
<b>Sem app</b>	ALINARI (498) HM (4351) TOP (1814) WCC (438) <b>Total: 7101</b>	Bulgariana (9071) <b>Total: 9071</b>	<b>16172</b>
<b>Tech dem</b>	N/A	Slovak National Gallery: 100 <b>Total: 100</b>	<b>100</b>

## 4. 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.

Consortium partners have mobilized and contacted a good number of external organizations (museums, collections, wineries etc), out of which 13 responded and uploaded content to Europeana (4214 records so far). The effort will continue and more external providers are recruited, selecting their content and signing the necessary Data Exchange Agreement.

The new content providers and their numbers of records uploaded are:

<b>New Content Provider</b>	<b>Recruited by</b>	<b>Type of Collection/Material</b>	<b># of records</b>
<u>EDOAO - National Wine Association</u>	PS	Wine	328
<u>Metsovo Museum</u>	PS	Folklore Collection/ Kitchen tools and utensils	360
<u>Anaptyksiaki Etaireia Kykladon A.E</u>	PS	Traditional recipes of Cyclades islands	24
Gallery Averoff	PS	painting	10
G. Zoggolopoulos Foundation	PS		26
ROXANI MATSA WINERY	PS	photographs	10
PAPAGIANNAKOS WINERY	PS	photographs	10
KATOGEI STROFILIA WINERY	PS	photographs	3
GREEK WINE CELLARS	PS	photographs	31

New Content Provider	Recruited by	Type of Collection/Material	# of records
Vasileiou Winery	PS	photographs	5
Kostas Lazaridis Winery	PS	photographs	3
Mylona Brothers Winery	PS	photographs	12
<u>National Brewery Heritage Trust</u>	SHIFT	archival photos of pubs in London	3416
<b>Total</b>			<b>4214</b>

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

<https://docs.google.com/spreadsheets/d/17o3CQRvwL1HRINKhSGPZdEzyDVco86XYXvRZ6g-OQA/edit#gid=0>.

When the final figure come through we anticipate we will reach the self-imposed target of 5,000. The final numbers will be delivered in the final report at the project end.

## 5. Content used in WP4 Challenges

WP4 has a list of content selected and used from Europeana in the three challenges. It is available on this google sheet:

<https://mail.google.com/mail/u/1/#search/Emmanuel/153837ce6a184868?projector=1>

Some Europeana content in the list does not deal directly with food, but in any case is related to storytelling about food. For example, in the video 'The Mulberry Affair' telling the story of Mulberry fruit you can find a map of Asia from Europeana, necessary to show how Mulberry came to Europe etc.

WP2 have created a WITH collection with this content and it is available on this link:

<http://with.image.ntua.gr/custom/eufoodanddrink/index.html#collectionview/56fe3912713f2135e67e5637/count/20>

## 6. Issues

Overall, there were fewer technical and other issues preventing content providers from meeting their deadlines. PS and NTUA have been closely monitoring upload progress and addressing issues as they came.

There were some harvesting errors and delays, which PS and NTUA solved by liaising with Pablo Uceda Gomez, Operations Officer from Europeana and harvesting is still taking place for the last to upload content providers.

Also, one partner (ICCU) have not yet submitted their total due content. They were supposed to upload 910 records according to the Description of Work (DoW) and so far they have uploaded 616 records. They are currently processing the remaining content in MINT and are in the process of publishing it. ICCU explained that their problems could not be foreseen at the time of the project writing and committed to finish uploading their remaining content as soon as possible

Overall we are pleased to confirm the EFD partners have surpassed the targets set in the DoW.

## 7. Next steps

During the final months of the project WP2 will focus on curation of the content in WITH and Europeana.

The complete Content Base will comprise of:

- c 68000 records from the Consortium partners
- c 5000 records from new partners
- c 29686 records that were used for WP3 apps development (so far, as apps are still being enriched, so more content may be collected in this category)
- c 100 records used in WP4 challenges
- user generated content and collections, as one collection in WITH (which will grow as more users contribute)
- c 10000 records already existing in Europeana relating to food and drink (presented in WITH as a collection)