Europeana Creative: Engaging SMEs and the wider public

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Content

→ What is Europeana Creative?

→ Results to date

→ Engaging citizens:

– Opening of Museum collections [CH Institutions]

– The Pilots [CHI, content re-users, end users]

– The Challenges [creative entrepreneurs, SMEs and start-ups]

→ Lessons Learned

What is Europeana Creative?

→ **Europeana Creative enables and promotes greater re-use of cultural heritage resources by Europe's creative industries**

→ 26 partners,14 countries (content providing institutions creative industry hubs, living labs, software developers, etc)

→ Re-use Europeana's 30 million digitised cultural heritage objects

→ Partners developed a number of pilot applications focused on **design, tourism, education and social networks**

→ Building on these pilots, **a series of Challenges were launched with entrepreneurs from the creative industries to identify, incubate and spin-off more viable projects into the commercial sector**.

→ The project goals are supported by the **Europeana Labs** - an on- and offline environment for experimentation with content, tools and business services, and a **licensing framework** where content holders can specify the re-use conditions for their material.
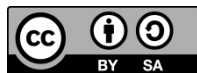
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Results to date - engagement

→ **Communication strategy and stakeholder study**

→ **Participation in over 100 events in Europe and beyond**

→ **Project website and social media Publicity material** available

→ Established mutual promotional partnerships with other EU initiatives – Creative Europe, Cluster2020,

→ Promotional videos for challenges 1+2+3+4+5

→ **Europeana Labs setup and running**

→ **Challenges** competition and respective events

→ **Incubation** of winners and exploitation of results

Opening of Museum collections

- The project encourages opening up of museum collections

- Ingestion by the **Europeana** Portal and made available for re-use by:

 - Pilots
  - Challenge applicants
  - Wider public

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5 Pilots – 5 Themes

Natural History Education — History Education — Tourism — Social Networks — Design

- – The aim of the pilot apps and games is to demonstrate the potential for the creative re-use of Europeana resources (content and services).

- – The project partners have developed 5 pilots: Computer games, serious games, geotagging of sounds, re enactment of famous paintings, interactive webcam..

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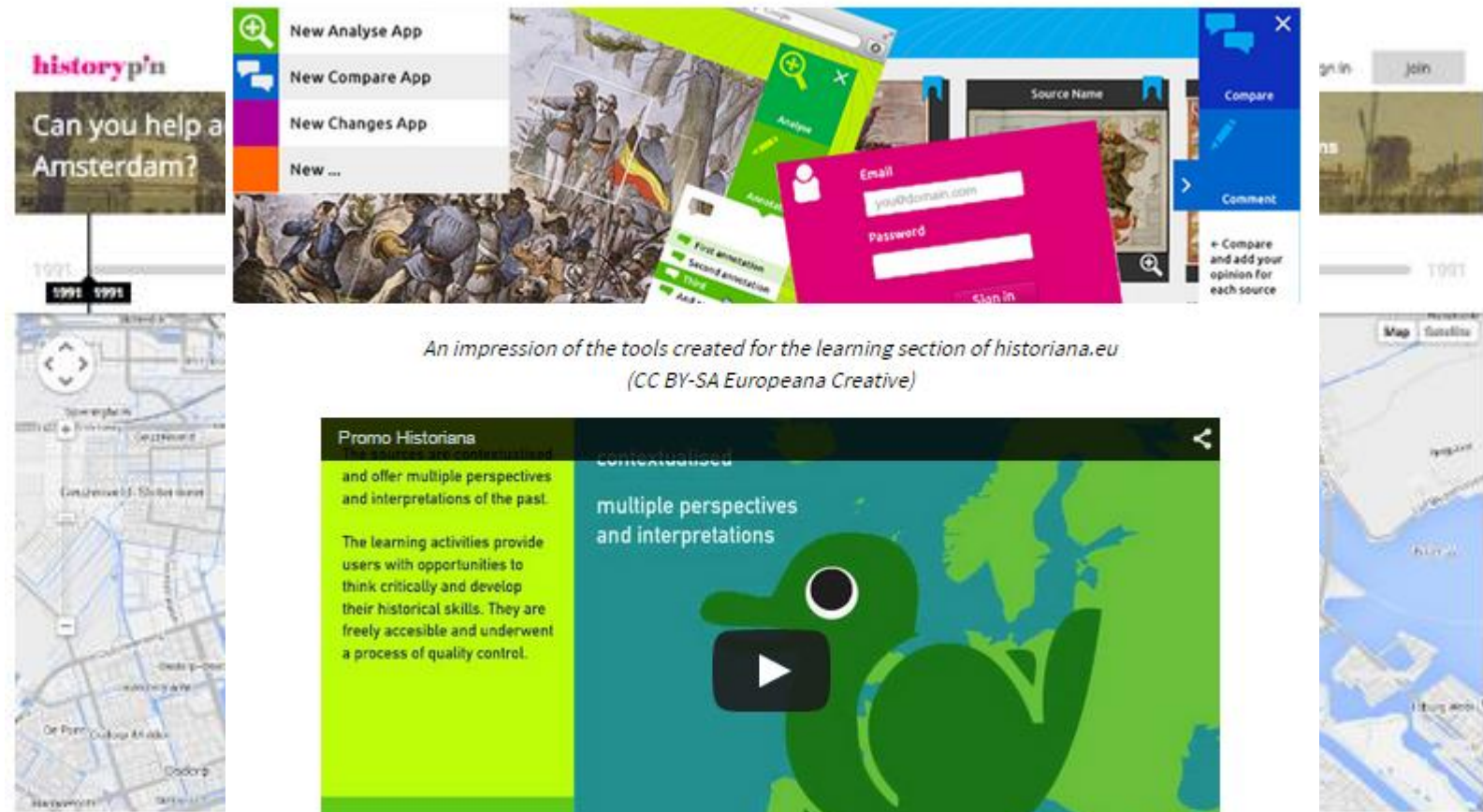
An impression of the tools created for the learning section of historiana.eu
(CC BY-SA Europeana Creative)

The Challenges

- Aim to identify, incubate and spin off into the commercial sector viable online applications

- Based on the re-use of digital cultural heritage content

- Accessible via europeana.eu

- 5 different Challenge themes; Natural History Education, History Education, Tourism, Social Networks and Design.

Challenge Event Brussels

Challenge Event Barcelona

Next actions

→ Increase **continuous outreach and engagemen**t **of relevant stakeholders** by all partners to promote further results

→ Next **Challenge Event – 27 Feb at Future Everything Festival, Manchester, UK**

→ Continous promotion of **Europeana Labs**

→ **Final Conference** (May/June 2015)
  → Hackathons, workshops, keynotes, lectures, experimetnal booths

→ **Exploitation and promotion of project results**

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Thank you! Questions?

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Links

→ www.europeanacreative.eu

→ www.twitter.com/eCreative_EU

→ www.labs.europeana.eu

→ www.vangoyourself.com – Tourism Pilot

→ http://www.europeanacreative.eu/web/europeana-creative/challenges

→ http://www.europeanacreative.eu/web/europeana-creative/pilots

→ api@europeana.eu

→ europeana