SHIFT

MetamorphoSis of cultural Heritage Into augmented hypermedia assets For enhanced accessibiliTy and inclusion

Advantages of sharing your collections online

18/06/2025

Maria Teresa Natale (Michael Culture Association)

Museu by Michael Culture Association

Funded by the European Union

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement no 101060660.

TRANSFORM by Michael Culture Association

Some words about MCA

EUROPEAN TRANS-DOMAIN NETWORK FOR PROMOTION & VALORIZATION OF DIGITAL CULTURAL CONTENT

- Not-for profit organization/AISBL (Belgium Law)
- Co-founded in 2007 by French Ministry of Culture, Mibact, Dédale & Steps as sustainability of the EU Michael+ project
- Brussels - Paris - Roma
- Members: from Cultural institutions, Research institutions, ministries of Culture , private and public organizations // from Europe
- Board of administrators: Dédale (FR), French ministry of Culture (FR), MUO (CR), University of Fine Art(HU), CUT (CY), SPK (DE), ICIMSS (PL)

- It aims at: Promoting and valorizing cultural heritage with focus on European digital contents

What we do:

- Supporting the digital transformation of cultural and heritage communities
- Developing the use of DCH as a tool for innovation and societal issues
- Research and professional training on related subjects
- Advocating for the place of culture in European policies and programmes
- Management of MUSEU-HUB, the trusted aggregator for European museums in Europeana Initiative
- Cooperation projects Europe and International (Horizon Europe, Creative Europe, Erasmus +, Connecting Europe Facility, etc.)
- Support and development of the transmission and exchange of information

Members & partners:

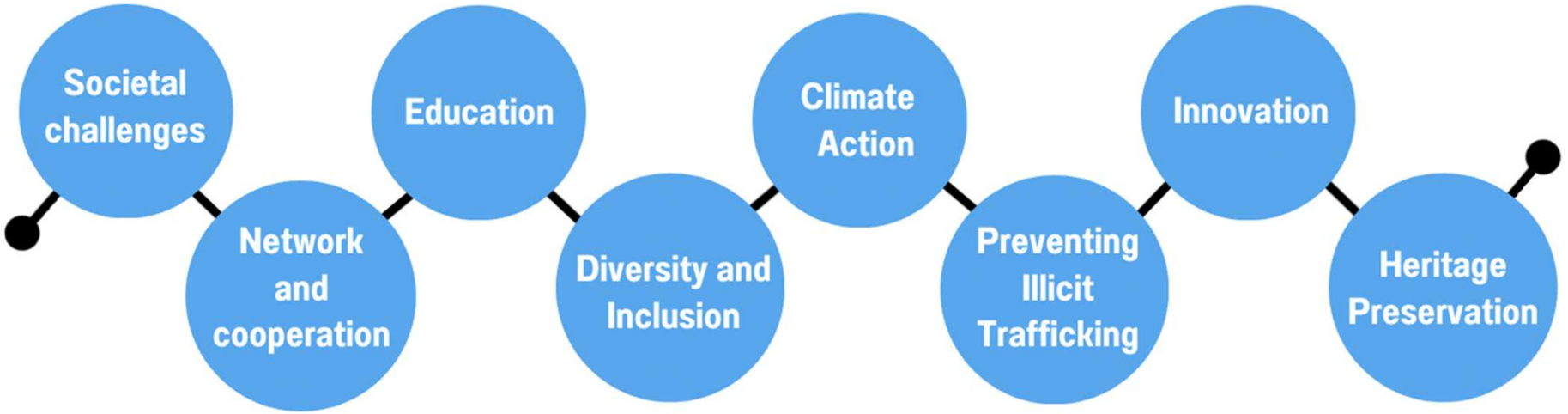
Memberships & partnership with various EU cultural networks such as:

- Culture Action Europe (former member of the board) - coordinator of the French HUB
- European network on cultural management and Policy (ENCACT)
- Balkan Museums Network
- Network of European Museums Organisations (NEMO)
- CARARE
- Europeana Aggregators forum - Steering group
- Porto santo Charter
- Heritage Alliance 3.0

Members of expert groups:

- Former Stakeholders committee for the EYCH 2018
- Expert group on Cultural Heritage – EC DGEAC
- ENCC

Our topics:


Societal challenges
Network and cooperation
Education
Diversity and Inclusion
Climate Action
Preventing Illicit Trafficking
Innovation
Heritage Preservation

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MUSEU-HUB

http://www.museuhub.eu/

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MUSEU-HUB

- MUSEU-HUB is a **reference point for European museums** and other cultural institutions hosting museum collections in the field of digital cultural heritage and aggregation for Europeana.
- It provides **services**, **good practices**, **training**, **help-desk**, **documentation**, **updating on digitisation standards**, **aggregation**, **IPR and reuse**, **multilingualism and terminologies**, **digital exhibitions**, **digital storytelling tools** and in general it helps GLAMs in their digital transition.
- It represents a bridge for museums who want to join Europeana, either **new museums**, either those who want to **update or add new datasets**, and it will ensure that museums are suitably skilled and motivated to participate in Europeana.
- MUSEU is one of the trusted partner, **aggregator of Europeana.**

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TODAY'S AGENDA

- Are you interested in knowing more about Europeana?
- Are you thinking of sharing your institution's data with Europeana?

Today you will:

- Learn what does aggregation mean
- Learn about metadata and get a basic understanding of the Europeana Data Model (EDM), a metadata standard adopted by Europeana.
- Get an introduction to prepare effective digital content and metadata to be shared with Europeana
- Learn how to semantically enrich your data to facilitate discoverability.
- Learn how to successfully associate the right licence to your digital content.

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WHAT IS AN AGGREGATOR?

An aggregator is an organisation that **collects metadata** from a group of content providers **and distribute them** on its own portal or repository or to other platforms

The aggregators:

- support the data partners during the aggregation process with:
  - ✓training
  - ✓helpdesk
  - ✓promoting and implementing standards farther along the content provision chain.

- provide domain-specific expertise and skills to data partners institutions
- disseminate the vision of the digital culture.

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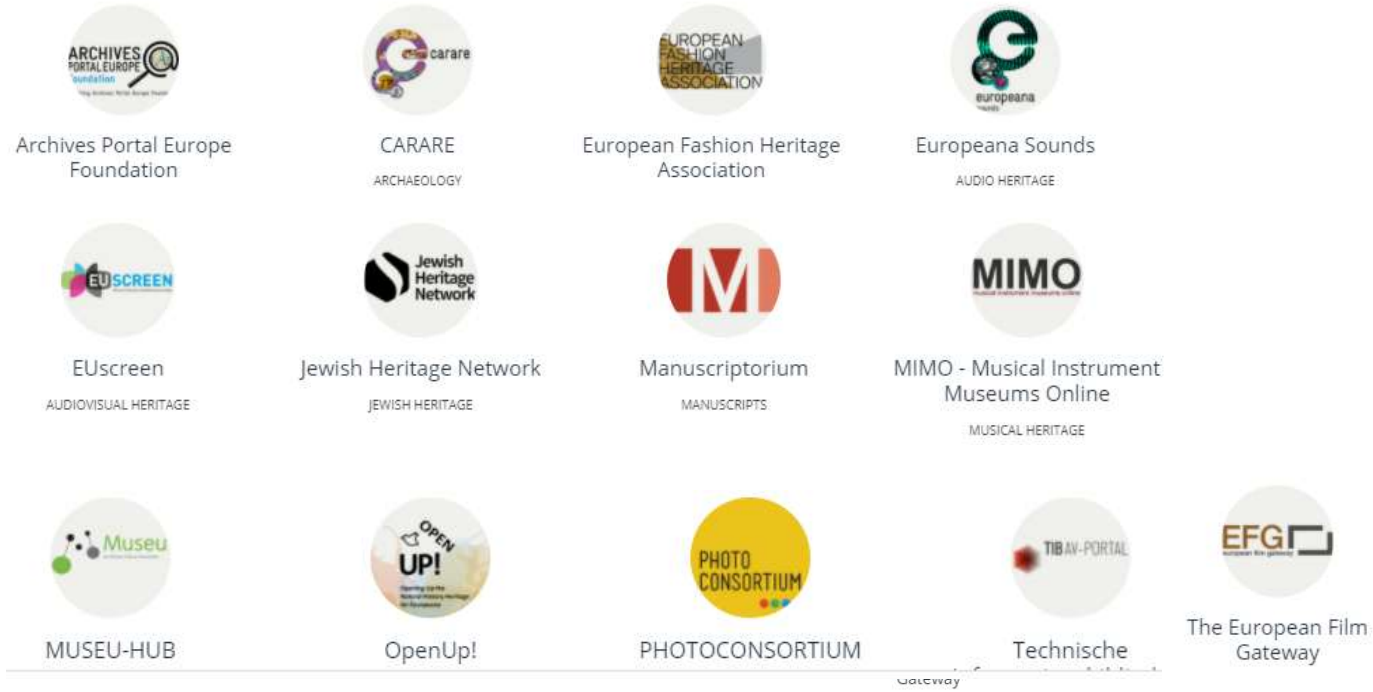
EUROPEANA DOMAIN AND THEMATIC AGGREGATORS



https://pro.europeana.eu/page/aggregators

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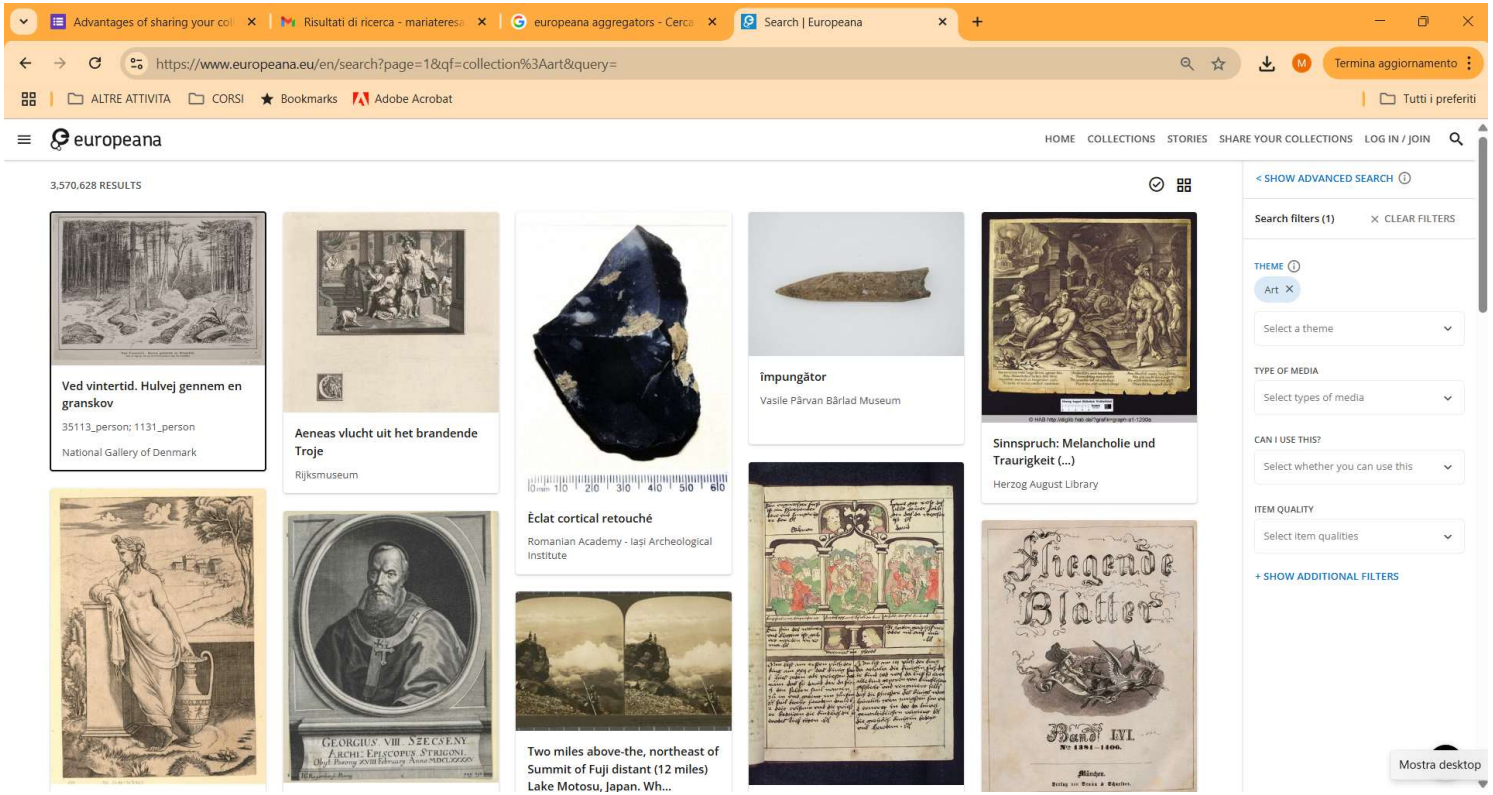
EUROPEANA PLATFORM



A platform with more than 60 millions items!

Thousands of CHIs contributing!

Different formats: text, images, sound, video, 3D

New formats under experimentation

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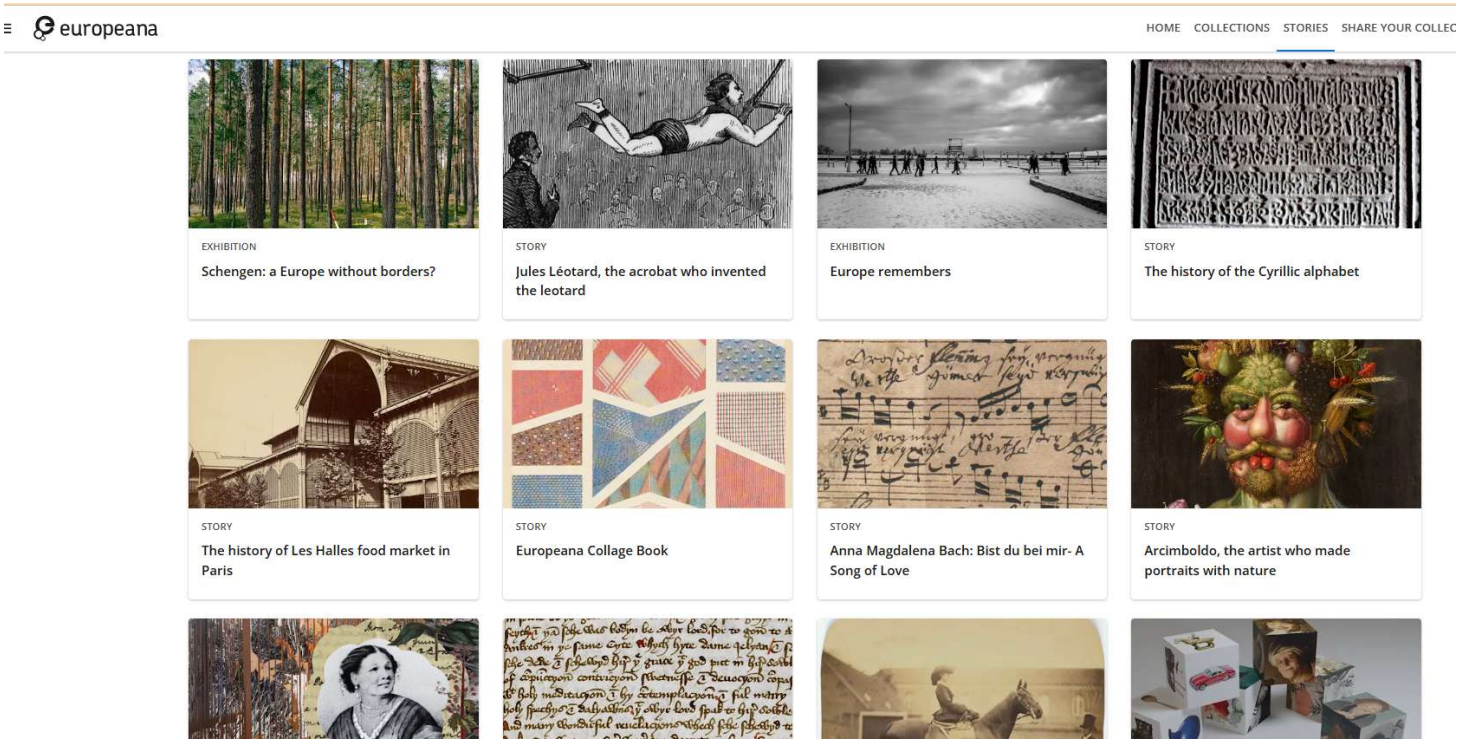

Editorials

Blog
Galleries
Exhibitions

A way to valorise partners' collections

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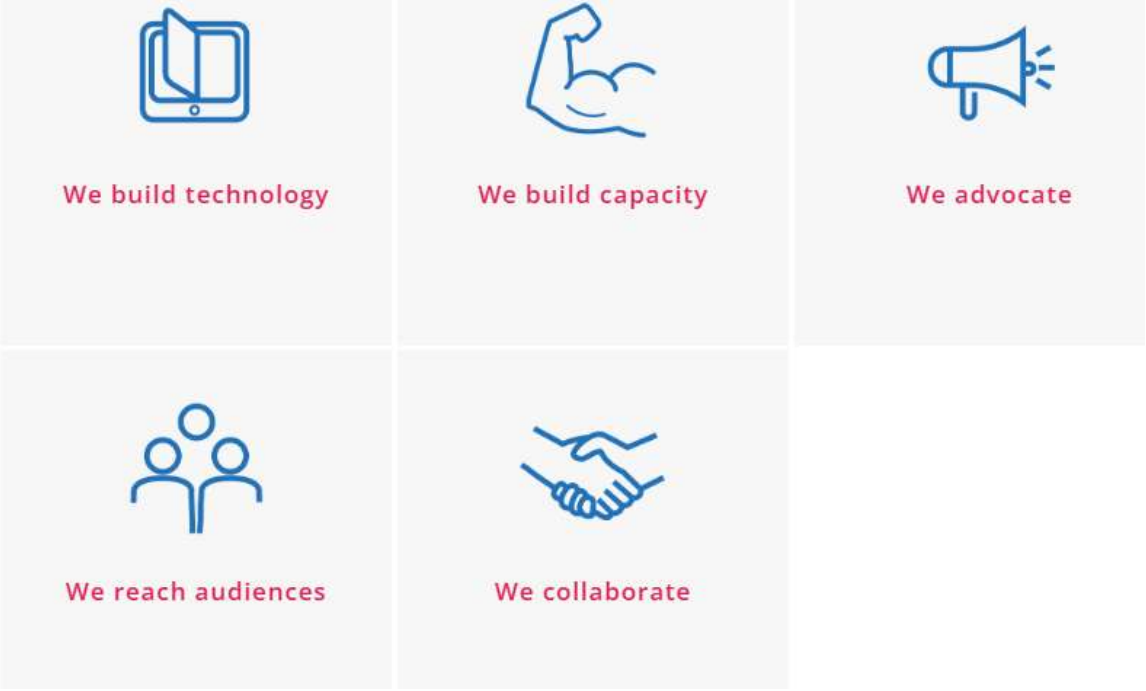
EUROPEANA PRO



https://pro.europeana.eu/

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EUROPEANA ACADEMY

Always open

ONGOING

Introduction to collections, audiences and stories on Europeana.eu

View more

Always open

ONGOING

How to tell great stories and write for Europeana.eu

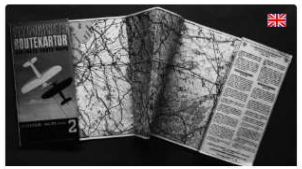
View more

Always open

ONGOING

Introduction to data spaces

View more

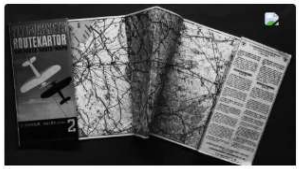


Always open

ONGOING

Introduction to metadata and mapping to the Europeana Data Model (EDM)

View more



Always open

ONGOING

Introduzione ai metadati e alla mappatura del modello di dati di Europeana (EDM)

Always open

ONGOING

Europeana Data Statistics Dashboard

Always open

ONGOING

Understanding the standardised rights information used by

Always open

ONGOING

How to select an accurate rights statement

https://pro.europeana.eu/page/europeana-academy

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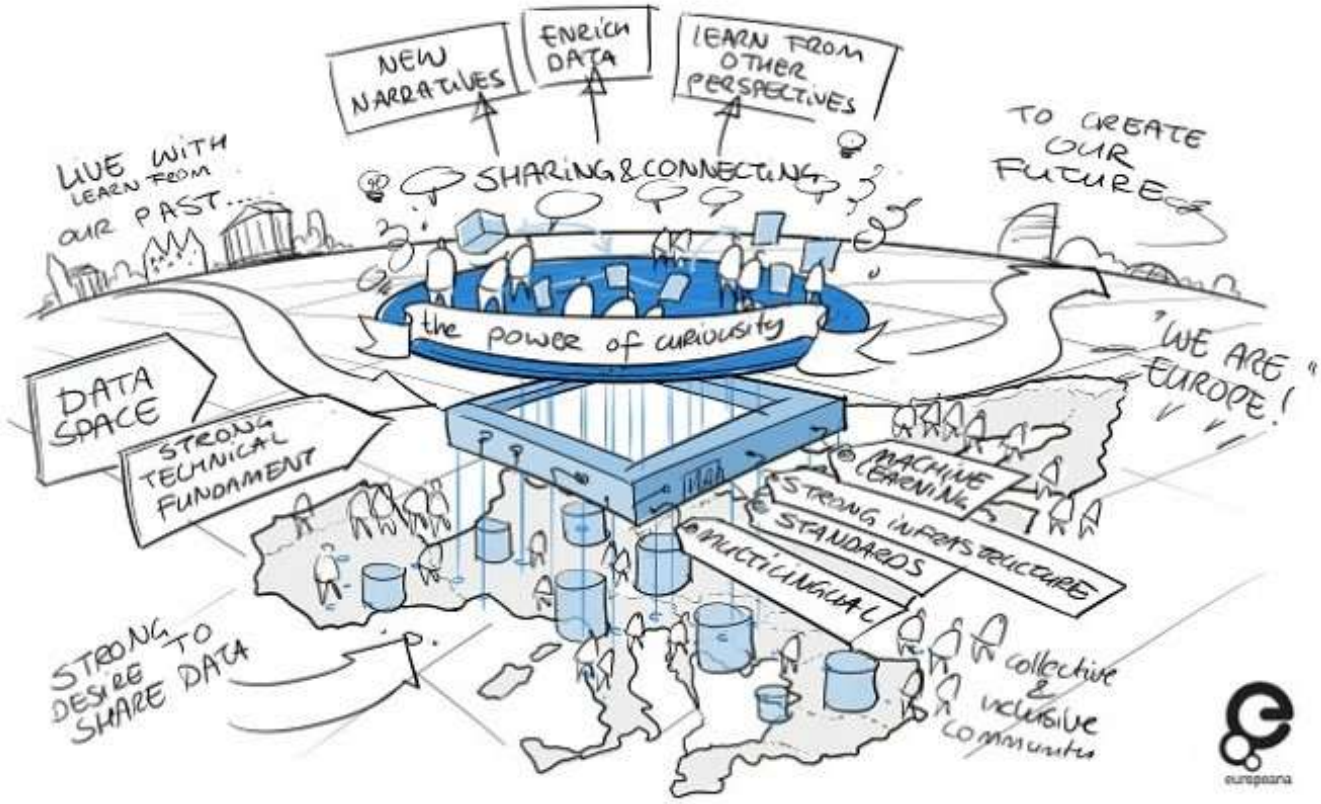
EUROPEANA DATA SPACE



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WHY JOINING THE DATASPACE

Joining the **Common European data space for cultural heritage** offers a range of strategic, cultural, technological, and economic benefits. Here are several key reasons to participate:

INCREASED VISIBILITY AND SEARCH

Global exposure: Collections are accessible to a broad international audience via the Europeana.eu platform.
Enhanced discoverability: Metadata enrichment and standardization help your content appear in more search results and across digital platforms.

ACCESS TO INFRASTRUCTURE AND TOOLS

Robust technical platform: Benefit from Europeana's APIs, ingestion tools, and aggregation services.
AI and data-driven services: Participate in the development and application of advanced tools for automatic metadata enrichment, image recognition, and user engagement.

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WHY JOINING THE DATASPACE

NETWORKING AND COLLABORATION OPPORTUNITIES

Community involvement: Join a vibrant community of cultural heritage institutions, digital innovators, researchers, and policymakers.
Project participation: Access EU-funded projects and collaborations (e.g., Horizon Europe, Digital Europe Programme) related to digital transformation of the cultural sector.

COMPLIANCE WITH THE EU DIGITAL STRATEGY

Alignment with policy: Ensure your institution contributes to and benefits from the European Strategy for Data and the Digital Decade targets.
Support for digital sovereignty: Retain control over your data while making it available under open or fair-use licensing frameworks.

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WHY JOINING THE DATASPACE

PRESERVATION AND SUSTAINABILITY

Digital preservation: Contribute to long-term digital preservation initiatives and reduce the risks of data loss or obsolescence.
Sustainable access: Promote the sustainable reuse of cultural heritage resources in education, tourism, research, and creative industries.

ENHANCED IMPACT AND SOCIETAL VALUE

Cultural democratization: Help make European cultural heritage more accessible and inclusive.
Educational reuse: Support the integration of digitized heritage in education, learning platforms, and citizen science initiatives.

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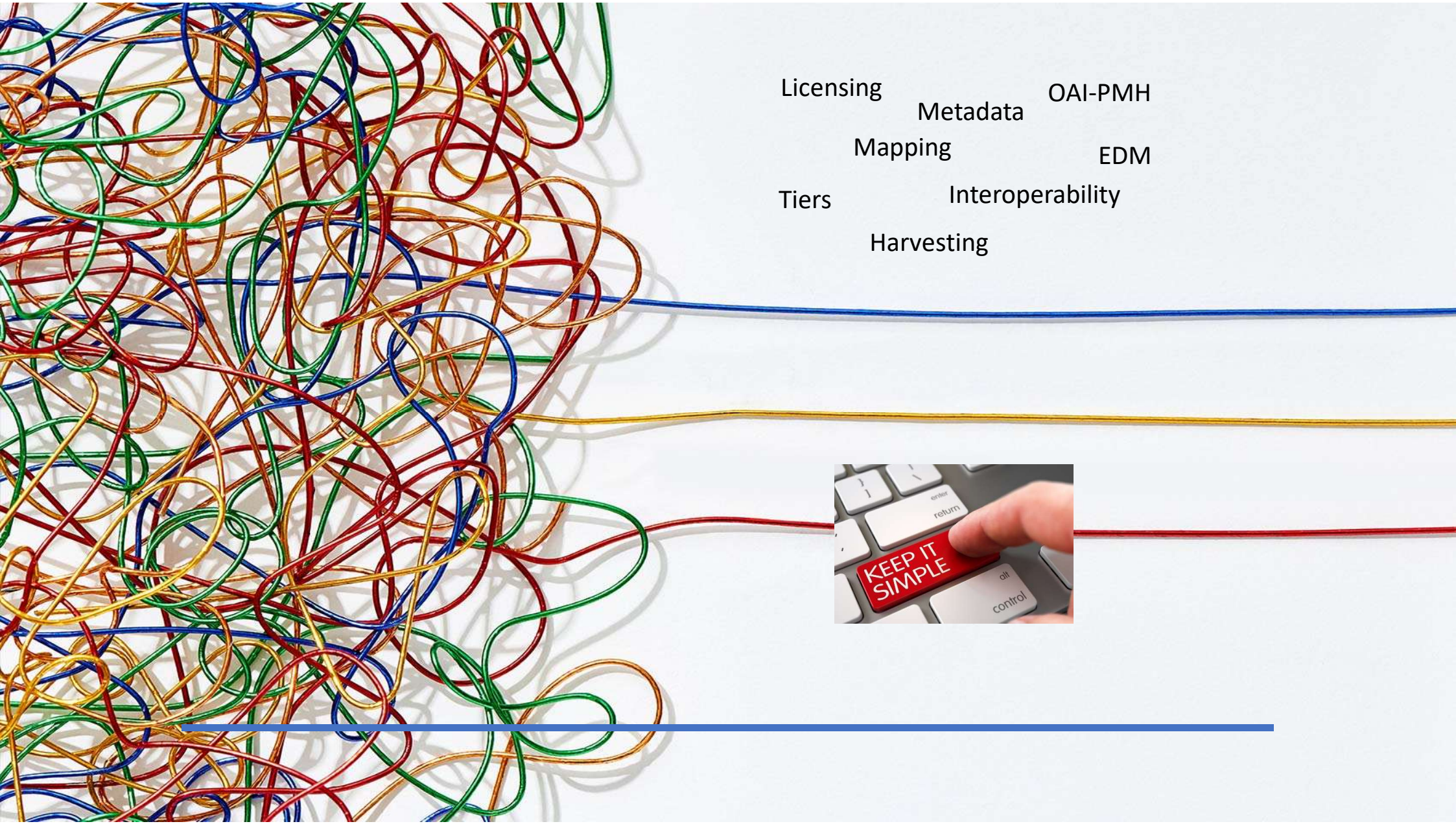
Licensing
OAI-PMH
Metadata
Mapping
EDM
Tiers
Interoperability
Harvesting
KEEP IT SIMPLE
return
control

How familiar are you with the following topics?

	1	2	3	4
Europeana Data Model (EDM)	○	○	○	○
Mapping metadata	○	○	○	○
Semantic enrichment	○	○	○	○
Rights statements and licenses	○	○	○	○

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THE PROCESS OF DATA INGESTION

Data ingestion is the process of sharing data with Europeana to be added to the Europeana database.

Simplified flowchart of publishing collections on Europeana.

It's less easy than it seems!!!

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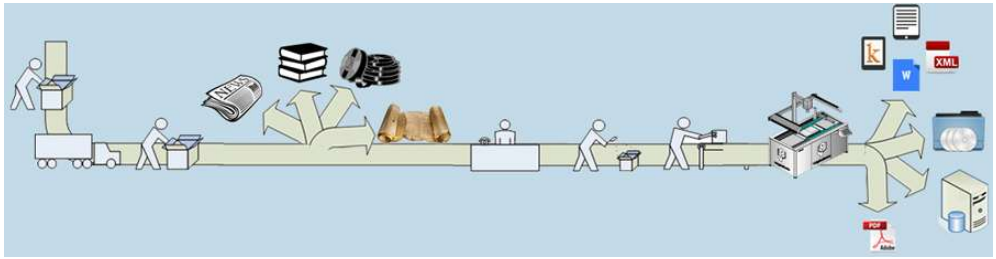

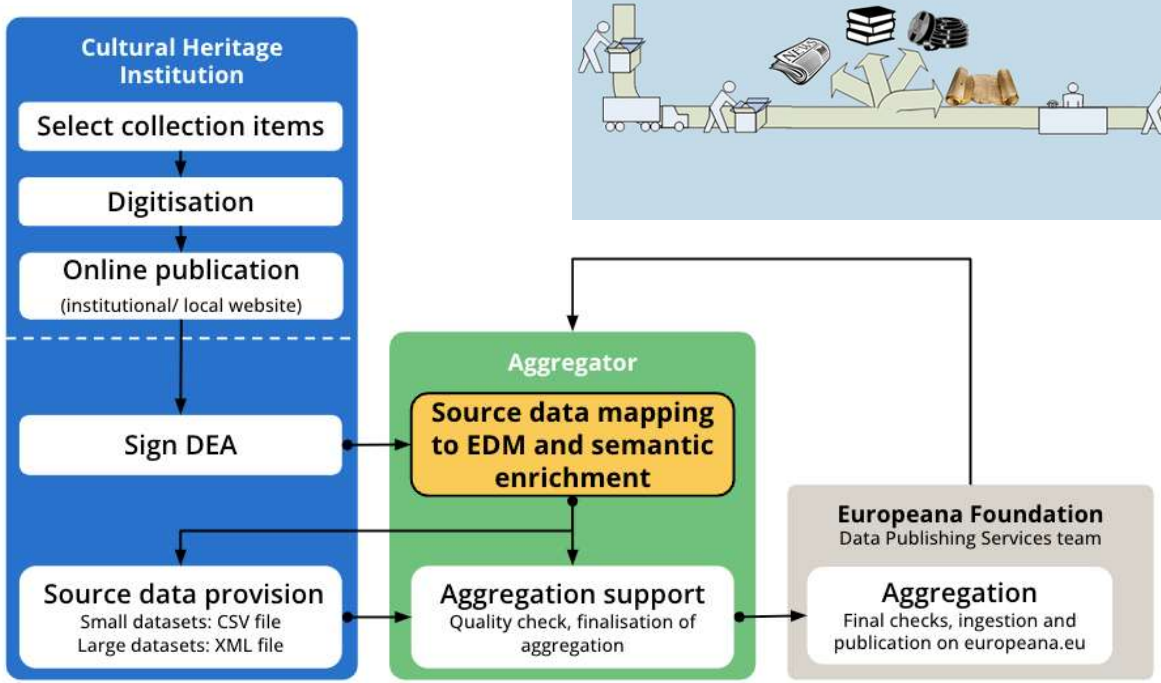

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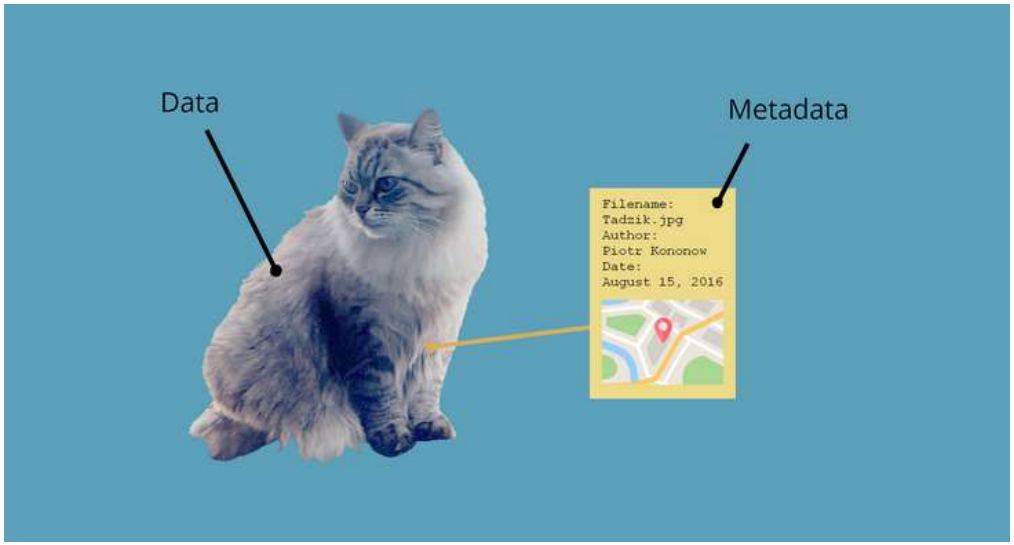
WHAT ARE METADATA?

Metadata is information about data, which is not part of its content but plays an essential role in making it recognizable, selectable and manageable (if appropriate) over time.

There are many categories of metadata.



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DESCRIPTIVE METADATA

They include all the information that describes the asset and that can be used for subsequent identification and discovery (for example, title, authors, material, technique, inventory number, description, etc.)

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STRUCTURAL METADATA

Data that indicates how a digital asset is organized, physically and/or logically (for example, a scanned book with many page or an album with several images, or a portrait with several images)

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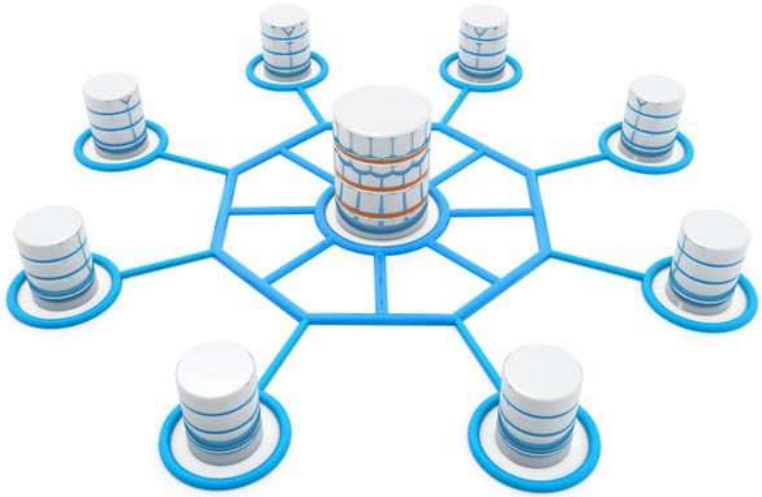
ADMINISTRATIVE METADATA

They provide information that helps to manage a digital object according to locally defined needs, to ensure its integrity and to enable its access and use by the designated community (e.g. information on repositories, intellectual property and reuse)



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EXERCISE: METADATA TYPES

While searching for an article in Europeana, you discover that the painting known as "The Milkmaid" was made by "Johannes Vermeer". What kind of metadata are "The Milkmaid" and "Johannes Vermeer"? Select one of the options:

A. Structural metadata
B. Descriptive metadata
C. Administrative metadata

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A. Structural metadata
B. Descriptive metadata
C. Administrative metadata

Descriptive metadata describe the object!

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EDM: EUROPEANA DATA MODEL

EDM is a theoretical data model that allows data to be presented in different ways according to the practices of the different sectors (archives, libraries, museums, etc.) that contribute to Europeana's digital collections.

- It is a development of **ESE** (Europeana Semantic Elements).
- It **is flexible** as it allows different content providers to structure their data in a way that is appropriate for the original data and the desired functions.
- EDM not only **supports the complexity of content providers' metadata**, but also **allows enrichment** through third-party sources. Data providers can create simpler or more complex data packages, depending on the structure of the starting data. Similarly, Europeana will manipulate the data to successfully complete the aggregation and enrichment.

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EDM CLASSES

The EDM has three basic classes of metadata that must be present in the data package provided to Europeana:

edm:ProvidedCHO [Descriptive and structural metadata]

The "provided object" (PCHO) itself (metadata about a painting, a film, a musical score, a book...)

edm:WebResource [Administrative metadata]

One or more accessible digital representations of this object (metadata about the digital surrogate, i.e. the author of the digital resource, the format, the rights, etc.)

ore:Aggregation [Administrative metadata]

Metadata about the aggregation process to represent the result of the activity of this provider (i.e. the direct link to the object record at the source and the direct link to the digital object).

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EXERCISE

"Tom Jones" is the photographer who took a picture of a painting in a museum. To which core class of metadata does "Tom Jones" belong?

Select an answer below and click 'Submit' to see the result. Read section 2.4 again if you do not remember the meaning of each core class.

- ◯ edm:ProvidedCHO
- ◯ ore:Aggregation
- ◯ edm:WebResource

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- ○ edm:ProvidedCHO
- ○ ore:Aggregation
- ● edm:WebResource

edm:WebResource
This class refers to metadata about the digital surrogate of the physical object

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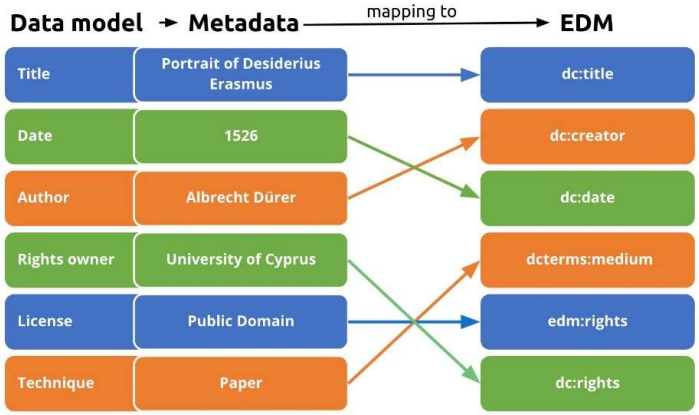
METADATA MAPPING

The process of **metadata mapping** is a way of **associating equivalent metadata values**. For example, while cataloguing your resources your institution adopts a standard where the metadata value used to describe the author of a physical item is “author”, while the corresponding value in EDM is “dc:creator”.

In short, mapping refers to the process of **creating a correspondence table** between two classifications.



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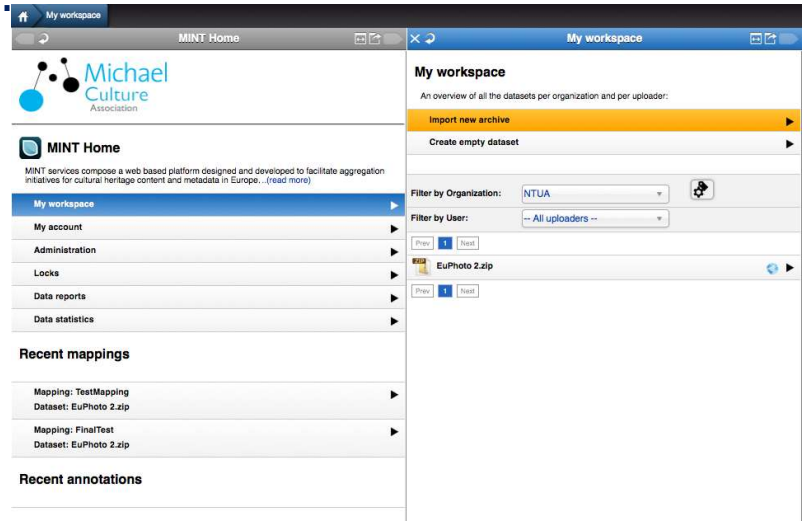
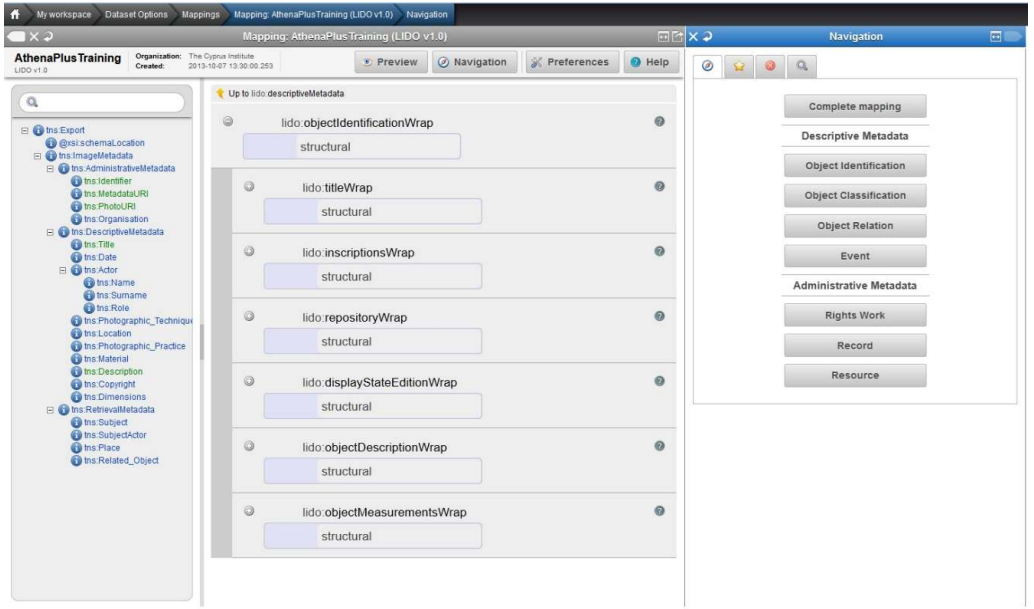
MINT MAPPING TOOL

In the Europeana ecosystem there are technological tools, like **MINT**, that helps doing this correspondence.





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SEMANTIC ENRICHMENT

Semantic enrichment is a process where metadata on cultural objects are augmented with a so-called "**semantic layer**".
You augment an object, creating a link to **one or more controlled vocabularies** representing contextual resources such as

- **places** (TGN, Geonames),
- **concepts** (AAT, Wikidata, etc.)
- **agents** (VIAF, Ulan, etc.) and
- **periods** (Wikidata).

Semantic enrichment is **crucial to improve discoverability** of cultural objects in Europeana.
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SEMANTIC ENRICHMENT

WIKIDATA
https://www.wikidata.org/

GeoNames
https://www.geonames.org/

AAT
https://www.getty.edu/research/tools/vocabularies/aat/

VIAF
https://viaf.org/en

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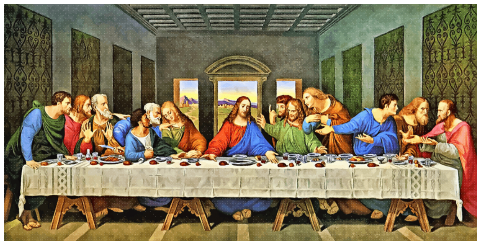
SEMANTIC ENRICHMENT

MILAN	LAST SUPPER	LEONARDO DA VINCI	FRESCO
TGN or GeoNames	Wikidata	VIAF or ULAN	Wikidata or AAT



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RIGHTS STATEMENTS

Rights statements and Creative Commons licenses can be used to express the copyright status of a digital object and provide information about how someone can re-use the object.

Europeana supports **14 different Creative Commons licenses**, **public domain tools and rights statements**.

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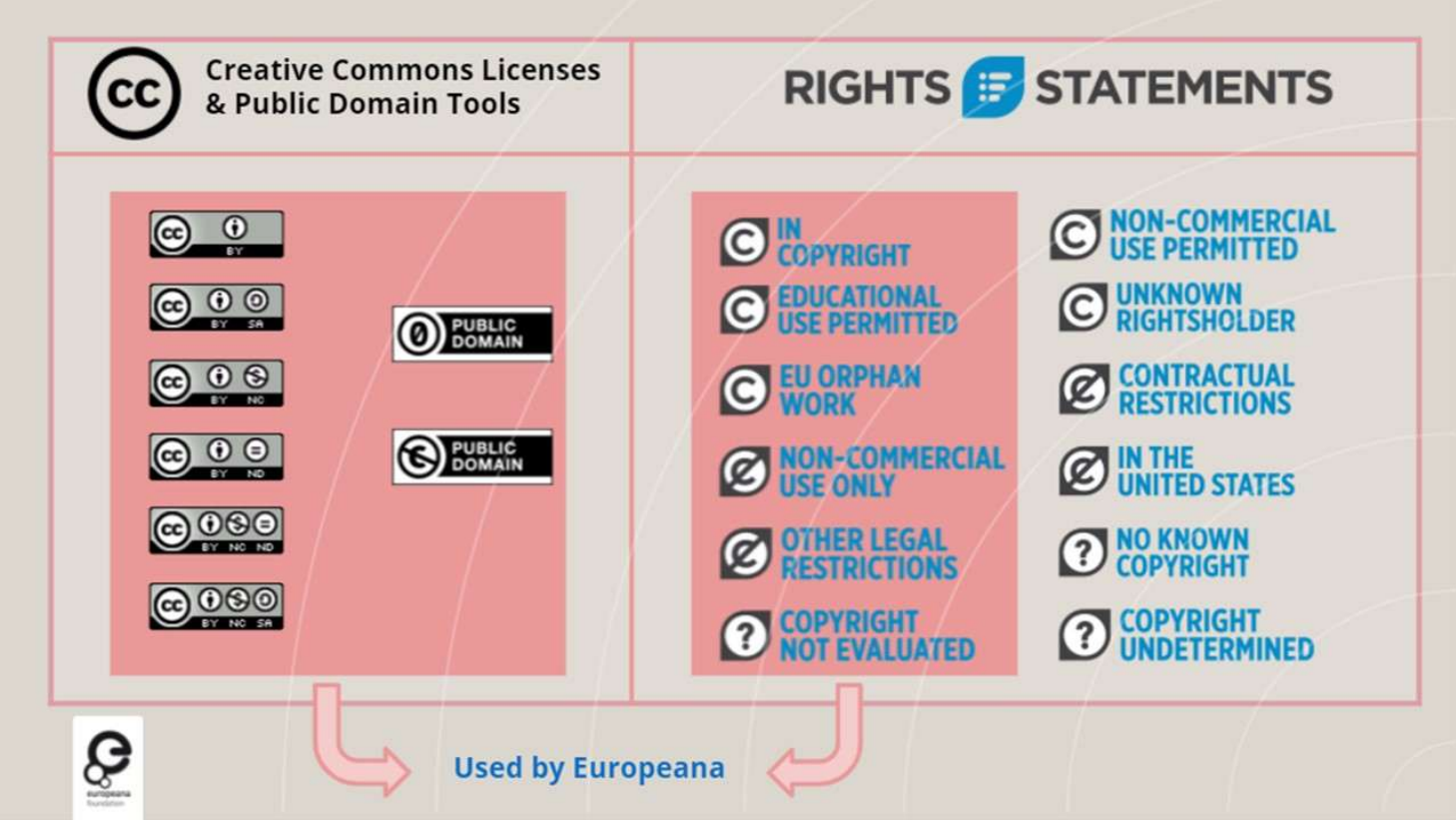

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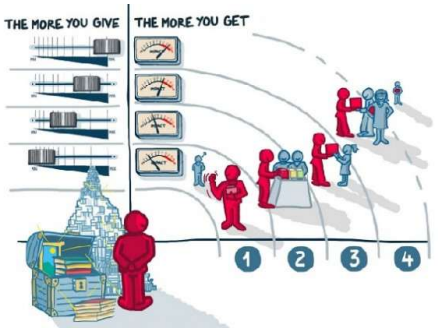
EUROPEANA PUBLISHING FRAMEWORK (EPF)

To manage data and deliver it in higher quality to Europeana's audiences, the **Europeana Publishing Framework** offers guidelines around the quality of content and metadata shared with Europeana.

The content (digital item) and metadata which data partners can provide will depend on their own agendas and capabilities. However, **the higher the quality** of information provided, the more benefit is created for audiences and the greater the potential use in education, research and the creative industries.

The quality of digital content and metadata is expressed in '***tiers***' by Europeana.

In short: **'the more you give, the more you get'**.



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METADATA TIERS

The richer and better structured the metadata are, the more likely it is that the material will be returned in search results. So enriching information about **subjects, places, people and time-spans** means more people will see, share and use it.

And adding information about which **language** the metadata uses will mean Europana can help the material to show up even if someone is searching in a different language.

The metadata tiers are three**: A, B, C where A is the lowest level and C the highest.**

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METADATA TIERS

TIER	LANGUAGE	ENABLING ELEMENTS*	CONTEXTUAL CLASSES**
A Europeana as a basic search platform. *'I want to find a specific item that I'm looking for.'*	At least 25% of the provided EDM metadata fields that are relevant have at least 1 language qualified value	At least one enabling element taken from one of the 'Discovery scenario' groups	None
B Europeana as an exploration platform. *'I want to browse and explore Europeana even if I'm not sure what I'm looking for.'*	At least 50% of the provided EDM metadata fields that are relevant have at least 1 language qualified value	At least three distinct elements taken from two of the 'Discovery scenario' groups	At least one contextual class with all minimum required elements, OR link to LOD vocabulary
C Europeana as a knowledge platform. *'I want to search and browse in a more precise way, by named authors, specific subjects or topics.'*	At least 75% of the provided EDM metadata fields that are relevant have at least 1 language qualified value	At least four distinct elements taken from two of the 'Discovery scenario' groups	At least two distinct contextual classes with all minimum required elements, OR links to LOD vocabularies

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CONTENT TIERS

The framework has **four tiers** of criteria relating to the quality of the content and its licensing. For example: if you have an image and want to reach tier 3 or 4, the minimum resolution for the image is 0.95 megapixel in size.

Regarding licenses, to reach **level 3 or 4** you need to choose one of the Europeana licenses that allows **free reuse** and provide a **direct link to the digital resource**.

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CONTENT TIERS

TIER	DIRECT LINK TO OBJECT PROVIDED	RIGHTS STATEMENTS	EUROPEANA API DISPLAYS	BENEFITS (CUMULATIVE)
1 Europeana as a search engine. ***'I want to search and browse collections online.'***	Yes. Minimum of 0.1 megapixel in size	Any from the Europeana licensing Framework	Metadata plus direct link to object	**Findability** - indexed by search engines, linked data technology **Web traffic** - click-throughs to your site
2 Europeana as a showcase. ***'I want to be guided through collections online.'***	Yes. Minimum of 0.42 megapixel in size	Any from the Europeana licensing Framework	Metadata plus direct link to object	**Use in thematic collections** - providing context and relation to other collections on Europeana **More marketing** through Europeana
3 Europeana as a distribution platform for non-commercial reuse. ***'I want to find, view and use collections in my own non-commercial projects.'***	Yes. Minimum of 0.95 megapixel in size	Any from the Europeana licensing framework that allow for some re-use	Metadata plus direct link to object and can filter to show only re-usable objects	**Impressions** - collections viewed on platforms outside of Europeana **Use in Europeana's existing partnerships and projects** in e.g. education and research **Use in apps and services** by third parties
4 Europeana as a free reuse platform. ***'I want to find, view and use collections in whatever way I choose.'***	Yes. Minimum of 0.95 megapixel in size	Any from the Europeana licensing framework that allow free re-use	Metadata plus direct link to object and can filter to show only re-usable objects	**Use on open platforms** like Wikimedia **Use by creative industry** **Use in commercial apps and services**

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IMAGE QUALITY CALCULATION

With regards to the digital object (the image or images associated to the description of your object), you will have to verify that it/they complies with the minimum requirements requested by Europeana.

The image must have a resolution of at least 0,42 megapixel in size to reach Tier 2 or **a minimum of 0,95 megapixel in size to reach Tier 3 or Tier 4.**

In order to calculate if your item respects the Europeana requirements, adopt the following formula:

(image base pixels x Image height pixels) : 1000000 = image size in megapixels

For example: an image with the dimensions of 1200 x 800 pixels results in (1200 x 800):1000000 = 0,96 megapixels. This would be enough to reach Tier 3 and 4.

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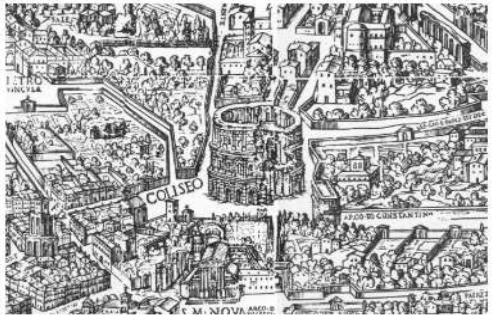
IMAGE QUALITY CALCULATION: EXERCISE

Image A	Image B
	
1299 x 899 pixel	700 x 484 pixel

Look at this public domain image of the Colosseum in the Middle Ages. We are offering you the same image twice, but the two images are different sizes. Can they both reach level 4 according to Europeana requirements? Select one of the options.

1. Only image B reaches level 4
2. None reaches level 4
3. Only image A reaches level 4

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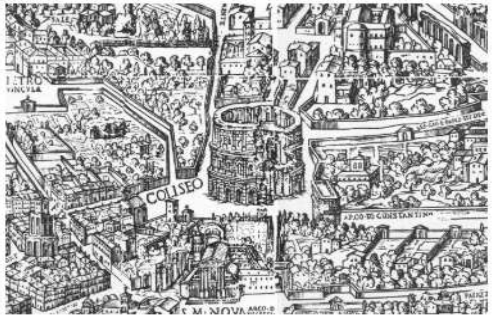
IMAGE QUALITY CALCULATION: EXERCISE

Image A	Image B
	
1299 x 899 pixel	700 x 484 pixel

Look at this public domain image of the Colosseum in the Middle Ages. We are offering you the same image twice, but the two images are different sizes. Can they both reach level 4 according to Europeana requirements? Select one of the options.

1. Only image B reaches level 4
2. None reaches level 4
3. Only image A reaches level 4

3. Only image A reaches level 4
The minimum requirement to reach level 4 is that an image has a minimum size of 0.95 megapixels. Image A has a resolution of 1299 x 899 pixels, corresponding to 1.17 megapixels.

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DATA EXCHANGE AGREEMENT

The **DEA** structures the relationship between Europeana and its data providers. It establishes two main rules relating to the intellectual property rights (IPR) in the metadata and content delivered to Europeana.

All metadata submitted to Europeana will be published as open data under the terms of the **Creative Commons Zero Public Domain Dedication (CC0)**. You can find more information about this license on this page of Creative Commons.

Each digital object (which includes the associated preview) that is available via Europeana needs to carry a rights statement that describes its copyright status and informs the users what they can or cannot do with the digital object. If an underlying material object is in the public domain, its digital surrogate should remain in the public domain.

Before publishing your collection in Europeana, your institution must sign the DEA.

For more information, please go to the Europeana Pro page on the DEA.

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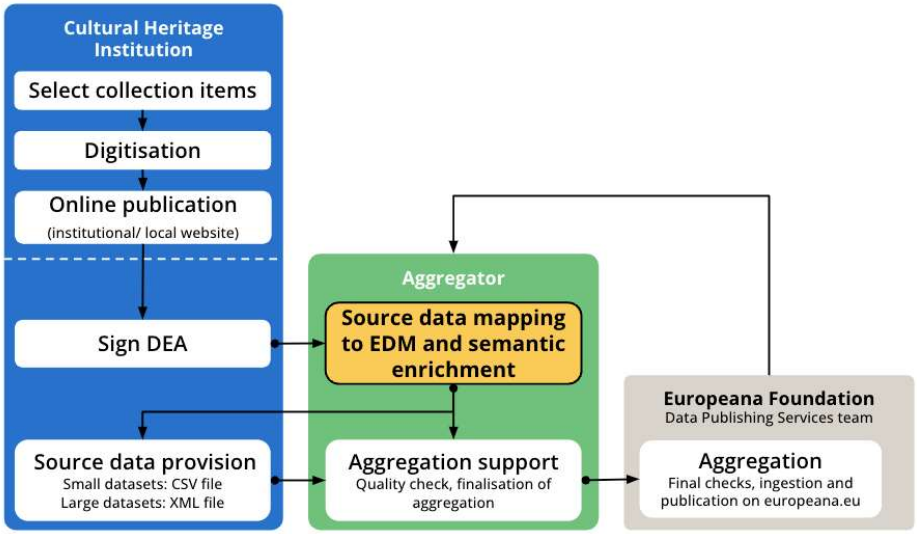
INGESTION AND OAI-PMH

it is still good to know about the last phase: the **ingestion process**.

This is usually done by **an aggregator**, an organisation supporting cultural institutions that provide metadata and digital content to Europeana.



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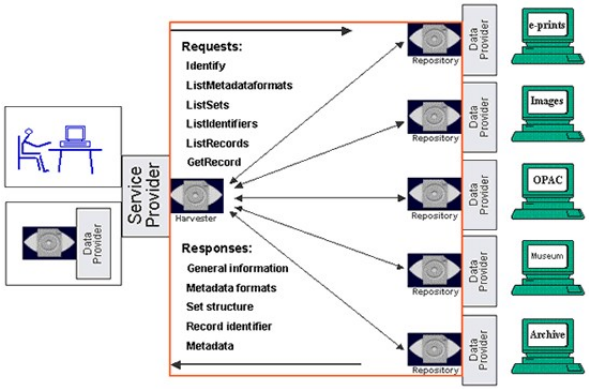
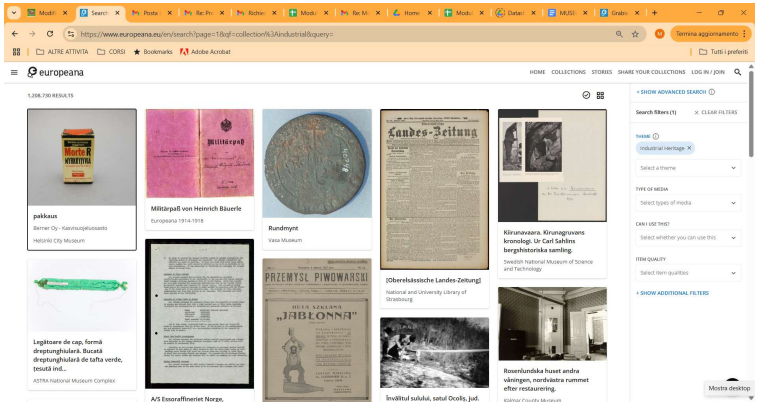
INGESTION AND OAI-PMH

According to the definition from the Europeana Glossary of Terms, **ingestion** is:

"The process of collecting, mapping and publishing the data from the Data Provider to Europeana."

On a more basic level this means updating and inserting metadata records into the Europeana database and making those records available in the **europeana.eu website**.





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WHAT TO DO IN PRACTICE

Once you have prepared the digital collection, you can get in contact with an aggregator.

Small datasets can be transferred to it via a **CSV file** (transformed from your Excel)
Bigger datasets can be transferred via an **XML file or OAI-PMH** (in this case, more technical expertise is needed).

Finally, the last phase will start.

Metadata are harvested by Europeana via the **Open Archives Initiative Protocol for Metadata Harvesting (OAI-PMH)**, a protocol developed for harvesting metadata descriptions of records in an archive so that services can be built using metadata from many archives. Europeana has developed an implementation of OAI-PMH that supports representing metadata in EDM.

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DO YOU WANT TO TRY?

Do you want to try sharing some contents with Europeana?
You can even try with just ten digital object…

It is sufficient that:

- Your digital resources are available online (digital library or dark repository)
- You contact us
- We send you a small survey
- You answer the survey and send us one dataset for analyse
- We give you advice how to reach high tiers and publish high quality metadata

- **A free service within the Europeana DSI initiative!**

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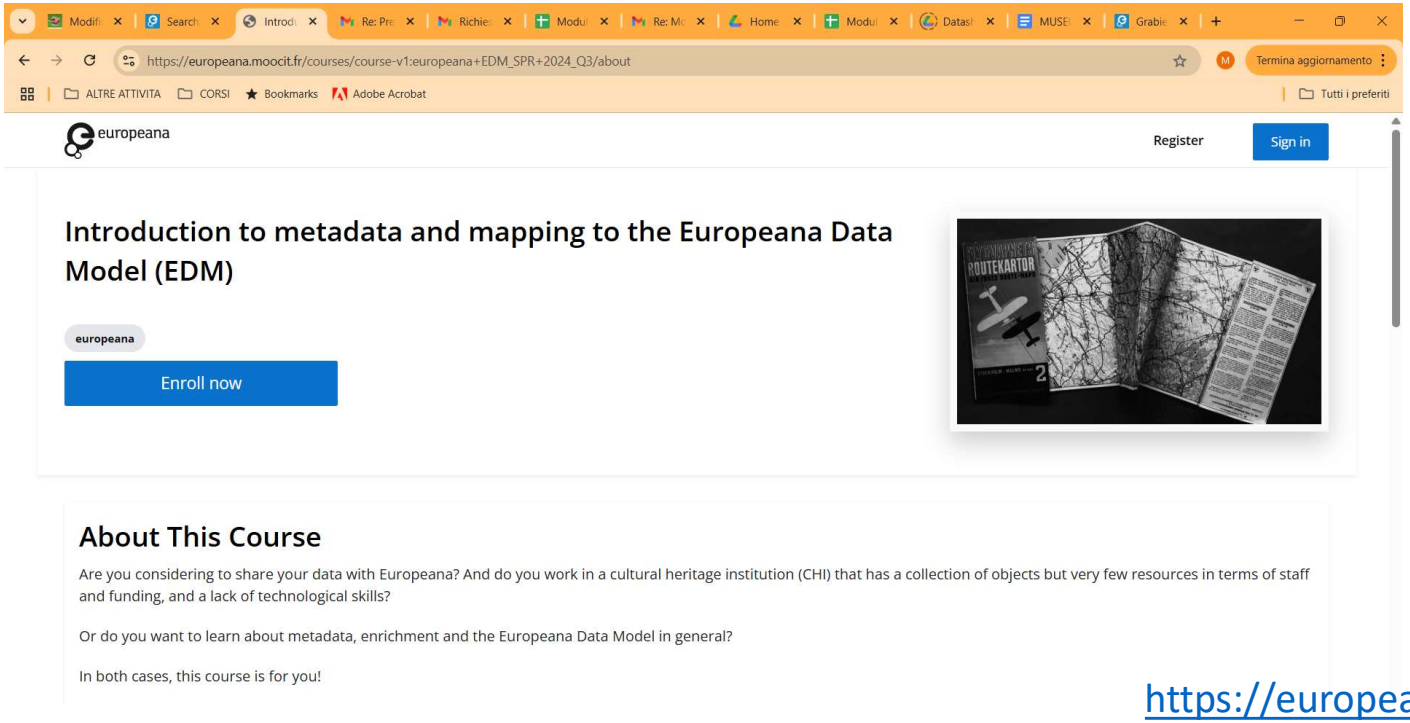
TRAIN ON THE EUROPEANA ACADEMY



https://europeana.moocit.fr/courses/course-v1:europeana+EDM_SPR+2024_Q3/about

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SURVEY ON THE CURRENT LEVEL OF DIGITAL TRANSFORMATION OF GLAMs

As part of its activities to support the digital transformation of cultural heritage communities, Michael Culture Association is launching a survey on the level of digital transformation maturity of European cultural institutions.

By “digital transformation” we mean the integration of digital technology into all areas of your work, profoundly altering the way you operate and bring value to your users. It's also a cultural shift that requires institutions to continually question the status quo, experiment and become familiar with failure.

https://forms.gle/sWEzz5ryaZcu8BZB8

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Thanks!

Maria Teresa Natale
contact@michael-culture.eu

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