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Reviewers (organisation)	

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V1	2015-09	Arlene Peukert	SPK	First version
V2	2015-09	Maria Teresa Natale, Arlene Peukert	ICCU/ SPK	Second version
V3	2015-10	Maria Teresa Natale	ICCU	Final check

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1. EXECUTIVE SUMMARY

This Deliverable (7.6) coordinated by SPK (Germany) presents the AthenaPlus publications issued in the lifetime of the project. The three booklets (initially planned in the DoW were at least two booklets) were produced within the frame of WP7 in cooperation with WP1 in order to disseminate the outcomes achieved by different work packages to a wider public. The AthenaPlus publications extend the series of publications produced during the ATHENA and Linked Heritage projects.

In this document the following publications will be presented:

- Booklet on Digital Storytelling | "Digital Storytelling and Cultural Heritage: Stakes and Opportunities"
  → The booklet gives an overview of tools and applications that may serve as examples for the development of creative applications for the use and reuse of digital cultural heritage content.
- Booklet on DEMES | "Metadata for the Description of Digital Exhibitions: The DEMES Element Set"
  → A set of 30 descriptive elements for digital exhibitions, grouped into seven semantic sections derived from existing standards.
- Booklet on LIDO | "Implementing LIDO"
  → The publication provides to potential and new users of LIDO (Lightweight Information Describing Objects) a methodology for implementing the LIDO schema.

The booklets produced are available in English. They are accessible online under the following link: http://athenaplus.eu/index.php?en/169/publications. Furthermore, 1000 copies of each of the AthenaPlus booklets are distributed among GLAMs and other interested parties.
All three booklets are licensed under a Creative Commons Attribution Non-Commercial Share Alike Licence (CC-BY-NC-SA) http://creativecommons.org/licenses/by-nc-sa/3.0/

2. INTRODUCTION

Presenting and disseminating the services and achievements of the AthenaPlus project to a wide audience (especially GLAMs) can be best realized by the help of AthenaPlus booklets that summarize the outputs of the project in a clear, structured and easy way. The booklets were made available in print as well as in a digital format and distributed by the coordinator. The AthenaPlus booklets will not only document the outcomes of the project but also guarantee the sustainability of the project's services.

The booklet on "Digital Storytelling and Cultural Heritage: Stakes and Opportunities" is based on the "Report on existing tools and devices related to narrative approaches and requirements functionalities" (http://www.athenaplus.eu/getFile.php?id=178) that gives an overview of tools and applications that may serve as examples for the development of creative applications for the use and reuse of digital cultural heritage content. Starting from the results of this deliverable the booklet on Digital Storytelling intends to inform GLAMs about opportunities and stakes connected to digital storytelling.

The booklet on "Metadata for the Description of Digital Exhibitions: The DEMES Element Set" was put forward by the Digital Exhibitions Working Group (digitalexhibitions.org), composed of researchers dealing with questions and practices connected to the creation of digital exhibitions. The best-practices booklet on DEMES summarizes the research work carried out by the working group and introduces an easy schema for the description of digital exhibitions helping GLAMs to improve the current descriptive practice through standardization and thus facilitate the accessibility and discoverability of digital exhibition in the web.

The booklet on "Implementing LIDO" provides to potential and new users of LIDO (Lightweight Information Describing Objects) a methodology for implementing the XML schema. The presented LIDO implementation methodology was developed in the AthenaPlus project as part of WP7, as suggested by the reviewers in the intermediate review. It focuses on providing help and advice to users so that data can be exported successfully to portals and platforms.

2.1 Background

In the former ATHENA and Linked Heritage projects best-practice booklets on a number of topics related to digital cultural heritage, the management and making available of digital cultural heritage were produced. These booklets are a collaborative effort of institutions involved in the Europeana projects and are set out to support GLAMs in various fields of digitisation, making accessible and use and reuse of digital cultural heritage. The handy booklets are composed of short chapters giving precise and easy to understand information. Tables, graphs, illustrations, and examples support the understandability of the chapters. In the three new AthenaPlus booklets on digital storytelling, metadata for the description of digital exhibitions and LIDO this success strategy is continued.

In the same series are already available:

- Digitisation: Standards Landscape for European Museums, Archives, Libraries
- Persistent Identifiers (PIDs): Recommendations for Institutions
- Digital Cultural Content: Guidelines for Geographic Information
- Lightweight Information Describing Objects (LIDO): The International Harvesting Standard for Museums
- Geocoded Digital Cultural Content
- Your Terminology as a Part of the Semantic Web: Recommendations for Design and Management

2.2 Role of this Deliverable in the project

This deliverable plays a key role in disseminating the outcomes of the AthenaPlus project. In the third and final year of the AthenaPlus project outstanding achievements in the field of research, service development, sustainability, use and reuse of digital cultural heritage were summarized and put together in the form of booklets ready to be distributed among GLAMs and other interested parties. D7.6 makes accessible services and finding by other work packages and associated partners of the project.

Work Package	Name	AthenaPlus Booklet
WP7 in cooperation with WP6	Creative applications for the use and reuse of cultural resources	Digital Storytelling and Cultural Heritage: Stakes and Opportunities
WP7	Awareness and dissemination	Metadata for the Description of Digital Exhibitions: The DEMES Element Set
WP7 in cooperation with WP2	Coordination of content and standards	Implementing LIDO

2.3 Addition to the original deliverable

Initially D7.6 was planned to contain at least two publications – "Digital Storytelling and Cultural Heritage: Stakes and Opportunities" & "Metadata for the Description of Digital Exhibitions: The DEMES Element Set". Because of the results achieved in WP2 and the need to give users and potential new users of LIDO in-depth advice and help on how to employ the XML schema of LIDO it was decided to publish a third AthenaPlus booklet. The booklet on "Implementing LIDO" adds to the rich spectrum of the already available publications in the series and, furthermore, illustrates the productiveness of the AthenaPlus consortium. Like the other booklets also the third AthenaPlus booklet on LIDO will be a valuable tool for GLAM institutions.

3. BOOKLET ON DIGITAL STORYTELLING

The AthenaPlus booklet "Digital Storytelling and Cultural Heritage: Stakes and Opportunities" was edited by WP7 in cooperation with WP6 "Creative applications for the reuse of cultural resources". Texts are composed by Julien Brouillard, Claire Loucopoulos (Dédale, France) and Barbara Dierickx (Packed, Belgium), the foreword is given by Simonetta Buttò, AthenaPlus project coordinator.

One of the aims of the AthenaPlus project is to experiment with enriched metadata. By means of tools that support the development of virtual exhibitions, tourist and didactic applications and digital storytelling digital cultural content can be reused and also be adapted for the needs of different user groups (tourists, schools, scholars).

During the project life-cycle, an overview of existing tools and applications that may serve as examples for the development of the creative applications for the (re)use of digital cultural heritage content has been produced. Starting from the results of the report on existing tools and devices related to narrative approaches, this booklet intends to inform cultural institutions on stakes and opportunities given by digital storytelling. The first three chapters are devoted to explain what digital storytelling is, and to inform about tools, devices and services in this field. Finally, recommendations are given to GLAMs willing to implement digital storytelling projects as well as technical guidelines for the implementation of digital storytelling projects.

Available at: http://www.athenaplus.eu/getFile.php?id=556

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Cover of the AthenaPlus booklet "Digital Storytelling and Cultural Heritage: Stakes and Opportunities"

4. BOOKLET ON DEMES (Metadata for the description of digital exhibitions)

The AthenaPlus best-practice booklet on "Metadata for the Description of Digital Exhibitions: The DEMES Element Set" was produced by the Digital Exhibitions Working Group, an association of institutions conducting research on the field of digital exhibition creation and management. Texts in the booklet were written by Giuliana De Francesco (MIBACT, Italy), Werner Schweibenz (BSZ, Germany), Stefan Rohde-Enslin and Arlene Peukert (SPK, Germany). The foreword of the booklet was written by Simonetta Buttò. The current version of the booklet on "Metadata for the Description of Digital Exhibitions: The DEMES Element Set" is available as version number 0.9 allowing an adaption and enhancement of the publication in the future.

A way of supporting GLAMs in providing object data for publication in Europeana and to also encourage them in using and reusing cultural content for education and tourism is by providing instruments and tools helping them in enlarging their knowledge on digitisation issues.

This booklet on Metadata for the description of digital exhibitions contains a proposal of a metadata set for describing digital exhibitions. DEMES represents a new result and wants to fill a gap on the field of standards and terminology for describing digital in order to allow digital exhibitions to be better searched on the web and reached by a wider number of potentially interests users. In the framework of the ATHENAplus project the CMS MOVIO was developed, an open-source tool facilitating the realization of online digital exhibitions. MOVIO back-end offers users valuable functionalities, helping
curators to make their digital exhibition a rich display of their institutional digital cultural content. MOVIO digital exhibition module already includes many of the descriptive elements (DEMES).

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Associated Publication
Catalogue Or Index
Contributor
Curator
Date
Description
Identifier
Is Accessed Via
Item Format
Itemtype
Language
Provenance
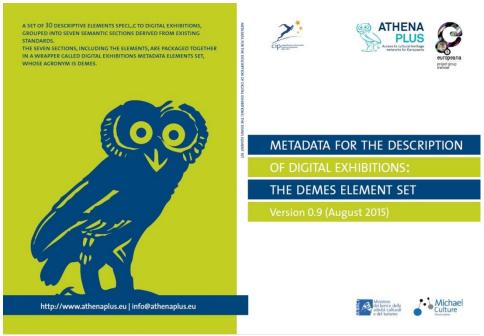Publisher
Relation
Requires
Rights
Rights Holder
Spatial Coverage
Sub-Collection
Subject
Super-Collection

Target Audience
Temporal Coverage
Title
Type
4. References

Cover AthenaPlus booklet "Metadata for the Description of Digital Exhibitions"

5   BOOKLET ON LIDO

The AthenaPlus booklet on "Implementing LIDO" was produced in the frame of WP2, Coordination of content and standards. Authors of the booklet are Gordon McKenna (Collections Trust), Regine Stein (Bildarchiv Foto Marburg). The foreword to the publication was authored by Monika Hagedorn-Saupe (SPK)-

The purpose of this publication is to provide a methodology for implementing LIDO and in doing so give help and advice to potential and new users of LIDO seeking to employ LIDO. The booklet introduces the basics of LIDO by explaining to the reader what LIDO is, how it works and what its design principles are. Furthermore, the publication also points out what new user have to take into consideration when wanting to implement LIDO. A chapter of the booklet is dedicated to general LIDO issues (elements containing data, languages of the record and elements, display and indexing elements, repeatable elements, preference of repeatable elements, events). Afterwards, the special areas of LIDO are introduced: object classification area, object identification area, event area, object relation area, rights for work area, record area, and resource area. The booklet closes with a chapter on LIDO implementation advice, providing the reader with valuable information about for example how to use the collections management system, how to start implementing LIDO, and which steps to undertake to add to the richness of the LIDO records (mandatory, recommended, optional).

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6. USAGE AND DISSEMINATION

The AthenaPlus booklets continue the publication series authored in the frame of the former ATHENA and Linked Heritage projects. These booklets were praised for their value and usefulness for the GLAMs industries. The three best-practice booklets produced in the AthenaPlus project continue this success story and present to the readership up-to-date topics from the field of digital cultural heritage and digital cultural content management. They introduce aspects of highly-relevant themes such as digital storytelling, collections management and describing digital exhibitions. GLAM institutions wishing to deepen their knowledge on any of these fields find in the booklets helpful advice in how to proceed. The booklets address a wide audience, especially from the GLAM sector, and offer information derived from the project's work in a precise and easily understandable format. Booklets will be distributed by consortium members of the AthenaPlus project as well as by associated partners and institutions. The publications will be spread at relevant events and workshops and can furthermore also be downloaded from the AthenaPlus project website. AthenaPlus project partners are obliged to disseminate news about the booklets via their own institutions' communication channels. Three postcards were also produced to advertise the booklets.

7. CONCLUSION

The Deliverable 7.6 sums up the findings presented in the best-practice booklets published by the AthenaPlus consortium. D 7.6 is composed of three publication: "Digital Storytelling and Cultural Heritage: Stakes and Opportunities", "Metadata for the Description of Digital Exhibitions: The DEMES Element Set", and "Implementing LIDO". These booklets present the results and outcomes achieved by WP 2, WP 6 and WP7.

Milestone 17 "Publications of two AthenaPlus dissemination booklets" was planned to be reached at project month 27. Due to the addition of a third booklet on "Implementing LIDO" as well as the necessity to wait for all the relevant project outcomes to be finalized, D7.6 could only be completed by project month 31. Especially the outcomes documented in the booklet on "Metadata for the Description of Digital Exhibitions: The DEMES Element Set" were partly a result of constant discussion among AthenaPlus consortium members. DEMES version 0.9 was presented at the plenary meeting in Barcelona in project month 29. On this occasion project partners gave valuable feedback on the metadata schema which was used to revise and finalize the booklet.
The AthenaPlus publications are now taking also into consideration results achieved in the final state of the project, culminating in a richer and more valuable end result.