<table>
<thead>
<tr>
<th><strong>Project Acronym:</strong></th>
<th>euromuse</th>
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<tr>
<td><strong>Contract Number:</strong></td>
<td>C046229</td>
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<tr>
<td><strong>Starting date:</strong></td>
<td>01.01.2008</td>
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<td><strong>Ending date:</strong></td>
<td>31.12.2010</td>
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<td>Bi-annual Management Report 3</td>
</tr>
<tr>
<td><strong>Task/WP related to the Deliverable:</strong></td>
<td>WP1</td>
</tr>
<tr>
<td><strong>Type (Internal or Restricted or Public):</strong></td>
<td>Public</td>
</tr>
<tr>
<td><strong>Author(s):</strong></td>
<td>Thorsten Siegmann, SPK, Svenja Pokorny, Amitié</td>
</tr>
<tr>
<td><strong>Partner(s) Contributing:</strong></td>
<td>All</td>
</tr>
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| **Contractual Date of Delivery to the CEC:** | T0+19 (July 2009) |
| **Actual Date of Delivery to the CEC:**     | 30 June 2009      |

**Project Co-ordinator**

- **Company name**: Stiftung Preussischer Kulturbesitz
- **Name of representative**: Prof. Monika Hagedorn-Saupe
- **Address**: In der Halde 1
- **Phone number**: +49 30 8301 494
- **Fax number**: +49 30 8301 504
- **E-mail**: m.hagedorn@smb.spk-berlin.de
- **Project WEB site address**: [http://www.euromuse.net](http://www.euromuse.net), [http://www.euromuse-project.net](http://www.euromuse-project.net)
## Table of Contents

1. Description of the activities and results ................................................................. 3
2. Conclusions ............................................................................................................. 18
3. Objectives for the next period .................................................................................. 19
1. **Description of the activities and results**

The project is structured in the following work-packages:

- **WP 1**  Project management
- **WP 2**  Technical adaptations and refinements
- **WP 3**  Dissemination
- **WP 4**  Deployment site
- **WP 5**  Stakeholder support/ documentation, expanding the service
- **WP 6**  Planning and sustainability
1.1 Project management

Workpackage start: 01.01.2008
Workpackage end: 31.12.2010

Objectives
- To manage the administrative and technical issues of the euromuse.net project
- To ensure that the project meets its contractual commitments in an effective and high-quality way, respecting contractual deadlines.

Work done and Results obtained

SPK:
Participation 5th euromuse.net project meeting in Bologna 19-20 January 2009
Participation rehearsal meeting in Brussels 23rd February 2009
Participation 2nd review meeting in Brussels 24th February 2009
Participation euromuse.net project meeting in Berlin meeting 30th March 2009
Participation 7th euromuse.net project meeting in Bologna 20th -21st May 2009

IBACN:
Participation 5th euromuse.net project meeting in Bologna 19-20 January 2009
Participation rehearsal meeting in Brussels 23rd February 2009
Participation 2nd review meeting in Brussels 24th February 2009
Participation euromuse.net project meeting in Berlin meeting 30th March 2009
Participation 7th euromuse.net project meeting in Bologna 20th -21st May 2009

Province of Rimini:
Participation 5th euromuse.net project meeting in Bologna 19-20 January 2009
Participation rehearsal meeting in Brussels 23rd February 2009
Participation 2nd review meeting in Brussels 24th February 2009
Participation euromuse.net project meeting in Berlin meeting 30th March 2009
Participation 7th euromuse.net project meeting in Bologna 20th -21st May 2009

Municipality of Rimini:
Participation 5th euromuse.net project meeting in Bologna 19-20 January 2009
Participation rehearsal meeting in Brussels 23rd February 2009
Participation 2nd review meeting in Brussels 24th February 2009
Participation euromuse.net project meeting in Berlin meeting 30th March 2009
Participation 7th euromuse.net project meeting in Bologna 20th -21st May 2009

Amitié srl:
Participation 5th euromuse.net project meeting in Bologna 19-20 January 2009
Participation rehearsal meeting in Brussels 23rd February 2009
Participation 2nd review meeting in Brussels 24th February 2009
Participation euromuse.net project meeting in Berlin meeting 30th March 2009
Participation 7th euromuse.net project meeting in Bologna 20th -21st May 2009

Conduction of the periodic reviews to monitor the overall functioning of the trans-national partnership.
Entry of two new partner organisations:
Two new organisations OKV – openbaar kunstbezit vlaanderen from Belgium and Suomen Museoliitto Finland, both significant in the museum and tourism scene in their countries, have been won to enter the euromuse.net consortium and to bring in their experience and contacts to the euromuse.net project to tackle the withdrawal of the KHM from the project.

Deliverables provided:
- D1.3.3 Bi-annual Management Report

Degree of Achievement of the Objectives: Fully achieved.
1.2 Technical adaptations and refinements

Workpackage start: 01.01.2008
Workpackage end: 30.06.2008

Objectives
- To adapt a stable euromuse.net platform, which offers services ready for the initial deployment
- To improve a full open source software
- To adapt the Harmonise tourism ontology to cover the format requested by euromuse.net
- To establish mappings between existing tourism databases and the euromuse.net service
- To translate the user interface (currently available only in English) in the languages of the partner countries.

Work done and Results obtained
- Activity completed in Milestone I

Degree of Achievement of the Objectives: Fully achieved
1.3 Dissemination

Workpackage start: 01.01.2008
Workpackage end: 31.12.2010

Objectives
- To encourage the use of the euromuse.net service by other museums and tourism organisations.
- To market to other countries the value of the euromuse.net services and so to recruit new members in the euromuse.net network.

Work done and Results obtained
- Two project workshops were organised and carried out in Xanten, Germany and Bologna, Italy.
- Presentations of the project during conferences and events have taken place (please find a detailed list below).
- Co-operation with NEMO – Network of European Museum Organisations improved.
- Maintenance and continuous updates of project website.
- The dissemination strategy has been refined.
- Online visibility has been improved by optimising SEO.
- Continuous updates of upcoming events, fairs and other relevant activities (included below).

Articles & Publications:
- article at NEMO-News 2009.
- one page in the SPAZIO EUROPA brochure of Emilia-Romagna Region.
- one page in the newsletter - edition May 09 of the Portuguese Association of Museology.
- Highlights section at CulturalItalia website (random display).
- Highlights section at IBC website (continuous display).
- Internet:
  - http://www.library.auckland.ac.nz/subjects/arc/os_websites/arcsourc3.htm

Promotional material – leaflet
- Request for quotes to identify the design Agency in order to develop the euromuse.net leaflet.
- idealization of the texts and graphic guidelines for euromuse.net leaflet and translations.
- search for images for public relations material.
- More over a standard form was written to disseminate the web portal in order to get new museums which promote their own exhibition in the euromuse.net site.
- Improvement of communicational material and standard forms for contact to the participating as well as to new participants.
Conferences, workshops and public presentations

- Conference “Musei e Turismo Culturale” in Bologna 20th February 2009 presenting the euromuse.net service to the Regional and Supraregional Museum system and involved the most important public tourist bodies of the Emilia-Romagna Region. Among the speakers Mario Lugli (vice-president of the Unione di Prodotto Città d’Arte), and Massimo Gottifredi (president of APT, the Tourist Board of the Emilia Romagna Region). The cooperation with both bodies continued. Further meetings with smaller regional tourism bodies were added to further develop the euromuse.net service from a tourist point of view and find a common ground for exploitation.
  - http://www.ibc.regione.emilia-romagna.it/wcm/ibc/eventi/euromuse.htm;
  - http://www.mclink.it/com/inform/art/09n00639.htm
- Salone del restauro at Ferrara 25-28 March 2009 - promotional material in the IBACN stand. Project’s presentation to a targeted certain number of entities present at the fair.
- CulturaItalia seminar the 02.04.09 in Rome - public presentation of euromuse.net by IBACN director to the audience of the first national presentation of CulturaItalia organized by the Italian Ministry of Heritage and Cultural Activities at Rome.
- ICOM International Museums Day seminar in Bologna the 15.05.09 - public presentation of euromuse.net project held by museums service head of IBACN, to the audience of the regional seminar International Museum Day 2009 organized by ICOM under the theme "Museums and Tourism" at Bologna.
- Presentation of the unique IBC database the 05.06.2009 in Bologna - presentation of euromuse.net during the public presentation of the unique data base of IBACN. In the database, all the museums of the Emilia Romagna which are euromuse.net members have links pointed to euromuse.net.
- For the second time this year the project will be present in the frame of the annual edition of Festival of ancient world (thousands of people attend every year to the event) from 18 to 21 on June 2009.

Meetings and presentations

- The project was presented at ENTER09 conference in Amsterdam (January 31st).
- The project was presented as best practice case for the CEN/ISSS eTOUR workshop agreement.
- CulturaItalia seminar the 02.04.09 in Rome - public presentation of euromuse.net by IBACN director to the audience of the first national presentation of CulturaItalia organized by the Italian Ministry of Heritage and Cultural Activities at Rome.
- At May 14th, 2009, the project has been introduced at the International Museum’s Day at Perl/Borg, Germany to find new users and participants. Contacts to a regional portal “plurio” have been established; the World cultural heritage site Völklinger Hütte joined euromuse.net and further museum contacts have been established at this conference.
- ICOM International Museums Day seminar in Bologna the 15.05.09 - public presentation of euromuse.net project held by museums service head of IBACN, to the audience of the regional seminar International Museum Day 2009 organized by ICOM under the theme "Museums and Tourism" at Bologna.
In the framework of the MAI-Tagung a euromuse.net workshop has been held in Xanten, Germany on the 27.05.2009. Valuable feedback could be generated, new museums have been contacted and informed about euromuse.net.

The euromuse.net project and the Museumsportal Berlin, an Internet exhibition calendar met to exchange experiences in editing an exhibition portal and dissemination in the Internet. The meeting took place the 05th of June, 2009.

The Danish Museum Association visited the euromuse.net project in Berlin at the 11th of June to be informed about the euromuse.net project. The aim of this meeting was to establish contacts to Danish stakeholders and further museums in Denmark.

On a meeting at the 12th of June, the Dutch Museum Association and the euromuse.net project agreed on a co-operation between the two portals and an exchange of data.

The project was presented in the framework of a public lecture (‘La cultura parla europeo’) organised in Rome by the Istituto Sturzo the last 5-6th November 2008. The event was an ideal place to link with further institution. The most importans: Pietro Celotti, Province of Ancona and their project R.I.V.E.R; Laura Gasparini, Municipality of Reggio Emilia representing the SETSE project - Seeing Europe Through a Stranger’s Eyes; Filippo Guarini, Textile museum of Prato representing the Eurotex ID project. Contacts with further European project have been established, e.g. CALLAS (Convenying Affectiveness in Leading-edge Living Adaptive Systems).

<table>
<thead>
<tr>
<th>Institution</th>
<th>Town/ country</th>
<th>Contact person</th>
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<th>aim</th>
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<tr>
<td>Accademia delle Belle Arti di Napoli</td>
<td>Naples / Italy</td>
<td>Giovanna Cassee; Prof. Augusto Giuffredi</td>
<td>26.03.09</td>
<td>Project's presentation</td>
<td>Positive, sent further info about Euromuse</td>
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<td>Aosta / Italy</td>
<td>Apolonia; Carla Fiou</td>
<td>26.03.09</td>
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<td>Museo Civico di Storia Naturale di Ferrara</td>
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<td>Fausto Pesarini</td>
<td>26.03.09</td>
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<td>Soprintendenza per i beni Archeologici delle Province di Napoli e Caserta</td>
<td>Naples / Italy</td>
<td>Barbara</td>
<td>27.03.09</td>
<td>Restoring contacts for update information request</td>
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<td>Junta de Turismo della regione Castilla y Leon</td>
<td>Valladolid / Spain</td>
<td>González Barroso</td>
<td>27.03.09</td>
<td>Project's presentation</td>
<td>Positive, sent further info about Euromuse</td>
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<tr>
<td>Istituto Nazionale per la Grafica</td>
<td>Rome / Italy</td>
<td>Rita Parma</td>
<td>02.04.09</td>
<td>Project's presentation</td>
<td>Positive, sent further info about Euromuse</td>
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<tr>
<td>IAT Comune di Argenta / Ecomuseo</td>
<td>Argenta / Italy</td>
<td>Monica Paluan</td>
<td>08.04.09</td>
<td>Was sent access code for TYPO3 and assistance</td>
<td>entries in progress</td>
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<tr>
<td>Galleria Civica di Modena</td>
<td>Modena / Italy</td>
<td>Gabriella Roganti</td>
<td>06.04.09</td>
<td>Restoring contacts for update information request</td>
<td>Denied. Internal Human resources are not available for updates</td>
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<tr>
<td>Galleria Nazionale d'Arte Moderna e Contemporanea di Roma</td>
<td>Rome / Italy</td>
<td>Fabiana Verolini</td>
<td>08.04.09</td>
<td>Was sent access code for TYPO3 and assistance</td>
<td>Updates made. New entries in progress</td>
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<tr>
<td>Museu da Agua APOREM</td>
<td>Lisbon/ Portugal</td>
<td>Margarida Ruas Pedro Inacio</td>
<td>10.04.09</td>
<td>Project's presentation</td>
<td>Positive. Waiting for internal resources evaluation and availability of the service in Portuguese language</td>
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<td>Instituto dos Museus e Conservação – Rede Portuguesa de Museus</td>
<td>Lisbon/ Portugal</td>
<td>Joana Monteiro</td>
<td>09.04.09</td>
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| Consorzio Bologna Incoming | Bologna / Italy | Genesini Paola Vannini | 09.04.09 | Project's presentation | availability of the service in Portuguese language |
| OTEBAC | Rome / Italy | Maria Teresa Natale | 02.04.09 | Project's presentation | assessment of future collaborations |
| Regione Emilia Romagna – Servizio Turismo | Bologna/ Italy | Schiff Laura | 29.05.09 | Project's presentation | Assessment of future collaborations |
| Musei dell'Ateneo Modena | Modena/ Italy | Elena Corradini | 15.06.09 | Project's presentation | Positive, sent further info about Euromuse |
| Sistema Museale della Provincia di Ravenna | Ravenna/ Italy | Gabriele Gardini | 15.06.09 | Project's presentation | Positive, sent further info about Euromuse |
| Mambo - Museo d'Arte Moderna di Bologna | Bologna/ Italy | ElisaMaria Cerra | 04.05.09 | Restoring contacts for update information request | Requested half-day training about TYPO3 |
| Palazzo Massimo – Museo Nazionale di Roma | Rome/ Italy | Rita Paris | 01.05.00 | Project's presentation | Update information request, in progress. |
| Soprintendenza Speciale per i Beni Archeologici di Napoli e Pompei | Napoli/ Italy | Daniela Giampaola | 01.05.09 | Restoring contacts for update information request | None |
| Soprintendenza Speciale per i Beni Archeologici di Roma | Roma/Italy | Pasquale Porreca | 01.05.09 | Restoring contacts for update information request | Was sent access code for TYPO3 and assistance |
| Museu Berardo | Lisbon/ Portugal | Maria Conceiçao Bermudez | 02.05.09 | Project's presentation | None |

- **Deliverables provided:**
  No Deliverables to provide in this period

**Degree of Achievement of the Objectives:** Fully achieved, everything running well and as foreseen in the schedule
1.4 Deployment site

Workpackage start: 01.05.2008
Workpackage end: 31.12.2010

Objectives
• To set-up the deployment sites for piloting the service with the target users.
• To fully understand the requirements of pilot users, and identify potential for customising the service.
• To encourage the use of the euromuse.net service by other museums and tourism organisations.
• To encourage feedback, comments and suggestions from stakeholders and experts beyond the project, as valuable pointers towards subsequent improvements of the service.
• To define the roll out strategy of the final service, and identify the maintenance and operational activities.

Work done and Results obtained
• Deployment sites continued working
  o Several Museums have been contacted and informed about euromuse.net (find a list below)
  o Several museums declared their interest to join the service or already joined the service (find a list below)
  o In Austria the developmental environment was further administrated and tracking of operational test data and live-test results operated. Austria took care for connectivity of the service and recovery actions.
• contacts to more museums all over Europe could be established through the NEMO-network
• euromuse.net portal has been adapted to Spanish and Portuguese languages and now directly addresses Spanish and Portuguese speaking populations of the world

Museum portals contacted:
- Museum portal Netherlands → Agreement on a co-operation and data exchange
- Danish Museums association → Contact to a Danish exhibition portal
- Saarbrücken Museumsverband → Contact to a culture portal in Luxembourg and at Saar region

New museums, joined the service:

Museums, which joined the service, declared interest to join and are currently preparing their entry:
  o Germany:
    o MARTa Herford
    o Voelklinger Huette
    o Museum Brandhorst
    o Deutsche Kinemathek
    o GRASSI Museum für Angewandte Kunst
    o museen der stadtnünnberg
    o Museum der Bildenden Künste Leipzig
    o Museum Folkwang Essen
Spain:
- MARCO - Museo de Arte Contemporánea de Vigo
- Museo de Bellas Artes de Bilbao
- Museu Picasso Barcelona
- museo picasso malaga
- Centro Andaluz de Arte Contemporáneo

Greece:
- Macedonian Museum of Contemporary Art...
- national archaeological museum athens

Hungary:
- modem - Modern es Kortars Művészeti Központ

Italy:
- Comune di Argenta
- Museo de Altamira
- Ecomuseo di Argenta
- Museo civico
- Museo della bonifica
- Museo delle valli

Poland:
- Muzeum Narodowe w Poznaniu

Romania:
- Muzeul National de Arta al Romaniei

Slovenia:
- Slovenski Etnografski Muzej

Contacts established and museums directly enquired:

In Portugal:
- Museu da Agua - internal assessment of the available resources for a possible membership
- Museu Berardo CCB – waiting for a feedback
- Rede Portuguesa de Museus – institute of museum and conservation - museums network of the Portuguese Ministry of Culture with 125 museums members. All the museums belonging to the network have high standards of quality and are spread throughout the all Portuguese territory. We are waiting for a feedback.

In Spain:
- junta de Castilla Y Leon - general management of tourism of Castile-Leon region with about 290 cultural spaces, of which certainly not all will be suitable to join the euromuse.net, but it will allow to extend euromuse.net to this region of Spain. We are waiting for a feedback.

In Italy:
- Museo Nazionale di Roma - update in progress
- Musei dell'Ateneo di Modena - internal assessment of the available resources for a possible membership
Project euromuse.net

- Sistema Museale della Provincia di Ravenna - internal assessment of the available resources for a possible membership
- Galleria Nazionale d’Arte Moderna e Contemporanea di Roma - update in progress
- Istituto Nazionale per la Grafica - internal assessment of the available resources for a possible membership
- Ecomuseo del Comune di Argenta - data entry in progress

In Spain (by regions):

Galicia
- Museo arqueolóxico e histórico da coruña: museo@sananton.org
- Museo provincial de Lugo: museo@diputaciónlugo.org http://www.museolugo.org
- Museo do pobo galego: museodopobo@interbook.net http://www.museodopobo.es
- Museo das peregrinacions e de santiago: documentación@mdperegrinacions.com http://www.mdperegrinacions.com
- Museo histórico de Sargadelos http://www.sargadelos.com
- Domus – Casa del home: http://www.casaciencias.org domus@casaciencias.org
- Centro galego de arte contemporánea CGAC: http://www.cgac.org cgac.exposiciones@xunta.es
- Museo Granell: http://www.fundacion-granell.org info@fundacion-granell.org

Madrid
- MUSEO NACIONAL DEL PRADO: museo.nacional@museodelprado.es
- MUSEO ARQUEOLÓGICO NACIONAL: sec@man.es
- MUSEO DE AMÉRICA: museo@mamerica.mcu.es
- MUSEO NACIONAL CENTRO DE ARTE REINA SOFÍA: comunicaciones.mncars@cars.mcu.es
- MUSEO SOROLLA: sorolla@museo.mcu.es
- PALACIO REAL: info@patrimonionacional.es
- REAL MONASTERIO DE SAN LORENZO DE EL ESCORIAL: info@patrimonionacional.es
Andalucía
- Museo de Almería, Cadiz, Granada, Sevilla, Huelva, Málaga, de la Alhambra, etc...
tutti:
  sep@ccul.junta-andalucia.es
- Museo arqueológico municipal de Jerez:
  museoarq@aytojerez.es
- Museo fundación Rafael Alberti (Cadiz):
  fundacion@rafaelalberti.es
- Fundación museo casa natal Pablo Ruiz Picasso:
  direccion@fundacionpicasso.es

País Vasco
- ARTIUM Centro- museo vasco de arte contemporáneo:
  museoa@artuim.com
- Museo Chillida-Leku:
  chillida@museochillidalkeku.com
- Museo Guggenheim Bilbao:
  informacion@guggenheim-bilbao.es

Islas Baleares
- Fundació La caixa (Mallorca):
  ccpalma.fundacio@lacaixa.es
- Fundació Pilar i Joan Miró:
  fpjmiro@a-palma.es
  info@fpjmiro.org
- Museu d’art contemporani: (Ibiza):
  mac@eivissa.org
- Museo arqueológico de Eivissa y Formentera:
  maef@jet.es

Catalunya
- Fundació Antoni Tàpies:
  museu@ftapies.com
- Fundació Joan Miró:
  fjmiro@bcn.fjmiro.es
- MUSEU D’HISTÒRIA DE CATALUNYA:
  mhc.cultura@gencat.net
- MUSEU D’ART CONTEMPORANI DE BARCELONA:
  macba@macba.es
- TEATRE-MUSEU DALÍ (Figueres):
  t-mgrups@dali-estate.org
- MUSEO DE ARTE MODERNO:
  mnac@mnac.es

Valencia
- CIUDAD DE LAS ARTES Y LAS CIENCIAS DE VALENCIA:
  http://www.cac.es/
  http://www.cac.es/contactar
Project euromuse.net

- MUSEO D’ART CONTEMPORANI (Alicante): asegurada@alicante-ayto.es
- INSTITUT VALENCIÀ D’ART MODERN (IVAM): ivam@ivam.es
- MUSEU ARQUEOLÓGIC I TEATRE ROMÁ: m00149@centres.cult.gva.es

Varios

- Museo de Navarra: museo@cfnavarra.es
- Museo de Huesca: museohu@aragobes
- Museo de Zaragoza: museoza@aragob.es
- Museo de La Rioja: museo@larioja.com
- Museo de San Javier: cultura@sanjavier.com
- Museo de Arte Romano de Mèrida: mnar@mnar.es
- Centro Atlantico de arte moderno (Palmas de gran canaria): infi@caam.net
- Museo Extremeño e Iberoamericano de Arte Contemporáneo: meiac@juntaextremadura.net

Further co-operations or contacts established:

- Best in Heritage Conference, Dubrovnik → establishing a co-operation between Best in Heritage and euromuse.net
- Contact with the Italian Ministry of Culture Mibac (Ministero per I beni e le attività culturali) to discuss possible co-operations on the Harmonise system

Website dissemination activities:

- Image editor
- Multilinguality: Spanish and Portuguese
- Refinements of Backend
- Improvement of Search functions
- Work out of detailed suggestions for improvements of the euromuse.net portal reflecting developments in the Internet world about Search Engine Optimization, Web2.0 technologies and trends (considering the advice given by the project reviewers at the second euromuse.net review meeting, held in Brussels at February, the 24th.

Deliverables provided:

- No Deliverables to provide in this period

Degree of Achievement of the Objectives: Fully achieved, everything running well and as foreseen in the schedule
1.5  Stakeholder support/ documentation, expanding the service

Workpackage start:  01.05.2008
Workpackage end:  30.06.2010

Objectives

- To develop the information/documentation/training tools for making the professional users (museums and tourism industries accepting to pay for the service) able to effectively use the service.
- To train cultural bodies in order to understand the typical information needs of the tourism sector
- To organise training sessions in the use of the integrated euromuse.net-Harmonise service

Work done and Results obtained

- During the 5th project meeting, held in Bologna on the 19th January 2009, all suggestions collected for improving the existing TYPO 3 user manuals were discussed. The feedback coming from museum operators were used to improve and up-date the manual. Training material and support material has been updated in three languages (version 1.2 for English and Italian euromuse.net user handbook, version 1.3 for German euromuse.net user handbook); further Harmonise training material has been prepared.
- Introduction into Harmonise system and usage for new partners has been held in Bologna, May 20th.
- A training workshop about the euromuse.net portal, the data maintenance and the Harmonise system has been organised and carried out on January, 20th by the project partners in Bologna, Italy.
- A training workshop about the euromuse.net portal, the data maintenance and the Harmonise system in the framework of the MAI-Tagung (Conference on Museums And the Internet) has been carried out on May, 27th in Xanten, Germany

Results and outputs:
During the above mentioned training course, a preliminary draft version of the TYPO 3 user manual was been given to the participants and successively disseminated through the interested partners via e-mail. In the following, the TYPO 3 manual was improved. The contents and the layout of the manual were agreed between the Province of Rimini and the Institute to give a useful tool to a plurality of potential users. The manual is enriched with a glossary in the perspective to make easy and fast his consultation also as a working tool. After this editing work, the TYPO 3 manual was been published on the site of the project.

Deliverables provided:
- No Deliverables to provide in this period

Degree of Achievement of the Objectives:  Fully achieved.
1.6 Planning and sustainability

Workpackage start: 01.07.2009  
Workpackage end: 31.12.2010

Objectives
• To make provision for the future use of the euromuse.net service  
• To ensure that the trans-European service continues to grow  
• To demonstrate the real value of the service to national funding decision-makers, and so underpin future funding and extension of the service.

Work done and Results obtained
• This WP will start in Month 19, nevertheless, a group of partners started to prepare a business plan
  o First discussions about criteria for business planning  
  o Initial meetings with touristical users, to analyse their needs to prepare for business planning:
    o Ongoing discussion about the use of euromuse.net with Vienna Tourism Board  
    o meeting at Rimini – appraisal of services possibilities for museums promotional departments.  
    o meeting with regional tourism department of Emilia Romagna Region to assess possible synergies in the future.  
    o at Bologna, meeting with Mr. Forcellini president of PRENOTA EMILIA ROMAGNA srl which promotes and cultural tourist packages on the visitemiliaromagna website.  
    o the European Travel Commission confirmed their willingness to integrate the euromuse.net project into the portal.

Deliverables provided:
• No Deliverables to provide in this period

Degree of Achievement of the Objectives: This WP will start in Month 19.
2. Conclusions

- The activities proceeded according to the time planning and the project objectives remain valid.
- The project partners believe that these objectives can be achieved within the available budget and timeframe.
- The project partners are globally satisfied with the feasibility/validation results.
- The quality of the work and of the deliverables meets the partners’ expectations.
- The interim results strengthen the commitment of all partners to proceed with the commercial offer of the proposed service.
- The withdrawal of the KHM from the project has been absorbed successfully by the (upcoming) entry of two new partners.

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3. Objectives for the next period

The next period (up to the end of 2009) is the second half of the Milestone III in the euromuse.net project. Thus, the general directions and aims will stay as they have been defined in the beginning of this year. However, as anticipated to the Project Officer - due to the changes of the role of the partner KHM, changes will be requested in the ongoing Request of Amendment. An amendment to the Technical Annex is also necessary for adjusting the distribution of activities among the partners and the inclusion of two further partners to the project consortium.

Reflecting the recommendations given in the second project review by the project’s reviewers, the project consortium will integrate an analysis and integration of Web2.0 tools to the euromuse.net website, to take current developments in the Internet into account. To tackle this aim, a workgroup has been set up currently developing ideas which will be implemented within the second half of this year.

The Deployment activities will be continued as before, with a focus on
a) regional/national museum and exhibition portals to build up co-operations and integrate their rich content to the euromuse.net portal by a connection via Harmonise. This strategy to integrate content shaped out to be very effective; as a complementary element to the contact to single museums
b) tourism services integrating the euromuse.net data to their online or IT-offers. Based on the results from the analysis of the tourism players needs, in the upcoming six months tourism services will be encouraged to use the euromuse.net data and to start to integrate the euromuse.net information.

Beside this focus on Deployment activities, the project will continue the setup of the sustainability strategy and its consolidation. First results can be expected at the end of 2009. First results regarding legal and financial requirements for a long term operation of the euromuse.net service shall be prepared up to the end of the year.

Trainings and support activities for existing as well as for new participants or users will be pursued; training material updating will be continued. Further, the project dissemination will be continued as before.

Deliverables available for the milestone (expected at Month 24):
D3.6 Second project workshop in each participating country
D4.2 Impact of deployment activities and second report of deployment activities
D6.1 Development of lobbying material
D6.2 First results from investigations to reach sustainability
D1.3 Bi-annual Management Reports 3, 4 (BMR)
D1.4 Periodic Progress Reports (PPR)

Criteria for go/no go decision:
• The initial deployment is well running in all deployment sites
• Analysis of sustainability strategy is started and lobbying materials are ready
• At least two transnational workshops have been organised
4 - Cumulative effort for the period covered by this Periodic report.

Project Acronym: euromuse

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### Project Acronym: euromuse

#### Cumulative Effort from the start of the project (man-days): from 01/01/08 to 30/06/09

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