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<tr>
<th><strong>Project Acronym:</strong></th>
<th>euromuse</th>
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<td><strong>Project Title:</strong></td>
<td>euromuse.net</td>
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<tr>
<td><strong>Contract Number:</strong></td>
<td>C046229</td>
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<td><strong>Starting date:</strong></td>
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<td>eTEN Project Website</td>
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<tr>
<td><strong>Author(s):</strong></td>
<td>Thorsten Siegmann (SPK), Pier Giacomo Sola (Amitié), Svenja Pokorny (Amitié)</td>
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<td><strong>Partner(s) Contributing:</strong></td>
<td>All</td>
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**Project Co-ordinator**

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- **Website (Service)**: [http://www.euromuse.net](http://www.euromuse.net)
- **Project-WEB site**: [http://www.euromus-project.net](http://www.euromus-project.net)
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1. Executive Summary

This document contains a presentation of the euromuse.net project website (http://www.euromuse-project.net), describing the pages and the functionalities activated in the first two months of the contract. Scope of the document is the presentation of the website, including screenshots of the different sections of the site.

2. Methodology used and work done

The site of euromuse.net project, available at the URL http://www.euromuse-project.net, is an instrument of communication to the public as well as a repository of documents for the project members. The layout was kept very simple in order to make navigation and reading very easy.

On the homepage the euromuse.net logo is present. The logo has been carried over from the service’s website www.euromuse.net to reveal the connection between the service and the project website. Hence, the starting page of the project website presents a screenshot of the service, too.

The site is composed of two parts:

- The public part, presenting the project description in the languages of the participating countries and in English. As soon as new promotional material and new dissemination material is available, it will be presented in the public area, too.
  Further on, the project website is going to inform everyone interested about events, where the consortium is going to present the project. (A list of events will be available after the next consortium meeting in mid march).

- The consortium area, an Intranet zone, reserved to euromuse.net consortium members and staff, which includes pages on the project management, WP meetings, work in progress documents etc.
  Another reserved area will be implemented, like a forum, where partners will be able to discuss and upload documents.

- A third area for the institutional members like museums and tourism bodies will be set up soon. This area is reserved for training material, guidelines with explanations how to use the system and FAQs.

The website is kept updated on a daily base, both in the public and in the reserved areas, providing news about events organised by the project, other interesting issues, documents, etc.
3. **Annex 1: Screenshots of the euromuse.net project website and project description**

Page 5  Homepage of the euromuse.net project website  
Page 6  LogIn for consortium area  
Page 7  Consortium area  
Page 8-12  Public area: English project description
Screenshot: Homepage of the euromuse.net project website
Screenshot: *LogIn to the consortium area on the euromuse.net project website*
This is the internal area on the euromuse.net-project website.

The euromuse.net-project aims to deploy a europewide museum- and exhibition portal and to open up worldwide access to the European cultural heritage. The project is supported by the European Commission with funding through eTen programme, which is dedicated to the deployment of new technologies in Europe.

Dates & Meetings

- Table with information about project meetings, conferences & fairs and other dates (Stand: February, 10th)

Old promotion materials from 2001 - 2007

- Please find old promotion material like leaflets, brochures etc. here

Documents from Kick-Off-Meeting in Berlin on 21st and 22nd of January 2008

- Kick-Off-Meeting Protocol - First Draft - to be completed
- Presentation into the existing website and project aims (by Thorsten)
- Introduction into Harmonise (by Manfred)

Information about project management (by Inga)

- Amendmends (by Inga)
- Timesheet eTEN (by Inga)
- Notes for timesheet eTEN (by Inga)
- Communication Guidelines for projects (by eTEN)

Please find closer information about project management issues on the eten project website
URL: http://ec.europa.eu/information_society/activities/eten/howto/project_management/index_en.htm

General Information and Links

euromuse.net portal - URL: http://www.euromuse.net

Contact: t.siegmann@smb.spk-berlin.de

Last update: 15.02.2008 - 12 p.m.

Screenshot: euromuse.net project website: consortium area
euromuse.net

Introduction:
euromuse.net is a public access portal providing multilingual information on museums and their exhibitions through Europe. euromuse.net is going to offer both, a ‘one-stop’ web tool to the greatest exhibitions in Europe for the public as well as a special data interface called Harmonise to deliver structured data from the museums for the tourism sector (http://www.euromuse.net).

Problem or Context:
Everyone interested in exhibitions and museums depends on access to information, which – in most cases – is only available with high effort on an extremely scattered market. It’s not easy, neither for tourism organisation nor for tourists, to get access to bundled data from museums on a supranational and multilingual level. Indeed, museums usually have their websites but there is no way how to access this data on a multilingual and international (and sometimes not even on a national) level. Tourists and tourism professionals suffer from a highly complex market, which cannot be overseen.

Project:
The euromuse.net project will initially deploy the existing service, which provides multilingual information about temporary exhibitions and museums as well as other museums resources on a web platform, to develop a wider pan-European data-collection based on public sector information to be re-used by different actors in the cultural and tourism fields.

The project aims at three main goals:
1. Improve and increase the existing platform, a website offering museum and exhibition information for the general public for free
2. Integrate the museum’s information of the euromuse.net database with the Harmonise tools. Through this integration euromuse.net’s rich content will affiliate with the online offers of other European and national tourism and marketing services for culture.
3. Enhance the existing services to integrate information on scientific publications from museums and to widen the current services, which provide an overview of “virtual” museums and their (online) resources.

Project Objectives:
• increase the awareness of museum services in general.
• provide information on temporary and permanent exhibitions and outstanding museum collections throughout Europe
• improve the connection between yet existing marketing and promotion channels of tourism industry and the cultural sector over euromuse.net database
• integrate euromuse.net’s rich content into the online offers of European and national marketing services in the long run.
• share an online set of scientific publications and other online offers from museums covering the museums research activities made available

Project Description:
The general idea of the euromuse.net project is to better connect museum sector with its relevant target groups as museum interested parts of the public – both on a professional as on a non-professional or private level. euromuse.net services will support and strengthen existing connections between the general public interested in museums and exhibitions, the professional tourism sector and museum professionals. It will help to create easy accessible information about exhibitions and museums all over Europe.
This takes place by offering the information on three complementing services:
on the website http://www.euromuse.net, mainly for the general public and
accessible for free, via tools for structured data exchange with databases of
tourism industry and other tourism players (http://www.harmonet.org) and
on a scientific literature database of museum publications, mainly for
researchers and museum staff.

**Target groups:**

The euromuse.net project is directed on at least three main target groups,
which are:

- **the general public**, basically the generic Europe tourists, who will be
  enabled to receive a rich set of information on cultural events organised in
  European museums. They will receive the service with a one-stop web-tool
  and free of charge. It will not be necessary anymore to browse on tons of
different website, which provide the relevant information split up.
  euromuse.net enables the mobile European museum visitor to find
  all the relevant information just in one spot and use comfortable search
  possibilities. Someone interested in exhibitions of modern art in France as
  well as someone interested in archaeological exhibitions between June 01st
  and July 15th all over Europe will find relevant information on the
  euromuse.net website. It is real European because of its multilingual
  interface and the presentation of every exhibition at least in two languages.

- **tourism industries and services** will be able to organise personalised
tourism packages for their customers through the service. Because the
requests of industrial and private users normally differ, the project offers a
special access for tourism industry users besides euromuse.net website.
Special search strings and precise queries to the euromuse.net database
allow optimised preparation of organised trips. Industrial users will receive
structured and xml formatted data on a special export from the
euromuse.net database. The commercial users of this functionality will be
requested to pay a contribution for this service provided.
Thereby e.g. bus holiday companies get a powerful tool for investigations for
their next season bus holidays; tourism agencies or travel companies get a
service for investigations for their next tours; tourism agencies are enabled to
recommend their customers very individual information about exhibitions on
their next trips.

- **museum staff**, like curators, museum educators or university researchers
working in museum sciences will be enabled to promote their own museum’s
offers more effectively than before (if they are members), and will be enabled
to look into what’s happening and what has already happened inside the
European museum scene.

**Deployment approach:**

Every partner will be involved in a special deployment site, which will be
organised by country and topic. The respective deployment site will primarily
start its work on the museums of the project participants in Germany, Italy
and Austria directly from the project start. At the same time the deployment
sites in Italy accompany the first tourism services. Results and insights from
the deployment sites – like their experience from accompanying the different
stakeholder groups – will be presented at the end of milestone 1 and will be
used for improvements of trainings and optimizations of the further progress
of the deployment in the second and third step. From this kind of experience
the project consortium will learn how to adapt or react on unforeseen
problems and how to guarantee a service directed on the needs and
requirements of the euromuse.net members and users.

In a second step, activities will be extended to other museums and tourism
services in the relevant countries, then (in a third step) to museums and
tourism services from other countries. Both, current members of the existing euromuse.net project (which means, the museums, currently providing content on the existing portal) as well as new members and tourism services will be considered in the second and third step of deployment actions.

It’s the aim of the single deployment sites to find out how the services are appreciated by every stakeholder group, e.g. the museums (providing content) and the tourism services (as users of the content), to be aware of problems and deliver solutions for (unexpected) problems showing up. The deployment sites will steadily identify and align on the needs of the member museums, because the project’s success mainly depends on the support of the member museums. This expertise will be communicated on the introduction workshops and through support in online and offline training material like HowTos, FAQs etc.

**Sustainability of the service:**

The project partners intend to analyse conditions for verifying the better conditions for guaranteeing continuity to the service after the end of the project. In particular the analysis will compare the strengths and weaknesses associated to the possible creation of a specific new legal body for running the service, with alternative solutions, e.g. the partners mandate one of them for taking care of the common product, or use an existing association for delivering the commercial service.

**Partners:**

**Stiftung Preußischer Kulturbesitz/Prussian Cultural Heritage Foundation** is the coordinator of the project. The Foundation, located in Berlin and founded in 1957, is the biggest cultural complex within Germany. It has a highly unique character as the organisational umbrella which unites many types of cultural institutions. With 16 museums, the Staatsbibliothek (State Library), the Geheimes Staatsarchiv (Prussian State Archives) and a number of research institutes, the Preußenstiftung is an unparalleled cosmos of culture. The Institute for Museum Research also part of the Foundation will carry out most of the project participant duties.

The **Istituto per i beni artistici, culturali e naturali (Ibacn)** of the Region Emilia Romagna, Italy was founded in 1974 to support and advise the Regional Government in policy making and to act as an advisory body to local authorities in the field of cultural heritage. Ibacn promotes and carries out research projects for the enhancement, the restoration and the protection of cultural objects, historical cities and cultural heritage.

The **Kunsthistorisches Museum Vienna** is the main Austrian museum of art, including unique collections ranging from Ancient Egyptian and Greek and Roman Antiquities to the Collections of Medieval Art to the splendid Renaissance and Baroque Collections. In all, the museum is divided into eight different collections.

The **eTourism Competence Center Austria (ECCA)** deals with the examination of all application areas of information and communication technologies in the field of tourism, the development of concrete IT solutions for tourism as well as the analysis and support of IT-usage in tourism. As a catalyst between academic research and the tourism industry ECCA is investigating the most relevant employment areas of new IT applications in tourism.

**Comune di Rimini** is the municipal governmental institution of the City of Rimini, Italy, and Musei di Rimini is the public institution managing the local
museums. In particular the City Museums host collections illustrating local history over the centuries, with specific sections on Roman history. The Museo degli Sguardi is one of the most important ethnographic museums in Italy.

**Provincia di Rimini** is the NUTS-2 governmental institution of the area around Rimini, Italy and is directly responsible for the implementation of local policies concerning the tourism sector, which represents the most important economic segment of the area. The Provincia of Rimini has a large experience in running national and transnational projects, most of them focused on tourism and tourism promotion and belongs to the Network of Cities for Sustainable Tourism.

**Amitié**, Bologna, Italy is a research centre focusing on the use of information technology in education and training. Born as a University-Enterprise Training Partnership within the EU Comett Programme in 1991, since mid-1990s it has a large experience in supporting the development of IT based services in the cultural sector. It also coordinated the FreeTime project (run in 2002 within the Innovation and SME Programme), aiming at improving the use of Information Technology within the tourism sector.

**EU Funding**

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<td><strong>900,000 €</strong></td>
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<tr>
<td><strong>Duration</strong></td>
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**Website:**

- Service: [http://www.euromuse.net](http://www.euromuse.net)
- Project site: [http://www.euromuse-project.net](http://www.euromuse-project.net)

**Contact**

Stiftung Preußischer Kulturbesitz
Prussian Cultural Heritage Foundation
[euromuse.net](http://euromuse.net)

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**Participating Countries**

Austria, Germany, Italy