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1. Executive Summary

euromuse.net is a public access portal providing multilingual information on museums and their exhibitions through Europe. The euromuse.net project initially deploys the existing service (http://www.euromuse.net) to support and strengthen existing connections between the general public interested in museums and exhibitions, the professional tourism sector and museum professionals.

Target groups of the project’s activities are therefore:

- the general public
- tourism industries and services
- museums and museum professionals

The dissemination strategy aims to open communication channels and to develop tools which will reach these three targets. It also intends to develop the appropriate indicators to assess and evaluate the success of such dissemination efforts.

Moreover, it aims to develop an effective communication system to be used within the project, to convey information to and from the project partners, as well as from the consortium to the EU Commission.

The first steps are the update of the project website (www.euromuse.net) and its translation into the three project languages, followed by the study of a new corporate design and promotional campaign with the use of three different leaflets (addressed to the three different target groups) in English, German and Italian, and three new posters.

Presentation of the project in public events has started very soon after the project’s inception in January 2008 and is continuing throughout its duration, with a very intense programme of participation in conferences, events and trade fairs (see 7.1), with one or more partners in charge of dissemination for each specific event.

Dissemination is achieved through the partners’ journals and magazines, as well as websites and by using mailing lists and on-line newsletters.

Special attention is paid to establishing links with other EU funded projects, European institutional bodies and networks, which can act as multipliers of the dissemination activities.

Dissemination to potentially interested museums and tourist organisations, in order to involve them in the euromuse.net network, is considered to be a crucial activity. Contacts with these institutions are made personally, as well as during the main dissemination events/workshops which happen three times a year in the three partner countries and target professionals both in the museum and in the tourism field.
2. **Background information and framework for dissemination activities**

2.1 **Introduction**

**euromuse.net** is a public access portal providing multilingual information on museums and their exhibitions through Europe. The **euromuse.net** project initially deploys the existing service ([http://www.euromuse.net](http://www.euromuse.net)) 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. **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.

The general idea of the **euromuse.net** project is to better connect the 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**.

**Target groups** of the project’s activities are therefore:

- **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.
- **tourism industries and services**, which will be able to organise personalised tourism packages for their customers through the service.
- **museum professionals**, who will be enabled to promote their own museum’s offers more effectively than before and will be enabled to look into what’s happening inside the European museum scene.

The **project’s objectives** are to:

- increase the awareness of museum services in general
- provide information on permanent and temporary 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 the euromuse.net service
- 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

2.2 **Objectives of the dissemination strategy**

One of the main activities identified by the euromuse.net contract to achieve the project’s objectives is the definition of local, national and trans-European communication plans and dissemination activities to promote the service both to the contributing institutions (museums and organisations operating in the tourism sector) and to key target user groups.
The Work Package 3 has been set up with the specific responsibility for dissemination and promotion. The WP, led by IBACN, is delineating, through this deliverable, the strategy to guide partner in future activities.

Objectives of the WP are therefore to market the value of the euromuse.net services to museums and tourism organisations and so to recruit new members in the euromuse.net network; moreover to raise awareness of euromuse.net among potential users, including the general public.

The partners are well known organisations in both the cultural and tourism fields, with a relevant position at European and national level. As such, their influence on national standards and approaches in the domain in which euromuse.net is active, is very significant. This influence will be exercised in order to encourage the use of the euromuse.net model in other European, national and regional contexts.

The consortium will also take part in several international events, fairs, exhibitions in the tourism and cultural sectors, to raise attention of potential users, and host meetings and seminars where the euromuse.net project is explained to international, national and regional cultural tourism players. The promotion is expected to encourage other museums to make their content available to the euromuse.net project and to attract more tourism boards and companies.

Since all the partners believe dissemination of the project’s results represents a key factor for its success and since they have already had the opportunity to address communication issues, several dissemination activities have been carried out since the beginning of the project. This deliverable therefore gives us the occasion to show what has already been done, as well as plan what will be achieved throughout the duration of the project.

New promotional materials (leaflets, posters) in the three project languages will be delivered within the first six months, with communications at conferences and trade fairs starting already in the second month of the project. Proper dissemination events focussed on euromuse.net will start in June 2008 and will happen three times a year throughout the three years’ duration of the project.
3. The euromuse.net communication flows

3.1 The objectives

According to the Technical Annex, *euromuse.net* communication objectives are:

- 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
- to recruit new members in the *euromuse.net* network
- to promote euromuse.net services to end-users
- to encourage feedback, comments and suggestions from experts beyond the project, as valuable pointers towards subsequent improvements in the service

3.2 The channels

Four main channels are considered for the implementation of the strategy:

- Written materials and the press
- Electronic / online information
- Participation in events, conferences and trade fairs
- Links with institutional bodies, existing European projects and networks

**Written materials and the press**

- Projects’ Deliverables
- Flyers and brochures
- Articles on scientific and cultural magazines
- Press releases
- Messages to the online and traditional magazines (including EC magazines and newsletters)
- Papers on the conferences proceeding
- Other

**Electronic / online information**

- Project website
- Project mailing lists
- Introduction of the project on other websites, portals
- Other

**Participation in events, conferences and trade fairs**

- Meetings at international, European, national, local and project level
- Conferences, workshops and seminars on digitisation of cultural content
- Training about the project / service
- Stands in exhibitions organised by third parties
- Other

**Links with institutional bodies, existing European projects and networks**

- Institutional bodies, Ministries, National and European Public Authorities
3.3 The actors

The euromuse.net dissemination activities are:

**Inside:**
- Project’s partners
- Participants to the work packages
- Project Coordinator
- Technical coordinator
- Organisational manager
- Website manager

**Outside:**
- Museums and museum organisations at local, national and international level
- Tourist boards, tourism organisations and networks
- The European Commission
- Other European and International bodies, organisations, projects and networks
- EU Member States not yet involved
- End Users

3.4 External communication

External communication is mostly intended to provide a positive image of the project within stakeholders beyond euromuse.net.

3.4.1 Museums and museum organisations at local, national and international level

**Objectives:**
- to inform about the existence of the service and its development throughout the duration of the project
- to recruit new museums in the euromuse.net network

**Main products and channels:**
- Promotional material specifically addressed to actors in the museum sector.
- Events: an enlarged mailing list of interested users in the sector will be created; the events will be announced to the mailing list, by sending the agenda of the event or the link to the event’s website, preliminary communication releases and naturally the website will be a major channel for the dissemination of events’ information.
- Publications for large dissemination: they will be both on paper and online, published and downloadable by the website.
3.4.2 Tourist boards, tourism organisations and networks

Objectives:
• to inform about the existence of the service and its development throughout the duration of the project
• to recruit new tourist boards and tourism organisations in the euromuse.net network

Main products and channels:
• Promotional material specifically addressed to actors in the tourism sector.
• Events: an enlarged mailing list of interested users in the sector will be created; the events will be announced to the mailing list, by sending the agenda of the event or the link to the event’s website, preliminary communication releases and naturally the website will be a major channel for the dissemination of events’ information.
• Publications for large dissemination: they will be both on paper and online, published and downloadable on the website.

3.4.3 The European Commission

Objectives:
• to inform
• to guarantee the alignment of the project with the general Community objectives as well as the correct implementation of the projects’ objectives

Main products and channels:
• Administrative documentation, financial statements and any other reporting requested by the EC contract;
• Events: these will be announced to the mailing list, by sending the agenda of the event or the link to the event’s website, preliminary communication releases; and naturally the website will be a major channel for the dissemination of events’ information;

3.4.4 Other national, European and international bodies, organisations, projects and networks

Objectives:
• to inform in order to foster new cooperation and support existing synergies.

Main products and channels:
• Working documents: once that the interest for the cooperation is established, sharing working documents will contribute to get people involved and to gather contributions from the other organisations;
• Promotional material: Paper/ Electronic version on the website.
• Events (to be selected on the basis of possible shared interests): these will be announced to the mailing list, by sending the agenda of the event or the link to the event’s website, preliminary communication releases and naturally the website will be a major channel for the dissemination of events’ information;

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1 Quality of communication flows is measured through steps and obligations clearly defined by the contract. The form and the contents of communication flows are sometimes predetermined by the contract.
3.4.5 EU Member States not yet involved

**Objective:**
- to highlight advantages in participating to the project.

**Main products and channels:**
- Working documents (when appropriate): they will be delivered mostly via email
- Promotional material: Paper/ Electronic version on the website.
- Events: they represent the main channel to establish new contacts.

3.4.6 End Users

**Objective:**
- to inform
- to contribute to awareness and knowledge growth.

**Main products and channels:**
- Promotional material: specific promotional stuff to be planned.
- Events: an enlarged mailing list of interested end users will be created; the events will be announced to the mailing list, by sending the agenda of the event or the link to the event’s website, preliminary communication releases and naturally the website will be a major channel for the dissemination of events’ information.
- Publications for large dissemination: they will be both on paper and online, published and downloadable by the website.
4. Dissemination activities carried out since the beginning of the project

4.1 Internal communication

4.1.1 The kick off meeting. Partner meetings
The kick off meeting of the project took place in Berlin on 21-22 January 2008. A second partner meeting was held in Vienna on 10-11 March 2008, with a third possible one happening on 15-16 May 2008 (to be confirmed in case of need) and a fourth following the Rimini dissemination event, on 14-15 June 2008.

4.1.2 euromuse.net mailing lists
The following mailing lists are currently available:
- euromuse@amitie.it list of people currently working on the euromuse.net project
- German newsletter to the euromuse.net member museums (sent out every other month)
- English newsletter to the euromuse.net member museums (sent out every other month)
- IBACN newsletter (Italy) sent out monthly to 3000 contacts
- Rimini Municipal museums mailing list
- Province of Rimini mailing lists (culture and tourism)
- Festival of the Ancient World mailing list
- NEMO mailing list
- European museum forum mailing list and newsletter

4.1.3 Internal communication activities carried out by partners
The list below is not exhaustive.
- Rimini (Italy): 24 January 2008. Internal seminar with Amitié, IBACN, Provincia di Rimini and Comune di Rimini administrative staff to prepare for the financial reporting of the project.
- Rimini (Italy): February 2008: Internal meeting to plan the dissemination activities
- Bologna (Italy) 19 March 2008. Meeting with Amité and IBACN (Press Office, Museum Service
- Berlin (Germany) 03 April 2008: Internal meeting between SPK and State Museum of Berlin Press Department

4.2 External communication

4.2.1 The web site
The project’s website is the major channel to inform about and promote the project’s activities. The project website address is: www.euromuse-project.net, while the service is offered on www.euromuse.net. At present the project website (www.euromuse-project.net) contains project descriptions in the three project languages (English, German, Italian), the euromuse.net website is available in English at present, but will be presented in English, German and Italian language from July 2008.
4.2.2 External communication activities carried out by partners

Every partner has appointed one or two persons responsible for dissemination, i.e.:

- **SPK**  Monika Hagedorn-Saupe
  Thorsten Siegmann
- **KHM**  Maria Gattringer
  Markus Kustatscher
- **IBACN**  Margherita Sani
- **MuRN**  Maurizio Biordi
- **ProvRN**  Enzo Finocchiaro
- **ECCA**  Manfred Hackl
- **Amitié**  Pier Giacomo Sola
  Svenja Pokorný

For a more detailed list of events, conferences and trade fairs where dissemination activities have already taken or will take place, please consult the table under 5.2.

An effort is being made by all partners to recruit new museums and tourist organisations to join the network.

The following **museums** have been contacted and will possibly join the network by 30 June 2008:

**Italy**

**Bologna:**
- Mambo. Museo di Arte Moderna - Bologna
- Museo Civici

**Ravenna:**
- MAR Museo di Arte Ravenna
- Fondazione Ravenna Antica

**Reggio E.**
- Palazzo Magnani

**Rimini:**
- Museo della Città
- Museo degli Sguardi

**Ferrara:**
- Castello Estense
- Palazzo dei Diamanti

**Parma:**
- Fondazione Magnani Rocca

**Piacenza:**
- Galleria Ricci Oddi

**Modena:**
- Galleria Arte Moderna

**Forlì:**
- San Domenico
Austria

Vienna
• Albertina
• Belvedere
• Technisches Museum
• Naturhistorisches Museum
• MUMOK
• MAK – Museum fuer Angewandte Kunst

Luxemburg

• Mudam Luxembourg – Musée d’Art Moderne Grand Duc Jean, Luxembourg
• Musée National d’Histoire et d’Art, Luxembourg

In the second half of 2008 and throughout the projects, contacts will be made to museums in the partners countries through:
• ICOM Austria
• ICOM Germany
• ICOM Italy
• Deutscher Museumsbund
• Österreichischer Museumsbund

and wider in Europe through the following networks:
• European Museum Forum www.europeanmuseumforum.org
• NEMO- Network of European Museum Organisations www.ne-mo.org
• ICOM- International Council of Museums www.icom.org

Tourist organisations contacted:

• ETC New Media Group
Ongoing group of the European Travel Commission (ETC), an international association of National Tourism Organisations (NTOs) in Europe. It was created in 1948 to promote Europe as a destination to long-haul tourism markets outside Europe and has currently 38 members: Austria, Belgium (Flanders), Belgium (Wallonie-Bruxelles), Britain, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Georgia, Germany, Greece, Holland, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Monaco, Montenegro, Norway, Poland, Portugal, Romania, San Marino, Serbia, Slovak Republic, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine
The ETC New Media Group organises an annual eAcademy in October and regular meetings during the year on the use of new media (Internet).
5. Dissemination of the project through written materials and the press

5.1 The leaflet

During the first months, the project was promoted by using the existing paper material, i.e. the postcards, the DIN A5, DIN A4 and DIN lang leaflets which had been produced to disseminate the euromuse.net existing service. Subsequently, new paper promotional materials will be developed to be already used for the first formal dissemination event to take place in Italy in June 2008, that is:

- a leaflet in the three project languages (English, Italian, German) to address museums
- a leaflet in the three project languages (English, Italian, German) to address tourism organisations
- a leaflet in the three project languages (English, Italian, German) to address the general public
- a poster in English
- a poster in German
- a poster in Italian

5.2 Written information about the project through newsletters, magazines, etc.

All project partners publish their own journal or magazine, as well as provide local and national newspapers, or international journals and magazines with regular information about their activities and current projects. While trying to make contact with new media channels, it will in any case be possible to regularly disseminate information about the project by using the media listed below.

Europe
- NEMO newsletter
  Produced by the Networks of European Museum Organisations twice a year
  (distributed to all NEMO members, covering 34 EU countries for a total of 5000 copies)
- Newsletter of HarmoNET and other partners
  Produced four times a year
  (distributed to organisations operating in the tourism and e-commerce sectors)

Germany
- Museumszeitung – Staatliche Museen zu Berlin.
  Quarterly magazine distributed for free in the State Museums of Berlin
  (40,000 copies distributed to museums visitors)

Italy
- “IBC. Information, Comments, Surveys on the Cultural Heritage”
  Quarterly magazine published by the Institute for Artistic, Cultural and Natural Heritage of the Emilia-Romagna Region (Italy)
  The hard copy version (6,500 copies for each issue) is sent free of charge to all the public museums, libraries and archives in Emilia-Romagna and to a selected national mailing list; private citizens may take out a subscription at a special price. The on-line version is free. (http://www.ibc.regione.emilia-romagna.it/rivista.htm).
• Magazine “Europei” published by the Regione Emilia-Romagna every other month
  It is produced in 10,000 copies and addressed to public administrations, associations, various
  organisations interested in European matters
• Newsletter of the Province of Rimini, insert of local magazines (“Il Fo” and “Chiamami
città”)
  Published monthly and distributed in 80,000 copies
• Musei Informa, Magazine of the network of the museums in the Province of Ravenna
  Quarterly magazine distributed to museums and public administrations, cultural associations,
  etc. in Emilia Romagna and Italy
• Magazines, journals, trade publications published by the Municipality of Rimini
  Produced monthly and distributed in 1000 copies
• Local Rimini newspaper
  Published daily and distributed in 14,000 copies
6. Dissemination of the project through electronic/online information

6.1 The project website

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.
- 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 setup 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.

6.2 Partners’ websites and on-line publications

A short presentation of euromuse.net and a link to the project website will be present in all partner organisations’ websites:

- www.smb.spk-berlin.de
- www.smb.spk-berlin.de/ifm
- www.amitie.it
- www.harmonet.org
- www.etourism-austria.at
- www.ibc.regione.emilia-romagna.it
- www.comune.rimini.it
- www.provincia.rimini.it
- www.riminiculture.it
Additionally, information about the project will be hosted by NEMO’s website, since NEMO – as Network of European Museum Organisations – will contribute to the dissemination of the project:

www.ne-mo.org

Information on euromuse.net will also be disseminated through the partners’ on-line publications and magazines:

http://www.ibc.regione.emilia-romagna.it/rivista.htm (Rivista IBC Informazioni)

www.spazioeuropa.it (Rivista Europei)

6.3 Existing websites where euromuse.net is mentioned

In addition to the project website, there are already several websites where euromuse.net is mentioned. Below is a list (not complete), in some cases accompanied by the short text information provided:

Burda Museum Baden-Baden
Baden-Baden, der ultimative Stadtführer

Museumsverzeichnis.de
Bei Museumsverzeichnis.de werden Sie ausführlich über Museumsnächte, Kulturnews und über Sonderausstellungen in Deutschen Museen informiert

euromuse.net
Euromuse.net is a public access portal giving accurate information on major exhibitions in European museums. It provides all vital information in one place, updated by the host museum; with euromuse.net you will never again be bogged down in proliferating individual websites and search engines. Each museum's information is available in the native language and in English. Updating of euromuse.net is continuous.

CCP - Cultural Contact Point-Home
http://www.ccp.ie/index.html

fotoerbe.de - Eintrag im Clio-online Web-Verzeichnis Geschichte
"Verzeichnis von Beständen historischer Fotografien in deutschen Kultureinrichtungen. Der Zugang zu historischen Fotografien als Quellenmaterial der Forschung soll durch das Verzeichnis erleichtert werden. Das Verzeichnis ist bereichsübergreifend angelegt und schließt Bestände in Archiven, Museen und Bibliotheken ein."
http://www.clio-online.de/site/lang__de/ItemID__24876/mid__10332/109/default.aspx

Euromuse - Portal zu europäischen Museen und ihren Sammlungen
Recherchen Blog. Fachkundige Informationen, Tipps und Tricks für Recherchen im Internet und in Fachdatenbanken.
http://recherchenblog.ch/index.php/weblog/eurumuse_portal_zu_europaeischen_museen_und_ihrern_sammlungen/?action=print
search4art - Euromuse - Portal zu europäischen Museen und ihren Sammlungen

Euromuse
http://infotree.library.ohiou.edu/single-records/4325.html

Intute: Arts and Humanities - browse Museums and Galleries
Browse Museums and Galleries
http://www.intute.ac.uk/artsandhumanities/cgi-bin/browse.pl?id=artifact338

Euromuse
http://www.museoon.com/go/museoon/home/db/_page_id_80.xhtml

Euromuse
https://infotree.library.ohiou.edu/single-records/4325.html

Euromuse - Rijksmuseum Amsterdam - Nationaal Museum voor Kunst en Geschiedenis
http://www.rijksmuseum.nl/collectie/euromuse?lang=nl

Euromuse - Portal zu europäischen Museen und ihren Sammlungen
Recherchen Blog. Fachkundige Informationen, Tipps und Tricks für Recherchen im Internet und in Fachdatenbanken.
http://recherchenblog.ch/index.php/weblog/comment/euromuse_portal_zu_europaeischen_museen_und_ihrer_sammlungen/

Culturescope.ca - Euromuse.net
http://205.193.6.64/ev_en.php?ID=9086_201&ID2=DO_TOPIC

Euromuse - Portal zu europäischen Museen und ihren Sammlungen
The museum search engine provides you detailed information and interesting art exhibitions.
http://www.europemuseumguide.com/

PUBLICCURATING—METHODS RESOURCES THEORIES: Euromuse.net
http://publiccurating.blogspot.com/2007/02/euromusenet.html
SPK- Stiftung Preussischer Kulturbesitz

Further websites mentioning euromuse.net can be found by following this link:
http://www.google.de/search?q=link:www.euromuse.net&hl=de&start=90&sa=N
7. Participation in events, conferences, training seminars

At the very outset of the project, a power point presentation has been jointly produced by the partners, in order to be used to introduce the project in different contexts, events or conferences, the consortium partners have a chance to attend. The power point presentation, which will be published on the project website soon is a basic tool, which can be changed and customised to suit the different audiences addressed.

7.1 Events, conferences, trade fairs

The following is a non exhaustive list of events where dissemination of the project has already taken place or will be carried out in the forthcoming months:

<table>
<thead>
<tr>
<th>Date and Place</th>
<th>Event</th>
<th>Audience</th>
<th>Partner presenting</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 13-16 2008 <strong>London, UK</strong></td>
<td><strong>Trade Fair La Dolce Vita</strong></td>
<td>Addressed to the public and operators. 300 foreign tour operators take part in the event, representing various European countries</td>
<td>MuRN</td>
</tr>
<tr>
<td>March 14 2008 <strong>Berlin, Germany</strong></td>
<td>&quot;Nestor - the German Network of expertise in Digital long-term preservation&quot; &quot;Replayed - Bewahrung von digitalen Artefakten am Beispiel von Computerspielen&quot;</td>
<td></td>
<td>SPK</td>
</tr>
<tr>
<td>March 25-31 2008 – <strong>Italy</strong> Various locations</td>
<td><strong>Cultural week</strong> organised and promoted by the Italian Ministry of Cultural Heritage. Conferences, special openings, events, in different cultural institutions and locations</td>
<td>Museum professionals, cultural operators</td>
<td>IBACN, MuRN</td>
</tr>
<tr>
<td>April 2-5, 2008 <strong>Ferrara - Italy</strong></td>
<td><strong>Fiera del Restauro</strong></td>
<td>The fair received delegations with an interest focus on museums. In the past edition 29.000 visitors took part at the event and 10% came from abroad.</td>
<td>IBACN</td>
</tr>
<tr>
<td>April 3-7 2008 <strong>Verona, Italy</strong></td>
<td><strong>Vinitaly</strong></td>
<td></td>
<td>ProvRN</td>
</tr>
<tr>
<td>April 16-18 2008 <strong>Florence, Italy</strong></td>
<td><strong>EVA Florence</strong>, Electronic Imaging &amp; the Visual Arts ‘The Foremost European Electronic Imaging Events in the Visual Arts’ Conference, Workshops, Meetings, Training &amp; Exhibition</td>
<td>With a conference Session about EU Projects and Related Networks and Initiatives; Virtual Galleries and Museums on April, 17th</td>
<td>IBACN</td>
</tr>
<tr>
<td>April 25-27 2008 <strong>Venice-Italy</strong></td>
<td>Hosted within the <strong>Trade Fair “Nature”, GO SLOW 2008- Salone del Viaggio Lento</strong> is an event which brings together institutions and 150 exhibitors, over 15.000 visitors in 2007</td>
<td></td>
<td>ProvRN</td>
</tr>
<tr>
<td>Event Details</td>
<td>Location</td>
<td>Event Type</td>
<td>Description</td>
</tr>
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<td>-------------------------------------</td>
<td>---------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>April 28-29 2008, Berlin, Germany</td>
<td>Digitales Kulturerbe - gemeinsam vernetzen</td>
<td>Programme will be published soon on <a href="http://www.kulturerbe-vernetzen.de/">http://www.kulturerbe-vernetzen.de/</a></td>
<td>Tourist organisations wanting to promote new forms of tourism, particularly environmental and cultural tourism. Links provided include: <a href="http://www.veneziafiere.it">www.veneziafiere.it</a></td>
</tr>
<tr>
<td>May 14-17 2008 Dublin Ireland</td>
<td>European Museum of the Year Awarding Ceremony</td>
<td>More than 150 museums from all Europe will attend Ceremony. MuRN</td>
<td>European Museum of the Year Awarding Ceremony. The European Museum of the Year is given by the European Museum Forum to new or recently renovated museums in Europe which present new and outstanding ideas and achievements. <a href="http://www.europeanmuseumforum.org">www.europeanmuseumforum.org</a></td>
</tr>
<tr>
<td>June 4-7 2008, Rimini, Italy</td>
<td>Euro.P.A. Fiera</td>
<td>ProvRN</td>
<td>Programme will be published soon on <a href="http://www.kulturerbe-vernetzen.de/">http://www.kulturerbe-vernetzen.de/</a></td>
</tr>
<tr>
<td>June 5-8 2008 Ljubljana, Slovenia</td>
<td>MINERVA DISSEMINATION</td>
<td>SPK</td>
<td>Programme will be published soon on <a href="http://www.kulturerbe-vernetzen.de/">http://www.kulturerbe-vernetzen.de/</a></td>
</tr>
<tr>
<td>June 15-18, 2008 Rimini - Italy</td>
<td>Festival of Ancient World</td>
<td>MuRN ProvRN IBACN</td>
<td>The Municipality of Rimini organises the Festival of the Ancient World for the fourth year. The festival offers an opportunity to plunge into the Etruscan, the Greek and the Roman cultures focussing on the dissemination of good practices to study and learn about classical cultures and the ancient world. <a href="http://antico.comune.rimini.it/">http://antico.comune.rimini.it/</a> The first euromuse.net dissemination event (half a day conference) is taking place on June 13 2008</td>
</tr>
<tr>
<td>July 22-24 2008 London UK</td>
<td>Eva-Conference Electronic Information, the Visual Arts and Beyond <a href="http://www.eva-conferences.com/eva_london/">http://www.eva-conferences.com/eva_london/</a></td>
<td>SPK</td>
<td>Programme will be published soon on <a href="http://www.kulturerbe-vernetzen.de/">http://www.kulturerbe-vernetzen.de/</a></td>
</tr>
<tr>
<td>August 5-7 2008 Cologne - Germany</td>
<td>RDA Workshop. International Trade Fair for Coach Travel and Tourism. RDA is the leading sales, purchasing and networking platform for the international coach and group holiday</td>
<td>KHM</td>
<td>Programme will be published soon on <a href="http://www.kulturerbe-vernetzen.de/">http://www.kulturerbe-vernetzen.de/</a></td>
</tr>
</tbody>
</table>

Tourist organisations wanting to promote new forms of tourism, particularly environmental and cultural tourism. Links provided include: www.veneziafiere.it
<table>
<thead>
<tr>
<th>Event</th>
<th>Location</th>
<th>Details</th>
<th>Agency/Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>August 25-28 2008 Vienna, Austria</strong></td>
<td></td>
<td>EVA Conference “Digital Cultural Heritage - Essential for Tourism”, <a href="http://www.prip.tuwien.ac.at/eva08">http://www.prip.tuwien.ac.at/eva08</a></td>
<td>KHM</td>
</tr>
<tr>
<td><strong>September 2008 Prague, Czech Republic</strong></td>
<td></td>
<td>Tourism workshop</td>
<td>KHM</td>
</tr>
<tr>
<td><strong>September 2008 Budapest, Hungary</strong></td>
<td></td>
<td>Tourism workshop</td>
<td>KHM</td>
</tr>
<tr>
<td><strong>October 2008</strong></td>
<td></td>
<td>European Travel Commission Academy</td>
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<td><strong>October 6-8 2008</strong></td>
<td></td>
<td><strong>Herbstagung Museumsdokumentation</strong> <a href="http://www.museumsbund.de/cms/index.php?id=52&amp;L=0&amp;STIL=0">http://www.museumsbund.de/cms/index.php?id=52&amp;L=0&amp;STIL=0</a>, no programme available yet</td>
<td>SPK</td>
</tr>
<tr>
<td><strong>October 10-11 2008, Rimini, Italy</strong></td>
<td></td>
<td>2^ International Conference on Sustainable Tourism</td>
<td>ProvRN</td>
</tr>
<tr>
<td><strong>October 16-17, 2008 Arezzo - Italy</strong></td>
<td></td>
<td><strong>Museum Image Trade Fair</strong> Trade fair on museum merchandising and cultural services. Rich programme of side events, conferences, seminars, openings, exhibitions, etc. <a href="http://www.museumimage.it">www.museumimage.it</a></td>
<td>MuRN</td>
</tr>
<tr>
<td><strong>November 2008, London UK</strong></td>
<td></td>
<td>WTM Tourism fair</td>
<td>KHM</td>
</tr>
<tr>
<td><strong>November 13-16, 2008 – Paestum (SA) Italy</strong></td>
<td></td>
<td>Borsa Mediterranea del Turismo Archeologico – Trade Fair of Archaeological Tourism Promoted and organised by the Province of Salerno for the 11th year. The Mediterranean Exchange of Archaeological Tourism aims at promoting archaeological sites and destinations, marketing specific tourist products, and at increasing tourism-related economic and occupational opportunities. During the years, the Mediterranean Exchange on Archaeological Tourism has grown into an international appointment for professionals from archaeological and cultural sectors, as well as from the media. Further, the Borsa represents the 8500 visitors in 2007</td>
<td>MuRN</td>
</tr>
<tr>
<td>Event Date</td>
<td>Event Name</td>
<td>Details</td>
<td>Location</td>
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</tbody>
</table>
| November 27-29, 2008 – **Venezia-Italy** | **Salone dei Beni e delle Attività Culturali**  
Trade Fair of Cultural Heritage and Activities  
Trade fair on heritage, museums and cultural services.  
The trade fair is host to **Viaggiandum Est**, IX  
Exchange of Cultural Tourism.  
[www.viaggiandumest.com](http://www.viaggiandumest.com)  
Rich programme of side events, conferences, seminars, openings, special exhibitions, etc.  
[www.veneziafiere.it](http://www.veneziafiere.it) | Viaggiandum Est gathers tourist operators from France, Germany, Austria, Russia, The UK, The Netherlands, Poland, Denmark, Hungary, Slovakia, Spain, Italy the Czech Republic) and more than 100 Italian tourist organisations | **MuRN**          |
| January 2009  
Venue tba (each year different) | **ENTER 2009 Conference**  
offers a unique annual forum for academics, industry and government to present and debate state-of-the-art research and industry case studies on the application of information and communications technologies to tourism and travel. |  
155.000 visitors in 2007 (20.500 from abroad). | **KHM**          |
| February 19-22, 2009 – **Milan – Italy** | **BIT – Borsa Italiana Turismo**  
International Tourism Exchange is the most important trade fair worldwide for the Italy tourism system and continues with its internationalisation strategy. A full-scale strategy that involves BIT in all the key events of the industry at a global level.  
[www.bit.fieramilanoexpoc.ts.it](http://www.bit.fieramilanoexpoc.ts.it) |  
|  | **International Fair. La Dolce Vita**  
International, multisectorial fair of “Made in Italy”. |  | **MuRN**          |
| March 11-15 2009  
Berlin, Germany | **ITB - Internation Tourism Fair Berlin** |  | **SPK**          |
| March 2009 – **London - UK** | **International Fair. La Dolce Vita**  
International, multisectorial fair of “Made in Italy”. |  | **MuRN**          |
| March 2009 - **Italy -** | **Cultural week**  
organised and promoted by the Italian Ministry of Cultural Heritage. |  | **IBACN**         |
| April 2009 – **Ferrara, Italy** | **Fiera del Restauro**  
Trade fair on the art of restoration and conservation of the cultural and environmental heritage. |  | **IBACN**         |
| May 2009- **Bursa, Turkey** | **European Museum of the Year Award Ceremony** |  | **IBACN**         |
| June 2009 – **Rimini, Italy** | **The Festival of Ancient World.** |  | **MuRN**          |
| August 2009 – **Cologne, Germany** | **RDA Workshop. International Trade Fair for Coach Travel and Tourism.** |  | **MuRN**          |
| September 2009 – **Prague, Czech Republic** | **Tourism workshop** |  | **KHM**          |
| September 2009 – **Budapest, Hungary** | **Tourism workshop** |  |  |
| November 2009 – **Paestum (SA), Italy** | **Mediterranean Exchange of Archaeological Tourism** |  | **MuRN**          |
November 2009, Venice, Italy | Salone dei Beni e delle Attività Culturali | MuRN
---|---|---
February 2010 – Milan, Italy | Borsa Internazionale Turismo | KHM
International Tourism Exchange is the most important workshop worldwide for the Italy tourism system and continues with its internationalisation strategy. A full-scale strategy that involves BIT in all the key events of the industry at a global level. [www.bit.fieramilanoexpocts.it](http://www.bit.fieramilanoexpocts.it)
---|---|---
March 2010 – London, UK | International Fair. La Dolce Vita | MuRN
---|---|---
March 2010 – Italy | Cultural week | IBACN MuRN
---|---|---
April 2010 – Ferrara, Italy | Fiera del Restauro | MuRN
Trade fair on the art of restoration and conservation of the cultural and environmental heritage.
---|---|---
May 2010 | European Museum of the Year Award Ceremony | IBACN
---|---|---
June 2010 – Rimini, Italy | The festival of Ancient World | MuRN ProvRN IBACN
---|---|---
August 2010 Cologne, Germany | RDA Workshop. International Trade Fair for Coach Travel and Tourism | MuRN
---|---|---
September 2010 Prague, Czech Republic | Tourism workshop | KHM
---|---|---
September 2010 Budapest, Hungary | Tourism workshop | KHM
---|---|---
October 2010 Arezzo, Italy | Museum Image [www.museumimage.it](http://www.museumimage.it) | IBACN MuRN
---|---|---
November 2010 Paestum (SA), Italy | Mediterranean Exchange of Archaeological Tourism. | MuRN
---|---|---
November, 2010 Venice, Italy | Salone dei Beni e delle Attività Culturali [www.veneziafiere.it](http://www.veneziafiere.it) | MuRN
---|---|---

7.2 euromuse.net dedicated conferences, workshops and dissemination events

The first conference to disseminate euromuse.net will take place on June 13, 2008 in Rimini, Italy, within the framework of the Festival of the Ancient World.
It will address an audience of museum professionals, as well as tourist operators.

**euromuse.net Dissemination event - 13 June Rimini, Italy**

**Draft programme**

9:30 a.m. to 1 p.m.
- Greetings by authorities
- Laura Carlini, Head of Museum Services IBACN
  “The euromuse.net project “
- Markus Kustatscher, KHM  
  “Promoting museums to the tourism sector”

- Dr. Matthias Henkel  
  Staatliche Museen, Berlin

- Stefania Sani, Servizio Turismo, Regione Emilia-Romagna  
  “Integrating cultural and tourism policies at regional level”

- Conclusions and further discussion with euromuse.net partners

Similar events are going to happen throughout the duration of the project:

2008
Italy  13 June – Rimini
Germany (date and place to be decided)
Austria (date and place to be decided)

2009
Italy (date and place to be decided)
Germany (date and place to be decided)
Austria (date and place to be decided)

2010
Italy (date and place to be decided)
Germany (date and place to be decided)
Austria (date and place to be decided)
8. Links with institutional bodies, existing European projects and networks

In this chapter institutional bodies, European projects/networks which can be linked to Euromuse.net are shortly presented. In particular by linking to other trans-national projects or networks, Euromuse.net multiplies the occasions to disseminate and give visibility to its objectives and results. In particular, this will allow Euromuse.net to diffuse information on the project/service through:

- participation to events organised beyond the project (through PPT presentations and circulation of promotional material)
- post message to the other projects/networks email based communication channels (e.g. newsletters, mailing lists, …)
- participations to joint initiatives when appropriate
- promotion of events through the other projects/networks web sites

Current European projects

MICHAEL  [http://www.michael-culture.org](http://www.michael-culture.org)
The MICHAEL project (Multilingual Inventory of Cultural Heritage in Europe) was presented and approved in the framework of the eTen programme, and started its activities in June 2004. The MICHAEL project aims to define a common approach and a model for digital cultural heritage inventories that will be applied across the participating nations. The project focuses on the integration of national initiatives in the digital cultural heritage sector. It delivers interoperability between national cultural portals and a high-quality end-user service. Its objective is to promote the use of European digital cultural content and resources. With the support and endorsement of the national governments and agencies responsible for cultural heritage, MICHAEL is establishing an international online service that will allow its users to search, browse and examine separate national cultural inventories from a single point of access. This service is implementing pan-European standards and guidelines for digital cultural heritage initiatives, based on open-source technologies and a common technical platform. It is flexible to allow for extension to national inventories. The services offered by MICHAEL enable European citizens (students, researchers, tourists and other end users) to find and exploit European digital cultural heritage material, which will be accessible, on a multilingual basis, over the Internet. The MICHAEL consortium was initiated by the ministries of culture of France and Italy and the Museums, Libraries and Archives Council of the United Kingdom, supported by the private bodies Association Dédale and Amitié for technological and organisational aspects. Other countries then joined the first ones, namely: Belgium, Cyprus, Czech Republic, Estonia, Finland, Germany, Greece, Hungary, Latvia, Malta, the Netherlands, Poland, Portugal, Slovakia, Spain and Sweden, so generating a second project, named MichaelPLUS, that extended the functionalities of MICHEL to the new countries.
Athena
The ATHENA project, just launched within the eContentplus programme, intends to specifically tackle the gap in existing content provision to the European Digital Library (Europeana). ATHENA has the objective to:

- reinforce, support and encourage the participation of museums and other institutions coming from those sectors of cultural heritage not fully involved yet in Europeana;
- coordinate standards and activities of museums across Europe;
- identify digital content present in European museums;
- contribute to the integration of the different sectors of cultural heritage, in cooperation with other projects more directly focused on libraries and archives, with the overall objective to merge all these different contributions into Europeana;
- develop a plug-in to be integrated within Europeana, to facilitate the access to digital contents belonging to European museums.

ATHENA will also produce a set of scalable tools, recommendations and guidelines, focusing on multilingualism and semantics, metadata and thesauri, data structures and IPR issues, to be used within museums for supporting internal digitisation activities and facilitating the integration of their digital content into Europeana. All these outputs will be based on standards and guidelines agreed by the partner countries for the harmonised access to the content, and will be easily applicable.

The final aim of ATHENA is to bring together relevant stakeholders and content owners from all over Europe, evaluate and integrate standards and tools for facilitating the inclusion of new digital content into Europeana, so conveying to the user the original and multifaceted experience of all the European cultural heritage.

CEN/ISS Workshop e-tour (2008-2009)
The Workshop's main focus is on interoperability issues in electronic data interchange in the tourism sector. The Workshop analyses needs of partners for harmonized data interchange, analyses gaps in the design of current interoperability approaches and provides recommendations concerning a general framework for eTourism related information exchange.

euromuse.net has already been introduced to this workshop through ECCA.

www.ibc.regione.emilia-romagna.it
Supported by the Lifelong Learning Programme of the European Union, the project aims to develop the potential and practice of museums as places of intercultural dialogue and to promote a more active engagement with the communities they serve.

IBACN is project leader.

VoCH – Volunteers for Cultural Heritage (2007-2009)
www.ibc.regione.emilia-romagna.it
Funded by the European Commission as part of the Grundtvig Lifelong Learning Programme, the project explores the phenomenon of volunteering in the cultural heritage sector at European level, identifying different types of voluntary work, with the objective of designing training addressed both to volunteers themselves and to the people responsible for volunteer programmes within cultural organisations.

IBACN is partner.
www.adriaskolpos.comune.rimini.it
Funded by the EU Programme INTERREG/CARDS-PHARE, the project aims to valorise the archaeological heritage of the Adriatic coasts.
The Province and the Municipality of Rimini are partners.

Funded by the EU Programme INTERREG IIIB – CADSES, the main aim of ROMIT was to develop, at European level, new ways of preserving and managing the archaeological sites of Roman origin, integrating them into local development policies.
The Province of Rimini was coordinator and is now willing to submit a follow up project.

European networks

European Travel Commission http://www.etc-corporate.org/
The European Travel Commission (ETC) is a non-profit making organisation with its headquarters in Brussels. Its members are the 38 National Tourism Organisations (NTOs) of Europe, whose role is to market and promote tourism to Europe in general, and to their individual countries in particular.

ETC New Media Group
is a permanent group of the European Travel Commission which organises an annual eAcademy in October and regular meetings during the year on the use of new media (Internet).

ICOM International www.icom.org
ICOM is the international organisation of museums and museum professionals.
It counts 24,000 members in 150 countries
Maurizio Bioridi, of the Municipality of Rimini is the Italian delegate for the Extraeuropean cultures of I.C.O.M.

CIDOC http://icom.museum/international/cidoc.html
CIDOC is dedicated to the documentation of museum collections. The committee provides curators, librarians and information specialists interested in documentation, registration, collections management and computerisation with the opportunity to collaborate.
Monika Hagedorn-Saupe of SPK is secretary of CIDOC.

European Museum Forum (EMF) www.europeanmuseumforum.org
The European Museum Forum is an independent and not for profit organisation founded in 1977. Its main objective is to raise the standard of museums throughout Europe. It organises the annual European Museum of the Year Award for newly built or restored museums. More than 1400 museums visited and assessed so far under the EMYA scheme.
The Forum is guided by a Committee of 15 experts of 12 countries and 32 National Correspondents. Its intervention area covers the 45 countries of the Council of Europe.
IBACN and SPK are institutional supporting members of EMF.
NEMO

NEMO, Network of European Museum Organisations, is a network, which supports the exchange and co-operation of the European museums associations as well as European museums in their role as keepers of the shared cultural heritage. The mobility of collections is one of the topics on which NEMO’s work has focussed in recent years, so links with euromuse.net seem particularly pertinent.

*Margherita Sani of IBACN is the Italian representative of NEMO and is member of the Board of Executives.*

*Monika Hagedorn-Saupe of SPK is the German representative of NEMO.*

Institutional bodies, Ministries, National and European Public Authorities

Since 2004 the topic of collections mobility has been held to be a high priority within the European Union. After co-operation between various presidencies, the Action Plan for the EU Promotion of Museum Collections’ Mobility and Loan Standards was endorsed by the Education, Youth and Culture Council in November 2006.

Several European working groups are still active in defining very important issues, such as loan administration, long term loans, state indemnity schemes, etc., in order to issue standards and guidelines valid all over Europe.

Given the nature of euromuse.net and its focus on temporary as well as permanent exhibitions, it seems appropriate to establish links with the institutional bodies which, by their very nature, are in charge of this subject, such as:

- Ministries of Culture of the EU Countries
- Ministero Beni e Attività Culturali (Italy)
- Bundesdenkmalamt (Austria)
- Kultusministerkonferenz (Germany)
9. Annexes

Annex 1:  The dissemination template
Annex 2:  The project descriptions in English, German and Italian language
Annex 1 The Dissemination Template

Template for collecting information to prepare the dissemination strategy

1. Information about the euromuse.net partner

<table>
<thead>
<tr>
<th>Name (partner organisation)</th>
<th></th>
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<tbody>
<tr>
<td>Name (person in the organisation responsible for the dissemination activities related to the project)</td>
<td></td>
</tr>
</tbody>
</table>

2. Written information about the project

<table>
<thead>
<tr>
<th>Description of medium (e.g. newsletter, articles in magazines, press releases)</th>
<th>Frequency of information release (quarterly, monthly, etc.)</th>
<th>Description of readers (type and number of people reached)</th>
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</table>

3. Dissemination events/activities to be undertaken by each euromuse.net partner

<table>
<thead>
<tr>
<th>Date</th>
<th>Description of event (e.g., conferences, workshop, seminars, tourism trade fairs, etc.)</th>
<th>Description of audience (Which audience is the dissemination activity reaching? Information should include: - whether National, European, International - type of audience (tourist operators, museum professionals, educators, etc.) - numbers)</th>
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4. Existing European/International Projects with which links can be made

<table>
<thead>
<tr>
<th>Name of project</th>
<th>Description (date of start and end; objectives; web site; name of coordinator; brief description of synergies to be achieved between other project and euromuse.net)</th>
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</table>

5. Other organisations which can be involved to promote disseminate euromuse.net

<table>
<thead>
<tr>
<th>Name of organisation</th>
<th>Ways in which it can be involved in euromuse.net (time frame, dissemination outcomes expected, kind of audience reached; numbers)</th>
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6. New museums which can join euromuse.net

<table>
<thead>
<tr>
<th>Name of museum and country</th>
<th>How is the contact happening?</th>
<th>Date by which the museum is expected to join</th>
</tr>
</thead>
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</table>

7. New organisation in the tourism sector which can join euromuse.net

<table>
<thead>
<tr>
<th>Name of organisation and country (tourist board, tourist information centre, etc.)</th>
<th>How is the contact happening?</th>
<th>Date by which the organisation is expected to join</th>
</tr>
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8. Existing mailing lists to use for dissemination purposes

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Annex 2 The project descriptions

Please find detailed descriptions of the project and its goals, which have been published in three languages on the project website for the interested stakeholders and public as a first realised element of dissemination on the following pages.

1) euromuse.net - project description (English) 4 pages
2) euromuse.net - Descrizione del progetto (Italiano) 5 pages
3) euromuse.net - Projektbeschreibung (Deutsch) 5 pages
euromuse.net

euromuse.net is a public access portal providing multilingual information on museums and their exhibitions throughout Europe. euromuse.net offers 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:

People interested in exhibitions and museums depend on access to information, which – in most cases – is only available spending great effort on a rather complex and scattered market as such bundled data from museums on a supranational and multilingual level is difficult to access.

Project:

The euromuse.net project will deploy an existing service, which provides multilingual information about temporary exhibitions and museums as well as other museum 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 to the general public for free
2. Integrate the museums’ 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 expand 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 existing marketing and promotion channels of the tourism industry and the cultural sector over the 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.

Project Description:

The general idea of the euromuse.net project is to better connect the museum sector with its relevant target groups – both on a professional and 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 easily 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 addressing at least three main target groups, which are:

- **the general public**, European 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. The euromuse.net website enables mobile European museum visitors to find all the relevant information in one spot and use comfortable search possibilities. Anyone interested in modern art exhibitions in France or in archaeological exhibitions between 1 June and 15 July anywhere in Europe will find relevant information on the euromuse.net website, presenting 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 special access for tourism industry users besides the 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.

- **museum staff**, like curators, museum educators or university researchers will be able to promote their own museum’s offers more effectively than before and will be able to observe what is happening 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. 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 training and optimization 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 to 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 (as 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.
The deployment sites aim to find out how the services are appreciated by the stakeholder groups, 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 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 at 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 with 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** 900,000 €  
**Duration** Start in January 2008 – End in December 2010  
**Website:**  
Service: [http://www.euromuse.net](http://www.euromuse.net)  
Project site: [http://www.euromuse-project.net](http://www.euromuse-project.net)  
**Contact**  
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Prussian Cultural Heritage Foundation  
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**Participating Countries**  
Austria, Germany, Italy
euromuse.net

Überblick:


Problemstellung und Kontext:


Projektaufgabe:


Damit strebt die Projektgruppe drei Hauptziele an:
2. Die Informationen aus der euromuse.net Datenbank über die Harmonise-Schnittstelle an den Tourismussektor anzuschließen und die Inhalte von euromuse.net für einen professionellen Nutzerkreis im Tourismusbereich interessant zu machen.
3. Den Bereich der Online-Angebote auf euromuse.net zu erweitern und eine Datenbank mit Publikationen aus Museen oder weiteren Veröffentlichungen im Bereich Ausstellungen und Museen aufzubauen.
Projektziele:

- Die Sichtbarkeit von Museen und ihrer Angebote im Internet zu erhöhen.
- Im europäischen Rahmen Informationen über die Wechsel- und Dauerausstellungen herausragender Museen zu verbreiten.
- Verbindungen zwischen Tourismus- und Kultursektor über die euromuse.net-Datenbank herzustellen und so bestehende Marketing- und Werbekanäle zwischen diesen Bereichen zu stärken.
- Die Inhalte von euromuse.net europaweit weiteren Kultur- und Tourismusportalen zur Verfügung zu stellen.
- Publikationen von Museen für Wissenschaftler, interessierte Öffentlichkeit und Besucher sowie Online-Angebote aus dem Museumsektor über das Portal zugänglich zu machen.

Projektbeschreibung:

Es ist die Grundidee hinter euromuse.net, die Vernetzung des Museumsektors und seiner Zielgruppen zu fördern und voranzutreiben – und zwar sowohl für fachliche als auch für private Nutzer.


Zielgruppen:

euromuse.net bedient damit drei Zielgruppen:


- **Akteure aus dem Tourismussektor** wie z.B. Reiseveranstalter, Agenturen oder auch Touristeninformationen und Tourismusverbände erhalten mit dem Portal die Möglichkeit, die Angebote für ihre Kunden genau an deren individuellen Bedürfnissen auszurichten. Da sich Anforderungen von privaten und professionellen Nutzern häufig unterscheiden, wird für professionelle Nutzer die Export Schnittstelle Harmonise bereitgestellt, über die strukturierte Daten empfangen werden können und die spezifische Suchabfragen an die euromuse.net Datenbank im XML-Format maschinenlesbar exportiert. Bei gewerblichen Nutzern soll für diese Funktion eine Gebühr erhoben werden.
So erhalten bspw. Busreiseanbieter durch euromuse.net ein hilfreiches Werkzeug für die Recherche und Vorbereitung ihrer nächsten Reisen und können Museumsbesuche hier einfach integrieren; Reiseagenturen werden dazu in die Lage versetzt, ihren Kunden detaillierte Auskünfte zu Ausstellungen auf ihren nächsten Reisen geben.

- **Museumsangestellte und Wissenschaftler** wie Kuratoren und Museumspädagogen können die Angebote ihrer eigenen Museen besser vermarkten (in ihrer Rolle als Mitglieder) und sich einfachen Überblick über aktuelle und vorherige Ausstellungen (im Ausstellungsarchiv) verschaffen.

**Deployment approach:**


Im zweiten Schritt weitet die Projektgruppe die Deployment-Aktivitäten von Deutschland, Italien und Österreich auf weitere europäische Staaten aus. Sowohl die bereits bestehenden Mitglieder (das heißt, die Museen, die ihre Ausstellungen bereits auf dem Portal präsentieren) als auch die neue Museen und Tourismusakteure werden im zweiten und dritten Schritt angesprochen und z.B. über die neue Harmonise-Schnittstelle an den Service angebunden.


**Langfristige Fortführung des euromuse.net Service:**

Partner:

Die **Stiftung Preußischer Kulturbesitz**, Deutschland ist Projektkoordinator. Die 1957 gegründete Stiftung ist in Berlin angesiedelt und stellt die größte deutsche Kultureinrichtung dar. Als Dachorganisation für die 16 Staatlichen Museen zu Berlin, die Staatsbibliothek zu Berlin, das Geheime Staatsarchiv und eine Reihe weiterer Forschungsinstitute vereint sie eine unübertreffliche Vielfalt und stellt unvergleichbaren Kosmos der Kulturen dar. Das **Institut für Museumsforschung** gehört ebenfalls zur Stiftung Preußischer Kulturbesitz und steuert das Projekt **euromuse.net**.

Das **Istituto per i beni artistici, culturali e naturalie (Ibacn)**, tätig in der Region Emilia-Romagna, Italien wurde 1974 gegründet. Es unterstützt und berät auf lokaler Ebene in allen Belangen des Kulturerbes, fördert und führt Forschungsprojekte in den Bereichen Erweiterung, Restauration und Schutz von Kulturgütern, historischen Städten und Kulturerbe durch.


**Das eTourism Competence Center Austria (ECCA),** Österreich untersucht den Einsatzbereich von Informations- und Kommunikationstechnologie im Tourismusbereich, und befasst sich mit der Entwicklung, Analyse und Support von IT-Lösungen für den Tourismusbereich.

Die **Stadt Rimini (Comune di Rimini)**, Italien mit den Museen Rimini (Musei di Rimini) ist eine städtische Einrichtung, die die lokalen Museen verwaltet. Insbesondere das StadtMuseum beherbergt Sammlungen, die die Lokalgeschichte über die Jahrhunderte wiedergeben und ihren Schwerpunkt in Römischer Geschichte haben. Das Muso degli Sguardi gehört zu den bedeutendsten ethnografischen Museen in Italien.


Service: [http://www.euromuse.net](http://www.euromuse.net)  
Projektwebsite: [http://www.euromuse-project.net](http://www.euromuse-project.net)
EU Unterstützung: 900.000 €
Projektdauer: Start: Januar 2008 – Ende: Dezember 2010
Website: Service: [http://www.euromuse.net](http://www.euromuse.net)
Projektseite: [http://www.euromuse-project.net](http://www.euromuse-project.net)

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Teilnehmende Länder:
Deutschland, Italien, Österreich
**euromuse.net**

**Introduzione:**

euromuse.net è un portale di pubblico accesso che fornisce informazioni multilingue sui musei e sulle mostre organizzate attraverso l'Europa. Euromuse.net intende offrire uno strumento web che, in una vetrina unica, consenta al pubblico la visione delle più grandi mostre d'Europa. Il progetto ha inoltre una speciale interfaccia chiamata Harmonise per disseminare informazioni strutturali provenienti dai musei e da indirizzare al settore turismo (http://www.euromuse.net).

**Problema o contesto:**

Tutti coloro i quali sono interessati alle mostre e ai musei fanno affidamento sull'accesso alle informazioni, le quali – in molti casi – si rendono disponibili solo in seguito a un grande sforzo, essendo disseminate su un mercato estremamente frammentato. Non è facile, né per le organizzazioni turistiche né per i turisti, accedere a livello multilingue e internazionale ai dati sistemati alla rinfusa dai musei. È vero, i musei di solito hanno i propri rispettivi siti web ma non c'è un modo per accedere a questi dati ad un livello multilingue e internazionale (e qualche volta nemmeno a livello nazionale). I turisti e il turismo professionale risentono di un grande complesso del mercato, che non può essere controllato.

**Progetto:**

Il progetto euromuse.net inizialmente disseminerà le informazioni del servizio già esistente, il quale fornisce le informazioni multilingue circa le mostre temporanee, i musei, e gli altri eventi dei musei sulla piattaforma della rete. Con la finalità di sviluppare una collezione di dati più ampia che comprenda l’intera Europa e si focalizzi sul settore pubblico dell’informazione per essere riutilizzata dai diversi attori che operano nel settore di cultura e turismo.

Il progetto persegue principalmente tre obiettivi:

1. Migliorare e aumentare la piattaforma esistente, un sito web che offra informazioni su mostre e musei con accesso gratuito da parte del pubblico.
2. Integrare le informazioni dei musei nel database di euromuse.net con gli strumenti di Harmonise. Attraverso questa integrazione i ricchi contenuti di euromuse.net andranno ad aggiungersi alle informazioni online degli altri servizi relativi al mercato della cultura e del turismo, sia a livello nazionale sia a livello internazionale.
3. Aumentare le prestazioni esistenti per integrare le informazioni relative alle pubblicazioni scientifiche dei musei e ampliare il servizio, il quale consente uno sguardo generale sui musei virtuali e sulle loro risorse nella rete.

**Obiettivi del progetto:**
• Aumentare la consapevolezza dei servizi generali del museo.
• Fornire informazioni sulle mostre temporanee, sulle esposizioni permanenti e sulle collezioni notevoli attraverso l'Europa.
• Perfezionare il legame già esistente fra i canali del mercato della promozione dell'industria turistica e il settore cultura attraverso la banca dati di euromuse.net.
• Integrare (a lungo andare) il ricco contenuto di euromuse.net con le offerte messe in rete dal mercato dei servizi.
• Condividere online le pubblicazioni scientifiche e le altre offerte provenienti dalle attività di ricerca dei musei.

Descrizione del progetto:

L'idea generale di euromuse.net è quella di migliorare il legame fra il settore museo e i gruppi che in particolare vi si indirizzano, come quella parte di pubblico interessata - sia a livello professionale che a livello privato. Le prestazioni di euromuse.net rafforzeranno i legami esistenti fra il pubblico che in generale è interessato ai musei e alle mostre, il settore professionale del turismo e gli operatori museali. Ciò agevolerà l'accesso alle informazioni circa le mostre e i musei di tutta Europa. Questo avrà luogo attraverso l'offerta su tre servizi complementari:

sul sito http://www.euromuse.net, principalmente per l'accesso gratuito al pubblico in generale, attraverso strumenti per lo scambio di informazioni strutturate con le banche dati dell'industria del turismo e degli altri attori del settore turismo (http://www.harmonet.org) e su una banca dati che contenga la letteratura scientifica e le pubblicazioni dei musei, principalmente per i ricercatori e per i dipendenti del museo.

I gruppi ai quali il progetto si indirizza:

Il progetto euromuse.net è rivolto almeno a tre gruppi principali che sono:

• il pubblico in generale, fondamentalmente i turisti europei, che saranno messi in condizione di ricevere una ricca serie di informazioni sugli eventi culturali organizzati dai musei d’Europa. Essi riceveranno il servizio con un solo accesso nello strumento della rete e in modo completamente gratuito. Non sarà necessario sfogliare tonnellate di differenti siti, i quali forniscono le informazioni rilevanti in maniera errata. Il sito di euromuse permette al visitatore di trovare tutte le informazioni giuste concentrate in un solo punto attraverso l'utilizzo di un sistema di ricerca assolutamente agevole. La persona interessata alle mostre di arte moderna in Francia, così come quella interessata alle mostre archeologiche fra il primo giugno e il 15 luglio in tutta Europa, troverà informazioni rilevanti sul sito euromuse.net. Un sito realmente europeo grazie alla sua interfaccia multilingue e alla presentazione di ogni mostra almeno in due lingue.

• Le industrie del turismo e i loro servizi saranno in grado di organizzare pacchetti turistici personalizzati per i propri clienti utilizzando euromuse.net. Poiché le richieste industriali normalmente differiscono da quelle private, il progetto offre uno speciale accesso alle industrie del turismo da usare in aggiunta al sito web. Una ricerca speciale che faccia il punto e ponga precise domande alla banca dati di euromuse.net in modo da consentire l'ottimizzazione, la preparazione e l'organizzazione delle gite. Coloro che a livello industriale utilizzeranno il sito riceveranno dati strutturati e informazioni xml in un formato speciale fornito dalla banca dati di euromuse.net. Per gli utilizzi commerciali di questa funzione sarà richiesto un contributo per la fornitura del servizio.
• In tal modo, ad esempio, una azienda di autobus per vacanze avrà un potente strumento per mettere a punto le proprie stagioni future; le agenzie turistiche o le agenzie di viaggio saranno in grado di raccomandare ai propri clienti informazioni veramente individuali circa le mostre alle quali prendere parte nel corso delle loro prossime gite.

• Gli operatori dei musei, come i curatori, gli educatori museali, i ricercatori universitari che lavorano nel museo delle scienze saranno in grado di promuovere le rispettive offerte dei musei di appartenenza molto più efficacemente di prima (se essi sono membri), e saranno in grado di guardare a ciò che succede o a ciò che è già successo nel panorama dei musei d’Europa.

Modalità di disseminazione:

Ciascun partner dovrà occuparsi di una speciale implementazione del sito che sarà organizzata per paese e argomento. Il rispettivo inserimento sul sito inizierà con il lavoro dei musei che partecipano al progetto in Germania, Italia e Austria sin dal principio dello stesso. Allo stesso tempo la distribuzione dei siti in Italia accompagna il primo servizio turistico. I risultati e gli affondi dell’implementazione dei siti – come la loro esperienza di accompagnamento dei differenti gruppi di portatori di interesse – saranno presentati alla fine del primo obiettivo del progetto (milestone) e saranno usati per aumentare, formare e ottimizzare gli ulteriori progressi dell’implementazione nella seconda e terza fase del progetto. Da questo tipo di esperienza il consorzio del progetto apprenderà i modi nei quali adattare il sito risolvendo i problemi imprevisti e individuando le modalità atte a garantire un servizio che possa direttamente rispondere ai bisogni e alle esigenze dei membri e degli utenti di euromuse.net.

In secondo luogo, le attività si estenderanno agli altri musei e servizi turistici in paesi importanti, in seguito (come terzo punto) ai musei e ai servizi turistici degli altri paesi. Entrambi, gli attuali membri del progetto euromuse.net già in corso (il che significa i musei che attualmente forniscono dei contenuti sul portale esistente) e i nuovi partner, insieme ai servizi turistici faranno parte del secondo e terzo passo delle azioni di implementazione.

Lo spirito di ciascuna implementazione del sito è quello di scoprire come i servizi vengono apprezzati dai gruppi interessati, ad esempio i musei (che forniscono il contenuto) e i servizi turistici (come fruitori dei contenuti), per essere consapevoli dei limiti e fornire soluzioni per i problemi che si manifestano inaspettatamente. L’implementazione dei siti si identificherà e si allineerà alle esigenze dei musei membri, perché il successo del progetto dipende principalmente da questi ultimi. Tale esperienza sarà comunicata nel corso della presentazione dei laboratori e attraverso il sostegno e la formazione sia online che attraverso la distribuzione di materiale come le domande più ricorrenti, i documenti didattici ufficiali, eccetera.

Sostenibilità del servizio:

I partner di euromuse.net intendono analizzare e verificare le migliori condizioni per garantire la continuità del servizio dopo la fine del progetto. In particolare le analisi metteranno a confronto i punti di forza e di debolezza in relazione alla potenziale creazione di un nuovo organismo giuridico sul quale sviluppare il servizio, con soluzioni alternative, ad esempio dare mandato a un partner affinché curi il servizio comune o usare una associazione già esistente che fornisca questo tipo di servizio commerciale.
Partners:

**Stiftung Preußischer Kulturbesitz/Prussian Cultural Heritage Foundation**
È il coordinatore del progetto. La Fondazione, situata a Berlino e fondata nel 1957, è il complesso culturale più grande della Germania. Essa si caratterizza per la sua unicità, si tratta infatti di una organizzazione a ombrello che unisce molti tipi di istituzioni culturali. Con 16 musei, la Staatsbibliothek (State Library), la Geheimes Staatsarchiv (Archivio Prussiano di Stato) e un numero di istituti di ricerca, la Fondazione è un ineguagliato universo di culture. L'istituto per la ricerca museale, che fa parte della Fondazione, eseguirà molti dei compiti in capo ai partecipanti al progetto.

**L'Istituto per i beni artistici, culturali e naturali (Ibacn)** della Regione Emilia Romagna, in Italia, è stato fondato nel 1974 per supportare e consigliare il governo regionale nel fare politica e agire come organo consultivo delle autorità locali nell'ambito del patrimonio culturale. Ibacn promuove e guida progetti di ricerca per la valorizzazione, il restauro e la conservazione dei beni culturali e storici delle città, nonché del patrimonio culturale.

**Il Kunsthistorisches Museum di Vienna** è il principale museo austriaco d'arte, ospita collezioni dell'antico Egitto, antichità greco e romane, collezioni che vanno dal periodo dell'arte medievale fino a quelle splendide del Rinascimento e del Barocco. In tutto, il museo è diviso in otto diverse collezioni.

**Il Comune di Rimini** è l'istituzione di governo a livello municipale che attraverso il settore cultura, nella sua qualità di ente pubblico, guida i musei locali. In particolare il Museo della Città ospita collezioni che testimoniano la storia locale nel corso dei secoli, con specifiche sezioni di storia romana. Il Museo degli Sguardi è uno dei più importanti musei etnografici dell'Italia.

**Provincia di Rimini** è il secondo livello governativo della zona di Rimini (Italia) ed è direttamente responsabile per l'attuazione delle politiche locali afferenti il settore del turismo, che rappresenta il settore economico più importante dell'area. La Provincia di Rimini ha una grande esperienza nella gestione di progetti nazionali e transnazionali, la maggior parte dei quali ha avuto per oggetto il turismo e la promozione turistica (appartiene alla rete delle città per il turismo sostenibile).

Contributo Europeo: 900.000 €
Durata: Inizio in gennaio 2008 – Fine in dicembre 2010
Website: Servizio: [http://www.euromuse.net](http://www.euromuse.net)
Sito del progetto: [http://www.euromuse-project.net](http://www.euromuse-project.net)
Contatti: Stiftung Preußischer Kulturbesitz
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Paesi che vi partecipano:
Austria, Germania, Italia