### Project Acronym: euromuse

### Project Title: euromuse.net

### Contract Number: C046229

### Starting date: 01.01.2008  
### Ending date: 31.12.2010

### Deliverable Number: D3.7

### Title of the Deliverable: Third project workshop in a participating country (Germany, Italy, Belgium, Finland)

### Task/WP related to the Deliverable: WP3

### Type (Internal or Restricted or Public): Public

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### Partner(s) Contributing: All

### Contractual Date of Delivery to the CEC: T0+35 (November 2010)

### Actual Date of Delivery to the CEC: 22\textsuperscript{nd} of December 2010

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Table of Contents

1 Executive Summary ................................................................................................................................. 3
2 Dissemination activities carried out during Milestone 4 ........................................................................ 4
  2.1 Articles in magazines and newsletters .............................................................................................. 4
  Euromuse.net: in palio un weekend a Riccione tra coloro che si iscrivono al servizio “Avviso Mostre” .................................................................................................................. 4
  2.2 Events, conferences, trade fairs .......................................................................................................... 5
  2.2.1 Events visited .................................................................................................................................... 5
  2.3 Further Dissemination activities ......................................................................................................... 7
3 Workshops ................................................................................................................................................ 8
  3.1 Training approach ................................................................................................................................. 8
  3.2 Training workshops organised ............................................................................................................ 8
    3.2.1 Austria, Vienna, Administrators-Workshop, March 02nd .............................................................. 8
    3.2.2 Spain, Barcelona, International Tourism Fair, April 17th/18th .................................................. 8
    3.2.3 Further workshops and meetings .................................................................................................. 10
4 Annexes .................................................................................................................................................. 12
  4.1 Articles published ................................................................................................................................. 12
  4.2 Agenda of the euromuse.net Harmonise Administrator training workshop in Vienna, Austria, 02nd of March 2010 ......................................................................................................................... 15
1 Executive Summary

Euromuse.net is a public access portal providing multilingual information on museums and their exhibitions within 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.

This report describes part of the dissemination activities carried out during the third Milestone and the workshops organised by the project partners as well as other events attended for promotional purposes.
2 Dissemination activities carried out during Milestone 4

2.1 Articles in magazines and newsletters

Please find parts of the documents presented in the Annexes of this Deliverable.

<table>
<thead>
<tr>
<th>Article name</th>
<th>Magazine or URL published</th>
<th>Date of Publication</th>
<th>Author / Project partner in charge</th>
<th>Short description of the content</th>
</tr>
</thead>
<tbody>
<tr>
<td>euromuse.net - o portal das exposições nos museus europeus.</td>
<td>Portuguese Museums Network newsletter. Published on website and printed</td>
<td>June 2010</td>
<td>Manuela Pereira/Margherita Sani - IBACN</td>
<td>Description of the project, presentation of the portal and services</td>
</tr>
<tr>
<td>Museoliiton Näyttelykalenterin päivitys viikon 2 loppuun mennessä</td>
<td>Museoposti mailing list/newsletter</td>
<td>January 15, 2010</td>
<td>Janne Saavalainen - SML</td>
<td>Reminding members to fill in the exhibition calendar which information shall be forwarded to euromuse.net</td>
</tr>
<tr>
<td>Suomalaiset museot euromuse.netissä</td>
<td>Museoposti mailing list/newsletter</td>
<td>March 9, 2010</td>
<td>Janne Saavalainen - SML</td>
<td>Informing members about the status of the euromuse.net project and giving specific information how to fill in exhibition calendar to suit the euromuse.net needs.</td>
</tr>
</tbody>
</table>
2.2 Events, conferences, trade fairs

2.2.1 Events visited

To get in contact with tourism services and industrial users, which are going to use euromuse.net service via the Harmonise tools, the euromuse.net project partners participated in main exhibitions, fairs and events targeting the cultural and/or the tourism sector on an international level to raise the attention of potential users. The partners hosted meetings and seminars where the euromuse.net project was explained to regional and national cultural tourism players. The promotion encouraged other museums to make their content available to the euromuse.net project and to attract more and more tourism boards and companies.

The following is a non exhaustive list of events from 2010 where dissemination of the project has taken place and summarizes the related activities.

<table>
<thead>
<tr>
<th>Date</th>
<th>Place</th>
<th>Event</th>
<th>Audience</th>
<th>Partner presenting</th>
<th>Activity and Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 15, 2010</td>
<td>Turin</td>
<td>ICOM, Italian Commission Annual Meeting</td>
<td>Director museums</td>
<td>Municipality of Rimini</td>
<td>Public presentation of the project.</td>
</tr>
<tr>
<td>March 08 - 14, 2010</td>
<td>Berlin</td>
<td>ITB – International Tourism Fair, Berlin</td>
<td>International tourism services and operators. The ITB is the world largest tourism fair</td>
<td>SPK</td>
<td>Co-operations with several museums, contact to further tourism information services.</td>
</tr>
<tr>
<td>March 24, 2010</td>
<td>Ferrara, IT</td>
<td>Salone del Restauro di Ferrara</td>
<td>Public bodies, museums</td>
<td>IBACN</td>
<td>Promotional material in the IBACN stand.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Project presentation to: Comune di Ferrara, Soprintendenza per i Beni Architettonici, Paesaggistici, Storici, Artistici ed Etnoantropologici per Napoli e Provincia and l'Opificio delle Pietre Dure in Florence. All contacted institutions have received information material about the project. Even if interested, no one has joined the project yet. No motivation was submitted.</td>
</tr>
<tr>
<td>April 15 - 18, 2010</td>
<td>Barcelona, ES</td>
<td>SALÓN INTERNACIONAL DEL TURISMO EN CATALUÑA</td>
<td>Tourism operators, tourism departments of public bodies</td>
<td>IBACN</td>
<td>Presentation of the euromuse.net portal, first survey on tourism operators needs. Ten operators have been enquired, 8 have filled in the questionnaire. *</td>
</tr>
<tr>
<td>May 3-10, 2010</td>
<td>Perugia</td>
<td>XXXII Americanist’s International Congress</td>
<td>Researchers, professors and director museums</td>
<td>Municipality of Rimini</td>
<td>Public presentation of the project.</td>
</tr>
<tr>
<td>May 13-14, 2010</td>
<td>Rome</td>
<td>EthnoArcheology National Meeting</td>
<td>Researchers, professors and director museums</td>
<td>Municipality of Rimini</td>
<td>Public presentation of the project.</td>
</tr>
<tr>
<td>Date</td>
<td>Location</td>
<td>Event Description</td>
<td>Audience/Participants</td>
<td>Details</td>
<td></td>
</tr>
<tr>
<td>--------------------</td>
<td>----------</td>
<td>------------------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------------------------</td>
<td>---------</td>
<td></td>
</tr>
<tr>
<td>May 21, 2010</td>
<td>Tampere, Finland</td>
<td>EMYA conference</td>
<td>International audience about 150 people</td>
<td>Janne Saavalainen - SML, presentation of the euromuse.net project and how to join. Distributing the euromuse.net leaflets.</td>
<td></td>
</tr>
<tr>
<td>May 28 - 30, 2010</td>
<td>Savona</td>
<td>XVIII Ceramic International Congress</td>
<td>Researchers, professors and director museums</td>
<td>Municipality of Rimini, Public presentation of the project.</td>
<td></td>
</tr>
<tr>
<td>June 17, 2010</td>
<td>Berlin</td>
<td>Ämtertreffen der deutschen Museumsämter</td>
<td>Representatives of museum associations of the German Bundesländer (States)</td>
<td>SPK, Presentation of the project. Distributing the euromuse.net leaflets.</td>
<td></td>
</tr>
<tr>
<td>June 18, 2010</td>
<td>Coimbra, PT</td>
<td>RPM annual meeting</td>
<td>131 museums (members of the Portuguese Museums Network)</td>
<td>IBACN, Info-point of the project with promotion and information materials. 5 museums joined the portal afterwards.</td>
<td></td>
</tr>
<tr>
<td>June 22 - 24, 2010</td>
<td>Ostersund, SE</td>
<td>“Heritage, Regional Development and Social Cohesion” international conference</td>
<td>Universities, museum associations, public bodies</td>
<td>IBACN, Info-point of the project with promotion and information materials. Even if interested, no one has joined the project yet.</td>
<td></td>
</tr>
<tr>
<td>June 30, 2010</td>
<td>Ozzano Taro (PR)</td>
<td>MumAE meeting</td>
<td>MumAE project partners</td>
<td>IBACN, Individual presentation of euromuse.net to all participants. Civic Museums of Reggio Emilia has joined the portal afterwards.</td>
<td></td>
</tr>
<tr>
<td>September 23 - 24 2010</td>
<td>Copenhagen, DK</td>
<td>Final Mumae conference</td>
<td>Museum Associations from all over Europe, individual museums, museum educators, public bodies</td>
<td>IBACN, Info-point of the project with promotion and information materials. Even if interested, no one has joined the project yet. However, the Museum of London is in an advanced stage of the joining process.</td>
<td></td>
</tr>
<tr>
<td>September 25 - 26 2010</td>
<td>Copenhagen, DK</td>
<td>NEMO Annual Meeting</td>
<td>Museum Associations from Europe</td>
<td>SPK, IBACN, Information about the project and current developments to the NEMO-Members.</td>
<td></td>
</tr>
<tr>
<td>October 01 - 03, 2010</td>
<td>Taranto</td>
<td>Study congress of Magna Grecia</td>
<td>Researchers, superintendents, professors and museum directors</td>
<td>Municipality of Rimini, Public presentation of the project.</td>
<td></td>
</tr>
<tr>
<td>October 04 - 05, 2010</td>
<td>Berlin, Germany</td>
<td>Deutsches Kulturerbe auf dem Weg in die Europäische Konferenz in der Staatsbibliothek zu Berlin</td>
<td>Researchers and staff involved in digitisation issues from German museums and other cultural heritage organisations</td>
<td>SPK, Raising awareness on euromuse.net and the Harmonise interface. Distributing the euromuse.net leaflets.</td>
<td></td>
</tr>
<tr>
<td>October 11 - 13, 2010</td>
<td>Berlin, Germany</td>
<td>Herbsttagung, Deutscher Museumsbund</td>
<td>Staff from German museums involved in documentation and digitisation issues</td>
<td>SPK, Presentation on euromuse.net and the progress in the euromuse.net project. Invitation to participate in the project.</td>
<td></td>
</tr>
<tr>
<td>October 21 - 23, 2010</td>
<td>Bertinoro, IT</td>
<td>International workshop “Multicultural”</td>
<td>Museum associations, individual museums, European Museum</td>
<td>IBACN, Info-point of the project with promotion and information materials. This action has taken</td>
<td></td>
</tr>
</tbody>
</table>
October 22, 2010
Rimini
TTI – Travel Trade Italia Rimini - Meeting on the Cultural Routes and the Phoenician Route
Visitors of the TTI Province of Rimini
Dissemination of the project.

October 25, 2010
Berlin
IIM-Presentation
Museology students from Sevilla, Spain
SPK
Presentation of the euromuse.net portal to students of Museology from Sevilla, Spain.

November 05, 2010
Paris
Salon International du Patrimoine Culturel
Visitors of the Salon Province of Rimini and European Institute of Cultural Routes
Dissemination of the project.

November 08, 2010
London
Word Travel Market
Tourism Destinations
ECCA
Presenting euromuse.net to tourism organisations and creating awareness.

November 18-21, 2010
Paestum
Borsa Mediterranea del Turismo Archeologico
Visitors of the Borsa Municipality of Rimini
Public presentation of the project.

December 01 - 03, 2010
Bologna, IT
LEM project meeting
LEM partners
IBACN
Info-point of the project with promotion and information materials.

2.3 Further Dissemination activities

- euromuse.net exhibition alerts
euromuse.net exhibition newsletter and exhibition reminders are sent once a month to more than 550 recipients all over Europe. The euromuse.net exhibition alert is a customisable exhibition information system for the euromuse.net users. Depending on individual preferences, the newsletter can be assembled by criteria like location, topic and others. A reminder two weeks in advance of the end of an exhibition can be subscribed additionally. The exhibition alert has been sent to more than 6,000 recipients within 2010 (only exhibition alerts, without additional reminders).

- Drawing of a museum weekend in Italy to promote the euromuse.net exhibition alerts
To promote the euromuse.net website and the newly added exhibition alerts, a drawing of a weekend in the Rimini region has been organised.

- euromuse.net profile on facebook.com & twitter.com
The portal has started to publish information about exhibitions and museums also on facebook.com and twitter.com (test service).
3 Workshops

3.1 Training approach

Training activities targeting the stakeholders started within the first year of the project in order to personally address the users of the system. The activities started immediately after setting-up the final pilot service.

For the project partners the workshops are an effective direct channel to introduce the service to an interested community. At the same time, the objective of this action is to find out how to improve the support for the professional users and align the service to their needs and to attract new stakeholders and users of the service. The training workshops organised by the euromuse.net consortium give a platform to inform about the service on the requested detail level and support the stakeholders to receive information about the service and the different ways to use it.

3.2 Training workshops organised

3.2.1 Austria, Vienna, Administrators-Workshop, March 02\textsuperscript{nd}

An administrator training workshop took place at March, 02\textsuperscript{nd}, 2010 in Vienna, Austria

Participants:
Anna Bruseva (partly), Manfred Hackl, Wolfram Höpken, Thorsten Siegmann,

The administrator training workshop was held to discuss the future cooperation between euromuse.net and HarmoNet and to discuss possible possibilities for a potential financial basis concerning the time following the funding period. The meeting participants analysed the background conditions at the museums as well as in the museums, the museums’ needs for special services and the disposition of the stakeholders to pay for those services.

The second topic of the meeting was the definition of the workflow for accomplishing mappings and to set up an updated workflow reflecting the findings from practice experiences made. In opposite to previous expectations, a closer look on the specific conditions of the data provided by the museums was necessary.

The participants of the meeting are representatives of the HarmoNet association, which has developed the Harmonise system before, and from the euromuse.net project, as well as the mappers performing the mappings.

3.2.2 Spain, Barcelona, International Tourism Fair, April 17\textsuperscript{th}/18\textsuperscript{th}

April 17, 2010
Morning:
- meeting at the Joán Miró foundation – Letter of Intent May 12, 2010

Afternoon:
- meeting at the Egyptian Museum of Barcelona – interested (waiting for LoI)

April 18, 2010

Morning:
- visiting exhibitors:
  Stands of tourism public bodies
  1. Tourism board of Valencia Province
  2. Tourism board of Castellón Province
  3. Tourism board of Cáceres Province
  4. Tourism board of Logroño Province
  5. Tourism board of Zaragoza Province
  6. Tourism Department of Asturias Region
  7. Tourism Department of Castilla la Mancha Region
  8. Tourism Department of Castilla y León Region
  9. Tourism Department of Navarra Region
  10. Tourism Department of Euskadi Region (Basque Country)

Stand of the Historical Museum of Barcelona - interested (waiting for LoI)

Afternoon:
- visiting exhibitors:
  Stands of Tourism Operators
  1. Eurovacances – see questionnaire
  2. Kuoni – see questionnaire
  3. Over – see questionnaire
  4. Viajes El Corte Inglés – see questionnaire
  5. Viajes Azul Marino – Club Marco Polo.com – see questionnaire
  6. Catai – no questionnaire
  7. Politours - see questionnaire
  8. Exode - see questionnaire
  9. Boreal Travel - see questionnaire
  10. Viajes Terral – no questionnaire

Editors
  1. Revista Gran Hotel
  2. Revista Mas Viajes

Report and outcome

The euromuse.net portal and services have been presented to museums.
The euromuse.net portal and the Harmonise service have been presented to tourism public bodies.

The Harmonise service has been presented to Tourism Operators:
  • eurovacances could be the most interested operator in the service of all the T.O. contacted during the tourism fair. Kuoni, Over and Viajes El Corte Inglés (one of the leading Tour Operators in Spain) are also interested in the Harmonise service.
• Viajes Azul Marino (Club Marco Polo), Catai and Politours would like to receive further information about the Harmonise service.
• Exode and Viajes Terral are not interested in the Harmonise service.

Furthermore, meetings had been placed with editors of travel magazines: Gran Hotel magazine and Mas Viajes magazine. Both editors could do commercial offers for the publishing of news and editorial articles about the euromuse.net web portal.

3.2.3 Further workshops and meetings

<table>
<thead>
<tr>
<th>Date</th>
<th>Place</th>
<th>Event</th>
<th>Partner organising</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 18, 2010</td>
<td>Rome, Italy</td>
<td>euromuse.net backend discussion and training</td>
<td>IBACN</td>
</tr>
</tbody>
</table>

**Audience / Participants**
Almaviva Italian Innovation Company

**Outcome**
Discussion about the backend and its interface in comparison with the backend of the website [www.viaemiliaedintorni.it](http://www.viaemiliaedintorni.it) to study future collaborations in Italy.

<table>
<thead>
<tr>
<th>Date</th>
<th>Place</th>
<th>Event</th>
<th>Partner organising</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 25 - 27, 2010</td>
<td>Rimini, Italy</td>
<td>Festival of Ancient World XII edition</td>
<td>Municipality of Rimini</td>
</tr>
</tbody>
</table>

**Audience / Participants**
As every year a lot of people (about 10,000) came to attend to the Festival of Ancient World in Rimini, so, in the frame of the Festival all the museum directors among the public were invited to have a glance of euromuse.net project.

**Outcome**
All the museum directors judged euromuse.net a very interesting project and Pennabilli museum is now participating in the portal. Other museums are either too small or have too little budget. As a result they have no English web page but promised to establish the English version of their own web site soon to be able to join euromuse.net.

3.3 Results of trainings

As already reported before, the public workshops turned out to be a very effective way to establish the first fact-to-face contact with interested museum operators, which belong to one of the two principal target groups of euromuse.net. Often the workshops turned out to be the starting point for a co-operation with the euromuse.net project.

Especially in the first two years of the project, one of the positive side-effects of the workshops have been general dissemination effects like raising attention and getting in contact
with participants. The events strengthened the relationship between deployment offices and interested parties.

The administrators training workshops are the platform to discuss issues on the technical level. An experience made soon in the project, is the need for an individualised communication on the information level requested by the respective audience. Though the most intense contact into the museum is normally the public relation departments, but the technical communication with the administrators is still necessary. While the public relation departments often need to be informed on a general level about the information published on euromuse.net and the ways information can be distributed from there, the administrator trainings offered the opportunity to go into the technical details.
4 Annexes

4.1 Articles published

Please find a selection of articles or publications from different kind of media presented here.

1) Euromuse.net: in palio un weekend a Riccione tra coloro che si iscrivono al servizio “Avviso Mostre”

2) Euromuse.net: in palio un weekend a Riccione tra coloro che si iscrivono al servizio “Avviso Mostre”
3) Euromuse.net - o portal das exposições nos museus europeus

Euromuse.net – o portal das exposições nos museus europeus

Os museus europeus e as exposições temporárias são o principal argumento do portal www.euromuse.net, que unica e disponibiliza de forma clara e acessível todas as informações relevantes e actualizadas sobre o tema. Atualmente em menos de uma hora, o utilizador consegue obter todas as informações necessárias sobre mais de 50 museus, espalhados por toda a Europa. Para além da lista de museus, o portal apresenta ainda um guia de itinerários para o visitante, que inclui os pontos turísticos mais interessantes da cidade, os museus mais importantes e os restaurantes recomendados.


Na seção "Notícias", as últimas notícias sobre exposições e eventos em museus europeus são publicadas, permitindo assim que o visitante esteja sempre atualizado com as novidades no mundo dos museus.

O portal euromuse.net é um importante recurso para quem deseja conhecer melhor o mundo dos museus europeus, proporcionando uma visão completa e detalhada das exposições que são realizadas em todo o continente.
4) **www.euromuse.net** – il portale delle mostre e dei musei

**Scheda Autore**

**olgarn**

Autore dal: 13 Dicembre 2007

**Critica**: Rimini

**Altre Recensioni di olgarn**

Il Mondo di Miro e Lichtenstein di Miro. L'arte di David Hockney. Gli spazi per le arti e le culture dedicati alla memoria di una figura e alla diversità delle sue espressioni.

**www.euromuse.net** – il portale delle mostre e dei musei

www.euromuse.net è il portale più grande d’Europa dedicato ai musei ed alle loro esposizioni.

Le opere di Chirico? di François Sagat

Le opere di Chirico? È noto che nel celebrare il Bicentenario della Repubblica Francese, François Sagat, la vincitrice della Medaglia d’Onore, ha dedicato un capolavoro al mondo delle opere d’arte. Questo capolavoro è stato accolto con entusiasmo dalla critica, che ha lodato la notevole capacità di saggezza e di bellezza artistica che caratterizza il lavoro di François Sagat.

**Altre Recensioni di Siti Web**

**www.euromuse.net** – il portale delle mostre e dei musei

www.euromuse.net è il portale più grande d’Europa dedicato ai musei e alle loro esposizioni.

**www.attoelleGruppo di studio sulla riduzione del danno morale**

Sono state inviate a tre parti di un gruppo di studio sul danno morale a la testimonianza del danno morale. Non ci sono commenti.

**www.euromuse.net** – il portale delle mostre e dei musei

**www.euromuse.net** – il portale delle mostre e dei musei

**www.euromuse.net** – il portale delle mostre e dei musei

I musei sono i luoghi preziosi delle Mura, le stesse che a dire il vero non hanno ripreso la creazione nelle nostre mura. Questo è un'occasione, e nel 2006, abbiamo avuto il privilegio di ospitare il progetto europeo intitolato Mura e Musei. Euromuse.net Tale progetto si propone infatti di sviluppare il portale www.euromuse.net nel contesto di un'opera di comunicazione e di divulgazione del settore museale. Lo scopo di questo progetto è quello di rilevare le peculiarità e le peculiarità della mura, e di sottolineare l'importanza della cultura e del patrimonio culturale. In questo modo, si intende realizzare una rete di musei europei che si connetteranno e si interconnetteranno per agevolare la navigazione e l'accesso a tutte le informazioni sulle mostre e sui musei presenti in tutta l'Europa. Ogni utente potrà creare o modificare i contenuti della propria mura, sottolineando così l'importanza di queste opere d'arte e del patrimonio culturale. In questo modo, si intende anche promuovere una cultura europea che condivida le stesse radici e le stesse origini.
4.2 Agenda of the euromuse.net Harmonise Administrator training workshop in Vienna, Austria, 02nd of March 2010

HARMONISE Administrator Training

Date: 02.03.2010

Venue: Vienna, Austria (due to the better availability the meeting place has been changed from Germany to Austria in accordance with all the participants)

Participants: Manfred Hackl (ECCA), Wolfram Höpken (ECCA), Anna Bruseva (ECCA), Thorsten Siegmund (SPK)

The following issues were discussed (based on questions from participants):

1. Some of the partners offer more than one link for their museums. Mr. Siegmann would like to have all the provided links in Euromuse (at the moment only two kind of links will be transferred to Euromuse), Responsible: Peter Werder and Adriano Venturini.

2. Coffee shops, WCs and all the possible facilities, that belong to a museum should be marked with a flag (whether "exists" or "not").

   The following attributes are already existing as event profile fields in the ontology v4.0.0.2:

   - Gruppenprogramme = guided tours available for groups (does this fit?)
   - Audioguides = audio commentary
   - Kinderfreundlich = suitable for children
   - WC-barrierefrei = toilets for disabled visitors
   - Barrierefreie Zugänglichkeit = suitable for disabled

To conclude: The overall changes are not very complicated. We have to take a decision on how to represent values, just by 0/1 or by more values. I would strongly recommend to stick to 0/1 as it is semantically more precise. Other values might lead to conflicts later on. And we have to decide which already existing field names are fine and which have to be added (s. above).
3. It was discussed whether there is a possibility to send data directly to a partner without transformation, if there is no field for this data in the ontology, and how this could be done. Mr. Maryschka affirms that for every data should exist a field in the ontology and only then a mapping would be possible. It must be defined how data could be directly exchanged between the partners. The fields, which don’t exist in the ontology, should be sent to the partner.

4. There are fields that are representing bi- or polynomial data. The best way to handle this situation is to use flags (0/1) in case of binomial data. In this case we’ll have 3 states:
   - “0” - no
   - “1” - yes
   - “” - empty, state not defined

   When we have polynomial data to use the following “format” by sending the information to the ontology:
   - exists and will be mapped
   - exists but is not compatible (not in the right format) and will not be mapped
   - doesn’t exist

5. Some of the partners (for example OKV) have different kinds of information-formats: videos, audios, photos, etc. Mr. Siegmann would like to have all of these files in Euromuse. Therefore it will be necessary the Euromuse schema to be extended.

6. It was discussed how will be this files (see 5.) transferred to Euromuse. At this time the photos are sent with links (there is a link in Euromuse and with its help you’re able to download or just see the photo) and no files are transported from one partner to another. This issue was discussed before too but for the moment this solution of the problem is obviously good enough.

7. The ontology provides the possibility to operate with more languages at the same time: for every text field there is a language field and the language for this text could be fixed. Therefore will be only necessary the Euromuse structure to be extended.
The costs for the mapping-update will be not even an hour. Responsible: Peter Werder.

8. The referenced lists were also discussed. There were 2 problems:

- some of the museums had alternative names in the referenced lists and these could not be identified

- there were museums, which names were repeatedly in the lists but these museums were sub-organizations of different organizations, so actually different museums but with the same names

Ms. Bruseva offered a solution, that was not really “clear” but it should solve the both problems in the same time. She should send her idea to Mr. Werder and after the necessary referenced list’s update she should implement the solution.

9. Sometimes the partners use different categories and not these, which are available in Euromuse and in the lists. Sometimes they are using even only keywords. After the discussion it was found a “middle”-solution, which should be discussed again in the future, because the ontology will be not used right in this way. There are 2 possibilities, which are provided from this solution:

- in case the partner “support” the categories, that are also available in Euromuse, the category-field from the partner will be directly mapped to the <http:category> in the ontology.

- if the partner’s category is unknown for Euromuse, the field will be mapped to <http:description> in the ontology and then to the keywords-field in Euromuse.

Mr. Höpken affirms that this field has another aims, so the solution is not clear and should be discussed again.