<table>
<thead>
<tr>
<th><strong>Project Acronym:</strong></th>
<th>euromuse</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Project Title:</strong></td>
<td>euromuse.net</td>
</tr>
<tr>
<td><strong>Contract Number:</strong></td>
<td>C046229</td>
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<td>01.01.2008</td>
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<td><strong>Deliverable Number:</strong></td>
<td>D4.2</td>
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<tr>
<td><strong>Title of the Deliverable:</strong></td>
<td>Impact of deployment activities</td>
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<tr>
<td><strong>Task/WP related to the Deliverable:</strong></td>
<td>WP4</td>
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<tr>
<td><strong>Type (Internal or Restricted or Public):</strong></td>
<td>Public</td>
</tr>
<tr>
<td><strong>Author(s):</strong></td>
<td>Svenja Pokorny, Thorsten Siegmann, Sophie Linnemann</td>
</tr>
<tr>
<td><strong>Partner(s) Contributing:</strong></td>
<td>All</td>
</tr>
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</table>

**Contractual Date of Delivery to the CEC:** T0+12 (December 2009)

**Actual Date of Delivery to the CEC:** 31 December 2009

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

This report presents the development and results concerning the deployment activities undertaken in the third milestone from 01 January 2009 until 31 December 2009.

It describes the set-up of the deployment sites for piloting the service with the target users, the activities undertaken to fully understand the requirements of pilot users, and to identify potential for customising the service as well as the activities undertaken to encourage the use of the euromuse.net service by other museums and tourism organisations.
2. Setup of Deployment sites and description of tasks

The partners successfully set up the deployment sites in month four of the project. This has already been topic of the penultimate review meeting. In the meantime the deployment sites started to work within the framework of tasks agreed in the Technical Annex.

Regarding the process, the respective deployment sites primarily started its work on the museums of the project participants in Germany, Italy and Austria. This happened in the first months of work package 4. At the same time the connection to a first tourism service has been implemented via the Harmonise interface. Within 2008, the Deployment activities concentrated on Germany, Italy and Austria.

At the end of 2008 the Austrian project partner KHM left the consortium, while two new partners from Belgium (OKV) and from Finland (SML) requested to join the consortium. In expectation of the allowance of this request, both of them started to work and set up deployment sites in Finland and Belgium. Several museums have been won to participate in the euromuse.net portal. The Deliverable D4.5 focuses especially on the activities in Deployment activities of the two new partners.

The deployment activities reported in this current third milestone focused on:

- to accompany every stakeholder group on the deployment process and integrate further museums
- to generate feedback and identify problems by single members as well as from external experts in the museum as well as in the tourism area
- to deduce individual problem solution strategies as well as to optimise the general deployment process; in order to define changes and adaptations to the euromuse.net services, by taking into consideration the suggestions received in each deployment site
- set up basic ideas for a business model for the euromuse.net service
3. Results of deployment activities

Progress has been achieved especially in the broader internationalisation of the euromuse.net portal to the most widespread European languages. The euromuse.net portal interface is now available in eight languages (English, Dutch, Finnish, French, German, Italian, Portuguese, Spanish), which is five more languages than in 2008.

Around 70 new museums joined the service, which is an increase of more than 40% percent within Milestone III and an increase of nearly 60% percent since the beginning of the project.

Museums from 21 European countries are represented on the euromuse.net portal now, which is four countries more than in 2008: Belgium, Romania, Slovenia and Finland.

Co-operations with regional or national museum and exhibition portals to provide content have been established.

Intensive efforts in Search Engine Optimisation helped to triple the amount of visitors on the euromuse.net portal in comparison to December 2008 (and will be continued).

3.1 Museums participating in euromuse.net in December 2009

Several new museums from more European countries than before participate in euromuse.net now: There are around 70 new entries from 2009 within the list of more than 230 museums which joined the euromuse.net-portal. The list below shows all the museums which are available online on euromuse.net in December 2009.

Austria
Kunsthistorisches Museum Wien
Kunsthistorisches Museum Wien, Neue Burg
Kunsthistorisches Museum Wien, Schatzkammer
Kunsthistorisches Museum Wien, Wagenburg
Museum für Völkerkunde Wien
Österreichisches Theatermuseum
Sammlungen Schloß Ambras

Belgium
Groeninge Museum
Koninklijk Museum voor Midden-Afrika
Koninklijk Museum voor Midden-Afrika
Koninklijk Museum voor Schone Kunsten Antwerpen
Koninklijk Museum voor Schone Kunsten Antwerpen

Koninklijke Musea voor Kunst en Geschiedenis
Hallepoort
Jubelparkmuseum
Musea van het Verre Oosten
Muziekinstrumentenmuseum
Koninklijke Musea voor Schone Kunsten van België
Antoine Wierzmuseum
Constatin Meuniermeuseum
Musee Magritte Museum
Museum voor Moderne Kunst
Museum voor Oude Kunst
Museum van Hedendaagse Kunst Antwerpen
Museum voor Schone Kunsten Gent Rubenshuis
S.M.A.K. Stedelijk Museum voor Actuele Kunst
**Czech Republic**
Národní muzeum
Národní muzeum - České muzeum hudby
Národní muzeum - Muzeum Antonína Dvořáka
Národní muzeum - Muzeum Bedřicha Smetany
Národní muzeum - Náprstkoovo muzeum asijských, afrických a amerických kultur
Narodní galerie v Praze
Narodní galerie v Praze, Sbírka grafiky a kresby
Narodní galerie v Praze, Sbírka orientalního umění
Narodní galerie v Praze, Sbírka starého umění
Narodní galerie v Praze, Sbírky moderního a současného umění, a umění 19.
Židovské muzeum v Praze

**Denmark**
Nationalmuseet
Ny Carlsberg Glyptotek
Statens Museum for Kunst

**Finland**
Ateneumin taidemuseo
Nyktytaiteen museo Kiasma
Sinebrychoffin taidemuseo

**France**
Centre Pompidou
Musée de Grenoble
Galeries nationales du Grand Palais
Musée d'Orsay
Musée de Fontainebleau
Musée de la Maison Bonaparte
Musée des Antiquités nationales
Musée des châteaux de Malmaison et de Bois-Préau
Musée du château de Compiègne
Musée du château de Pau
Musée du Louvre
Musée du Moyen Age – Thermes de Cluny
Musée et domaine national des châteaux de Versailles et de Trianon
Musée Eugène Delacroix
Musée Gustave Moreau
Musée Magnin
Musée Message Biblique - Marc Chagall
Musée national Adrien Dubouché
Musée national de la Renaissance
Musée national des Arts asiatiques-Guimet
Musée national des Arts et Traditions populaires
Musée Picasso
Musée Picasso "La Guerre et la Paix"
Musées napoléonien et africain de l’île d’Aix
Palais de la Porte dorée

**Germany**
Bayrische Staatsgemäldesammlungen München
Alte Pinakothek
Museum Brandhorst
Neue Pinakothek
Pinakothek der Moderne
Schack-Galerie
Germanisches Nationalmuseum
GRASSI Museum für Angewandte Kunst Leipzig
Hamburger Kunsthalle
Jüdisches Museum Berlin
Kunst- und Ausstellungshalle der Bundesrepublik Deutschland
Liebieghaus Skulpturensammlung
MARTa Herford
Martin-Gropius-Bau
Albrecht-Dürer-Haus
Stadt museum Fembohaus
Museum Folkwang
Museum für Druckkunst Leipzig
Musikinstrumenten-Museum
Museum Schillerhaus B5, 7
Museum Weltkulturen D5
Museum Zeughaus C5
Glyptothek
Staatliche Antikensammlungen
Galerie Neue Meister
Gemäldegalerie Alte Meister
Grünes Gewölbe
Kunstgewerbemuseum Dresden
Kupferstich-Kabinett
Mathematisch- Physikalischer Salon
Münzkabinett
Museum für Sächsische Volkskunst
Porzellan sammlung
Puppentheatersammlung
Rüstkammer (Historisches Museum)
Staatliche Kunstsammlungen Dresden -
Skulpturensammlung
Ägyptisches Museum und
Papyrussammlung
Antikensammlung
Ethnologisches Museum
Gemäldegalerie
Helmut Newton Stiftung
Kunstbibliothek
Kunstgewerbemuseum
Kupferstichkabinett
Münzkabinett
Museum Europäischer Kulturen
Museum für Asiatische Kunst
Museum für Islamische Kunst
Museum für Vor- und Frühgeschichte
Nationalgalerie
Skulpturensammlung und Museum für
Byzantinische Kunst
Staatliche Museen zu Berlin
Vorderasiatisches Museum
Staatsgalerie Stuttgart
Städel Museum
Stadtgeschichtliches Museum - Altes Rathaus
Stadtgeschichtliches Museum - FORUM 1813
Stadtgeschichtliches Museum - Museum
Zum Arabischen Coffe Baum
Stadtgeschichtliches Museum - Neubau -
Stadtgeschichtliches Museum Leipzig
Stadtgeschichtliches Museum -
Schillerhaus
Stadtgeschichtliches Museum -
Völkerschlachtdenkmal
Weltkulturerbe Völklinger Hütte
Kunstsammlungen Schlösser und Gärten,
Staatliches Museum Schwerin

Greece
Byzantine and Christian Museum /
Βυζαντινό και Χριστιανικό Μουσείο
ema - Epigraphical Museum / Επιγραφικό
Μουσείο
Macedonian Museum of Contemporary Art
National Archaeological Museum Athens /
Εθνικό Αρχαιολογικό Μουσείο

Ireland
National Gallery of Ireland

Italy
Collezione Maramotti
Fondazione Magnani Rocca
Museo Italiano della Ghisa
Galleria Civica di Modena
MET – Museo degli Usi e Costumi della
Gente di Romagna
MUSAS - Museo Storico Archeologico di
Santarcangelo
MAMbo - Museo d’Arte Moderna di
Bologna
Mart - Museo di Arte Moderna e
Contemporanea di Trento e Rovereto
Museo Nazionale delle Arti e Tradizioni
Popolari
Collezioni Comunali d’Arte
Museo Civico d’Arte Industriale e Galleria
Davia Bargellini
Museo Civico Medievale
Museo degli Sguardi
Museo della Città
Galleria d’Arte Moderna e Contemporanea
Villa Franceschi
Museo del Territorio
Museo Archeologico e di Arte Sacra
Museo d’Arte della città di Ravenna
Museo della Regina
Museo di Santa Giulia
Museo Internazionale delle Ceramiche in
Faenza
Museo Poldi Pezzoli
Palazzo Grassi S.p.A.
Palazzo Magnani
Museo Egizio di Torino
Museo Archeologico Nazionale
dell’Abruzzo
Soprintendenza Archeologica delle
province di Napoli e Caserta
Museo Archeologico Nazionale di Napoli
Museo Civico Archeologico Verucchio
Pinacoteca di Brera
Galleria nazionale d’Arte moderna e
contemporanea
Museo Nazionale Romano - Crypta Balbi

euromuse.net – Grant Agreement c46229
D4.2
Museo Nazionale Romano - Palazzo Altemps
Museo Nazionale Romano - Palazzo Massimo
Museo Nazionale Romano - Terme di Diocleziano
Galleria d’Arte Moderna
Galleria degli Uffizi
Galleria dell'Accademia
Galleria Palatina
Gallerie dell'Accademia di Venezia
Villa Olmo

Latvia
Latvijas Nacionālais vēstures muzejs

Luxembourg
Casino Luxembourg - Forum d'art contemporain
Mudam Luxembourg - Musée d'Art Moderne Grand-Duc Jean
Musée National d'Histoire et d'Art

Malta
Archaeology Museum Gozo
Domvs Romana
Folklore Museum
Ggantija Temples
Ghar Dalam Cave & Museum
Hagar Qim Temples
Hal Saflieni Hypogeum
Malta Maritime Museum
Mnajdra Temples
National Museum of Archaeology
National Museum of Fine Arts
National War Museum
St. Paul’s Catacombs
Ta’ Kola Windmill
Tarxien Temples
The Old Prison
The Palace Armoury

Netherlands
Rijksmuseum Amsterdam
Van Gogh Museum

Poland
Muzeum Etnograficzne w Poznaniu
Muzeum Historii Miasta Poznania
Muzeum im. Adama Mickiewicza w Śmiełowie
Muzeum Instrumentów Muzycznych
Muzeum Sztuk Użytkowych
Pałac w Rogalinie
Wielkopolskie Muzeum Wojskowe
Zamek w Gołuchowie

Romania
Muzeul K. H. Zambaccian
Muzeul Național de Artă al României

Slovenia
Slovenski etnografski muzej

Spain
Centro Andaluz de Arte Contemporáneo
Fundación Colección Thyssen-Bornemisza
Fundación-Museo Eugenio Granell
MARCO - Museo de Arte Contemporánea de Vigo
MUSAC Museo de Arte Contemporáneo de Castilla y León
Museo Arqueológico Nacional
Museo Cerralbo
Museo Chillida-Leku
MUSEO NACIONAL Y CENTRO DE INVESTIGACIÓN DE ALTAMIRA
Museu d’Arqueologia de Catalunya
Barcelona
Museo de Bellas Artes de Bilbao
Museo Nacional Colegio de San Gregorio
Museo Nacional de Antropología
Museo Nacional de Arte Romano
Museo Nacional del Prado
FUNDACIÓN PICASSO-MUSEO CASA NATAL
Museu Nacional d’Art de Catalunya
Museu Picasso de Barcelona

Sweden
Nationalmuseum

Switzerland
Kunsthaus Zürich
Kunstmuseum Basel
An up to date list of museums represented on the euromuse.net portal is always available online at www.euromuse.net/en/members. Besides the museums listed above, there are further museums, which have declared their participation in 2009, but did not yet finish their entries and will be published soon.

### 3.2 Museums contacted and contacts established by the deployment sites

The museums listed further down have been contacted by the project partners in 2009. The status of participation is currently pending due to different reasons, mentioned below. All of these museums have been invited to participate in the portal (they are grouped according to the partner who has contacted them).

The following “status” categories apply:

- **Refused**: Participation request has been refused by the museum
- **Pending**: The museum has been contacted and asked to participate. A decision is outstanding.
- **Active**: The museum has declared its participation by the sent in Letter of intent and is currently entering data in the euromuse.net backend or the museum is already online on euromuse.net.

**Foundation Prussian Cultural Heritage – SPK – Germany**

<table>
<thead>
<tr>
<th>Name of the museum</th>
<th>City and country where the museum(s) is (are) situated</th>
<th>Status of membership (refused, pending, active)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Museum Brandhorst</td>
<td>Munich, Germany</td>
<td>Active</td>
</tr>
<tr>
<td>Liebieghaus Skulpturensammlung</td>
<td>Frankfurt am Main, Germany</td>
<td>Active</td>
</tr>
<tr>
<td>Museen der Stadt Nürnberg (5 museums)</td>
<td>Nuremberg, Germany</td>
<td>Active (2 out of five)</td>
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<tr>
<td>Museum Folkwang</td>
<td>Essen, Germany</td>
<td>Active</td>
</tr>
<tr>
<td>Museum für Druckkunst Leipzig</td>
<td>Leipzig, Germany</td>
<td>Active</td>
</tr>
<tr>
<td>Reiss Engelhorn-Museen Mannheim</td>
<td>Mannheim, Germany</td>
<td>Active</td>
</tr>
<tr>
<td>Glyptothek &amp; Staatliche Antikensammlungen</td>
<td>Munich, Germany</td>
<td>Active</td>
</tr>
<tr>
<td>Städel Museum</td>
<td>Frankfurt am Main, Germany</td>
<td>Active</td>
</tr>
<tr>
<td>Technoseum - Landesmuseum für Technik und Arbeit in Mannheim</td>
<td>Mannheim, Germany</td>
<td>pending</td>
</tr>
<tr>
<td>Kunstsammlungen Schlösser und Gärten,</td>
<td>Schwerin, Germany</td>
<td>Active</td>
</tr>
<tr>
<td>Name of the museums</td>
<td>City and country where the museum(s) is (are) situated</td>
<td>Status of membership (refused, pending, active)</td>
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<td>---------------------</td>
<td>----------------------------------------------------------</td>
<td>-----------------------------------------------</td>
</tr>
<tr>
<td>Staatliches Museum Schwerin</td>
<td>Greece</td>
<td>Active</td>
</tr>
<tr>
<td>Macedonian Museum of Contemporary Art</td>
<td>Greece</td>
<td>Active</td>
</tr>
<tr>
<td>National Archaeological Museum Athens / Εθνικό Αρχαιολογικό Μουσείο</td>
<td>Greece</td>
<td>Active</td>
</tr>
<tr>
<td>Slovenski etnografski muzej</td>
<td>Slovenia</td>
<td>Active</td>
</tr>
</tbody>
</table>

### Comune di Rimini – Murn - Italy

<table>
<thead>
<tr>
<th>Date</th>
<th>Name of the museums</th>
<th>City and country where the museum is situated</th>
<th>Status of membership (refused, pending, active)</th>
</tr>
</thead>
<tbody>
<tr>
<td>September</td>
<td>Museo de Bellas Artes de Bilbao</td>
<td>Bilbao, Spain</td>
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</tr>
<tr>
<td>September</td>
<td>Museo Fundación Thyssen-Bornemisza</td>
<td>Madrid, Spain</td>
<td>active</td>
</tr>
<tr>
<td>September</td>
<td>MARCO: Museo de Arte Contemporáneo de Vigo</td>
<td>Vigo, Spain</td>
<td>active</td>
</tr>
<tr>
<td>September</td>
<td>Museu Nacional D'art de Catalunya</td>
<td>Barcelona, Spain</td>
<td>active</td>
</tr>
<tr>
<td>September</td>
<td>Museo Fundaciòn Picasso de Malaga</td>
<td>Malaga, Spain</td>
<td>active</td>
</tr>
<tr>
<td>September</td>
<td>Museu Picasso de Barcelona</td>
<td>Barcelona, Spain</td>
<td>active</td>
</tr>
<tr>
<td>September</td>
<td>Museo de Altamira</td>
<td>Santillana del Mar, Spain</td>
<td>active</td>
</tr>
<tr>
<td>September</td>
<td>Museo Chillida-Leku</td>
<td>Hernani, Spain</td>
<td>active</td>
</tr>
<tr>
<td>September</td>
<td>Museo de Arte Contemporànea de Castilla y Leòn</td>
<td>Leûn, Spain</td>
<td>active</td>
</tr>
<tr>
<td>September</td>
<td>Fundaciòn Eugenio Granell</td>
<td>Compostela, Spain</td>
<td>active</td>
</tr>
<tr>
<td>September</td>
<td>Museo Cerralbo</td>
<td>Madrid, Spain</td>
<td>active</td>
</tr>
<tr>
<td>September</td>
<td>Museo Nacional de Arte Romano de Mérida</td>
<td>Merida, Spain</td>
<td>active</td>
</tr>
<tr>
<td>September</td>
<td>Centro Andaluz de Arte Contemporáneo</td>
<td>Seville, Spain</td>
<td>active</td>
</tr>
<tr>
<td>November</td>
<td>Castel Sismondo</td>
<td>Rimini, Italy</td>
<td>active</td>
</tr>
<tr>
<td>October</td>
<td>El Prado</td>
<td>Madrid, Spain</td>
<td>active</td>
</tr>
<tr>
<td>October</td>
<td>Reina Sofia</td>
<td>Madrid, Spain</td>
<td>active</td>
</tr>
<tr>
<td>October</td>
<td>La Casa Encendida</td>
<td>Madrid, Spain</td>
<td>active</td>
</tr>
<tr>
<td>October</td>
<td>Museo di San Domenico</td>
<td>Forli, Italy</td>
<td>active</td>
</tr>
<tr>
<td>November</td>
<td>Museo Vaticani</td>
<td>Roma, Italy</td>
<td>active</td>
</tr>
</tbody>
</table>
### Istituto beni culturali – IBACN - Italy

<table>
<thead>
<tr>
<th>Date</th>
<th>Name of the museums</th>
<th>City and country where the museum is situated</th>
<th>Status of membership (refused, pending, active)</th>
</tr>
</thead>
<tbody>
<tr>
<td>April</td>
<td>Comune di Argenta (4 museums)</td>
<td>Argenta/ Italy</td>
<td>active</td>
</tr>
<tr>
<td>April</td>
<td>Galleria nazionale d’arte moderna e contemporanea</td>
<td>Rome/Italy</td>
<td>active</td>
</tr>
<tr>
<td>May</td>
<td>Palazzo Massimo – Museo Nazionale Romano</td>
<td>Roma/ Italy</td>
<td>active</td>
</tr>
<tr>
<td>May</td>
<td>Crypta Balbi - Museo Nazionale di Roma</td>
<td>Roma/ Italy</td>
<td>active</td>
</tr>
<tr>
<td>May</td>
<td>Museo de America</td>
<td>Madrid/ Spain</td>
<td>active</td>
</tr>
<tr>
<td>May</td>
<td>Museo Poldi Pezzoli</td>
<td>Milan/ Italy</td>
<td>active</td>
</tr>
<tr>
<td>June</td>
<td>Musei dell’Ateneo Modena</td>
<td>Modena/ Italy</td>
<td>pending</td>
</tr>
<tr>
<td>June</td>
<td>Sistema Museale della Provincia di Ravenna</td>
<td>Ravenna/ Italy</td>
<td>pending</td>
</tr>
<tr>
<td>June</td>
<td>Museu de Arte Contemporânea de Serralves</td>
<td>Oporto/ Portugal</td>
<td>pending</td>
</tr>
<tr>
<td>June (together with MuRN)</td>
<td>Ayuntamiento de Madrid</td>
<td>Madrid/ Spain</td>
<td>pending</td>
</tr>
<tr>
<td>July</td>
<td>Soprintendenza Speciale per i Beni Archeologici di Napoli e Pompei</td>
<td>Naples/ Italy</td>
<td>active</td>
</tr>
<tr>
<td>July</td>
<td>Fondazione Torino Musei Ufficio Stampa</td>
<td>Turin/ Italy</td>
<td>pending</td>
</tr>
<tr>
<td>July</td>
<td>Soprintendenza Speciale per Patrimonio storico, artistico, etnoantropologico e per il Polo Museale della città di Venezia e dei comuni della gronda lagunare</td>
<td>Venice/ Italy</td>
<td>pending</td>
</tr>
<tr>
<td>July</td>
<td>Museu Berardo</td>
<td>Lisbon/ Portugal</td>
<td>pending</td>
</tr>
<tr>
<td>August</td>
<td>Palazzo Magnani</td>
<td>Reggio Emilia/ Italy</td>
<td>active</td>
</tr>
<tr>
<td>August (together with MuRN)</td>
<td>Subdirección General de Museos Estatales. Ministerio de Cultura de España</td>
<td>Madrid/ Spain</td>
<td>refused - no information in English available</td>
</tr>
<tr>
<td>August</td>
<td>Rede Portuguesa de Museus</td>
<td>Lisbon/ Portugal</td>
<td>pending</td>
</tr>
<tr>
<td>September</td>
<td>Colosseo – Museo Nazionale Romano</td>
<td>Roma/ Italy</td>
<td>active</td>
</tr>
<tr>
<td>September</td>
<td>Museo Nazionale delle Arti e</td>
<td>Rome / Italy</td>
<td>active</td>
</tr>
</tbody>
</table>
Tradizioni Popolari

<table>
<thead>
<tr>
<th>Date</th>
<th>Name of the museums</th>
<th>City and country where the museum is situated</th>
<th>Status of membership (refused, pending, active)</th>
</tr>
</thead>
<tbody>
<tr>
<td>September</td>
<td>Fondazione Magnani Rocca (Parma/ Italy)</td>
<td>Mamiano di Traversetolo (Parma/ Italy)</td>
<td>active</td>
</tr>
<tr>
<td>October</td>
<td>Mambo - Museo d'Arte Moderna di Bologna</td>
<td>Bologna/ Italy</td>
<td>active</td>
</tr>
<tr>
<td>October</td>
<td>Museo Arqueologico Nacional</td>
<td>Madrid/ Spain</td>
<td>active</td>
</tr>
<tr>
<td>October</td>
<td>Museo del Prado</td>
<td>Madrid/ Spain</td>
<td>active</td>
</tr>
<tr>
<td>October</td>
<td>Centro social y cultural de Obra Social Caja Madrid La Casa Encendida</td>
<td>Madrid/ Spain</td>
<td>active</td>
</tr>
<tr>
<td>October</td>
<td>Museo Nacional Centro de Arte Reina Sofia</td>
<td>Madrid/ Spain</td>
<td>active</td>
</tr>
<tr>
<td>November</td>
<td>Museo de América Madrid</td>
<td>Madrid/ Spain</td>
<td>active</td>
</tr>
<tr>
<td>November</td>
<td>Fondazione Musei Civici di Venezia</td>
<td>Venice/Italy</td>
<td>pending</td>
</tr>
<tr>
<td>December</td>
<td>Museo Nacional de Cerámica y Artes Suntuarias Gonzalez Martí</td>
<td>Valencia, Spain</td>
<td>pending</td>
</tr>
</tbody>
</table>

Openbaar Kunstbezit Vlaanderen OKV (Belgium)

OKV runs a website (www.tento.be) and a database about all the museums and exhibitions from the region of Flanders with around 400 museums. This database has been adapted to the euromuse.net format by end of 2009 and connected to euromuse.net to publish the Flemish exhibition information also on euromuse.net via mapping the two databases. OKV maintains the data of the Flemish database and keeps it information on museums and exhibitions up to date.

16 museums have already joined euromuse.net within 2009 and are available on the euromuse.net portal (please compare with 3.2.1). Further museum will be published on euromuse.net in the beginning of 2010.
Suomen Museoliitto (SML) - (Finland)
The Finnish Museums Association runs two databases: one database on 919 Finnish museums and a second database with information on 385 upcoming events and exhibitions of Finnish professionally run museums’, (members of the Finnish Museums Association). The Finnish museums are encouraged to update their exhibition information to Finnish Museums Association's exhibition calendar. The exhibition information of the Finnish database will be shown on euromuse.net by automatic connection via Harmonise

In 2009 member museums of the Finnish Museums Association have been informed about the euromuse.net project via conferences and meetings mentioned in dissemination report and via emailing list "Museoposti" and members' bulletin "Julius".

The Finnish National Gallery is already available on euromuse.net. The adaptations of the database have been finished.

The Finnish National Gallery is already available on euromuse.net. The adaptations of the database have been finished.

This is the list of Finnish museums joining euromuse.net:

1st Finnish museum on euromuse.net since February 2009
Finnish National Gallery     Helsinki

Finnish museums on euromuse.net (currently joining and entering information)
The National Museum of Finland     Helsinki
Finnish Museum of Natural History     Helsinki

Finnish museums joining euromuse.net in the first months of 2010

Regional Art Museums
Helsinki City Art Museum     Helsinki
Hämeenlinna Art Museum     Hämeenlinna
Joensuu Art Museum     Joensuu
Jyväskylä Art Museum     Jyväskylä
Kemi Art Museum     Kemi
Kuopio Art Museum     Kuopio
Lahti City Museum, Lahti Art Museum     Lahti
Mikkeli City Museums, Mikkeli Art Museum  Mikkeli
Nelimarkka museum and Nelimarkka Residence  Alajärvi
Ostrobothnian Museum and Terranova-Kvarkens Nature Centre  Vaasa
Oulu City Art Museum  Oulu
Pori Art Museum  Pori
Rovaniemi Art Museum  Rovaniemi
South Karelia Art Museum  Lappeenranta
Tampere Art Museum  Tampere
Turku Art Museum  Turku

Other Art Museums
Amos Anderson Art Museum  Helsinki
EMMA - Espoo Museum of Modern Art  Espoo
Didrichsen Museum of Art and Culture  Helsinki
Gallen-Kallela Museum  Espoo
Salo Art Museum Veturitalli  Salo
Sara Hildén Art Museum  Tampere
Serlachius-museum Gösta  Mänttä
The Aine Art Museum  Tornio
Särestöniemi Museum  Kaukonen
Visavuori Museum  Tarttila
Wäinö Aaltonen Museum of Art  Turku

Regional Museums
Helsinki City Museum  Helsinki
Hämeenlinna Historical Museum  Hämeenlinna
Kainuu Museum  Kajaani
Kuopio Cultural History Museum  Kuopio
Kuopio Natural History Museum  Kuopio
Lahti City Museum  Lahti
Museum of Central Finland  Jyväskylä
Museum of Northern Ostrobothnia  Oulu
North Karelian Museum  Joensuu
Ostrobothnian Museum and Terranova-Kvarkens Nature Centre  Vaasa
Porvoo Museum, The Historical Museum  Porvoo
Provincial Museum of Southern Ostrobothnia  Seinäjoki
Satakunta Museum  Pori
Savonlinna Provincial Museum  Savonlinna
South Karelia Museum  Lappeenranta
Tampere Museums Vapriikki  Tampere
The K.H.Renlund Museum  Kokkola
The Museum Centre of Turku  Turku
The Museum of Kymenlaakso  Kotka
The Provincial Museum of Lapland  Rovaniemi
Tornionlaakso Museum  Tornio
3.3 Co-operations with museum and exhibition portals

Besides the membership of single museums, the euromuse.net project also tries to build up co-operations with regional or national museum and exhibition portals. Often the national or regional museum associations maintain a website, where they publish exhibition information on behalf of their member museums. These organisations are often commissioned with public relation exercises - to spread out the museums information. That is why euromuse.net now tries to involve these portal operators on the portal.

A first step has been undertaken by involving the OKV and SML in the euromuse.net project, which can provide exhibition content from their region, which they maintain. Beyond that, further museum portals have been contacted and are interested to co-operate.

Belgium:
Openbaar Kunstbezit Vlaanderen, a Flemish body, which is in charge of supporting the Flemish museums in their public relation efforts (within others), and operator of the www.tento.be portal with information on more the 400 Flemish museums is currently joining the eTEN project. As already mentioned above, 16 museums from OKV and their exhibitions
have already been published on euromuse.net. The number of museums will be enhanced within the very beginning of the 2010.

Croatia:
The Museum Documentation Center Croatia is currently joining and will publish the first museums from Croatia on euromuse.net in the very beginning of the year 2010. The Croatian Museum Documentation Center runs the website www.mdc.hr with information on around 100 Croatian Museums. A selection of these museums and their exhibition will be published on euromuse.net by connecting through Harmonise. The connection is scheduled for spring of 2010, manually entered information will be available earlier.

The following museums from Croatia will join euromuse in the beginning of 2010:
- Muzej moderne i suvremene umjetnosti, Rijeka;
- Moderna galerija, Zagreb;
- Hrvatski povijesni muzej, Zagreb;
- Galerija Klovicevi dvori, Zagreb;
- Muzej za umjetnost i obrt, Zagreb.

Finland:
Suomen Museoliitto, the Finnish Museums Association, joins the portal (as well as OKV, too). Suomen Museoliitto is operating a Finnish portal www.museot.fi / www.museoliitto.fi and offers information on nearly 1.000 Finnish museums and their exhibitions. The connection of the Finnish museum portal has been started. First Finnish museums will be entered to euromuse.net in January 2010. In the list above you can find a list about the museums from Finland, which will join euromuse.net in the next months.

Germany, France, Luxembourg: (Saarlux region):
The AMGR - Museen der Großregion Saarlux, a lobbying organisation concerned with the promotion of the museums of the region Saarlux, will co-operate with the euromuse.net project, too. Museum and exhibition information, published at the regional PROLIO portal will be mapped to euromuse.net within 2010.

The Netherlands:
Nederlandse Museumvereniging, the Dutch museum association, has declared interest to co-operate with euromuse.net. First discussions have taken place in mid 2009. Due to technical issues the exchange of data is not yet scheduled for a specific date. Co-operation and an exchange of data is intended for 2010.

3.4 Tourism services

ETC

In the end of 2009 the European Travel Commission has launched its new website (www.visiteurope.com) and intends to integrate the euromuse.net content to its map based information service on tourism in Europe into 2010. This would mean a deeper co-operation.
(The euromuse.net data scheme has been advanced with co-ordinates for each museum to be able to serve needs like displaying information on map based information systems).

**Biagstvo Service**

*Biagstvo* will be an online service, offering a tool to organise inexpensive holiday trips within Europe. *Biagstvo* will mash up different services like a price engine to find the cheapest low-cost carriers, a special selection of hotels and information on cultural offers, especially temporary exhibitions in Europe that the user would like to visit. Starting from that, *Biagstvo* will take into account the available air fares, hotel rates and a comprehensive cultural calendar to provide suggestions for a complete trip that will give the traveller the best experience for money. Instead of showing dozens of flights, *Biagstvo* will prioritize the flights that allow the traveler to experience the most of his desired region, including temporary museum exhibitions, culinary fairs and various seasonal events. Rather than listing hundreds of hotels, *Biagstvo* will only display the (few) hotels that would best match the target audience and the nature of the trip.

*Biagstvo* would like to display only the basic information on its website (like the exhibition title, the short description, the name of the museum and a link back to the complete page on euromuse.net. A map may also be provided to show the location of the museum.

The operators have requested to use euromuse.net exhibition information on their platform at the end of October 2009. The euromuse.net has expressed its interest to co-operate as soon as the service will be ready to start.

This is one of the model user scenarios of a co-operation between museum sector and (commercial) tourism information service. The fact, that *Biagstvo* contacted the euromuse.net project on its own interest, without the project having established the contact, strengthens our opinion to offer a service with market relevance.

**3.5 Website user development & general public**

Like the screenshots from the web statistics prove, the average number of visitors on euromuse.net has augmented from 350 visits a day in average in January 2009 to around 1,000 visits a day in December 2009. This means that the visitor amount nearly tripled in 2009.

The project consortium sees the main reasons for the improved number of website visits in the ongoing internationalisation of the website interface as well as in efforts in search engine optimisation.
While the average amount of website visits in January 2009 was around 350 daily, in October the average number of visits is around 1,000 and more. The slight decrease of visits in the months of November and December can be explained by normal seasonal changes. Due to reasons like bad weather, no vacations and Christmas holidays the general interest in museum visits and exhibitions decreases which is reflected in the visitor statistics, too.

### 3.5.1 Translations of the euromuse.net user interface into eight European languages

Within 2009 the euromuse.net website interface was translated to several more languages. Thus the accessibility of the website was improved, especially for users not speaking English. Also the translations contribute to the tripled number of euromuse.net visitors in 2009.

At the end of 2009 the euromuse.net portal is available in eight languages. These languages are English, Spanish, Portuguese, German, French (which belong to the group of the most spoken languages in the world) as well as Dutch, Finnish and Italian. In the beginning of the
eTEN project, euromuse.net was available only in English. At the end of 2008 the interface had been translated into Italian and German.

<table>
<thead>
<tr>
<th>Available on euromuse.net</th>
<th>Native Language for ... Billion Speakers</th>
<th>Second Language for ... Billion Speakers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sprache</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mandarin speakers (within the group of 1213 Billion speakers of Chinese)</td>
<td>845</td>
<td>178</td>
</tr>
<tr>
<td>X Spanish</td>
<td>329</td>
<td>60</td>
</tr>
<tr>
<td>X English</td>
<td>328</td>
<td>keine Angabe</td>
</tr>
<tr>
<td>Hindi / Urdu</td>
<td>242</td>
<td>224</td>
</tr>
<tr>
<td>Arabian</td>
<td>221</td>
<td>246</td>
</tr>
<tr>
<td>Bengalian</td>
<td>181</td>
<td>140</td>
</tr>
<tr>
<td>X Portuguese</td>
<td>178</td>
<td>15</td>
</tr>
<tr>
<td>Russian</td>
<td>144</td>
<td>110</td>
</tr>
<tr>
<td>Japanese</td>
<td>122</td>
<td>1</td>
</tr>
<tr>
<td>X German</td>
<td>90</td>
<td>28</td>
</tr>
<tr>
<td>X French</td>
<td>68</td>
<td>50</td>
</tr>
</tbody>
</table>

According to „Ethnologue“-estimations these are the most spoken languages in the world in the beginning of the 21st century – Source: de.wikipedia.org/wiki/Welt sprache. Languages spoken in Europe have been highlighted.

The project consortium aims to implement also translations to eastern European languages and possibly also in some more languages.

3.5.2 Search Engine Optimisation efforts

The second technical reason (beside the improved content with more museums than before on euromuse.net) is the effort in search engine optimisation, which effects in higher rankings of the euromuse.net content on search engines like google, yahoo or bing. Besides a more accurate description of each euromuse.net entry (museums / exhibitions) with detailed and individual keywords, which enable very exact queries on search engines and directions to the euromuse.net entries, the entire website has been improved by adding sitemaps aligned to each language interface or easy accessible lists about the current museums and exhibitions available on the portal.

3.6 Feedback received by the stakeholders

3.6.1 Feedback from professional stakeholders


One important event to get in contact to tourism professionals and to investigate their needs is the “ITB – Internationale Tourismusbörse Berlin” held in Berlin in 2009 from March 11th-15th. The project gained valuable experience on the needs of professional tourism sector in discussions with several professionals from tourism companies on the fair, especially concerning the requirements to offer a service reflecting the needs of the tourism industry.

- **Identification of further potential user groups for euromuse.net, besides travel agencies and touristical internet portal.**

  These are companies dealing with destination based information, like information on culture and museums. For example, a company offering information on current events at destination cities of an airline for the airline’s magazine or a general touristic information...
provider, running a database for travel agencies to find, combine and produce offers to their clients. Those kinds of databases offer information on carriers, destinations and events. Especially the second group could be of high interest for euromuse.net because the information providers offer platforms where information of several companies is merged. Further on, international hotel chains could also benefit from the euromuse.net content and have expressed general interest.

- **(Too) High expectations on the completeness of data on euromuse.net.**
  
  Due to different perspectives the expectations towards euromuse.net and towards the general degree of technical development in the museum sector is normally overestimated by tourism professionals. The euromuse.net team has often been confronted with the expectation, to offer a database containing information on every (!) European museum and their exhibitions. The reason can be found in different perspectives on the same issue. From the tourism perspective the cultural (and the museum) sector are perceived as a business area. Museums should be interested to sell their offers to the broadest possible audiences from this point of view. For this reason umbrella organisations should have built up platforms like a complete euromuse.net already since years. Because the self-image of museums does not coincide with this expectation and museums follow different approaches to offer (to be distinguished from selling) education to their audiences, those expectations can not be fulfilled. The pressure to advertise offers, to generate revenues is smaller in the museum sector than in the tourism sector. For that reasons the expected kind of information services have never been established, even if there is a greater interest in international communication since a few years, which opens space for services like euromuse.net now.

  In future discussions with tourism professionals these kinds of expectations will have to point out the value offered by euromuse.net, which is the most complete information provider on exhibitions already now.

First contacts to hotel chains, tourism information providers and information services have been established. The project consortium will visit the fair in 2010 again, to find further users of the service.

**GERMANY, Berlin - Survey in co-operation with HTW museology seminar**

As reported already, a survey about travel agencies’ needs has been conducted in co-operation with the University of Applied Sciences Berlin:

  The results of the survey have been presented already, therefore we include only a summary of the main results:

  - interest about information on exhibitions and museums is regularly expressed by the customers of the travel agencies interviewed
  - this interest is stronger at agencies with a special profile or addressing a special target group, like cultural tourism, women tourism, France tourism etc.
  - euromuse.net is seen as a useful platform with rich information for customers needs

Advantages / Disadvantages:

+ multilinguality
+ usability of the website
+ good combination of information
+ more museums could be added to the platform
3.6.2 Feedback received by users of the system

Website & Harmonise adaptations, due to user feedback:
- Due to museums using more than one name for the same museums (for internal reasons) some imports of exhibition data caused continuing problems. To solve this problem, the euromuse.net data scheme has been enhanced with alternative names for institutions. The alternative names simplify connections of imported data to the related museums on euromuse.net. By offering alternative names, this difficulty has been solved, because the euromuse.net system is more flexible now.
- An administration module has been added to the backend to give the participating museums in euromuse.net the full control about the data they provide. At the administrative module each museum can set, whether data will be offered to associated partners on Harmonise by the euromuse.net service or not.

Adaptations of euromuse.net data scheme:
- To align the euromuse.net service to needs identified in the tourism sector, the euromuse.net export scheme has been enhanced with geo-coordinates. At the same time geo-coordinates have been identified for all the participating museums on euromuse.net. Now the service’s information can easily be integrated into map based information systems. At the same time, this is one of the steps into an euromuse.net Web2.0 scenario.

3.6.3 Web 2.0-Scenario for euromuse.net

Reflecting the recommendations given at the last review meeting the euromuse.net project group has identified Web2.0 elements to integrate into the portal. Due to the limited budget for technical development within the eTEN project; which cause problems to implement such services to the website, two kinds of Web2.0 based tools have been identified:

a) tools, easy to implement to the portal without higher financial and technical effort still within the eTEN project’s duration.

b) further services, which would be useful to implement as soon as possible to reflect Web2.0 “standards” on euromuse.net.

A working group concerned with the website as well as the business plan working group have prepared suggestions to tackle this challenge for euromuse.net. The services or tools described below have been implemented, will be implemented next or have been identified to be useful to increase the attractiveness of euromuse.net.

Services already implemented:
- A customised newsletter tool to order exhibition information directed onto the single users needs on a monthly basis.
- Individual reminders, e.g. for exhibitions ending within the next two weeks.
- Geo-coordinates for each museum to integrate the euromuse.net information on map based information services (currently available only on Harmonise).
- A facebook profile to inform about the euromuse.net offers and to disseminate the euromuse.net information to additional user-groups
- A twitter profile to inform about important entries and developments on euromuse.net.
Services to implement within 2010:
- maps to show the museums locations based on the geo-coordinates
- links to social networks to announce euromuse.net offers there and to easily link euromuse.net information with social networks via a single click.
- RSS-feeds
- Tag-Clouds based on the entries of individual keywords to cross-link the information on the portal
- If possible: individual tagging of euromuse.net entries by users of euromuse.net
- Forms to suggest or enter additional information on museums, which are not yet available on euromuse.net

4. Impact of deployment activities and remaining challenges

Many and continuous discussions with participating museums and interested euromuse.net users or stakeholders have delivered valuable feedback, which has been displayed in former reports as well as in this one. Beside feedback from conferences and fairs visited and training events and workshops organised, the euromuse.net teams continuously receives suggestions, wishes and ideas on improvements through the constant contact and support given to the participating museums. The feedback is given mainly by the employees in the museums’ public relation departments, which are the persons who are maintaining euromuse.net and having very concrete experience in using the system. To continue the process of refinements, adjustments and redirection of the service belongs to the most important challenges in the deployment process to produce a fully working service at the end of the project in the opinion of the project partners.

Above all, the general feedback the project group receives concerning euromuse.net is very positive. In general, the stakeholders like the way the euromuse.net portal displays the information and they agree to the kind of information displayed. The multilingualism of the portal is seen as one of its major unique selling proposition (USP), especially in comparison to competitors. The backend and the entry forms are easy to overview and understand and the data maintenance can be handled within reasonable effort, according to our users comments. A main reason to participate in euromuse.net for the museums is often to increase their own visibility on the European level in the Internet, which would be difficult and of high effort for a single museum. The connection of euromuse.net to tourism services is seen as a further advantage. Nevertheless, the project group also receives suggestions to improve the service and is aware about some weaknesses or challenges.

- Challenge of different lead times in tourism and cultural sector
  The euromuse.net project is aware of the need to provide information as early as possible to serve the needs of the tourism sector in an ideal way. At the same time, euromuse.net depends on the provision of this information by its participants, the museums, and it has to deal with an existing “market” of museums, which do not always provide the information according to the needs of the tourism sector. As long as the museums themselves do not offer information about their exhibitions in lead times demanded by the euromuse.net stakeholders from tourism, euromuse.net can not always deliver this information as demanded.
Though the lead times of announcing temporary exhibitions on euromuse.net could be improved by museums offering this information earlier than currently, we have to point out that the euromuse.net service still is the fastest service on the market, due to the automatic connection on Harmonise as well as due to its continuous contact to its participants and the easy way to update the data.

- **Challenge of expectations of completeness**
  As described above, the differing expectations from tourism sector concerning the interest and the technical development of the museum sector will have to be considered in future discussions with tourism professionals.

- **Communication about technical issues with museums**
  A key challenge for the euromuse.net project on the long run will be the communication about the Harmonise interface. Since the euromuse.net team is usually only in contact to a single person of contact at the participating museum, the integration often depends on the continued support of this person. That is why it is of major importance to serve this person with the information needed the best possible and offer easy services. Because the contact persons (mainly working in public relation departments) often lack technical knowledge necessary to understand procedures like mappings and technical employees often do not know about the special requirements of exhibition data, the deployment sites have to be very supportive and will have to prepare the information needed as easy as possible.

- **Impact for effort invested by each museum**
  As already described in previous reports, a key argument for the museums to support the euromuse.net system is the impact of the effort brought in. Beside the strong interest to minimise the time needed to transfer the information to the euromuse.net portal, the cost-benefit-ratio between this effort and its impact is the second important criteria for the decision to join the service or not.

  This impact is influenced by the effort to enter data on the one hand and by the visibility of the information on the other hand. Therefore, further efforts in optimising the entry procedures as well as the search engine optimisation are of high importance to the project’s success in the long term. That is why the positive feedback given by the participating museums is an important signal for the project group. Also the effects reached by the search engine optimisation, which contributed to triple the number of visits in 2009 turned out to be a right decision. To serve this interest of the museums the project is going to build out its SEO-activities to raise the amount of users.