



Promoting citizen-based services through local cultural partnerships

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Strong support from Viviane Reding, the new Commissioner for Information Society and Media

Wants to be remembered as Commissioner for Innovation, Inclusion and Creativity

- Innovation: providing a basis for future competitiveness under the Lisbon Agenda
- Inclusion: to overcome the digital divide and to improve quality of life
- Creativity: to convey Europe's images, stories and identities

These provide a solid basis for both the shorter-term applications context and longer-term research priorities

Two major frameworks provide focus for the future

- The eEurope2005 initiative - encouraging improved applications and services (now to be reinforced)
- The new IST work programme 2005-2006 - encouraging “anywhere, anytime, natural access to IST services for all”

Experience from eEurope will provide a basis for identifying priorities for applied research

Priorities for DG Information Society

- Stronger focus on the Lisbon strategy
 - New technologies crucial for EU to become world's most dynamic and competitive economy (see Kok report from NL presidency)
- Key issues
 - Digital communications are creating huge market opportunities for content and services
 - ICTs can improve quality of public services while increasing democracy and transparency
 - In the workplace, they can raise efficiency, improve the quality of work and provide better jobs
 - The ICT industry is a major economic sector in its own right
 - Increasing need for interoperability between both hardware and software applications and platforms
 - Trust and dependability are essential for building citizens' confidence in the information society

The learning and culture timetable

- Call 4 (now open) covering Technology-enhanced Learning (2.4.10) and the Enlarged Europe (2.4.13) closes Tuesday, 22 March
- Call 5 covering Cultural Heritage (2.5.10) and Multimodal Interfaces including Multilingual Communications (2.5.7) opening 17 May, closing 21 September
- Check also developments in the area of eContent Plus which should be approved soon
- All pertinent information and new IST work programme from www.cordis.lu/ist

And don't forget opportunities under CRAFT, eTEN, etc., and all the other IST Strategic Objectives

Excellent opportunities for local cultural institutions

In Call 4, now open and closing 22 March

- Integration in an enlarged Union

In Call 5, opening 17 May, closing 21 September

- Access to and preservation of cultural & scientific resources
- Perhaps opportunities for integrating languages of the new Member States in Multimodal Interfaces

eContent Plus should provide additional opportunities for applications in all these areas

Integration in an enlarged Union – Call 4

- A dedicated Strategic Objective: “Strengthening the integration of the ICT research effort in an enlarged Europe”
- Calls for STREPs only (i.e. small-scale R&D projects) in four areas eLearning, eHealth, eGovernment, eBusiness
- All are key areas of common interest to the research constituency in ICT in all the member states, old and new

Indicative budget: 63 million Euro

Should promote and facilitate NMS participation while catalysing partnerships with rest of Europe

Integration in an enlarged Union – Call 4

Objective

- To develop innovative systems and services in key application areas for the societal and economical development of the enlarged Europe

Focus

- Proposals should make a convincing contribution to strengthen integration within the enlarged Europe in the selected field by building on good practice and involving appropriate national organisations

These measures will contribute to the success of eEurope across the whole of the European Union

Integration in an enlarged Union – Call 4

eLearning

- Research and development on ICT-based systems for teaching and learning building on **existing open platforms and tools**
- Exploiting the collaborative **use of learning objects** and resources (including cultural and scientific content)
- Validation in realistic **pedagogical scenarios** in universities or schools
- Addressing critical success factors for wide deployment

Will benefit from partnerships between schools, libraries and museums in the local environment

Integration in an enlarged Union – Call 4

Information on eEurope at

http://europa.eu.int/information_society/eeurope/2005/index_en.htm

See links to

- eLearning
- eHealth
- eGovernment
- eBusiness

CALIMERA can provide key background information for all the countries involved (EU15 and EU25)

Cultural Heritage priorities FP6

“Access to and preservation of cultural and scientific resources”

- Fostering the early adoption of new technologies for accessing and preserving Europe’s cultural, artistic and scientific resources
- Promoting collaborative networks on the digitisation of cultural heritage, long-term digital preservation

Focus on

- Improved accessibility and commercial value of cultural/scientific resources;
- New forms of cultural experiences

These will benefit from stronger collaboration between museums, libraries and archives

Digicult – Call 5

Objective 1:

Support the emerging complexity of cultural and scientific objects and repositories through enriched conceptual representations and advanced access methods

- effective and innovative forms of access, use and experience
- advanced access to heterogeneous, mainly non-textual content
- integrating content into digital library services (eg by linking work on semantic web with expertise in domain specific ontologies)
- longer term - drive mechanisms and tools for more participative and creative use of cultural heritage

Indicative budget 36 million – 60% for old instruments

Digicult – Call 5

Objective 1 work focuses on:

- applying leading-edge technologies (knowledge technologies, visualisation, virtual reality)
- resources in multiple formats (narrative, audio, video, image, 3D-representations) and multi-sourced
- methods for retrieval and use of complex objects which hide the complexity embedded in the object
- developing new forms of highly interactive or creative use and experience, based on complex and dynamic digital objects
- addressing specific user communities and stakeholders
- testing in innovative but real scenarios

STREPs (smaller R&D projects) involving cultural heritage research community, technology research and developers, including high-tech SMEs, and cultural institutions

Digicult – Call 5

Objective 2 – for the shorter term

- Explore how to preserve the availability of digital resources over time, through novel concepts, techniques and tools.
- Short term experiments - empirical research on solutions. Focus on current state of the art and “stable” documents, but in multiple formats and multi-sourced, distributed.
- IPs; research (archival & computer science), technology developers, cultural heritage institutions

IPs (larger R&D projects”) – combining research organisations (archival & computer science) with technology developers and cultural heritage institutions

Digicult – Call 5

Objective 2 – preparing for the longer term

Focus on:

- complex, dynamic and very high volume digital objects, including those with high levels of interactivity
- projecting concepts for solutions over longer timescales
- mobilising and bringing together potential research actors at European level

Smaller coordination actions - research community (technological and archival)

Multilingual opportunities – Call 5

Multimodal interfaces – 2.5.7 – provides special opportunities for the languages of the new member states

- “Portability of new languages taking advantage of methods and techniques developed for languages already covered is a further challenge to be addressed, e.g. in the context of new EU languages”

Local organisations can help to define the language needs of their communities

Libraries, museums, archives and schools - are all key potential participants because:

- they know their users' requirements
- they provide a physical focus
- staff have or can develop the necessary skills
- they are all involved in the educational process
- they have a tradition of supporting access to information

These are important in building partnerships for the current Enlarged Europe call and the coming Cultural Heritage call

Learning and culture projects have prepared the way for more effective local involvement

- CHIMER - developing new models for children-based services (mobile devices and GPS-based maps)
- CIPHER - establishing communities of interest for cultural heritage resources in four very different regions (storytelling environments)
- COINE - creating sustainable web-based services for local cultural activities covering a wide variety of digital objects
- PULMAN / CALIMERA – providing support for stronger participation of local cultural institutions (excellent source of info and guidelines)
- MUSICNETWORK - stimulating new opportunities for delivering multimedia music services
- MINERVA – encouraging collaboration on digitisation
- ETB / CELIBRATE / VALNET – building the European Schoolnet

*Project descriptions and websites are available from
Digicult – www.cordis.lu/digicult*

Priorities for 2005/2006:

- Providing a more robust framework for citizens across Europe to participate actively and interactively in building the emerging heritage of their communities
- Catalysing the overall development of the information society by concentrating on the contributions of ordinary people from all walks of life
- Developing easy-to-use features for training and educating citizens in making full use of the potential of IT systems and services
- Overcoming social exclusion in an attractive yet effective way
- Removing language barriers so as to encourage both wider participation and improved access to existing information services for all

Proposals should build on innovation, inclusion and scalability

- Seamless accessibility to a wide variety of localised multimedia resources and content-building facilities for the citizen
- Facilities promoting digital interactivity and cultural expression
- More effective cooperation between libraries, museums, archives and schools in the local environment
- Far greater user-friendliness in systems and services with PCs, digital TV, mobiles, cameras, navigation systems, voice-related support, multilingual services and 4G mobile/ubiquitous computing
- Potential for impact and leverage – eg complementarity with national research objectives, cultural tourism ...
- Concern for multilingualism – access in the language of the user

How to make a good proposal:

- Start with a really good idea or objective liable to have EU impact in the context of the work programme
- Write a short abstract clearly describing the problem to be solved, the nature of the work and the key results
- Start with two or three reliable partners: research, technology, management, content-related
- Expand the partnership in order to provide for EU impact as well as to carry out the work more effectively
- Carefully consider evaluation criteria: innovation, impact, state of the art, quality, social aspects, dissemination, mobilisation of resources
- Ensure the proposal meets the requirements of the instrument you are using – STREP, IP, SSA, CA

How to improve your proposal for submission

- Avoid duplication with other projects or proposals
- Choose an effective acronym which the evaluators will remember
- Be open about your intentions and approach
- Discuss preliminary drafts with knowledgeable experts
- Develop clearly described work packages with reasonable resourcing (both human and financial)
- Ensure the Commission is aware of your intention to submit
- Do not leave everything until the last minute: your final submission should arrive well before the deadline

All this requires closer collaboration between libraries, museums, archives and schools

They all:

- share a strong interest in supporting education
- provide content-related services to their users
- understand how information technology can promote their current services and future objectives
- participate in ensuring that their local communities promote their own special cultural interests and assets
- are leaders in developing citizen-based services at the regional and municipal levels
- can provide real support in developing innovative interactive/creative environments for cultural expression

Final messages for successful participation

- Focus on the needs of ordinary people in their local environments
- Develop technologies and strategies which bring children, employees, the unemployed, and older members of the community into the heart of the information society
- Introduce interactive and/or creative systems and services to promote literacy and artistic expression
- Sensitise politicians, business and tourism interests, and hardware/software suppliers into the economic potential of the local to global approach
- Work together for added value at the local, national and EU levels

Join hands in ambitious but realistic targets

Further information from:

www.cordis.lu/ist

www.cordis.lu/digicult

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