



E | SPACE

Europeana Space Incubation Handbook

Spaces of possibility for the creative
re-use of digital cultural content



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E-Space meeting at Noterik's premises

Strategy And Policies

The aim of the Europeana Space project is to increase and enhance the creative industries' use of Europeana and other online collections of digital cultural content, by delivering a range of resources to support their engagement.

The project addresses all sectors of the creative industries, from content providers to producers, exhibitors, artists and makers of cultural/creative content, publishers, broadcasters, telecoms and distributors of digital content.

Europeana Space intends to make an impact in several areas. In addition, to increase the use of Europeana by showing how digital cultural content can generate new kinds of

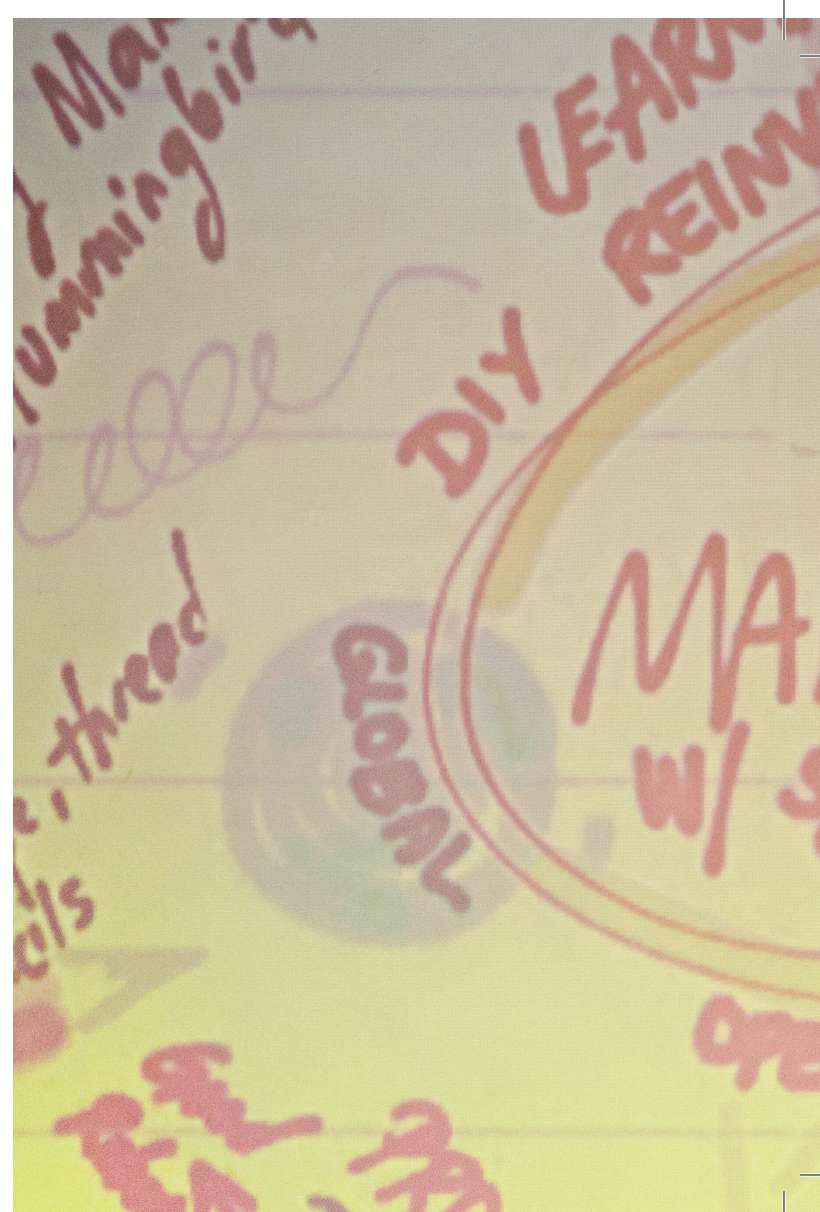
cultural experiences, we are going to create new opportunities for employment and economic growth within the creative industries through continuing development of innovative applications and services based on Europe's rich digital cultural resources.

The use of digital cultural heritage by the creative industries is still limited by factors including issues around the IPR status of content and the need for business models demonstrating the potential for exploitation of available content. In addressing these problems Europeana Space brings together experts from the European creative industries and cultural heritage sectors, technology-based enterprises, and higher education.

A wide-ranging communication and sustainability programme, with a special attention to educational dissemination strategies, ensures Europe-wide penetration of the Best Practice developed and shared through the project.

What's The Goal?

The Europeana Space Innovation Space is designed to spark new creative re-use projects. Through 6 thematic Hackathons, three projects from each event will win a trip to London for an intensive Business Modelling Workshop in London, and from those three winners pick the project that has the highest potential to shake things up in the marketplace. That one lucky project will receive a tailored incubation support package from REMIX, one of the world's leading entrepreneurial and start-up catalyzers as well as the Europeana Space project consortium; a project made up of technical, creative and cultural experts located all across Europe. Within the Innovation Space we all have one goal in mind, getting you and your great idea ready to make waves in a sector craving disruptive change.





THE MOVEMENT
SYLVIA MARTINEZ

LEADERS

SOLUTIONS FAIRES

INVENT TO LEARN

AGENCY

WENT

OPEN SHARED

MARKET

SHOW + TEACH

US

How It Works

Business Modelling Workshops

Often, a Hackathon lasting just a few days doesn't result in bulletproof, market-ready products.

Therefore the three most promising hackathon outcomes will win a trip to the REMIX offices in London for an intensive Business Modelling Workshop. There, these young and fresh ideas will be pushed further through consultation and talks from a team of relevant experts.

Creating a successful new enterprise requires many different elements, including a clear understanding of what demand exists for the ideas and prototypes you create.

The objective of the Workshop is to explore the business potential of the project ideas,

considering the proposition, scale and type of demand, and business model.

Focusing on enterprise is also a powerful way to become more consumer and demand-focused. Delegates will learn techniques to effectively segment their market and target their offering to one or more groups.

By asking questions such as, "What consumer trends can we utilize?", "What are the needs and desires of our customer segment and how can we serve them?" and "What do our customers value?" the hackathon winners can come up with solutions and strategies that bring digital cultural heritage to a wider and more diversified audience.

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Participants will be encouraged to think laterally around their ideas – to find the hidden gems contained within larger ideas, and to fully evaluate some of the assumptions they enter with.

The three finalists will have an additional chance to win a tailored, three-month program of business incubation from world-class industry leaders online and via Skype.





Courtesy of The Waag

Incubation Support

Successfully taking an idea from conception to the market is a more complex process than most expect. The Europeana Space Innovation Space is designed to assist and mentor this process to the best of our capabilities. Thus, the best project out of the three invited to the Business Modelling Workshop will win a tailored incubation support package from REMIX and the Europeana Space consortium.

Incubation participants will be asked to complete a series of mentored courses over an intensive three-month period. By the end of the Incubation period, the business plan for each project team will be ready for pitching to investors or for launching directly (as applicable).

Each project team will be given an initial evaluation to tailor their learning priorities for the Incubation phase. Once designed, participants will

be given access to an online platform containing a mix of inspirational speakers (in part sourced from the global REMIX conferences in London, New York and Sydney).

The teams will be asked to remotely undertake a series of exercises and planning workshops. Once complete, their responses will be discussed at length with their mentor on the REMIX team in order to challenge and refine their thinking.

The support areas will be tailored per team, in order to emphasise elements where further development is required. However, they will broadly correspond to the following building blocks: sources of finance; consumer insight; cultural assets; identifying the right opportunities; thinking multi-channel; managing resources; managing innovation; marketing; working with creative IP; collaboration and partnerships; building and sustaining communities of interest; pitching and presentation skills.

In addition to the business, marketing and finance support provided by REMIX, additional support is available to participants from the E-Space partners throughout the Incubation period.



8 Key Aspects of Incubation Support

The incubation support will focus on 8 key aspects.

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Aspect	Definition
Business Support	The provision of support for typical but necessary business subjects such as financial management, strategic thinking, commercialisation, intellectual property management and compliance, whilst helping develop staff in terms of presentation and management skills.
Technical Support	Access to the Europeana Space consortium technical partners for implementation guidance and problem resolution to fast-track development of the spin-off product.
Expert Support	Access to professionals from the Europeana Space partners and respective Pilot demonstrators' themes. (Open Hybrid Publishing, Museums, TV/Video, Games, Dance, Photography)

Aspect	Definition
Content re-use support	Providing access to content, providing IPR expertise and support, facilitating and expediting searching and rights clearing for specific content.
Facilitating access to and pitching for finance	Supporting the business with making funding decisions, providing introductions and creating professional pitches to receptive traditional and specialist financial sources, such as loan providers, investment banks, business angels and crowdfunding platforms.
Facilitating business partnerships	Raising awareness of and evangelising cross-border co-working, open innovation and clustering activities through widespread European creative networks utilisation.
Marketing and promotion	The spin-off projects will be offered assistance with marketing and promotional activities.
Facilitating access to specialised testing environments	Access to the physical equipment and specialised knowledge within the Europeana Space team that will result in faster prototyping and more user-focused products. For example: Access to Waag's FabLab. Additionally, hosting environments and online testing areas.

Meet The Partners

The Europeana Space consortium: 29 partners from 13 European countries.

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The consortium includes representatives of the whole value-chain of digital cultural heritage and its potential re-use, to ensure the best possible delivery of impact: creative industry and technology-based SMEs, cultural bodies, memory institutions, broadcasters, national cultural agencies and centers of excellence in multidisciplinary research.

The project's partner organizations have outstanding skills in areas relevant to the project's objectives: the building of technology platforms,

IPR management, content provision, management of major digital cultural collections and of digitization programmes; online publishing, games development and the use and re-use of cultural objects for commercial exploitation purposes.



Courtesy of CIANT, International Centre for Art and New Technologies in Prague

Memory Institutions

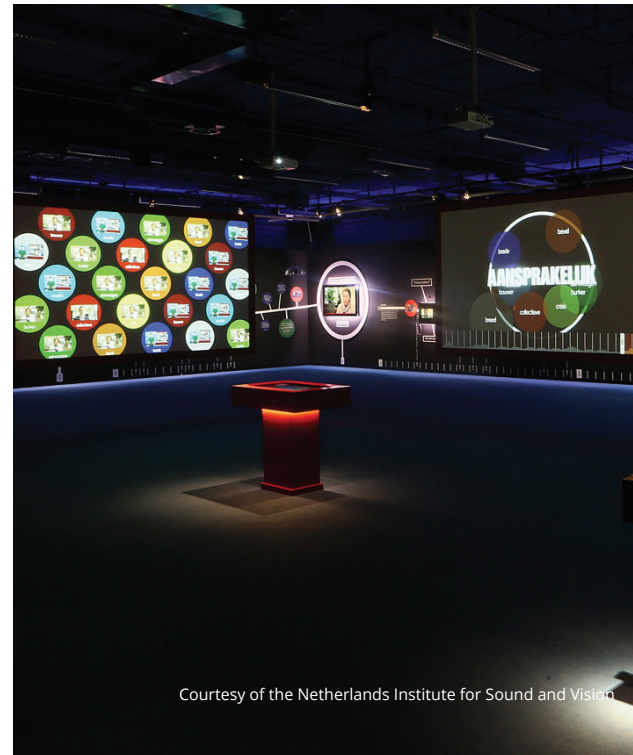
The **Ministry of Culture of Estonian Government** is responsible for organising and coordinating state cultural policy. 🌐 www.kul.ee

Lithuanian Art Museum is governed by the Ministry of Culture of Lithuania, and next to preserving art treasures, is responsible for the digitisation activities in the Lithuanian museums. 🌐 www.ldm.lt

The Libraries Development Department of the **Local Government Management Agency** in Ireland, manages national library policy and digitisation activities of public library holdings. 🌐 www.lgcsb.ie

The **Onassis Cultural Centre** is actively involved in the implementation of new technologies related to artistic creation, content dissemination and education in Greece. 🌐 www.sgt.gr

SPK Foundation is composed of the most important German cultural Institutions and embodies the shared governmental responsibility for culture in Germany. 🌐 www.preussischer-kulturbesitz.de



Courtesy of the Netherlands Institute for Sound and Vision

Audiovisual, Media and Social Innovation

The **International Centre for Art and New Technologies** in Prague is active in producing, collecting, exhibiting, documenting, archiving and publicising new media art. 🌐 www.ciant.cz

FST, **Fondazione Sistema Toscana**, is a non-profit participative foundation with the mission of overcoming the digital and cultural divide related to the themes of new media and new technologies. 🌐 www.fondazionesistematoscana.it

Istituto Luce / Cinecittà is the most important cinema related public company in Italy, which holds one of the richest audiovisual footage collections in Europe concerning the history of the twentieth century. 🌐 www.cinecittaluce.it

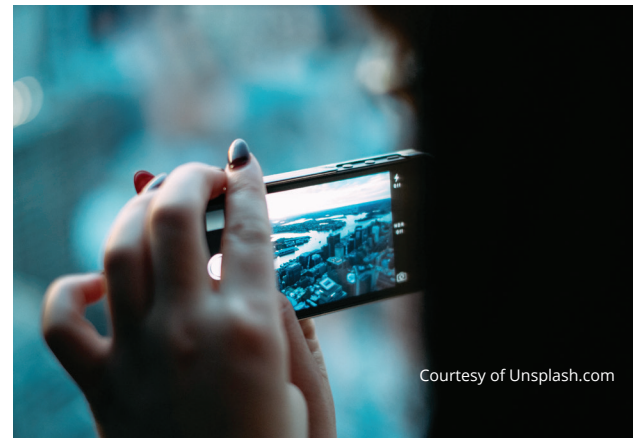
The **Netherlands Institute for Sound and Vision** maintains approximately 800,000 hours of

television, radio, music and film and web video of Dutch audio-visual heritage.

🌐 www.beeldengeluid.nl

RBB is the public broadcaster for the federal states of Berlin and Brandenburg, broadcasting one television channel and six radio stations in addition to providing a range of interactive multimedia services. 🌐 www.rbb-online.de

WAAG SOCIETY is an interdisciplinary non-profit media lab researching and developing new technology, art and culture. 🌐 waag.org



Courtesy of Unsplash.com

Small and medium enterprises

Promoter S.r.l. is an innovative SME bringing together management, research and development capabilities in the fields of ICT, digital heritage and cultural tourism.

 www.promoter.it

Remix Agency is an agency focused on helping cultural organisations explore and develop their business models to open up new revenue streams.


 www.remixsummits.com

EUREVA is a technology company delivering high value-added services and technologies with core expertise relies in multi-media cloud-computing and mobile software architectures.

 www.eureva.fr


IN2's mission is to simplify how organizations collect, organise, discover and present digital content. This is done by creating flexible web-

based interfaces on top of award-winning rich-media indexing tools.  www.in-two.com

MUSEUMSMEDIEN is a web and multimedia company specialized on the development of interactive media for the educational work in memorials, museums, exhibitions and other cultural institutions.  www.museumsmieden.de

NOTERIK BV operates in the field of WebTV and is particularly engaged in R&D and commercial WebTV services in the area of cultural heritage, e-learning, publishing, broadcasting.

 www.noterik.nl

POSTSCRIPTUM, specialized in consultancy and implementation of museums' software services and web presence, implements technologies creating new channels of communication for culture.  www.postscriptum.gr

PROTON LABS is a software development company that does fast, iterative system developments for high-potential start-ups and academic labs that need to convert lab demos into products. 🌐 proton.ie



Courtesy of The Waag

Humanities and Technology Research

Coventry University is a modern, forward-looking university whose roots can be traced back to 1843 to the Coventry College of Design. With both a proud tradition as a provider of high quality education and a focus on Research Excellence with Impact, the University has established an academic presence regionally, nationally and across the world.

🌐 www.coventry.ac.uk

The **Cyprus University of Technology** provides support to the State and in general to the society to address the challenges in the area of science and technology. It is represented in the project by the Digital Heritage Research Laboratory.

🌐 www.cut.ac.cy

KU LEUVEN's Media Lab of the Institute for Cultural Studies at Faculty of Arts is specialized in

e-learning for the Humanities and digital cultural heritage. 🌐 www.kuleuven.be

Universidade Nova de Lisboa is a university institution with internationally recognised research and high quality teaching, and with strategic partnerships of excellence. The Faculty of Social Sciences and Humanities (UNL-FCSH) participates in the project. 🌐 www.unl.pt

Goldsmiths University of London is internationally renowned for its creative and innovative approach to teaching and research in arts and humanities. 🌐 www.gold.ac.uk

iMinds is Flanders' digital research center and business incubator, established by the Flemish government in 2004. Building on the strength of our 850+ top researchers located at 5 Flemish universities, iMinds introduces digital innovation in 6 key markets. 🌐 www.iminds.be

The Image, Video and Intelligent Multimedia Systems Lab of the **National Technical University of Athens** designs and implements intelligent semantic analysis and retrieval of multimedia content. 🌐 www.image.ntua.gr

PACKED vzw is a centre of expertise in digital heritage (digitisation, digital archiving and access) supported by the Ministry of Culture of the Flemish Community. 🌐 www.packed.be

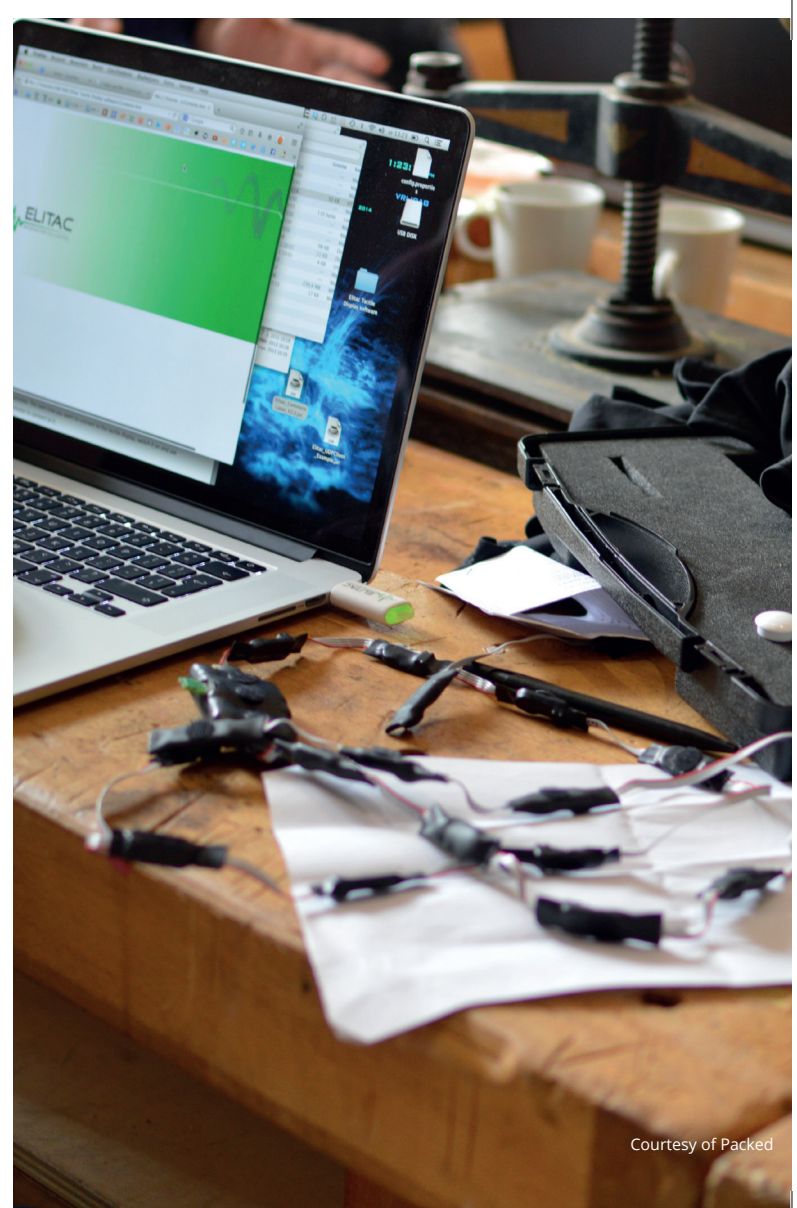
The **University of Exeter** is one of the UK's most successful universities, committed to maintaining the very best research, an outstanding teaching and learning experience and unrivalled links with business and the public sector.

🌐 www.exeter.ac.uk

Ca' Foscari University of Venice is a public University with a national and international outstanding reputation for academic excellence in both teaching and research. It is represented in the project by the Department of Management.

 www.unive.it

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Courtesy of Packed

Who Can Help With What?

As part of the incubation support package the six winning projects will be able to request support from the Europeana Space consortium. This section gives you an overview of which areas they can support you on your way to market-readiness.

Business Support

Business support refers to the provision of expert, standard business type advisement including financial management, business strategy, business modelling, IPR management and compliance, plus project leader and basic

managerial skills. So if you didn't study business management in University, don't worry! We got you covered.

Fondazione Sistema Toscana, PostScriptum, Ca' Foscari University of Venice, IN2, iMinds and Waag Society

Technical Support

The Europeana Space project consortium is full of skilled technical partners from a wide array of sectors. Technical support is definitely the most comprehensive and expert area of support the consortium can provide which is good because technical support is essential for overcoming developmental snags that could stifle progress towards market readiness. We won't write the code for you but we'll help you along the way!

**National Technical University of Athens,
Ministry of Culture of Estonian Government,
Waag Society, Coventry University,
International Centre for Art and New
Technologies, PostScriptum, IN2 and iMinds**

Expert Support

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Because of the way the eSpace project is designed the consortium contains highly regarded experts in 6 thematic sectors of digital cultural heritage and re-use, Dance, Games, Open Hybrid Publishing, TV, Photography, and Museums. Expert support means that if you're looking for assistance within any of these themes we have people who know what to do.

**SPK Foundation, iMinds, PostScriptum,
Coventry University, Istituto Luce/
Cinecittà, Ministry of Culture of Estonian**

**Government, Cyprus University of Technology,
Museumsmedien and Netherlands Institute
for Sound and Vision**



Courtesy of CIANT,
International Centre for Art and New Technologies in Prague

Content Re-Use Support

Did you find a video or photo you really want to use but it's locked up in copyright? Need help finding open collections or specific items that will make your project that much richer? Europeana Space has partners from all over Europe with extensive archival collections of rich historical materials who are happy to help you out! We can also help you clear rights for content!

IN2, Coventry University, National Technical University of Athens, PostScriptum, iMinds, Instituto Luce/ Cinecittà, KU Leuven, PACKED, LGMA , University of Exeter and Netherlands Institute for Sound and Vision

Facilitating access to and pitching for finance

Since the project will put so much effort into growing your great ideas and prototypes it's essential that we ensure you can access funding to maintain future growth and sustainability after the project ends or at least give the projects the tools to garner funding. This can be done in several ways like supporting the business with making funding decisions, providing introductions and creating professional pitches to receptive traditional and specialist financial sources, such as loan providers, investment banks, business angels and crowdfunding platforms.

Fondazione Sistema Toscana, PostScriptum, Ministry of Culture of Estonian Government and Coventry University

Facilitating business partnerships

Some ideas or projects will be lacking in certain areas of product ownership and development. For instance a team of developers may be technically strong but lack the business pitching or marketing sides. Facilitating business partnerships is meant to fill in these caveats by making use of the consortium's network and network capabilities by raising awareness of and evangelising cross-border co-working, open innovation and clustering activities through widespread European creative networks utilisation. The majority of this work will also be done by REMIX and their network. *firm handshake not included*

IN2 and Coventry University

Marketing and Promotion

This area of incubation support is simple but essential. It's important to spread the word about the great work being done within these 6 projects. Also for the cultural and creative sector to be made aware of successful endeavors that show how creative re-use of digital cultural heritage content can be made profitable and successful. Our network will help get the word out.

SPK Foundation, Fondazione Sistema Toscana, Ca' Foscari University of Venice, Netherlands Institute for Sound and Vision, Istituto Luce/ Cinecittà, KU Leuven, Coventry University and Promoter

Facilitating access to specialised testing environments

One of the biggest obstacles for innovation is access to equipment or facilities to design, develop and perfect. Within the eSpace consortium we are lucky to have partners whose institutions host such technologies and facilities. This area of support means giving access to web servers, co-working spaces, innovation labs, oh and of course 3D printers.

Coventry University, Fondazione Sistema Toscana, Ca' Foscari University of Venice, Ministry of Culture of Estonian Government, Waag Society, International Centre for Art and New Technologies and Noterik



Courtesy of Waag Society

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 www.europeana-space.eu

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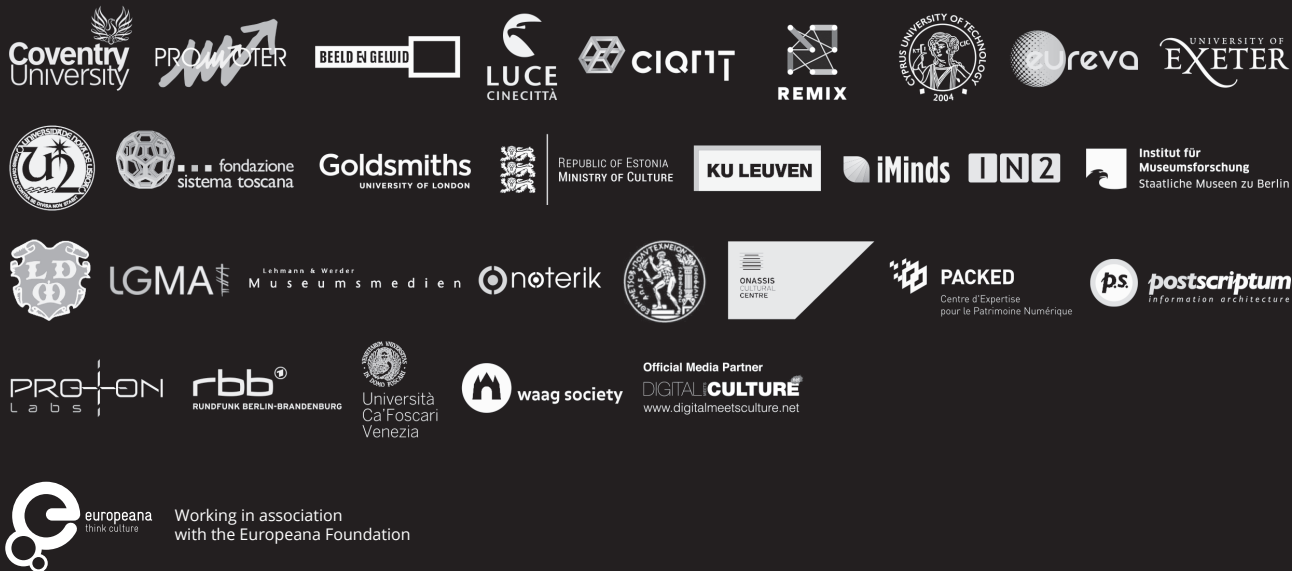
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Official Media Partner

DIGITAL  CULTURE^{.net}

www.digitalmeetsculture.net



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