



Digital Strategies for Heritage (DISH) 2013 *2 & 3 December 2013, De Doelen Rotterdam*

Chefs' Table session

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Table Host: Henk Vanstappen & Lotte Belice Baltussen

Title: How Open Culture Data is opening up cultural heritage in new ways to new audiences

Introduction

In this session, find out what you can do for Open Cultuur data and what Open Culture Data can do for you.

For decades, cultural heritage institutions have safeguarded their collections and have gathered information and (meta)data about them. Although primarily intended for internal use, the digital collections are being presented to their audiences on museum websites and collaborative platforms such as Europeana. Open Cultuur Data wants to go one step further by stimulating the use of heritage data in new constellations of technology, audiences and applications. Open Cultuur Data (Open Culture Data) is a network of cultural professionals, developers, designers, copyright specialists and open data experts, that opens cultural data and encourages the development of valuable cultural applications. This makes culture accessible in new ways to a broader public. Open Cultuur Data supports the cultural heritage sector in the release of culture data through the activities such as workshops, presentations and publications on open culture data. The aim of Open Cultuur Data is to anchor the cultural sector in the international open data movement.

Discussion

"How Open Culture Data is opening up cultural heritage in new ways to new audiences" by Henk Vanstappen (PACKED) and Lotte Belice Baltussen (Netherlands Institute for Sound and Vision)

S&V (?), Kennisland and Open State Foundation created a consortium to campaign for open culture data.

Participants:

Graduate of Information Studies, internet a Institute Tresoar

Project manager at Institute Tresoar in Leiden

(<http://www.geheugenvannederland.nl/?/en/instellingen/tresoar>), went to

masterclass from Kennisland

a museum, library and archive that hasn't opened data yet

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before a user of open data, now advising in her insitution on it

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Royal Institute for Culture and Heritage - an extremely low collaborator in open data due to technical issues.

National Digital Archive in Poland

Arts Council Norway - aggregator for Europeana

Archive of scientific data

Leuven University - photographic collection

National Library of Scotland

agregator of genealogical data

University Library at VU Amsterdam

platform for researchers

Sound & Vision institute

European Commision, in charge of copyright policy

Van Gogh Museum, responsible for new strategic plan for digitisation

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Lotte: When we say content is open we are very specific about licencing used.

Open means Public Domain, CC 0, CC BY or CC BY SA.

If you put more copyright restrictions on content you loose the opportunity for them to be more widely shared.

In S&V we have very few material in Public Domain.

Once you release content openly it starts to circulate immediately and more popular platforms can showcase it, attracting large attention to your collections.

Institute Tresoar: What you see is the increase in the usage of your material and for a public institution it shows your relevance.

1.

2. You need statistics about impact

3. You need advocacy on a European level.

Lotte: you can approach it from the top (government policy) or from the open (individual institutions releasing content openly)

Q. How to deal with management that says: "You have to earn money!" while the government expects you to make material freely available?

Institute Tresoar : It can only increase your benefits (wider reach) but the revenue is not what we live on.

Lotte: I haven't heard about an institution that recorded a decrease in the use of its resources or premises after releasing content.

In Sweden you can earn up to 1/3 with [need to correct] [conclusion: it's expensive to earn money]

Johanna Berg: we need to build alliances between institutions that released content and ...

In Sweden developers' community organised round tables where they explained why they need open data from public institutions.

First app competition - 35 datasets from 20 organisations. Took a long time to campaign and convince institutions. Within four months we had 24 [?] apps. It takes effort but you do get results.

Henk: There are so many hackathons that developers can go to hackaton every weekend. If a big energy company organises a competition with great prizes - developers will prefer them over low-budget open data hackathon.

Lotte: Next year we want to move from app competition to a more collaborative process between a developer and an institution.

To get your content through more channels and be more visible you need to put more effort.

OpenGLAM network (<http://openglam.org/>) coordinated by Open Knowledge Foundation advocates for open culture data worldwide.

Creative Commons sponsored the masterclass that was organised in the Netherlands which led to a lot of institutions releasing content.

In many countries you have Wikipedia Charters that work with GLAMs on releasing content.

We need stronger partners like Europeana to advocate our case on a higher level.