

# eContentplus 2007 Work Programme

*eContentplus* Infoday  
Bratislava, 26 June 2007

F. Milani



European Commission  
Information Society and Media

# Reminder: aim and characteristics of the eContent<sup>plus</sup> programme

## Overall aim

*“to make digital content in Europe more accessible, usable and exploitable, facilitating the creation and diffusion of information, in areas of public interest, at Community level”.*

## Enabling role

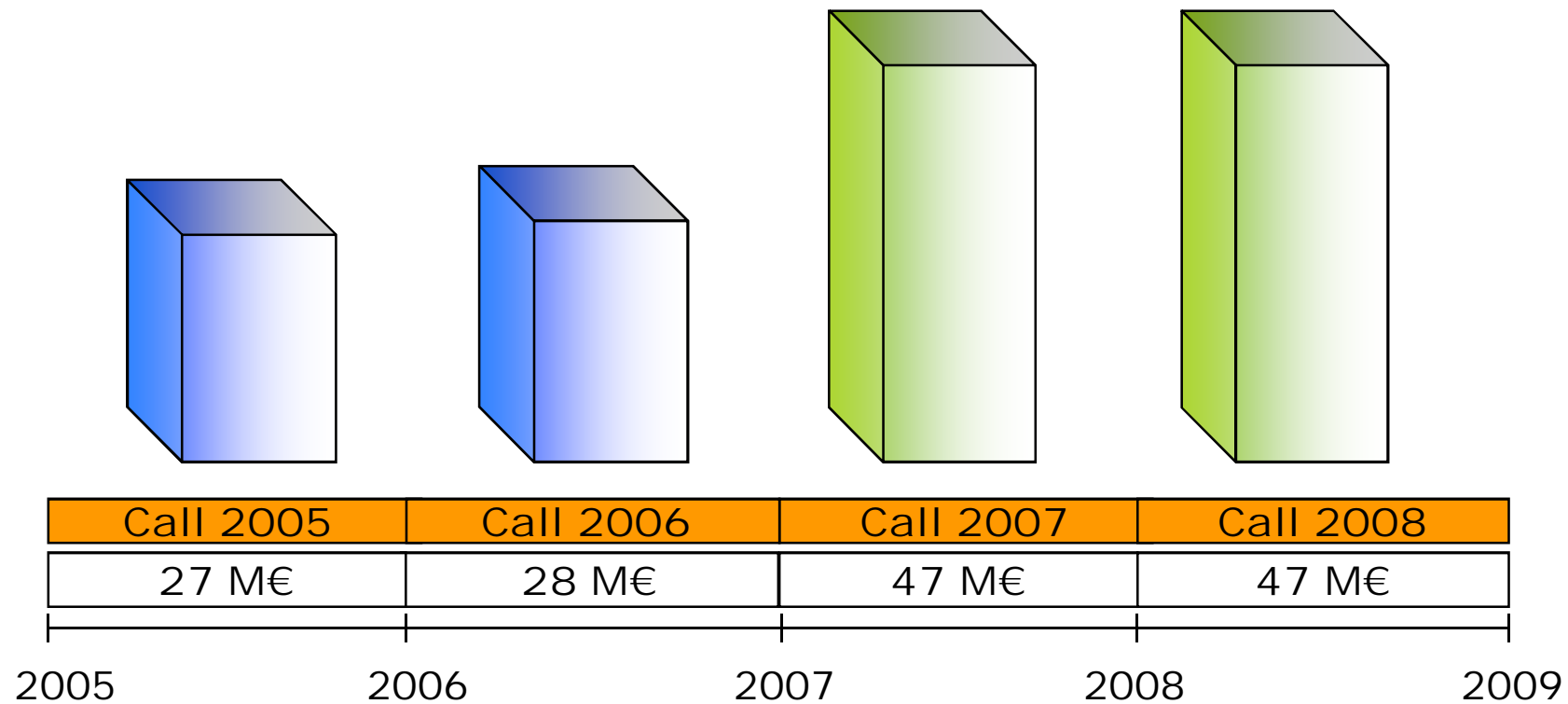
Help content stakeholders (providers and users) realise the full potential of digital content

... by creating better conditions for accessing, using and exploiting digital material

... based on which it will be possible to build added-value products and services across Europe

# eContentplus 2005-2008 – Budget

149 Million euro



# What is funded

## Projects that:

- aim at improving the usability and quality of existing digital content in specific contexts of use in order to create the conditions for the emergence of quality trans-European content based services.
- use proven state-of-the-art technical solutions,
- are geared towards innovation in organisation and in deployment (as opposed to purely technological innovation).



# The work programme

Target areas and project types



European Commission  
Information Society and Media

# Target Areas

- Geographic Information
- Educational Content
- Digital Libraries
- Reinforcing cooperation between digital content stakeholders



# Project types

- Targeted projects: address specific barriers that prevent or limit access to and the use of digital content at any stage of the chain — production, exposure, discovery, acquisition and use. *(funding 50% of direct + indirect costs for all partners)*
- One thematic network: consensus building and awareness raising for reinforcing cooperation on language resources *(funding 100% direct costs for coordinator; travel and subsistence for network members)*
- Best Practice Networks: a new type of networking project pursuing more strategic objectives in geographic information education and digital libraries *(funding 80% of direct costs for all partners)*

# New project type: Best practice network

## What is it?

Project combining the **consensus building** and awareness raising function of a thematic network with the **implementation**, in real life context, of the solutions discussed.

## Aim

Promote the **adoption of standards and specifications** for making digital content in Europe more accessible and usable.





# New project type: Best practice network

## Each BPN:

- identifies possible solutions for an issue related to the objective of the target area
- tries out one or more of the solutions discussed to draw conclusions on their validity and adapts its approach, if necessary.

The Commission organises  
“clustering meetings”  
as appropriate

The **final output** of the BPNs reflects both the results of the large scale implementations and the results and recommendations of the clustering activities.



# Work programme Structure

- **Common requirements** for all Targeted Projects and all Best Practice Networks.
- Information for each action organised in 3 parts:
  - Objective
  - Conditions (additional)
  - Expected results (project/action outcomes)
- Exact correspondence to the award criteria



# Common requirements

## TP vs BPN

Targeted Projects	Best Practice Networks
Content; European dimension	
Impact (access & use)	Impact (adoption of standards & specifications)
Consortium (providers; users)	Consortium (providers; users; standardisation bodies)
	Networking capacity
	Clustering

# Target area Geographic information

## Scope

any data that directly refer to a specific location  
or geographic area

## Actions

Best practice networks (3.1)



# Best practice networks action 3.1 for Geographic information

## Objective

- Interoperability of spatial data sets and services
- Reduce barriers related to one or more of the specific themes in annexes I-III of INSPIRE.

*(Only one network by theme will be selected)*

## Expected results

- Spatial data aggregated to cover a significant part of Europe and accessible in a seamless way across borders in multiple languages
- Consensus built on strategy for interoperability
- A sustainable network of stakeholders is established.

# INSPIRE\* Spatial Data Scope

## Annex I

1. Coordinate reference systems
2. Geographical grid systems
3. Geographical names
4. Administrative units
5. Addresses
6. Cadastral parcels
7. Transport networks
8. Hydrography
9. Protected sites

## Annex II

1. Elevation
2. Land cover
3. Ortho-imagery
4. Geology

\* *IN*frastructure for *SP*atial *Info*Rmation in *EU*rope  
(<http://www.ec-gis.org/inspire/>)



# INSPIRE Thematic Scope

## Annex III

1. Statistical units
2. Buildings
3. Soil
4. Land use
5. Human health and safety
6. Utility and governmental services
7. Environmental monitoring facilities
8. Production and industrial facilities
9. Agricultural and aquaculture facilities
10. Population distribution – demography

11. Area management /restriction /regulation zones & reporting units
12. Natural risk zones
13. Atmospheric conditions
14. Meteorological geographical features
15. Oceanographic geographical features
16. Sea regions
17. Bio-geographical regions
18. Habitats and biotopes
19. Species distribution
20. Energy Resources
21. Mineral resources



# Target area Educational content

## Scope

Content that can be used for learning in formal, non-formal and informal contexts

## Actions

- Best practice networks
- Targeted projects





# Best practice networks action 4.1 for educational content

## Objective

- Implement standards and specifications of learning technologies on existing digital educational content, both user-generated and professionally produced, and assess their suitability.
- Contribute to adoption of standards and specifications across Europe.

## Expected results

- Standards and specifications are assessed.
- Results contribute to building consensus on the implementation of pan-European standards and specifications for learning technologies.
- Cooperation structure for facilitating interoperability in learning technologies in Europe.



# Targeted projects

## action 4.2 for educational content

Objective (*one or more of the following*)

- Facilitate the **co-existence** of professionally produced and user-generated educational content.
- Use **digital libraries** of content held by cultural institutions for education.
- Help **users** find educational content matching their needs.

Expected results

- Increased use of the underlying educational content across borders for learning in multiple languages and in different learning environments.



# Target area Digital Libraries

## Scope

- Make collections of digital content held by cultural and scientific institutions (libraries, archives and museums) and private content holders (e.g. publishers) available to the public.

Reminder: *eContentplus* contributes to the strand of the *i2010 - digital libraries* initiative aiming at improving online accessibility to the European cultural heritage.



# European Digital Library what is it?

Common, multilingual access point

- to all types of cultural material from all kinds of cultural institutions, public and private
- offering deep and cross-search possibilities
- facilitating collaborative approaches

TEL ([www.theeuropeanlibrary.org](http://www.theeuropeanlibrary.org)) starting point and organisational nucleus towards the creation of the European Digital Library



# Target area Digital Libraries

## Focus in 2007

- Bring together stakeholders (museum, archives and libraries) for building the European Digital Library and achieving its targets
  - 2008 → 2 mio digital items  
work towards including archives.
  - 2010 → 6 mio digital items  
including also museums and private initiatives.

## Actions

- Best practice networks
- Targeted projects



# Best practice networks action 5.1 for digital libraries

## Objective

- Interoperability of digital libraries held by museums, archives etc
- Content accessible through the common user interface of the European Digital Library (EUDL).

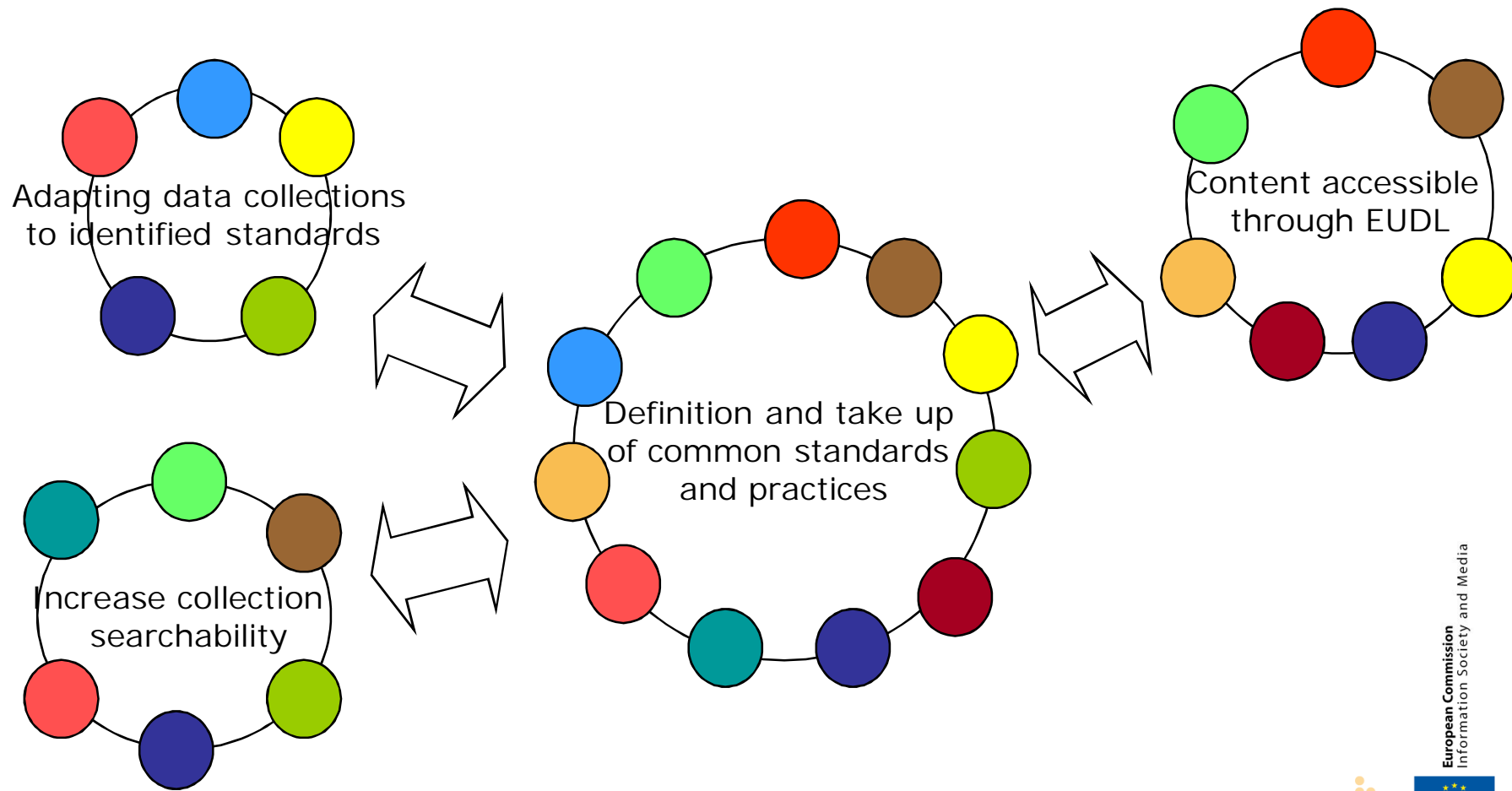
## Expected results

- Interoperable digital libraries across a large number of EU MS accessible through the common user interface of the EUDL
- Production standards and functional specifications for compliance, access and services to those wishing to join the EUDL.
- Cooperation structure of relevant projects established.



# Best Practice Network

e.g.



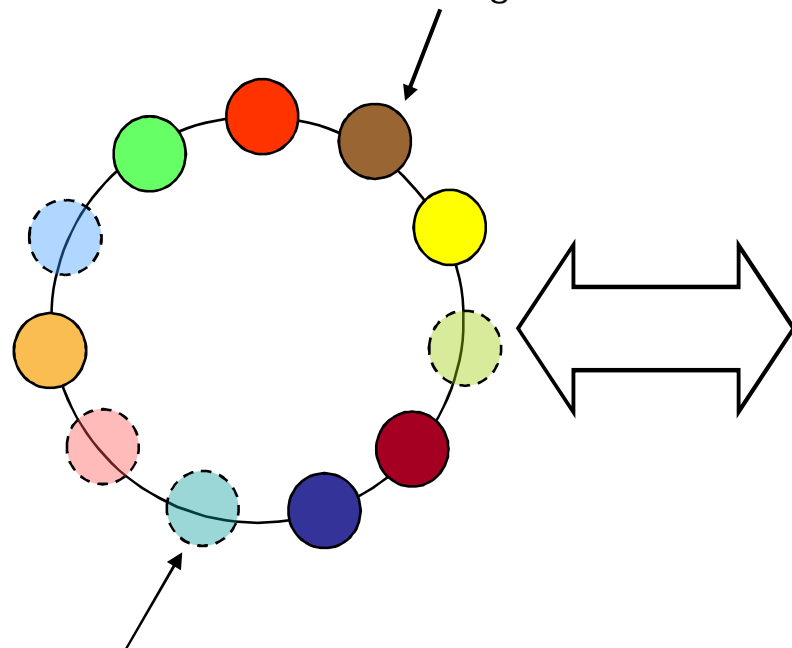
eContentplus 2007 work programme



# Best Practice Network

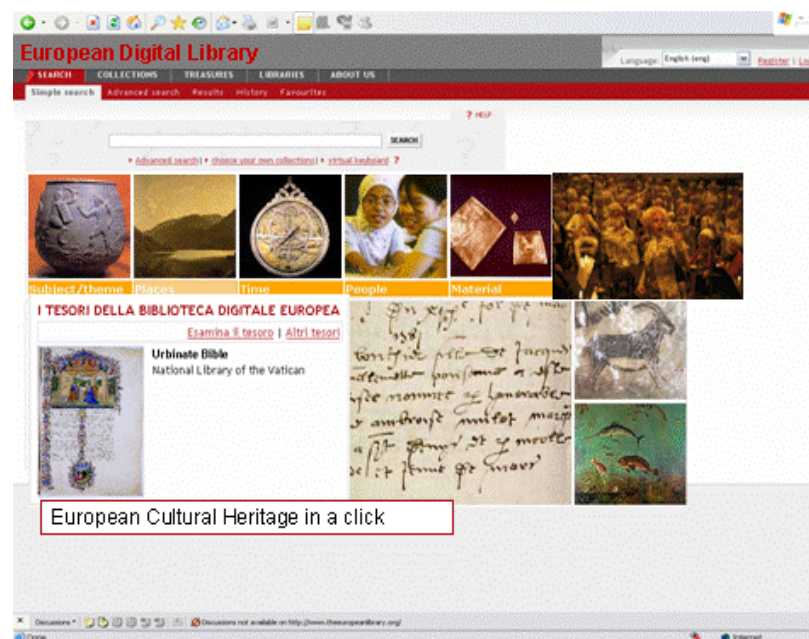
## Expected results

Content available through EUDL



Commitment to:

- use common standard and specifications
- make content available through EUDL





# Targeted projects action 5.2 for digital libraries

Objective (*one or more of the following*)

- Standards-based interoperability of cultural content held by **both commercial and non-profit** organisations.
- **Access to copyrighted works** through the EUDL - Process and business models
- **Out of print and/or orphan works** - Databases, clearance mechanisms.

Expected results

- Content held by both commercial providers and non-profit cultural institutions: interoperable and aggregated across borders.
- Copyrighted, out of print and orphan works: integration in and access through the EUDL are facilitated.



# Targeted projects action 5.3 for digital libraries

## Objective

- Conclusive experiments with open access to digital libraries of **scientific/scholarly content**\* to spread European research results

## Expected results

- Digital scientific/scholarly content held by different types of stakeholders is aggregated and made interoperable and available for open access across borders

*\* Published results of scientists' or scholars' research work, including publications and the related underlying datasets.*



# Target area

## Reinforcing cooperation

### Scope

#### Language resources

both written and spoken language, general vocabulary as well as domain specific terminology. Examples include lexica, corpora, terminology databanks, translation memories, computational grammars and software tools such as parsers or taggers.

### Actions

One thematic network



# Thematic network action 6.1 for reinforcing cooperation

## Objective

- Investigate priority areas for action to improve the availability, usability, interoperability and long-term sustainability of language resources in the European Union

## Expected results

- A coherent and well-argued list of priority areas for action by the EU and other stakeholders in the area of language resources, within the next 3 to 5 years



# Target areas and project types for 2007

Project type	Target area			
	Geographic information	Educational content	Digital Libraries	Reinforcing cooperation
Best Practice networks	✓	✓	✓	
Targeted Projects		✓	✓	
Thematic Network				✓

# eContentplus call 2007

Community funding



European Commission  
Information Society and Media

# Funding

Indicative total funding: 46.5 M€

Indicative funding by project type

Project type	Community contribution	Typical duration ( <i>in months</i> )	Number of Countries ( <i>impact</i> )	Funding
Best Practice Networks	80% of <u>direct</u> costs	18-24 (up to 36)	14-27	4-6 M€
Targeted Projects	50% of <u>direct</u> and <u>indirect</u> costs	18-24 (up to 36)	7-16	2-3 M€
Thematic Network	100% of <u>direct</u> costs for coordinator. Travel for members.	up to 36	14-27	0.4-1 M€

# Direct Costs

(eligible for all project types)

- Personnel costs: personnel working for the project
- Travel & subsistence costs incurred for project according to usual rules of applicant
- Subcontracting: identified in Part B of the proposal; bid offering best value for money
- Other specific costs = costs not eligible under other mentioned cost categories, subject to Commission approval if not listed in grant agreement





# Indirect Cost

(eligible only for targeted projects)

- Overheads: Flat rate up to 30% of personnel costs.
  - general management and administration costs
  - depreciation of buildings and equipment
  - rent, heating, water, electricity, office furniture
  - personal computers, office supplies including printer ink and stationery
  - telecommunications and postal charges.

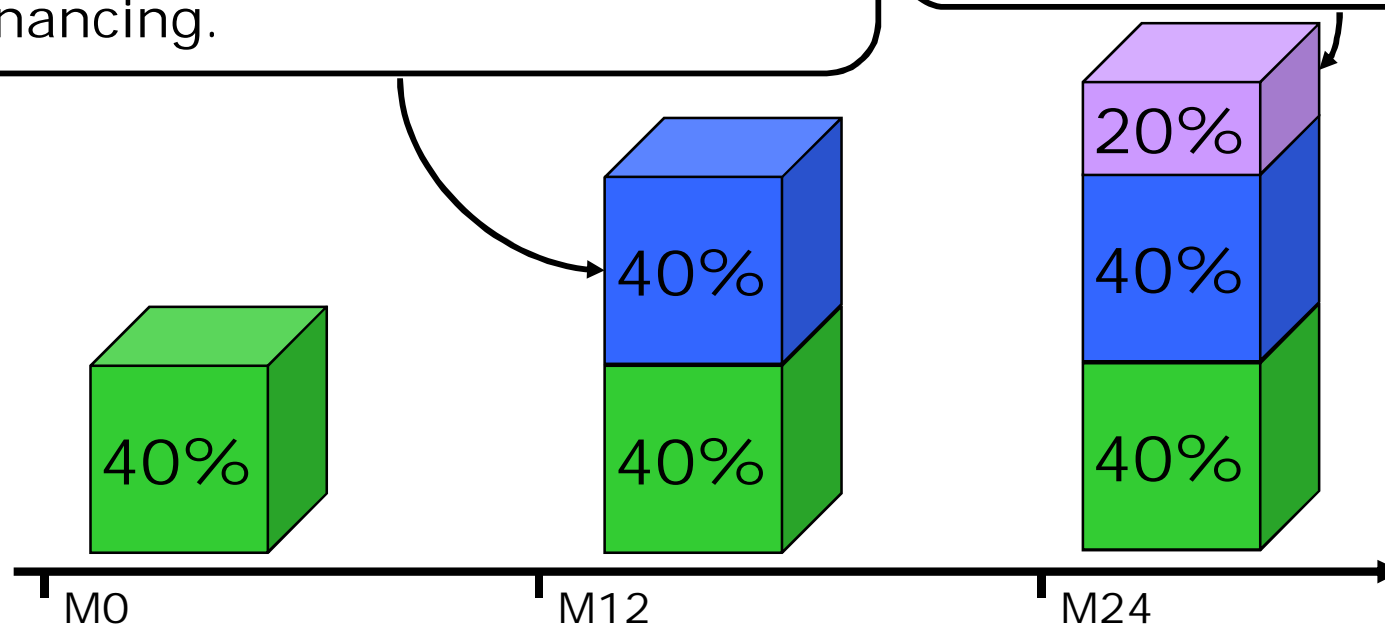


# Payment of Community Contribution

Pre-financing in instalments of up to 80% of EC contribution

Approval of deliverables and statement that consortium has incurred  $\geq 70\%$  of earlier pre-financing.

Final payment after approval of all deliverables and financial statement



# eContentplus call 2007

Proposal preparation  
and submission



European Commission  
Information Society and Media

# Timetable

17 April	Publication of draft work programme on website
24 May	Central Infoday
4 October	Call closure
November	Evaluation
December	Evaluation report approved
<hr/>	
January	Draft Implementation Plan approved
February	eContentplus Committee Meeting
March	Opening of negotiations
May	Signature of grant agreement

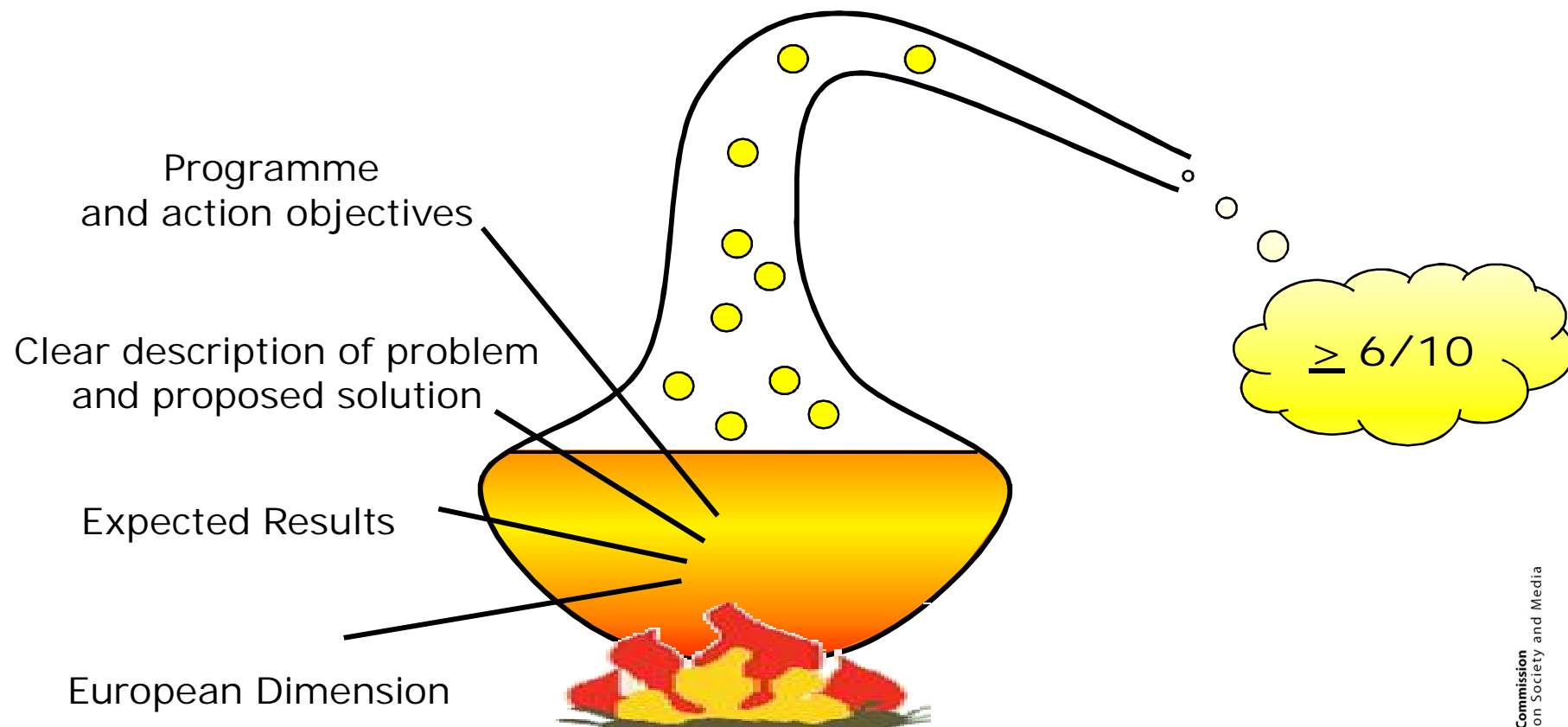


# Evaluation - Award criteria

- Different criteria for each type of project
- Exact mapping of criteria to :
  - Objectives
  - Expected results
  - Common requirements
  - Additional conditions
- Exclusion threshold (<6/10) for criterion 1  
"Relevance and European Dimension"
  - Focus: sections 1-3 of part B of the proposal



# Criterion 1: Relevance and European Dimension



# Summary:

## How to write a successful proposal (1)

- Read the Work Programme: programme, target area and action objectives, common requirements, evaluation criteria
- Be careful when analysing funded projects or when re-submitting a proposal: The objectives of target areas and/or project types might have changed!
- Check objectively if your project is in scope with the eContentplus programme and the respective call
- Define SMART objectives. Make sure that the description of your project clearly relates to its objectives.

Specific  
Measurable  
Achievable  
Realistic  
Timeframe



# Summary:

## How to write a successful proposal (2)

- Highlight what is special about your project (no “yet another...”): Make it interesting
- Avoid too many technical details in sections 1 – 3 of the proposal
- Address all evaluation criteria: eligibility, award, selection
- Give a colleague – not involved in the preparation - up to 2 hours to (pre-)evaluate the proposal, using the award criteria. Are you satisfied with their result?
- Have a native (English) speaker revise the proposal.
- And last, but not least: Should your project be selected, are you prepared to carry it out?





# Proposal submission

- Deadline for receipt of proposals:  
4 October 2007  
17:00 Luxembourg local time
- Paper Submission



# Call documentation

eContentplus website

<http://ec.europa.eu/eContentplus>

- Work programme
- Call text
- Guide for proposers
- Model grant agreement
- Frequently asked questions (FAQ)



# Where to get help

## From the Commission

- eContentplus helpdesk  
[econtentplus@ec.europa.eu](mailto:econtentplus@ec.europa.eu)

- Preproposal service

Preproposals are addressed to the eContentplus helpdesk using the form available on the call 2007 web site

## From the National Contact Points

The list of NCPs is available on the web site under "contact"



# eContentplus 2007 work programme

Thank you for your  
attention!

Questions?

