

eContentplus 2008 Work Programme

eContentplus Infoday
Malta, 23 April 2008

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European Commission
Information Society and Media

Reminder: aim and characteristics of the eContent^{plus} 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

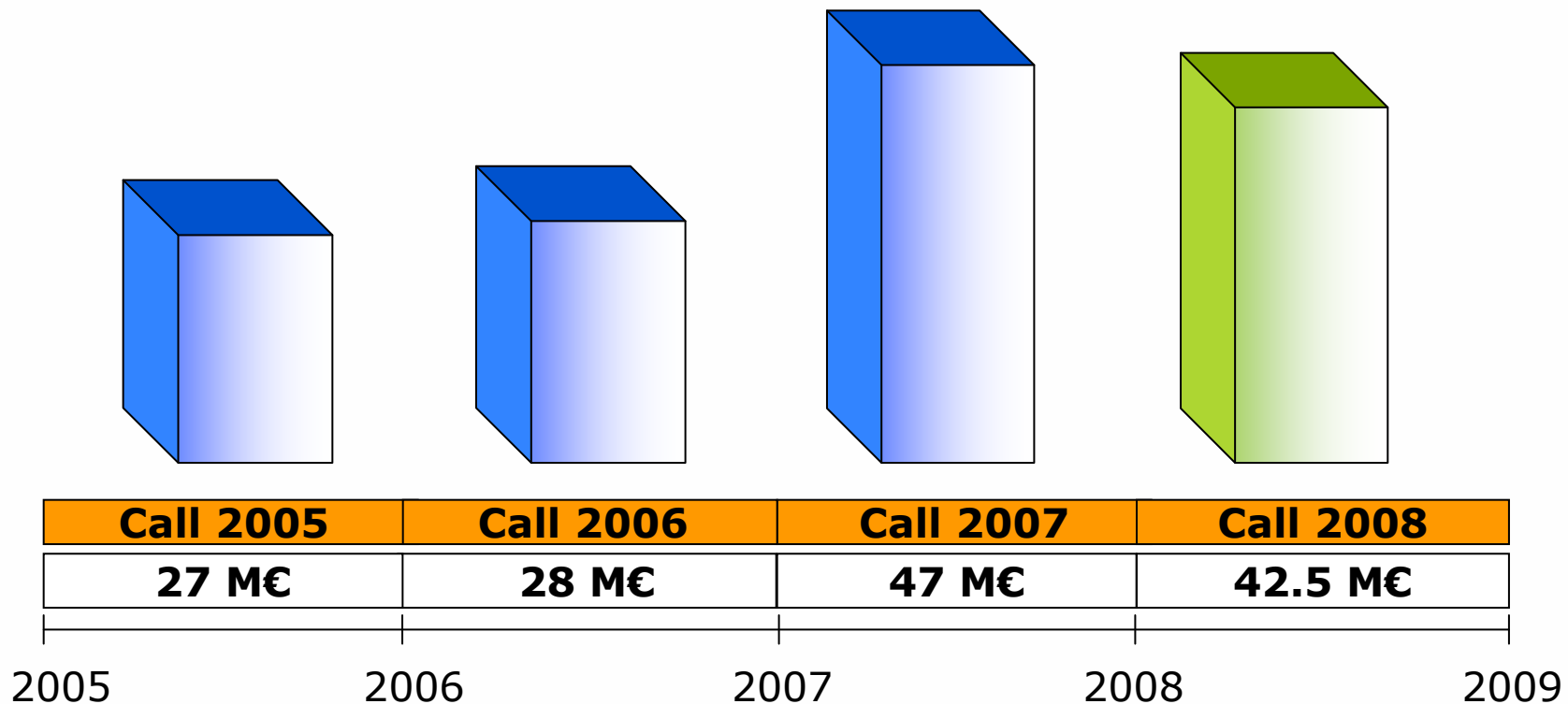
Help content stakeholders (providers and users) realise the full potential of digital content

... 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



eContentplus 2008 work programme



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).

non-research



The work programme

Target areas and project types



Target Areas 2008

- **Geographic Information**
 - Best practice networks
- **Educational Content**
 - Targeted projects
 - Best practice networks
- **Digital Libraries**
 - Targeted projects
 - Best practice networks
 - A thematic network



Project types

Targeted projects

- Address specific barriers that prevent or limit access to and use of digital content

One thematic network

- For coordinating and supporting the European Digital Library

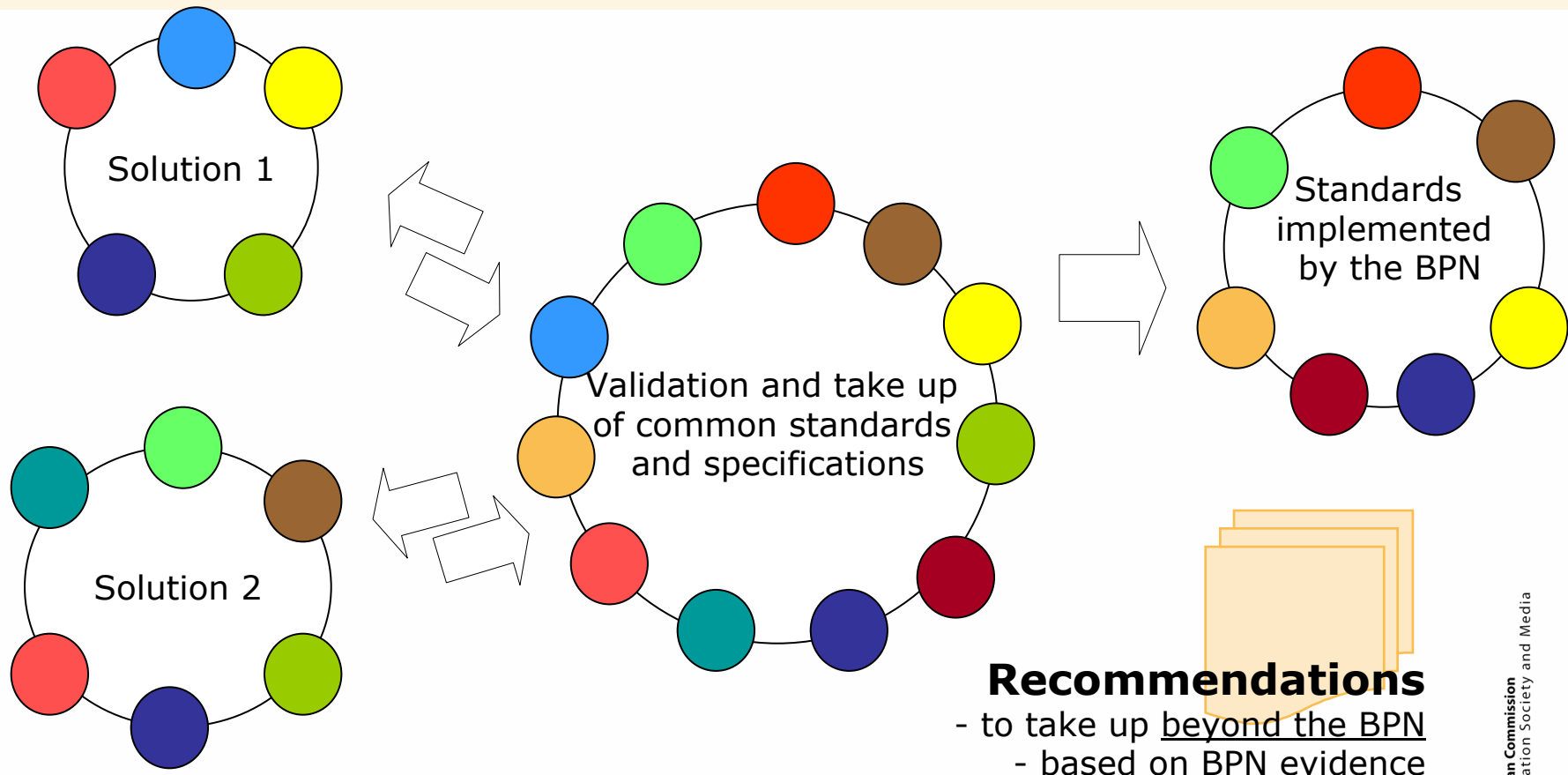
Best practice networks

- Aim at consensus building and awareness raising
- Discuss and implement solutions, in real life context
- Promote the adoption of standards and specifications for making digital content in Europe more accessible and usable.



Best Practice Network example

A BPN discusses 2 ways of implementing a specific standard



Common Requirements -

Work Programme, Section 2.3

- All projects should address issues which have a “European Dimension”
- The consortium must include content providers and should include users of the content to be contributed.
- Target users and their needs should be clearly identified.
- The quality, quantity and selection criteria of the digital content and its metadata must be clearly identified.
- The input content should not depend on proprietary third party rights or other constraints which would limit its use for the project.
- The underlying content should constitute a „critical mass”
- A sustainability plan should be presented to ensure sustainability of the proposed solutions.
- Specific and realistic quantified indicators should be provided.
- A clear dissemination plan should be established.



Work programme **Structure**

- **Common requirements** for all Targeted Projects and all Best Practice Networks.
- Information for each action organised in 3 parts:
 - **Objective**
 - **Conditions**
 - **Expected results**
- **Award criteria** are mapped onto Work Programme structure



Target area

Geographic Information

Scope

Make available relevant, harmonised and quality geographic information for re-use by public sector bodies, private companies, including small and medium enterprises and citizens.

Actions

- Best practice networks



SAME AS
IN 2007

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.

**IN*frastructure for *SP*atial *InfoR*mation in *EU*rope

(<http://www.ec-gis.org/inspire/>)



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*

**Covered by call 2007 projects*



INSPIRE Thematic Scope

Annex III

- | | |
|--|---|
| <ol style="list-style-type: none">1. Statistical units2. Buildings3. Soil4. Land use5. Human health and safety6. Utility and governmental services7. Environmental monitoring facilities8. Production and industrial facilities9. Agricultural and aquaculture facilities10. Population distribution – demography | <ol style="list-style-type: none">11. Area management /restriction /regulation zones & reporting units12. Natural risk zones13. Atmospheric conditions14. Meteorological geographical features15. Oceanographic geographical features16. Sea regions17. Bio-geographical regions*18. Habitats and biotopes*19. Species distribution*20. Energy Resources21. Mineral resources |
|--|---|

**Covered by call 2007 projects*



Target area

Educational content

Scope

Foster the efficient use, across borders, of pedagogically sound digital educational content that can be used for learning in formal, non-formal and informal contexts.

Actions

- Best practice networks
- Targeted projects



**SAME AS
IN 2007**

Best practice networks

action 4.1 for educational content

Objective

- Build consensus on practices for using existing specifications and standards of learning technologies across Europe,
- through their implementation on a critical mass of existing digital educational content, both user-generated and professionally produced, in specific contexts of use.

Expected results

- Standards and specifications are assessed.
- The results contribute to building consensus on the implementation of specifications and standards for learning technologies across Europe.
- 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*)

- Use and reuse of **open educational resources**
- **Co-existence**, use, reuse and exchange of professionally produced educational content and user-generated educational content in real contexts of use.
- **Educational use of digital libraries** of content held by cultural institutions.
- Make it easier for users to find and use existing digital educational content that **matches** 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

- Contribute to the **European Digital Library.**
- Maximise impact of European research results.



The European Digital Library what is it?

- common multilingual access point to Europe's distributed digital cultural heritage
- hospitable to all types of cultural material held by cultural institutions (libraries, museums, archives)
- delivering rapidly a critical mass of resources to users.



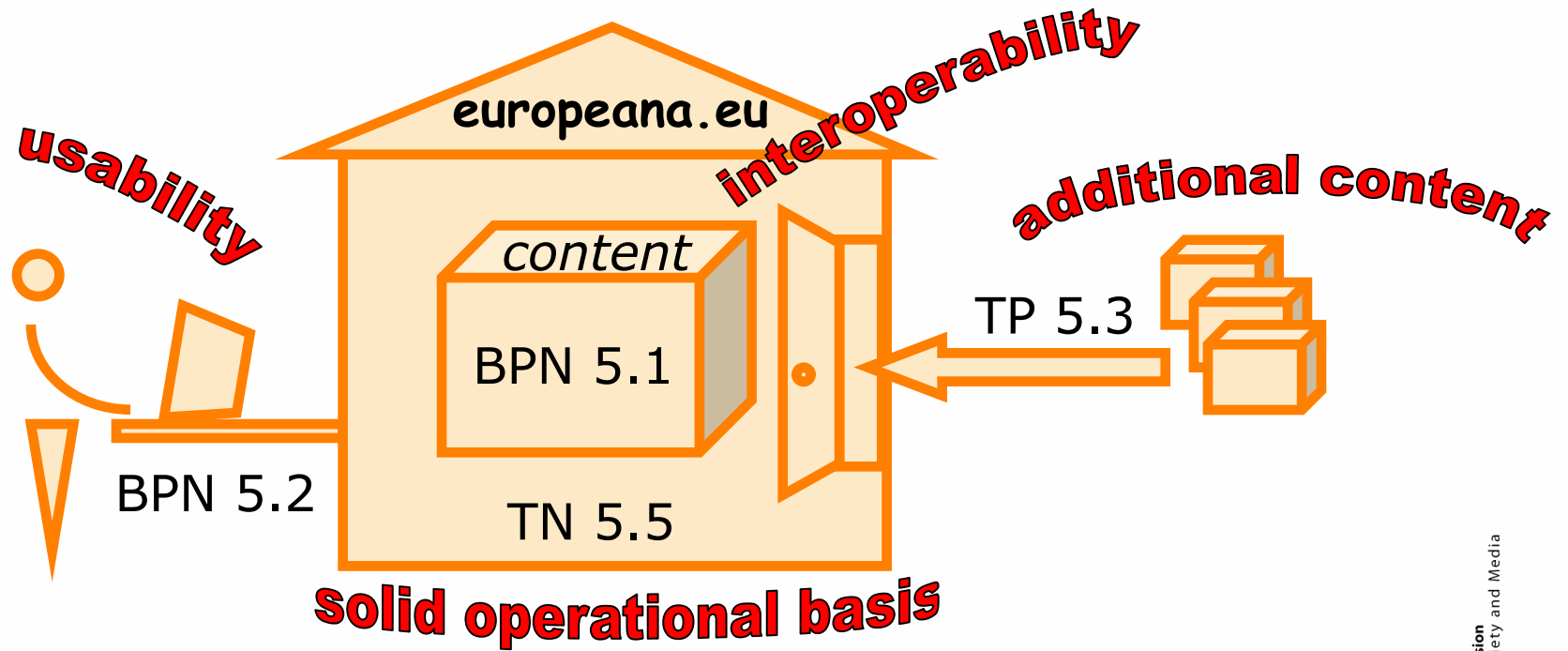
The screenshot shows the Europeana website interface. At the top, there are navigation links for Communities, MyEuropeana, About Us, Contacts, and a language dropdown menu set to English. Below this is the Europeana logo with the tagline 'connecting cultural heritage'. A search bar is present with a 'SEARCH' button. The main content area is divided into sections: 'Focus on' featuring a painting of a pair of shoes by Vincent Van Gogh, and 'Explore' with sub-sections for 'Cities', 'Social life', and 'Music'. Each section includes a small image and a brief text description.

www.europeana.eu





Building the European Digital Library



Best practice networks

for interoperability of digital libraries (5.1)

Objective

- Interoperability of digital libraries held by cultural institutions.
- Content accessible through the common user interface of the European Digital Library.

Expected results

- Highly interoperable databases of content held by museums, archives and libraries across a large number of EU Member States are made accessible through the common user interface of the European Digital Library.

Best practice networks

for the use and services
of the European Digital Library (5.2)

Objective

- Improve the use and services of the European Digital Library, addressing issues like user friendliness, trust and management and multilingual access.
- Solutions should underpin the common user interface for the European Digital Library providing access to digital libraries held by museums, archives and libraries across a large number of EU Member States.

Expected results

- User-friendly solutions should be developed and implemented, allowing an easy and efficient access and use to the European Digital Library contents in multiple languages.





Thematic network

for co-coordinating and supporting the European Digital Library (5.5)

Objective

- Develop and put in place **operational solutions** for the European Digital Library. Raise **awareness** among stakeholders about the European Digital Library.

Expected results

- Key operational issues related to the implementation and functioning of the European Digital Library are solved. Stakeholders, including the general public, are informed about the European Digital Library, how they can contribute and access content.



Targeted projects for cultural content (5.3)

Objective

- Bring selected complementary content from different countries together in the European Digital Library, through the targeted digitisation of material held by cultural institutions on specific themes.

Expected results

- A significant quantity of quality cultural material held by cultural institutions from different countries, which is related to specific themes of interest to a broad public, is digitised and made accessible through the European Digital Library.

SAME AS
IN 2007

Targeted projects for scientific/scholarly content*(5.4)

Objective

- Improve the spread of European research results through conclusive experiments with open access to digital libraries of scientific/scholarly content, including experiments exploring new paradigms for rendering, querying and linking scientific/scholarly content.

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 areas and project types for 2008

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



eContentplus call 2008

Community funding



European Commission
Information Society and Media

Funding

Available budget: **42.5 M€**

Indicative funding by project type

Project type	Duration <i>(in months)</i>	Number of Countries <i>(impact)</i>	Funding <i>(in million €)</i>
Best Practice Networks	18-24 (up to 36)	14-27	4-6
Targeted Projects	18-24 (up to 36)	7-16	2-3
Thematic Network	up to 36 m	14-27	4-6



Funding models at a glance

	<i>Direct Costs</i>				<i>Indirect</i>	<i>Funding (max)</i>
	<i>Personnel</i>	<i>Sub-contracting</i>	<i>Travel & Subsist.</i>	<i>Other Spec. Cost</i>	<i>Overheads</i>	
Targeted Projects	OK	OK	OK	OK	OK	50%
Best Practice Networks	OK	OK	OK	OK	X	80%
Thematic Network	OK	OK	OK	OK	X	100%
- Coordinator - Other beneficiaries	X	X	OK	X	X	



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.

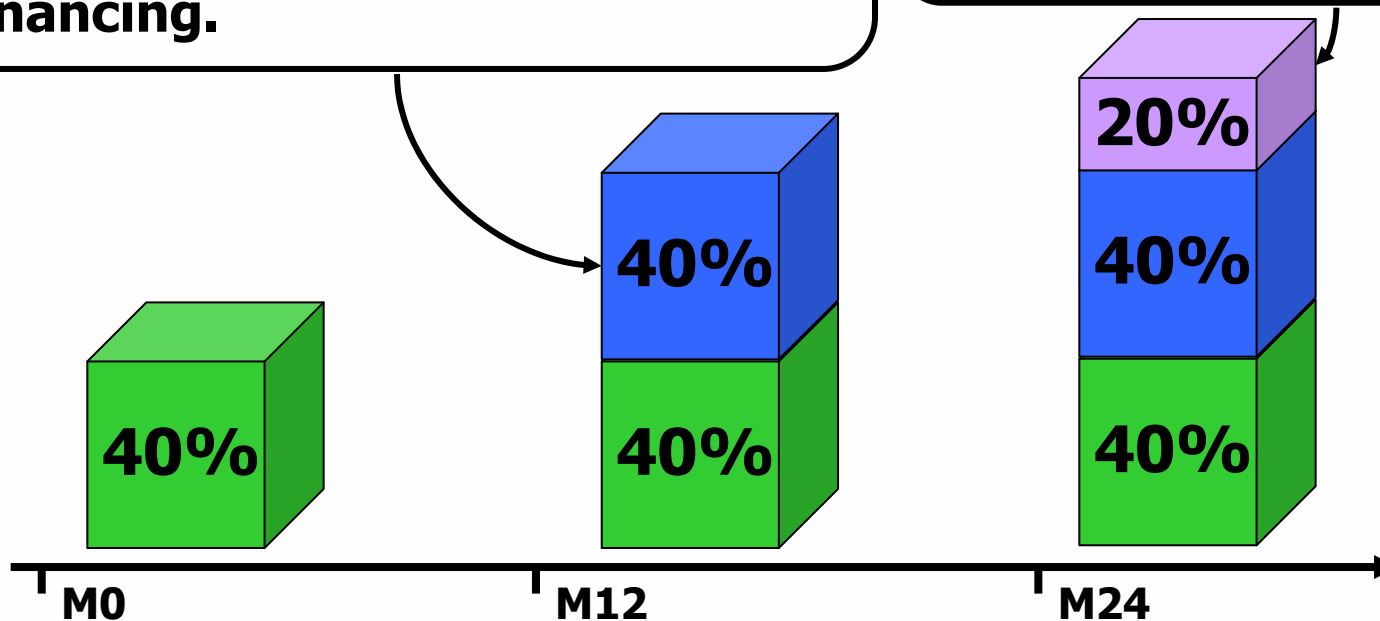


Payment of Community Contribution

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 2008

Proposal preparation,
evaluation and submission



Timetable

March 2008 Adoption and publication of Work Programme/call

12 June 2008 Call closure

June/July 2008 Evaluation

January 2009 Opening of negotiations



Evaluation

- To **identify best proposals** for funding
- by **achieving consensus on relevance & quality of each proposal** against objectives of the work programme based on **award criteria**



Evaluation Criteria

Consist of:

- **Eligibility** criteria
- **Selection** criteria
- **Award** criteria



Evaluation Criteria

- **Eligibility criteria**
 - Did the proposal arrive by call deadline?
 - Is it complete?

Late arrivals and/or incomplete proposals will not be evaluated.



Evaluation Criteria

- **Selection criteria**

- Do the proposers have sufficient resources to co-finance the project?
- Do they have the professional competencies and qualifications required to complete the proposed work successfully?

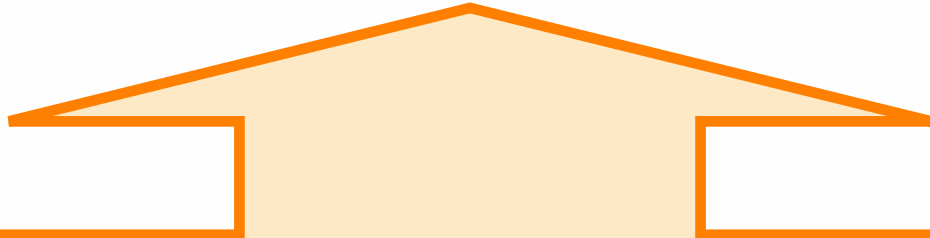
Will be applied to proposals of sufficient quality with regard to award criteria.



Evaluation Criteria

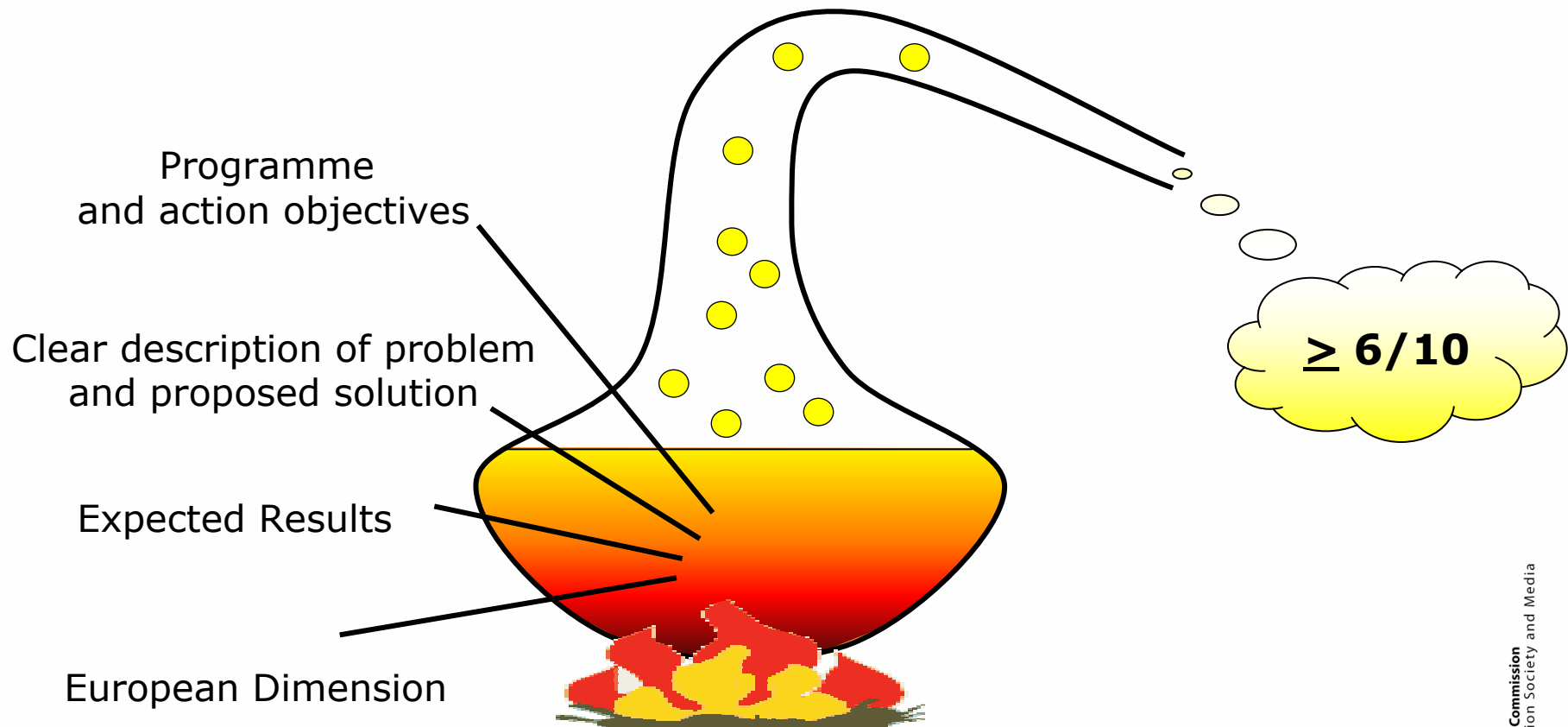
- **Award criteria**

- What are the technical merits of the proposal against the Work Programme?

- 
- Different set for each project type
 - Applied on basis of information supplied in proposal
 - Each criterion marked from 1-10; mind weighting
 - Maximum score 100
 - Exclusion threshold (<6/10) for criterion 1



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
- A good “formal” presentation of your proposal reduces the risk for misunderstandings and ambiguities.
- Double-check that your proposal is complete.



Summary: How to write a successful proposal (2)

- SMART proposals have a clear objective
 - **S**uitable (meets identified needs of all users and stakeholders)
 - **M**anageable (fit to carry out the tasks)
 - **A**ppropriate (is it the most efficient way of meeting the needs, for you and your partners?)
 - **R**elevant (is it relevant to the call and policies?)
 - **T**ransferable (sustainable, and accepted?)
- Good proposal shows relevance for a broad public
 - Describes target users and their needs
 - Provides an analysis of demand based on quantified evidence



Summary:

How to write a successful proposal (3)

- Highlight what is special about your project (no “yet another...”):
Make it interesting
- Show “Value for money”
- Start early to prepare your proposal, write it yourself!
- 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 - 2 hours to evaluate the proposal, using the award criteria. Are you happy with his/her result? Did he/she misunderstand something?
- And last, but not least: Should your project be selected, are you prepared to carry it out?



Proposal submission

- On paper (1 original, 5 stapled copies)
- Deadline for **receipt** of proposals:

12 June 2008

17:00 Luxembourg local time



Call documentation

eContentplus website

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

- Work programme
- Call text & announcement
- Guide for proposers
- Guidance notes for evaluators
- Model grant agreement
- Frequently asked questions (FAQ)



Where to get help

From the Commission

- eContentplus helpdesk
econtentplus@ec.europa.eu
- Preproposal service - form available on the call 2008 web site
- Project partner search – link available on the call 2008 web site

From the National Contact Points

- The list of NCPs is available on the web site under “contact”



Are you looking for project partners?

- The Cordis partner search facility is accessible via http://cordis.europa.eu/partners-service/home_en.html

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Highlights RSS

- [Slovenian Council Presidency Service](#)
- [32 FP7 calls published](#)
- [CORDIS has a new copyright notice to simplify reuse of CORDIS content for non-commercial purposes](#)

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News and Events

- [Nanotechnology for security and crime prevention](#)
[Event Date: 2008-01-17]
London, UK
- [Interoperability, Warsaw](#)
[Event Date: 2008-02-06]
Warsaw, Poland

[more news...](#)



And in 2009?

- Measures foreseen to make digital content in Europe more accessible, usable and exploitable should be continued under the ICT Policy Support Programme (ICT-PSP)



eContentplus 2008

Thank you for your attention.

Good Luck with your proposal!

Any Questions?

