



MINISTERO  
PER I BENI E  
LE ATTIVITÀ  
CULTURALI

# MINERVA and MEDCULT

# Organisation of the Italian Ministry

Il ministro

Il vice-ministro, i sotto-segretari, il gabinetto

Dipartimento per i beni  
culturali e paesaggistici

Dipartimento per i beni  
archivistici e librari

Dipartimento per lo spettacolo  
e lo sport

Dipartimento per la ricerca,  
l'innovazione e l'organizzazione

*Direzione Generale per  
l'innovazione tecnologica  
e la promozione*

# The Italian Ministry is...

- 4 general directorates (libraries and archives, cultural and landscape heritage, research and innovation, sport and entertainment)
- 17 regional departments
- 89 superintendencies (for archaeology, architecture and landscape, cultural heritage etc)
- 461 state museums
- 134 archives and archive offices
- 47 state libraries

# MINERVA

MINERVA was a network of the EU ministries of culture, including also Israel and Russia.

It aimed at correlating and harmonising the activities carried out in the field of the digitisation of the cultural heritage.

MINERVA was the operative section of the National Representatives Group for digitisation (NRG).

# What is the NRG

The NRG is a group of experts officially nominated by the Member States to address the issue of the digitisation of cultural heritage at European level.

The NRG:

- guarantees the cooperation among the Ministries and the cultural institutions, and among them and the EC;
- gives visibility to national policies and programmes and to spread EU initiatives at local level.

The NRG meets every 6 months under the aegis of the presidency in turn of the European Union.



# The European framework

NRG and MINERVA operated in the framework of the European initiatives eEurope (until 2005) and now the new Dynamic Action Plan which addresses the topics about digitisation of the cultural heritage across Europe.

<http://www.minervaeurope.org/publications/dap.htm>

# MINERVA endorsement

MINERVA became a European point of reference for the digitisation issues and the creation of cultural web sites.

The European commissioner Viviane Reding mentioned several times MINERVA and its tools as European point of reference for the digitisation of the cultural heritage (June 2005).

# The MINERVA Galaxy

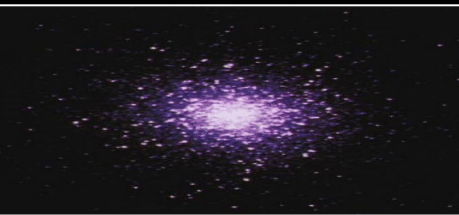
## R&D Constellation:

Minerva, MinervaPLUS,  
Bricks, Calimera, Digicult,  
EVA, Prestospace, TEL, Delos

## Learning Constellation:

Eurydice, university networks

## Implementation Constellation:



## Cooperation Constellation:

MedCult, Strabon, Unesco

## European Digital Library Constellation:

MinervaEC, content  
enrichment, targeted projects



# How MINERVA worked

MINERVA set up a network of hundreds of European experts of many fields of the cultural heritage (museums, archives, libraries etc.).

MINERVA created a shared European platform made up of recommendations and guidelines on digitisation, standards, long-term accessibility, and quality of cultural web sites.

MINERVA generated spin off projects like MICHAEL and MICHAELplus ([www.michael-culture.org](http://www.michael-culture.org)) and MINERVA eC (under evaluation).

# The past...

**MINERVA ended in January 2006**

**Its extension, MINERVA eC, was approved and now is under evaluation**

## ... and the future

- The Dynamic Action Plan: the road map of the digitisation of cultural heritage in Europe, endorsed by the Member States and the European Commission.

- The MINERVAeC proposal (Ministerial NETwork for Valorising Activities in digitisation eContentPlus - *Supporting the European Digital Library*)

### MAIN OBJECTIVES:

- ✓ Capitalising the results of MINERVA;
- ✓ Implementing recommendations undertaken by the NRG;
- ✓ Large involvement of the cultural institutions (more than 150) and stakeholders;
- ✓ Standard Agreements and Interoperability Frameworks;
- ✓ Coordination of content enrichment projects.

# The MINERVA products 1

- Technical Guidelines for Digital Cultural Content Creation Programmes
- Good Practice handbook
- Data model for the description of digital cultural inventories
- Prototype French-Italian portal
- Annual Progress Report on digitisation
- Guide to Intellectual Property Rights and Other Legal Issues



# The MINERVA products 2

## Tools for the quality of cultural web sites:

- *Handbook for quality in cultural Web sites*
- 10 Quality Principles
- *Quality Principles for cultural Web sites: a handbook*
- *Museo&Web*

# Technical Guidelines for Digital Cultural Content Creation Programme

Available in: de – el - en - fr – it

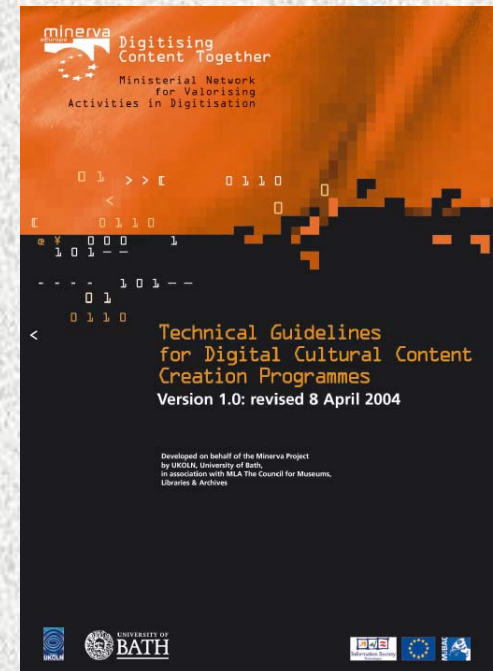
Url:

<http://www.minervaeurope.org/publications/technicalguidelines.htm>

Downloaded files:

8,000 (on MINERVA website)

11,000 (on French Ministry of  
Culture website)



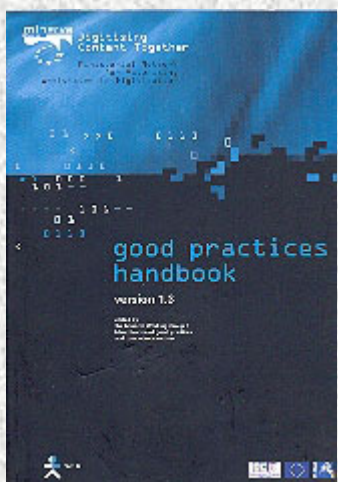
# Good Practice Handbook

Printed copies:

3,000 (en) + 1,000 (fr) + 1,000 (it)

Online version: de – ee - el – en - fr – hu - it –  
lv - pt – sk

Url: [http://www.minervaeurope.org/structure/workinggroups/goodpract/document/goodpractices1\\_3.htm](http://www.minervaeurope.org/structure/workinggroups/goodpract/document/goodpractices1_3.htm)



Downloaded files:

more than 55,000 copies in all its versions



# Handbook for quality in Cultural Web sites

Printed copies

500 (en) + 3000 (it)

Online versions: en - it

Url:

<http://www.minervaeurope.org/publications/qualitycriteria.htm>

Downloaded files:

35,000 (on MINERVA website)





# Cultural Website Quality Principles – Postcards

Printed copies:

1000 x 5 (de - en - fr - it - nl)

url:

<http://www.minervaeurope.org/userneeds/qualityprinciples.htm>

**European Cultural Website Quality Principles**

Celebrating European cultural diversity by providing access to digital cultural content for all

**A good quality cultural website must:**

- be **transparent**, clearly stating the identity and purpose of the website, as well as the organisation responsible for its management
- **select, digitise, author, present and validate** content to create an **effective** website for users
- implement quality of service policy guidelines to ensure that the website is **maintained and updated** at an appropriate level
- be **accessible** to all users, irrespective of the technology they use or their disabilities, including navigation, content, and interactive elements
- be **user-centred**, taking into account the needs of users, ensuring relevance and ease of use through responding to evaluation and feedback

**European Cultural Website Quality Principles**

Celebrating European cultural diversity by providing access to digital cultural content for all

- be **responsive**, enabling users to contact the site and receive an appropriate reply. Where appropriate, encourage questions, information sharing and discussions with and between users
- be aware of the importance of **multi-linguality** by providing a minimum level of access in more than one language
- be committed to being **interoperable** within cultural networks to enable users to easily locate the content and services that meet their needs
- be managed to respect legal issues such as IP and privacy and clearly state the terms and conditions on which the website and its contents may be used
- adopt strategies and standards to ensure that the website and its content can be **preserved** for the long term

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http://www.minervaeurope.org/userneeds/qualityprinciples.htm

Edited by the Minerva Quality Working Group  
BEP's Implementation of user needs, content and quality framework for member states  
Coordinator of the European Minerva Working Group:  
Ministero della Cultura e del Turismo, Direzione Generale  
Coordinator of the Minerva project:  
Ministero per i Beni e le Attività Culturali, Italy

# Example of use of the MINERVA products

The MINERVA tools for the quality of the cultural web sites were endorsed by the Italian Ministry and used for:

- The web sites of museums, libraries, archives of the Ministry
- The Italian Culture Portal
- The Observatory for the technology applied to the CH ([www.otebac.it](http://www.otebac.it))

# Quality Principles for Cultural Website: a handbook

Printed copies:

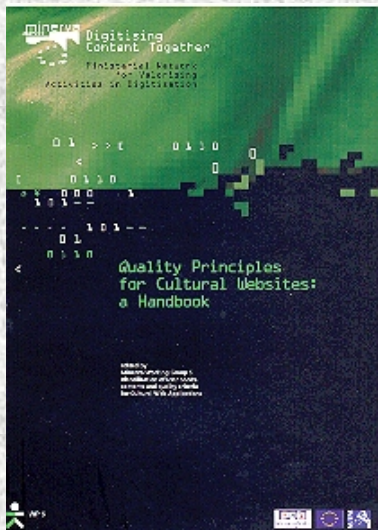
4,000 (en)

it+fr under preparation

Online version: ee - en - el - fr - hu - lv

url:

[http://www.minervaeurope.org/publications/qualitycommentary\\_en.htm](http://www.minervaeurope.org/publications/qualitycommentary_en.htm)





# Top 10 of the most downloaded files

|  |        |
|--|--------|
| 1. Good practices handbook v. 1.2  | 31,047 |
| 2. Manuale per la qualità dei siti Web pubblici culturali                          | 28,683 |
| 3. Handbook for quality in cultural Web sites v.1.2                                | 13,454 |
| 4. Technical Guidelines for Digital Cultural<br>Content Creation Programmes v. 1.0 | 10,693 |
| 5. Manual de Boas Práticas v. 1.3  | 9,489  |
| 6. Quality Principles for Cultural Websites: a Handbook                            | 6,540  |
| 7. Manuale per la qualità dei siti Web<br>pubblici culturali v. 1.0 draft          | 5,627  |
| 8. MINERVA booklet   | 4,198  |
| 9. Guida alle buone pratiche v.1.2   | 4,041  |
| 10. Quality principles handbook (draft version)                                    | 3,831  |



# The most downloaded files

The most downloaded publication:

**The good practices handbook** (56,680 copies), in all its versions and languages (Manual de Boas Práticas N. 5!).

But also all of the different **tools for the quality of the cultural web sites** (Handbook for quality in public cultural applications, quality principles and quality principles handbook etc) reach 61,120 copies.

TOTAL amount of the top 20 downloaded files list:  
141,479 copies

# MINERVA and IFAP

## Preparatory actions:

- MINERVA and NRG were introduced at the *Information for All Programme* conferences in Russia (Petropavlovsk-Kamchatsky September 2003 and Saint-Petersburg June 2004);
- Official invitation to the formal meeting of the IFAP board in Paris in October 2004 and Tunis in March 2005.

## May 2005:

MEDCULT project approved by UNESCO for funding.

# MEDCULT

May 2005:

MEDCULT project approved by UNESCO-IFAP for funding, to spread MINERVA products through Mediterranean Arab countries, in cooperation with the STRABON network

December 2005:

MEDCULT kick-off in Rome

Workshops:

April 2006, Alexandria (Egypt)

May 2006, Rabat (Morocco)

August 2006, Amman (Jordan)

<http://www.minervaeurope.org/MEDCULT/home.html>

# MEDCULT main goals

## General scope:

promoting information literacy, through capacity building particularly for information professionals

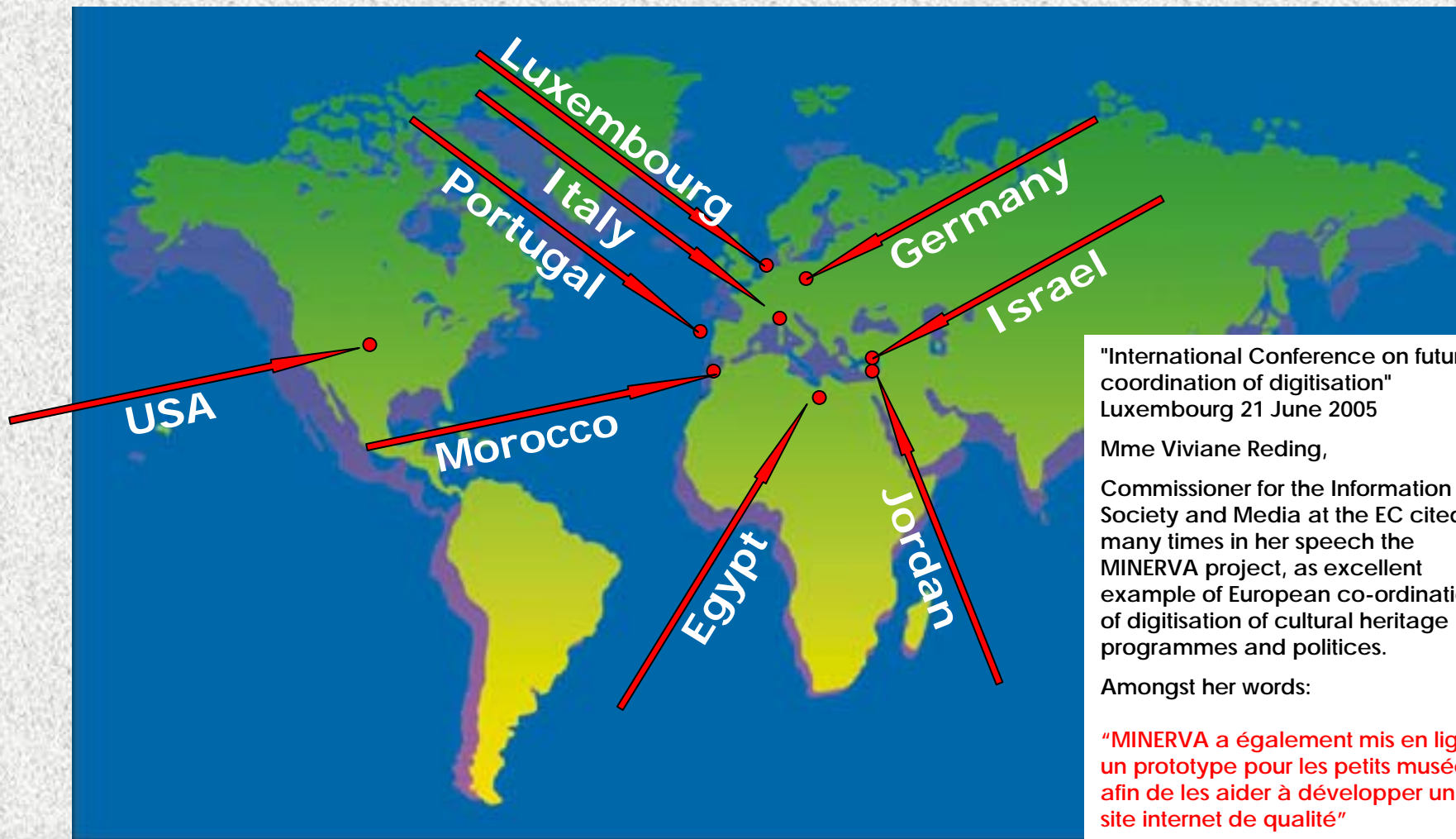
## In particular:

- To translate and diffuse among partners the MINERVA criteria for a quality web communication of the cultural heritage
- To organised workshops over the countries involved for experts of both cultural and education sectors
- To set up a replicable model of workshop
- To outline a study on the creation of a permanent network of experts



# Available tools

- Cultural web sites quality principles: 12 EU languages (including EN & FR) > translation into Arab
- *Quality Principles for cultural Web sites, a handbook*: available in EN, FR, IT > translation into Arab
- Museo&Web: available in EN, FR, IT



"International Conference on future coordination of digitisation"  
Luxembourg 21 June 2005

Mme Viviane Reding,  
Commissioner for the Information Society and Media at the EC cited many times in her speech the MINERVA project, as excellent example of European co-ordination of digitisation of cultural heritage programmes and politices.

Amongst her words:

*"MINERVA a également mis en ligne un prototype pour les petits musées afin de les aider à développer un site internet de qualité"*

# The seminars

## FOCUSED SEMINARS

- organised by the MEDCULT partners in their respective countries;
- organisations from the cultural and educational sectors in the target Mediterranean countries will be invited.

## ACTIVITIES

- the participants will experiment the applicability of the Principles and the usability of the Handbook.

## GOALS

- to create a network of tutors in the Partners' organisations, able to replicate seminars and workshops well beyond the duration of the MEDCULT project;
- to fully involve partners from southern, eastern and northern sides of the Mediterranean basin into the organisation of the workshops



# MEDCULT

## Partners

- Ministero per i Beni e le Attività Culturali, MiBAC (ITALY, coordinator)
- La Fondation Maison des Science de l'Homme, Coordinator of the STRABON network (FRANCE)
- Ministère de la culture, Centre Multimédia d'inventaire et de documentation du patrimoine (MOROCCO)
- CultNat, Bibliotheca Alexandrina (EGYPT)
- Ministry of Tourism and Antiquities, Department of Antiquities (JORDAN)



<http://www.minervaeurope.org>

[http://www.minervaeurope.org  
/MEDCULT/home.html](http://www.minervaeurope.org/MEDCULT/home.html)

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