

# How to organise collaboration?

# New user expectations

The challenge for memory institutions:

A shift from methods for presenting and discovering digital information to managing content and context

# ALM institutions as communicators of memory

- Solving heritage issues in an isolated manner
- Cross-domain projects without any traces of interaction
- Repositories of cultural heritage that are self-sufficient enough to communicate meaning

## Zinaida Manžuchs study

- The mission of memory institutions is to participate in the construction of collective memory of the communities they serve
- Communication of memory is performed by means of its cultural mediator, that is cultural heritage

# Zinaida Manžuch

- The gap between the social and cultural issues faced by EU

and

- The excessive focus on information and communication technologies within cross-domain projects within EU

# Zinaida Manžuch

The gap depends on:

- The traditional roles of archives, libraries and museums
- The idea of cultural heritage communication as a mean for thinking about the past

## Two large scale projects

- World Digital Library (WDL)
- Europeana

## WDL and Europeana – differences

- WDL: a common database and a site; global perspective; exclusiveness in selection of digitised objects; flexible organisation
- Europeana: a portal with a central index; European perspective; aims at quantity; complex organisation

# WDL and Europeana – Open Access?

- The principal of Open Access
- The Berlin Declaration on Open Access to Knowledge in the Sciences and Humanities (2003)
- The PPP- model and its complications

# Cross-domain collaboration – ideals and challenges

- Technology (3)
- Organisation (2)
- Human interaction and intervention (1)

# Vision, aims, goals and means

- Vision
- Aims, goals and means
- Communication
- Defining roles
- Understanding and respecting each particular culture

# Special challenges and questions

- Aims, goals and target groups may not be too broad or too many
- Telling a story or distributing a voluminous material?
- Combining these aims?
- Are there enough resources?
- Unconscious prejudices?

## Some suggestions

- digital rights solutions
- sustainable funding
- a better, more flexible organisation of the work
- easier delivery
- merging TELPlus and Europeana
- more equal participation from all member states
- better solutions for exhibiting archives and museum objects
- better interoperability
- increased content and context
- increased original-language content
- adjusting of the interface to different sub-groups
- cleaning up of the portal