PROGRESS REPORT
PUBLISHABLE SUMMARY

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Project type: ☐ Pilot A ☐ Pilot B ☐ TN X BPN

Periodic report: 1st X 2nd ☐ 3rd ☐ 4th ☐

Period covered: from 01/04/20123 to 31/03/2014

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Foreword

Dear Colleagues, Partners and Friends,

This Publishable Summary 2014 details the significant progress made by the EAGLE - Europeana network of Ancient Greek and Latin Epigraphy and its partners towards the goals set out for the first year of the project.

Information Technologies have made possible many important changes in the field of cultural heritage and continue to provide dynamic and exciting media platforms through which new possibilities perpetually emerge. This wave of change has had particularly significant consequences in the field of epigraphy, where a vast array of possibilities for digital content fruition continues to reveal itself, constantly opening doors to new and as-yet-unexplored synergies. Many technological developments concerning digital libraries, media entertainment and education are now fully developed and ready to be exported, applied, utilised and cultivated by the public.

EAGLE is a best practice network co-funded through the ICT Policy Support Programme of the European Commission. EAGLE's goal is to enable digital access to epigraphic resources, while providing guidelines and using metadata standards for searching and browsing. By creating a seamless and centralised online database, EAGLE is providing access to the epigraphy collections and archives of its project partners, amongst which are many of the leading institutions in the field. An ever-growing part of these resources is becoming accessible through a common, multilingual, easy-to-use portal. The EAGLE metadata will become part of Europeana, the European multi-lingual online collection of millions of digitized items from museums, libraries, archives and multimedia collections.

Together with Europeana and the EAGLE's sister projects we are building a movement towards openness, interoperability and common standards that will influence the way that others in the cultural sector view and use cultural content online. We are committed to actively contributing to Europeana's mission of creating new ways for people to engage with their cultural history, whether for work, learning or pleasure, while promoting the exchange of ideas and information and contributing to a thriving knowledge economy.

I wish to thank every single person involved in the EAGLE project, Europeana and the European Commission, every edit-a-thon, every workshop and every discussion, conference-call because without you, the achievements of EAGLE would not have been possible.

Thank You!
Silvia Orlandi
Eagle Project Coordinator

Executive Summary

EAGLE operates in a very dynamic environment influenced by strong technological, financial and political forces. The challenges we face must use the momentum built collectively to continue to energise partners, Network members and the wider cultural heritage sector to ensure that our cultural heritage becomes more easily available, more shareable, more re-usable.

EAGLE is committed to its goal of creating new ways for people to engage with their cultural heritage.
The project's objectives were set out in the EAGLE Description of Work and conceived according to the Europeana Business Plan and Europeana Strategic Plan.
The Description of Work gives EAGLE a three-year framework to shape priorities and allocate resources. It is built on the following tracks:

- **Aggregate:** build an open trusted source for epigraphy content;
- **Facilitate and Distribute:** support the epigraphy sector through knowledge transfer and innovation;
- **Promote and Engage**: cultivate new ways for users to participate in epigraphic heritage and cultural heritage in general

During the first year of the project, EAGLE worked in all the aforementioned tracks, collaborating with its consortium comprised by 19 core partners, 4 affiliated partners, 3 sister projects, and 14 cooperating institutions who are contributing content, technology, dissemination.

Ancient inscriptions are not just silent witnesses to the past; if correctly interpreted, presented and made accessible, they can give voice to our history. This is the fundamental idea that leads my research as an epigraphist, and this is the aim of the EAGLE project, with its large network of content providers - old and new - technological experts and dissemination activities.

Silvia Orlandi
EAGLE Project Coordinator
Sapienza, University of Rome

Thousands of people across the world have now been made aware of EAGLE. The project ecosystem continues to grow in both number of organisations represented and impact. The EAGLE Best Practices Network itself increased its membership by 50%+; the dedicated EAGLE Portal website is steadily building its readership with around 50 people per day now sharing information and expertise.

A strategic partnership with Europeana Foundation is meant to create synergies in best practice areas such as content harmonisation, interoperability, multi-linguality, semantics. The partnership also allows the EAGLE Consortium to participate in the decision making and dissemination activities of Europeana.

This consortium has worked in perfect harmony and with exceptional motivation.
The flowing and dynamic environment we have established has allowed us to exceed even our loftiest expectations and go well beyond all objectives set during the first year of the project's inception.

Claudio Prandoni
EAGLE Terchnical Coordinator
Promoter Srl

By April 2015 the number of metadata ready for ingestion to Europeana will raise to 750.000. All the EAGLE content providers had signed the new Data Exchange Agreement (DEA) with the Europeana and are ready to release the metadata under a Creative Commons Zero Public Domain Dedication (CC0). This means that all the metadata in EAGLE can be re-used by anyone in any way, even for commercial use in (for example) external websites and apps.

The Consortium's other key collaboration is the one established with Wikimedia Italia. The EAGLE content that will be made available through Wikimedia Commons will massively increase the visibility of its collections, and serve as a foundation for the crowdsourcing of translations.

EAGLE developed two media partnerships with Digital meets Culture[1] and Archeomatica[2]. The main benefit of these partnerships is the possibility of spreading the word about the project and establishing a closer connection with an audience whose interests are germane to EAGLE.

Finally, over the next twelve months of the project, EAGLE will also release a virtual exhibition and a teaser video.

[1] Digital Meets Culture is the first and official media partner of the EAGLE project. It is an online magazine in the digital cultural heritage area dedicated to the theme of digital technologies applied to cultural heritage and the arts.

[2] Archeomatica is a multidisciplinary quarterly journal, printed in Italy devoted to the presentation and dissemination of advanced methodologies, emerging technologies and techniques for the knowledge, documentation, safeguarding, conservation and exploitation of cultural heritage.

The EAGLE logo

The design of the logo have been done in consultation with all partners, by examining different proposals and voting for the winner. The chosen layout has been used throughout the subsequent design phases.

EAGLE at a glance

EAGLE ID Card

WEB
www.eagle-network.eu

Tagline

A Digital Bridge to the Ancient World.

Social Networks

Facebook:
www.facebook.com/EAGLEuropeana

Twitter:
twitter.com/Eagle_Project

LinkedIN:
www.linkedin.com/groups?home=&gid=4721635

Contacts

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EAGLE Outreach Coordinator
Raffaella Santucci
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EAGLE Facts & Figures

Aggregate

- **1.5 Million Items** by the end of the project; 750.000 by April 2015

Facilitate and Distribute

- EAGLE Services implemented features: EAGLE Portal; EAGLE aggregation infrastructure; EAGLE Mobile Flagship Application; EAGLE Storytelling Appication;
- Data Exchange Agreement implemented (EAGLE metadata will be released under CC0).

Promote & Engage

- Strategic Partnerships developed with Europeana, Wikimedia Italia, Digital Meets Culture and Archeomatica;
- EAGLE Portal released (100+ pages posted); 5500+ unique visitors; 35000+ page views from 50+ countries all over the world; 12.000+ sessions from mobile devices; 155,000+ views on the EAGLE Mediawiki);
- Branding Guidelines & Digital Media Strategy developed (impressive social media growth: 1132 Facebook followers , 335 on Twitter 184 on Linkedin; 2550+ social media referrals);
- 200 + pictures of inscriptions taken during the Wiki Loves Monuments Italia Contest;
- 25 + participants in the Edit-a-Thon in Lubljana;
- Best Practices on Content Harmonisation, including GIS and Terminologies, and IPR have been defined and released.
- 50 + external experts contributing to the Best Practices definition
- Successful awareness-raising events organised in Ljubljana, Bologna and Rome.
- First Eagle International Conference planned in Paris at the end of September 2014.

EAGLE - Who We Are

The EAGLE Consortium

- Sapienza, University of Rome
- Promoter Srl
- University of Bari "Aldo Moro"
- Heidelberg University
- Oxford University
- Univesity of Alcalà
- Paris Lodron University Salzburg
- Babeş-Bolyai University
- Eötvös Loránd University
- Juraj Dobrila University of Pula
- Scientific Research Centre of the Slovenian Academy of Sciences and Arts Institute of Archaeology
- Institut de recherche sur l'Antiquité et le Moyen-Age "Ausonius", UMR 5607, University of Bordeaux 3 - CNRS
- Katholieke Universiteit Leuven
- Italian National Research Council – CNR-ISTI
- German Archeological Institute
- The Cyprus Institute
- Eureva
- The British School at Rome
- Gogate Srl

Sub-contractors

- Europeana Foundation
- QED Productions
- Wikimedia Italia

Affiliated Partners

- Pontificia Commissione di Archeologia Sacra
- The Israel Museum, Jerusalem
- Attic Inscriptions Online

Cooperation Agreements

- University of Venice
- Split Archaeological Museum
- University of Trieste
- University of Foggia
- Cheshire West Museum
- Archaeological Institut of Kosovo
- University of Palermo
- University of Pavia
- University of Beograd
- University Johannes Gutenberg (Mainz)
- Università di Bologna
- Università di Firenze
- Università di Genova
- Gloucester Museum
- University of Perugia
- University of Cassino

Memorandum of Understanding

- Perseus and Perseids
- Pelagios
- Athena Plus
- Ariadne
- 3D Icons

The Eagle Project in Brief: Context and Objectives

Classical Greek and Latin culture is the very foundation of the identity of modern Europe. A variety of modern subjects and disciplines as practised in today have their roots in the classical world: from philosophy to architecture, from geometry to law. Only a small fraction of the total production of texts from ancient Greece and Rome has survived up to the present day, leaving many ample gaps in the historiographic record. Inscriptions are invaluable 'time capsules' that provide us with a myriad of useful facts in this respect, for example by allowing us to cast light on otherwise undocumented historical events, or to gain new knowledge of local laws and customs, and even to determine the date and producer of a given piece of lead piping. Epigraphy also documents the evolution of languages and scripts, albeit indirectly; in some cases, such as that of the Rosetta Stone, it can provide those key insights that allow for the successful deciphering of an unknown script.
EAGLE is a project whose principal aim is to bring together the most prominent European institutions and archives in the field of Classical Latin and Greek epigraphy in order to provide a single free user-friendly portal to the inscriptions of the Ancient World. Financed by the European Commission, EAGLE was born to endow Europeana, the European digital library, with a comprehensive collection of unique historical sources. EAGLE's goal is thus to provide access to the majority of the surviving inscriptions of the ancient Greco-Roman world - a massive resource and a veritable pillar of European culture, made accessible for the first time to everyone, from the curious to the scholar. The main goals of the project are:

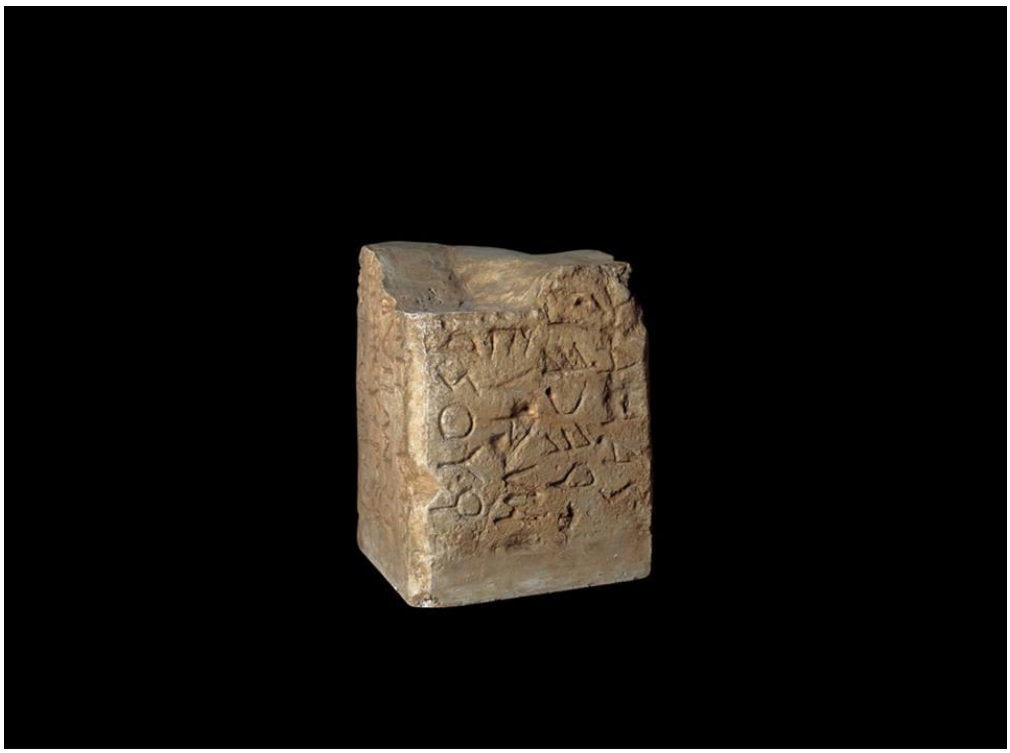
- To contribute to Europeana with inscriptions and related metadata coming from 25 European countries, providing more than 1.5 million items and related metadata, including translations of selected texts for the benefit of the general public. These represent approximately 80% of the total amount of inscriptions in the Mediterranean area.
- To create a bespoke cloud-based service platform, with innovative tools for image recognition and creative re-use of content to enable meaningful understanding of EAGLE's collection of epigraphy by any public on any device.
- To bring new content providers and users to Europeana.
- To set up a curation service for the enrichment of epigraphic images and texts, with special emphasis on translations – thus providing a basis for future translations of inscriptions in other European languages.
- To validate the project's approach and results with real users coming both from the tourism sector and the epigraphic community.
- To disseminate and communicate the project's outputs to the epigraphic community and to related initiatives and agencies, to ensure the project's results widest spreading and to preserve and give visibility to a part of the European heritage that is largely unknown to the public.
- To define a clear exploitation plan to ensure project's sustainability.
- To coordinate with Europeana and its sister projects to ensure full integration of the solutions.

The EAGLE Collections

The EAGLE collections include a great variety of inscriptions written in Greek, Latin and other ancient languages and have been assembled with the two-fold criterion of historical-cultural significance and strong thematic unity. The following databases are featured:

- Arachne
- Archaia Kypriaki Grammateia Digital Corpus - Inscriptions/STARC collection
- Epigraphic Database Bari – Epigraphic Documents of Christian Patronage
- Epigraphic Database Heidelberg
- Epigraphic Database Rome
- Hispania Epigraphica Online
- PETRAE
- The Last Statues of Antiquity
- VBI ERAT LUPA

In an increasingly crowded landscape of digital cultural heritage providers, EAGLE and its partners offer users very specific and unique qualities, such as **trustworthy, authoritative collections**: these qualities will become the differentiating factors of our collective value proposition to end-users. In the field of papyrology and epigraphy, EAGLE is *de facto* the unchallenged leader.



Forum Romanum, Cippus, Rome. Truncated obeliskoid cippus of Grotta Oscura (Veientine) tufa, in situ [...] in the Forum Romanum, Rome; unearthed in 1899 near the Rostra, under a black-marble pavement commonly since called the Lapis Niger. Late-6th (?) cent. B.C.

With **1.5 million items** available by the April 2016, EAGLE is assembling a critical mass of cultural artifacts in the field of ancient Greek and Latin Epigraphy. By September 2014 the project will include 375.000 items to reach the goal of over 750.000 items by April 2015.

It is very challenging and interesting to work in the EAGLE project. Beyond partners with a long experience in digital initiatives, many well-established research institutions and universities in the field of ancient epigraphy and cultural heritage, never contributed to Europeana and they will do it with a critical mass of quality content that is completely missing so far. They will bridge this gap within Europeana by making available a comprehensive collection of unique historical source, representing an important pillar of the European culture. Now it starts the most important and demanding phase of the project: the technical procedure has been set up and by April 2015 the Providers have to provide 750.000 digital images to Europeana!

Valentina Vassallo
EAGLE Content Ingestion Coordinator
The Cyprus Institute

We are aware however, that quantity by itself is not enough. End-users are increasingly critical of quality and want content to be easy to find, accurate, informative, re-usable and sharable. That is why metadata quality is the main focus of EAGLE's team. Improving the quality of metadata makes it reusable for further developments and projects. We are excited to involve leading institutions in the field of Ancient Epigraphy in this process as they have the best knowledge of their own collections. By working together, both the quantity and the quality of EAGLE's data is increasing, offering our end-users a better and more meaningful experience.

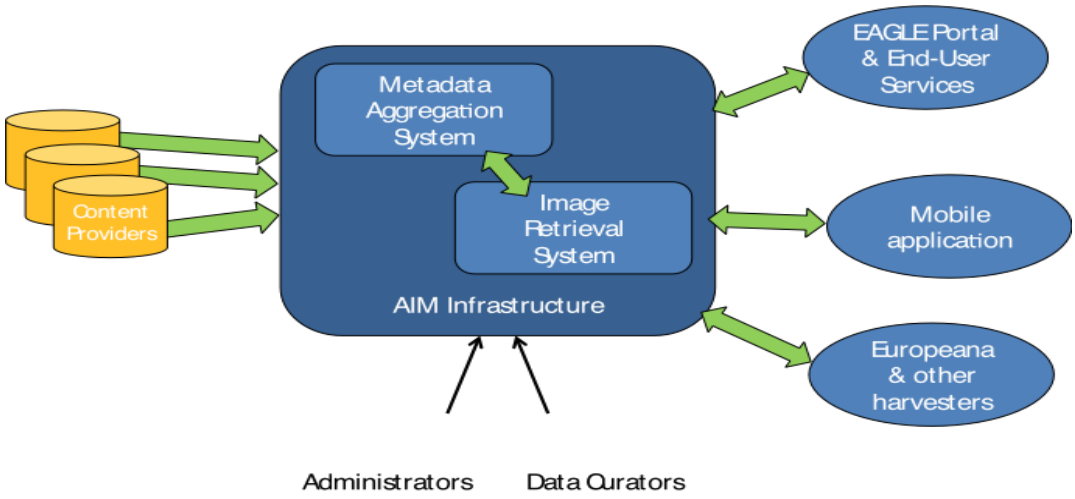
Eagle is an active member of the Epidoc Community and produces large amounts of raw Epidoc as open data for further development, tools for up-conversion and crosswalking, and guidance and workflow advice for partners. The EAGLE Best Practice Network has chosen this lively and extremely accurate subset of TEI to describe texts for the benefit of the international community. EAGLE will be the fourth main milestone in the development of Epidoc throughout the years, contributing the largest group of inscriptions ever published in XML-Epidoc.

EAGLE is delighted to collaborate with many prestigious and outstanding initiatives: the Perseus Digital Library, Pelagios 3, Duke Collaboratory for Classics Computing (DC3), the Istitute for the Study of the Ancient World (ISAW), ARIADNE, 3D Icons, AthenaPlus, Wikimedia Italia and Wiki Loves Monuments.

EAGLE services

The Aggregation Infrastructure

A high level overview of the Aggregation and Image Retrieval system (AIM), the main component of EAGLE, is depicted in the figure below that shows its main two subsystems, namely the Metadata Aggregation System (MAS) and the Image Retrieval System (IRS).



High level view of the EAGLE services

The Metadata Aggregation System collects the description of the inscriptions held by the EAGLE Content Providers, consisting of metadata expressed in XML format. Each collected metadata record needs to be transformed conforming to a homogeneous structural format (the EAGLE Metadata Format) and stored for further processing. The metadata needs to be cleaned (i.e. harmonised by applying vocabularies for allowed values) and curated (i.e. selectively edited). The set of cleaned and curated metadata records constitutes the EAGLE Information Space. Once the information space reaches the desired quality, its content is ready to be indexed, ingested into Europeana and disseminated to the public and external applications (e.g. web portals, mobile applications).

The Flagship Mobile Application

Imagine the following scenario. A tourist is visiting Pisa, and in “Piazza dei Miracoli” (the cathedral square with the famous Leaning Tower) is struck by an inscription on one of the walls of the cathedral. She wonders why it is there and what it means, so she takes a picture with her smartphone and sends it to the EAGLE portal. In a few seconds she receives back the translation of the inscription, and a brief description which explains that the marble stone comes from the town of Ostia, near Rome, a summer resort for wealthy families in Roman times. It now becomes clear that in 1100 A.D. (when the Pisa cathedral was built), when Pisa was a powerful maritime republic, it was

cheaper to take marble stones from ruined Roman villas in Ostia and carry them to Pisa by ships, than to get them from the real marble quarries in Carrara, which is less than 60 kilometres away from Pisa. Other examples of this type can be found in Rome, where on the walls of many palaces of noble families appear stones with Latin inscriptions. The Coliseum was used as a 'low cost' marble quarry until mid-1700, when Pope Benedict XIV declared it a sacred place (because many early Christians had been martyred there) and prohibited further removal of marble and stones. In this case as well, a tourist visiting Rome and seeing a Latin inscription on the wall of a palace can send a picture to the EAGLE portal and discover that the inscription is coming from the Coliseum.

The two examples above illustrate the spirit of the "EAGLE Flagship Mobile Application". Using the camera of a mobile device, a user takes a picture of an inscription either from a monument she has access to, or from a printed or digital reproduction, and the picture is then sent to the EAGLE system, specifying which type of search is desired. The initial application will index a few thousand inscriptions, chosen so as to ensure maximum visibility and usefulness for the potential users, assumed to be mainly tourists and people who have a general interest in inscriptions. However, scholars as well (epigraphy specialists, historians, archaeologists, etc.) may also find the application interesting when visiting previously unknown places (cities, museums, archaeological sites), where new inscriptions can be found.

Snapshot of the EAGLE Mobile Flagship App - Interface

In addition, as with many projects funded by the European Commission, there is a danger that the momentum and the impact of the initiative will decrease when the funding will end. We expect the mobile application to offset this danger by virtue of its wide range of users, which comprises people that normally wouldn't be interested in visiting the EAGLE or Europeana portals. These users will be interested in learning a little more about an inscription that they may see on a wall, in an archaeological site, or in a book, given that this information can be obtained simply taking a picture of the inscription. This will be our 'hook' to bring them onto the EAGLE portal. For this reason, the mobile application is being developed with a multilingual interface, so as to facilitate its adoption

throughout Europe. While initially it will only be available for Android, a release for iPhones and Windows phones is planned soon after. In addition, for its future sustainability, the application has been designed and engineered so as to enable the inclusion in its GUI of paid advertising, e.g. from restaurants and hotels in the neighbourhood of the inscription site. Another opportunity for the adoption of the mobile application is given by museum curators, who could use it in the future as an easy and inexpensive way to get detailed information about their hidden assets: it is, in fact, well known by scholars in the field that many inscriptions are often held in museum galleries not open to the public, usually due to lack of resources or lack of adequate descriptions. This usage of the mobile application would also contribute to increasing the overall value of the EAGLE collections, by providing potentially new and better images for its inscriptions.

THE FLAGSHIP STORYTELLING APPLICATION

The EAGLE Flagship Storytelling Application (FSA) is a web-based application that will enable users to develop epigraphy-related narratives and enjoy stories created by others. Thanks to this software, users will be able to write text and include items from the EAGLE collection or other external Ancient History resources into their stories. The storytelling interface will be accessible on the EAGLE portal. It will include a starting page, where it will be possible to browse, read and search the stories that have been published. From there, the registered users (after logging in to their EAGLE accounts) will be able to access the story writing interface to start working on their own stories. The application aims to provide a decisive illustration of the general aim of EAGLE. It is the ideal environment to unleash the users' creativity in showing how different, seemingly unrelated inscriptions can be linked together in scholarly as well as introductory narratives. The process of storytelling is inherently free and creative, so that everybody who has a story to tell can be a potential stakeholder in the project.

EAGLE Best Practice Network: Community Building

We are aware of the fact that the creation of an epigraphy portal is as much a social achievement as it is a technical one. It is plain to us that the greatest avenue of development for EAGLE is participation.

Eagle Network has expanded and continues to attract new members from all over the world. Besides the number of new members, which has more than doubled the size of the original group, the EAGLE Network has established connections to join international efforts and standards in all possible aspects of the activities carried out, creating growing expectations and enthusiasm in the whole international community.

Pietro Maria Liuzzo
EAGLE Networking Coordinator
University of Heidelberg

This is our most important affirmation and must be kept in mind at all times: a solid approach is more important than an airtight mastery of the technology, since the latter is constantly evolving while the former is based on sounder and less fickle variables.

As such, EAGLE's top priority is the establishment of strong links with the epigraphic and classical studies communities and with the general public.

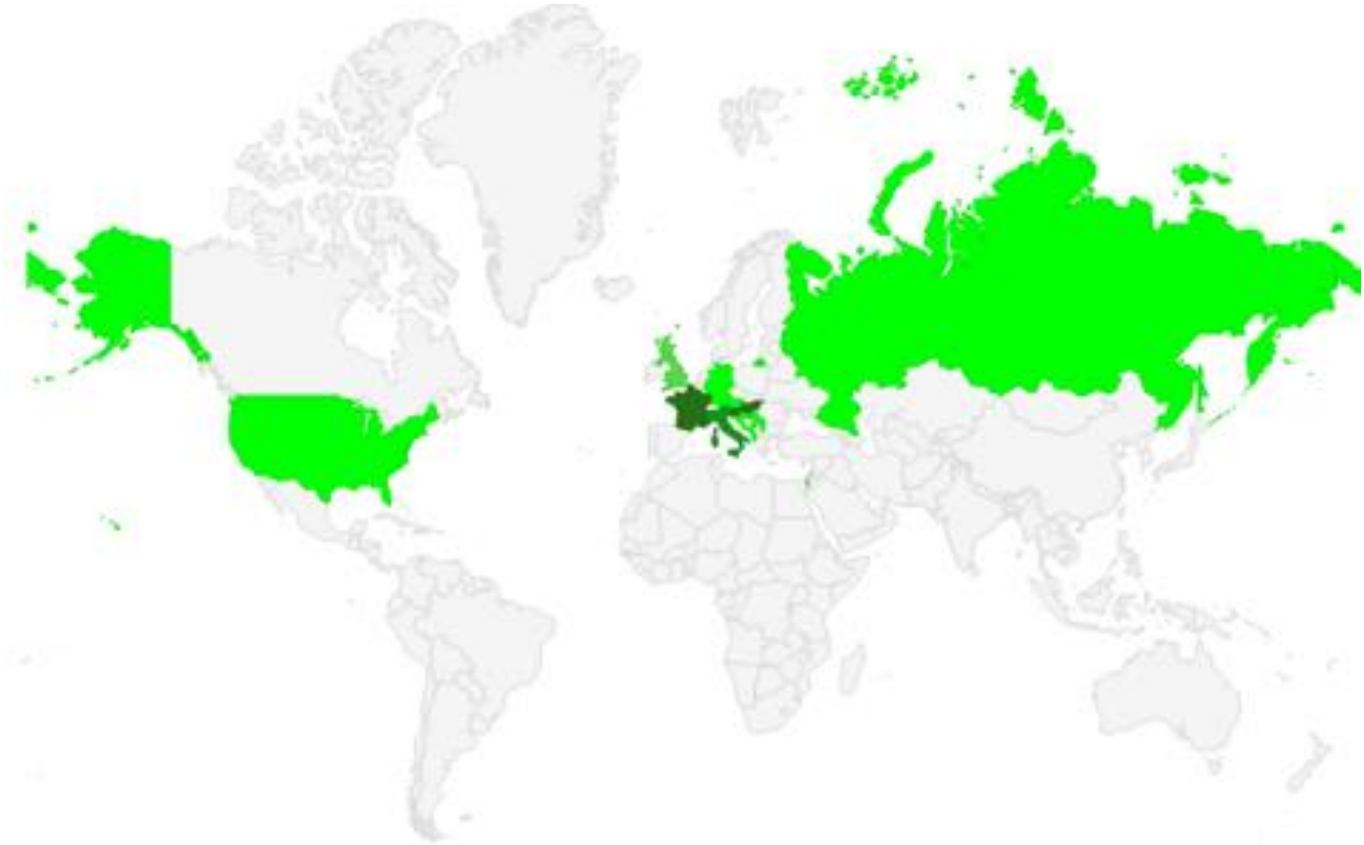
To this end, the Consortium is sharing knowledge and experience with institutions/experts whose interests are germane to the project, as well as with independent scholars, students, and lovers of culture.

In order to do this, three Working Groups (WGs) have been established within the Consortium, focusing on:

- Content harmonisation (including GIS and terminologies)
- Content curation and translation
- IPR and user engagement

The EAGLE Working Groups are the main channel for sharing and extending the activities of EAGLE to other institutions, encouraging them to select and post content on EAGLE and Europeana. At the beginning of the project, the EAGLE Best Practice Network was composed of nineteen partners from thirteen European countries.

Thanks to the work of the WGs and of the EAGLE partners, during the first year of the project, the EAGLE BPN has almost doubled the number of its official partners by means of the Affiliation Agreements, Cooperation Agreements or Memorandum of Understanding3. These data indicate that the project succeeds in stimulating interest and participation within its target community.



The EAGLE Best Practice Network today

3 For a description of the affiliation process to EAGLE, see: http://www.eagle-network.eu/about/get-involved/

The EAGLE Working Groups

Content curation and translation

This Working Group is setting up a multilingual wiki for the enrichment of epigraphic images and texts (with special emphasis on translation) for the benefit of the general public. Translations that have already been completed are being published first. The objective of these efforts is to translate into a modern language the most significant epigraphic texts. The task is being brought to fruition in cooperation with the Wikimedia Foundation. Wikimedia Italia, the Italian chapter of Wikimedia, is sharing with EAGLE its unique skills, experience, and platform in preparation for the massive uploading of content to their Commons. Wikipedia contributors will be able to embed EAGLE images and other resources directly into their articles, while Wikisource communities will be able to use them to populate their libraries.

Content harmonisation guidelines, including GIS and terminologies

The goal of this Working Group is to provide guidelines and recommendations to ensure the continuous addition of quality content produced by the EAGLE Best Practice Network. This includes the definition of vocabularies and terminologies for content harmonisation and the analysis of tools and practices for adequate georeferencing.

IPR and user engagement: best practices and guidelines

This Working Group's objective is to analyse and evaluate strategies and practices that foster the re-use of the epigraphic content provided by EAGLE. These include:

- studies of user behaviour
- identification of user groups
- analysis of the rights management issues and requirements to be taken into account

User groups addressed in this task include the general public (e.g., tourists), individuals with a special interest in cultural heritage and classical Greco-Latin culture, field specialists and academic experts (researchers, students, teachers).

Get Involved

We are looking for representatives or contact persons of cultural institutions, museums, libraries, research centres, universities, or projects that work in the field of epigraphy, or recognize a possible link with this field. Parties interested in being part of the EAGLE network or joining the EAGLE experts group and Working Groups are warmly invited to contact us.
Potential affiliated partners may participate in any one of the following categories:

1. Affiliated Partner: contributes content to EAGLE
2. Cooperating Expert: takes part in one or more tasks (in which case several agreements might be established) of the project by linking sub-projects or related activities.
3. Networking Partner: connects to the activities of the project for the mutual benefit of EAGLE and the other party.

For further information on the benefits of participation, please contact the EAGLE Networking Coordinator, Pietro Liuzzo, **pietro.liuzzo@zaw.uni-heidelberg.de**

Media Partners

EAGLE developed two media partnerships with the following online magazines:

Digital meets Culture : it is the first and official media partner of the EAGLE project. It is an online magazine in the digital cultural heritage area dedicated to the theme of digital technologies applied to cultural heritage and the arts. It is becoming increasingly popular, with almost 100,000 visitors and 300,000 pages visited in the last year.

Archeomatica: it is a multidisciplinary quarterly journal, printed in Italy since December, 2009. It is devoted to the presentation and dissemination of advanced methodologies, emerging technologies and techniques for the knowledge, documentation, safeguarding, conservation and exploitation of cultural heritage. The main benefit of these partnerships is the possibility of spreading the word about the project and establishing a closer connection with an audience whose interests are germane to EAGLE.

EAGLE and Europeana

EAGLE established a strategic partnership with Europeana Foundation ensuring liaison and creating synergies in best practice areas such as content harmonisation, multi-linguality, multi-culturality and semantic interoperability. The EAGLE BPN actively participates in Europeana's decision-making and dissemination activities by attending the meeting organised by Europeana and staying updated on Europeana's progress and plan.

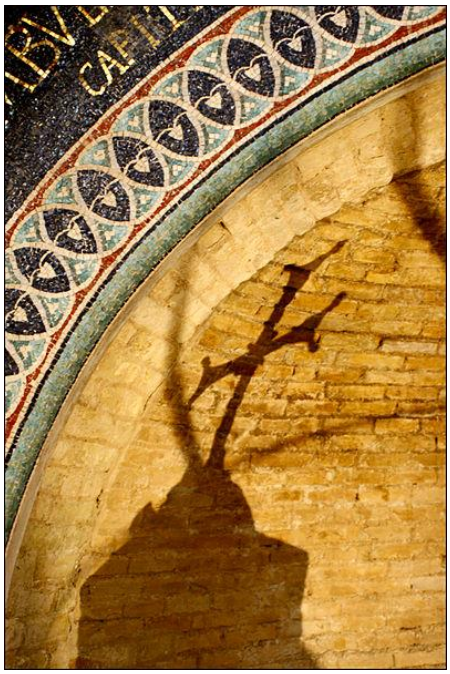
EAGLE and Wikimedia Italia

EAGLE BPN's key collaboration is the one established by **Wikimedia Italia.** EAGLE, in fact, features the development of the first Wikibase platform outside of Wikidata. The extension installed in the EAGLE Mediawiki allows for major corpora of online inscriptions to be imported with their corresponding translations. It also allows for connections with Wikimedia Commons. Wikimedia works as a meta-social network and we are confident that in the not-so-distant future, this important partnership will help in boosting the online visibility of the EAGLE project. This initiative is increasing the visibility of EAGLE and we are confident that it will serve as a framework for the crowdsourcing of translations.

The EAGLE Special Prize for Wiki Loves Monuments Italia

In order to boost the visibility of the project, EAGLE collaborated also with the initiative WikiLovesMonumentsItalia. Wiki Loves Monuments (WLM) is an annual international photographic

competition during September, organised worldwide by the Wikipedia community members. Participants take pictures of historical monuments and heritage sites in their region, and upload them to Wikimedia Commons. The aim of event is to highlight the heritage sites of the participating countries[4]. A special **EAGLE prize for WikiLovesMonuments** was issued.



EAGLE Special Awards for Wiki Loves Monuments Italia

EAGLE Honorary Mention for Wiki Loves Monuments Italia

"Making your own iscription is a difficult temptation to resist"

[4] The first Wiki Loves Monuments competition was held in 2010 in the Netherlands. The next year it spread to other countries in Europe and according to the Guinness Book of Records, the 2011 edition of the Wiki Loves Monuments broke the world record for the largest photography competition.In 2012, the competition was extended beyond Europe, with a total of 35 participating countries.

EAGLE Branding Strategy

The epigraphs constitute a unique and precious heritage whose richness is peerless in terms of quantity and extension throughout Europe and the Mediterranean basin. Roman and Greek cities were literally strewn with written messages of the most varied nature: monumental inscriptions resulting from an intervention by the central power seeking to propagate a certain image of its power; inscriptions posted by private parties reflecting religious convictions, professional activites, and familial ties; graffiti and occasional writings, too often ignored by history book, which stand as testimony to the nature of everyday life in its humblest and most popular aspects. We are seeking to promote the intrinsic testimonial value of inscriptions and to do so in such a way that this patrimony, which exists right under the eyes of the world yet often goes barely noticed, emerges and gains the visibility that it deserves.

Raffaella Santucci
EAGLE Outreach Coordinator
Sapienza, University of Rome

"Europeana is a web portal that is making Europe's cultural heritage accessible to the world. Anyone with an internet connection can now explore Europe's cultural heritage through millions of sound files, images, videos and texts via www.europeana.eu. Users are free to view familiar pieces of culture alongside undiscovered treasures, making new connections and generating new ideas as well as uniting thoughts and minds from across European history. The Europeana brand is built around this sense of discovery and excitement and celebrates the point where cultures meet and new ideas form."

(Europeana Brand Guidelines, Oct 2012)

The study of branding strategy for EAGLE has presented itself as a unique challenge since the project's inception. We feel that the low standard of design and copywriting has in the past been the cause of (otherwise-excellent) digital library projects' limited success in attracting a general audience. Luckily (thanks to the efforts of projects like Europeana), the situation has been evolving quickly in recent years: there is a growing investment in communication, branding and public relations geared towards a wider audience.

In keeping pace with these positive outreach initiatives, we believed that EAGLE's branding approach should have been driven principally by an emphasis on the following two strengths:

1) the exceptional content that our consortium holds and preserves;
2) the scientific excellence of the institutions participating in the project.

A professionally conducted study of EAGLE's visual identity and branding seemed to us a necessary initiative. It has to be noted that, as a part of the greater Europeana initiative, EAGLE adopted the

brand guidelines set forth by the Foundation at large. While building up its own visual identity agenda, EAGLE carefully considered Europeana's philosophy and approach to communication in order assure harmonization between the two initiatives. At the core of our effort to define the EAGLE Branding strategy was the intention of developing an overall 'look-and-feel', a unique and easily identifiable personality to be consistently declined across all platforms used during dissemination.

Designing Print Material for EAGLE

The design of the printed materials was based on two simple but effective principles. In short, EAGLE aimed to define a graphic identity that is at the same time distinctive and classic, as befits the subject matter of the project. Achieving both a degree of timelessness and a striking design that 'speaks to everyone' has in turn two significant consequences.

A timeless and classic look means that the design is conceived to 'age well' – a crucial consideration for a library project, which, by definition, is aimed at posterity or, at any rate, is meant to be used for many years to come.

On the other hand, a strong graphic statement that is simple, easy to identify, and based on universal proportions (such as for instance the golden ratio) allows the use of the same design/theme for both dissemination and networking. This strong visual identity was consistently 'declined' in the various print designs. Both considerations translate into cost and labour savings for the project, especially with a view to its future upkeep/sustainability. Another cost-saving consideration was the idea of designing templates for brochures and posters that the partners will be able to easily fill in and print locally as the need arises.

General-purpose three-fold A4 brochure, to be deployed at various events as a general presentation of the project. The choice of a standard ISO 216 / DIN format instead of more 'fashionable' ones translates into savings for the project and in no way diminishes the impact of the design. The standard small format also makes it easy to arrange for future additional print runs

THE EAGLE WEB-PRESENCE

The EAGLE online digital strategy hinges on two main tools: the project Portal ("the Portal") and a few carefully-chosen social networks (Facebook, Twitter, LinkedIn). In the EAGLE approach, these two tools fulfill two different and complementary functions:

- the **Portal** is the focal point of the user community, featuring the search engine for the EAGLE collections, the Mediawiki for user-enhanced content (including translations) and news updates;
- the **Social Networks**, on the other hand, serve as vehicles for outreach and dissemination, and are especially useful for promoting events and initiatives.

Both tools (website and SNs) feature quality contributions, all of which are curated by the Dissemination team with input from the Project Consortium's various members

The EAGLE Portal was released on **July 1, 2013** and can be opened at the following link:

www.eagle-network.eu

The web portal is both the keystone of the project dissemination strategy and the access point to the inscriptions search box, which is due by September 2014. It is the core tool offered by EAGLE, which allows users to search and browse the epigraphic collections. At this moment, the portal still features very little content, which makes engaging users difficult; a necessary precondition for attracting users and spreading knowledge of a given online resource is in fact to feature quality content that might induce users to further browse and/or share.

The EAGLE Portal - Homepage, a snapshot

The portal will make it easier for users to discover and explore EAGLE's treasures: it is conceived to be responsive, automatically adapting to a range of different devices and screen sizes. So whether one is using a touchscreen smartphone or a large desktop, the portal will tailor its presentation so the layout always suits the screen.

EAGLE Social Network Profiles

Promotion of EAGLE through traditional mass media is not economically viable; for this reason, the adoption of Social Networks profiles was a necessary step.

The EAGLE SNs aim to facilitate the viral visibility of the EAGLE website content and help spread online word-of-mouth marketing about the research progress and wealth of materials available.

In September 2013, we activated an EAGLE profile on the main Social Networks (Facebook, Linkedin, Twitter):

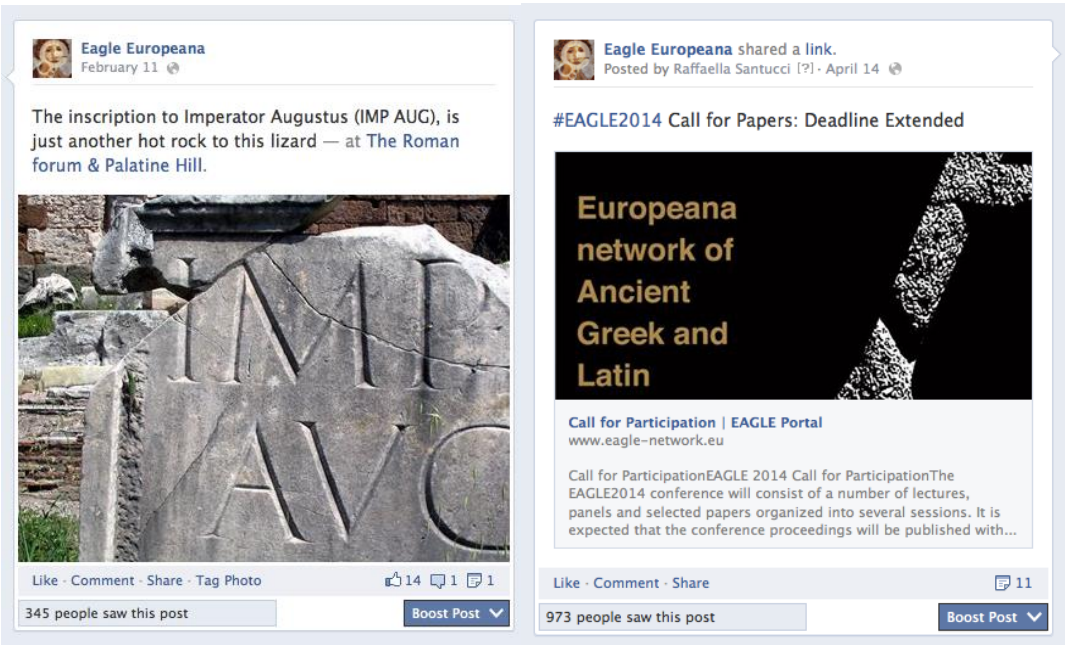
- *Facebook*: https://www.facebook.com/EAGLEuropeana
- *Twitter*: https://twitter.com/Eagle_Project
- *LinkedIN*: http://www.linkedin.com/groups?home=&gid=4721635

We are planning the activation of an EAGLE *YouTube Channel* during the next year of the project.

EAGLE Social Network Profiles (Facebook, Twitter, LinkedIn) are managed through the Hootsuite Dashboard. HootSuite is a social media management system that allows organizations to collaboratively execute online campaigns across multiple social networks from one secure, web-based dashboard. It allows us to streamline our team workflow, schedule our posts and follow the outcomes of our activities in real time.

Although we seek user engagement on the website, to increase the traffic, Social Networks have proved essential to further the reach of the project: more than 21% of the visitors to the Portal reach it through the Social Networks. While the Facebook represents the majority of visitors (44%), the other SNs are also well represented at 14% ca.

In the first year of the project, EAGLE featured 1132 Likes on Facebook, 335 followers on Twitter and 172 Connections on LinkedIn.



EAGLE Facebook Profile: Sample Posts.

Finding new users across the web

During the first year of the project, partners participated in several international events and conferences including the Europeana Project Group Assembly, the Europeana General Meeting and the Museum & the Web Conference, raising awareness among the contributor community.
Wikimedia Italia's collaboration with EAGLE increases the reach of EAGLE's material considerably. In February 2014, EAGLE organised an 'editathon' with the support of the Italian Wikimedia chapter. The theme of the event was existing translations of inscriptions. It was a hugely successful initiative and saw a number of translations uploaded to the EAGLE MediaWiki. These results underline the extraordinary reach we can achieve by distributing and re-using information in places where people congregate online.
EAGLE also sponsored a special prize for the Wiki Love Monuments 2013 photography competition. The category received over 4,600 entries and our Facebook gallery of short-listed images was well shared. These competitions have encouraged Wikimedia and EAGLE users to explore local monuments and inscriptions and to upload and share their photos – a compelling example of end-user engagement. EAGLE worked on an experiment adding high-quality images across a thematic collection on Facebook, which is one of the fastest-growing social media sites ever. The results were remarkable. On Facebook itself, Total Reach of Page posts reached 71.062 unique visitors. Content was clicked over 2.000 times, proving that sharing selected, high-quality content on popular platforms is a great way of engaging people with their cultural heritage. Over the next two years of the project, we are hoping to open up more of collections belonging to EAGLE's partners to Facebook. EAGLE affiliate partner The Israel Museum, for example, has already agreed to the olnine publishing of images from their collection for re-use on Facebook and in the virtual exhibition . By facilitating re-use on social media, institutions are seeing their content being replicated all across the web.

Conclusions and looking ahead

EAGLE represents a community of research institutions documenting the most recent progress in the study of Classical Epigraphy. By aggregating digital content from unique and authoritative collections in its domain, EAGLE brings together a significant quantity of information about ancient writings on ancient artefacts. This will in turn be useful for anyone who accesses Europeana to study the classical world - amongst other things, these people will be able to explore primary-source materials never before available on such a large scale and from a single source. The visibility of Europe's ancient heritage will also be increased as a result of the collections' richness and will hopefully lead to improved acknowledgement of its importance as a resource for scientific research.
We believe that if we are able to continue to create value for society, institutions, creative industries and anyone with an interest in culture,we can act as a catalyst for change in the world of cultural heritage.

These are the aims we share with Europeana:

1. EAGLE is part of the Europeana ecosystem: as project member of this ecosystem, EAGLE recognizes that it is increasingly important to foster the feeling of mutuality. We are collaborating with the Europeana Projects Group to improve the working relationship between the Europeana Network and the Europeana Foundation, and collaborating with its task forces in order to share experiences and develop ideas around specific areas of mutual interest. The Europeana General Meeting round-table was organised by EAGLE in collaboration with the LoCloud Project to discuss the possibility of constituting a task force devoted to the growing collaboration between many European Wikimedia Chapters and Europeana- related projects. A proposal for the creation of a Task force called Wikimedia Developments was drafted.

Representatives from the following organisations have voiced their interest:

1. Athena Research Centre
2. University of Rome
3. Heidelberg University
4. MDR Partners
5. Sound and Vision
6. Europeana
7. MDR partners
8. Wikimedia Sweden
9. Wikimedia Italy
10. Wikimedia Netherlands

The purpose of this task force would be to create an overview of all existing and planned developments that involve both Europeana and Wikimedia projects, including a list of all involved parties and a description of the (expected) outcomes. This overview should facilitate cooperation and alignment across Europeana-related Wikimedia developments taking place in current projects. The task force also aims to gather best-practices and lessons-learned in all of the developments that are listed in the above-mentioned overview and the wider GLAM-Wiki initiative. Lastly, this task force aims to publish a report with recommendations on how to further improve cooperation between Europeana and Wikimedia in a way that is mutually beneficial.

2. EAGLE is aware of the value of opening up: if we are to explore new ways of accessing knowledge, we must ensure that sufficient data behind that knowledge is opened up as well. The next step will be to show concrete evidence of the value created by the opening of the metadata. By improving the quality of the metadata and creating services around it, the data will find its way into the user's workflow. We will develop strategic partnerships, pave the way for creative re-use by developers and provide the infrastructure that offers opportunities for creating new meaningful ways to access and interpret culture.