*e*Content*plus*
Πρόγραμμα εργασίας 2007

Ενημερωτική ημερίδα
Αθήνα, 29 Ιουνίου 2007

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Γ.Δ. Κοινωνία της Πληροφορίας και Μέσα Επικοινωνίας

Η παρουσίασή μου

Μέρος 1
Το πρόγραμμα εργασίας για το2007
Προετοιμασία και υποβολή προτάσεων

Μέρος 2
Αξιολόγηση προτάσεων

Reminder: aim and characteristics of the *e*Content*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

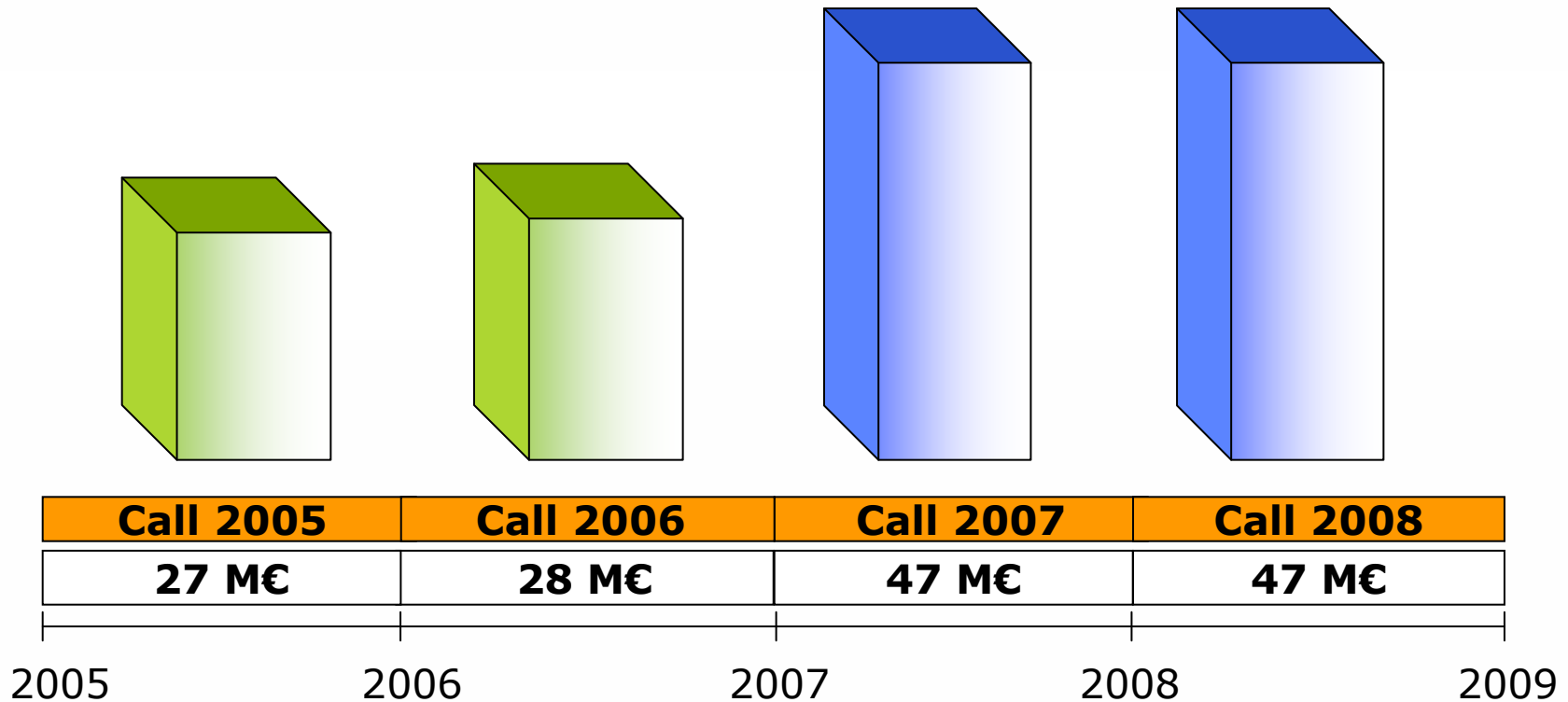Help content stakeholders (providers and users) realise the full potential of digital content

… 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

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eContentplus 2005-2008 – Budget

149 Million euro

Call 2005	Call 2006	Call 2007	Call 2008
27 M€	28 M€	47 M€	47 M€

2005   2006   2007   2008   2009

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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

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The work programme

Target areas and project types

Target Areas

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

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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.

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Best Practice Network example

e.g. A BPN discusses 2 ways of implementing a specific standard

Solution 1

Solution 2

Definition and take up of common standards and specifications

Standards implemented by the BPN
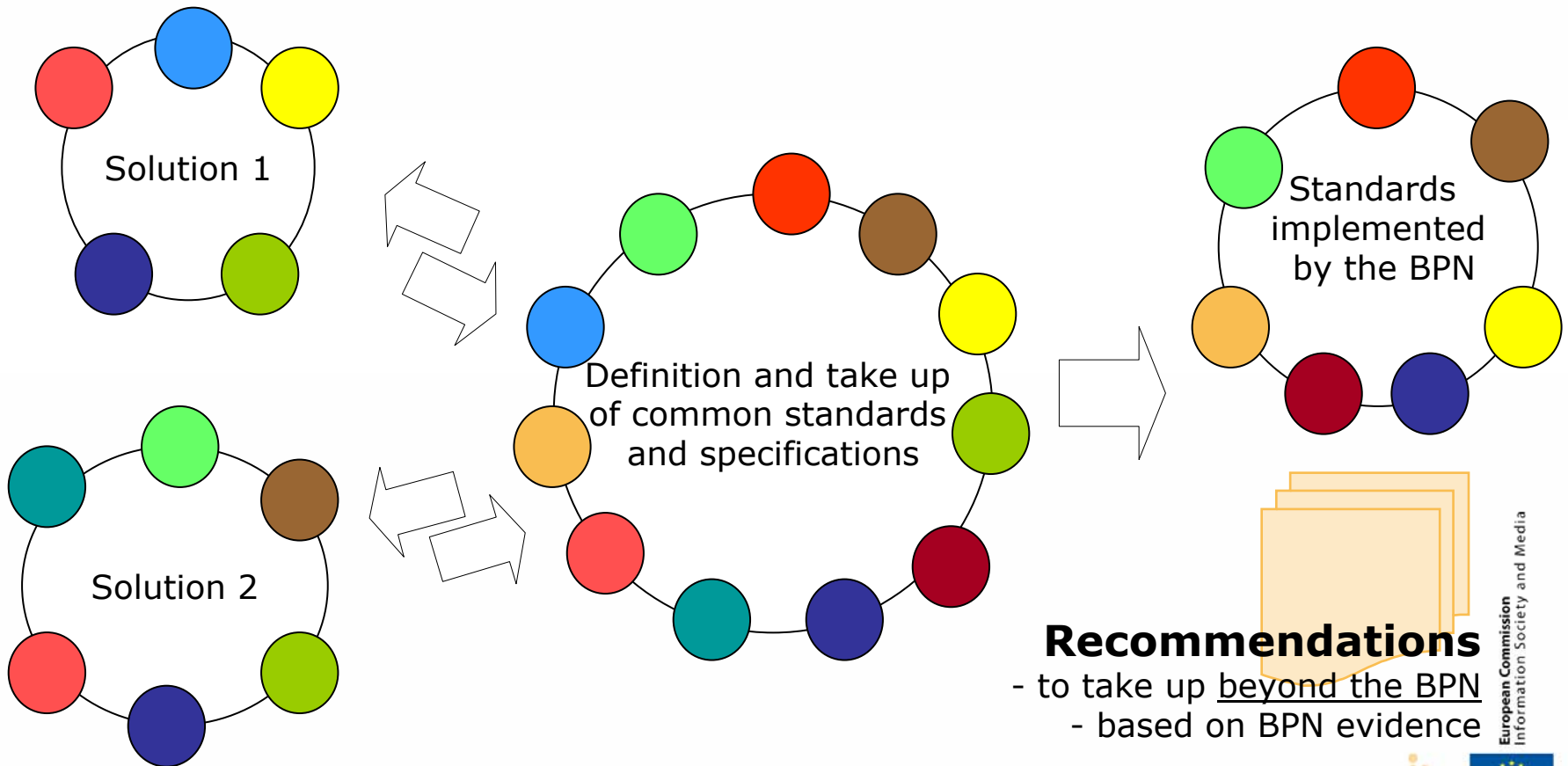
Recommendations
- to take up <u>beyond the BPN</u>
- based on BPN evidence

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eContentplus 2007 work programme

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Work programme
Structure

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

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The work programme

Common requirements

TP = BPN
European Dimension

Targeted Projects	Best Practice Networks

Issues addressed and way to tackle them have a **European dimension**

which means that:

Projects should contribute to the Community policies for each target area referred to in work programme

TP = BPN
Content

Targeted Projects	Best Practice Networks

- <u>Quality and quantity</u> of committed content/metadata clear
- <u>Selection criteria</u> for content clear
- No IPR issues for <u>input</u> content
- Strategy for IPR issues on project <u>output</u> (wide use and dissemination) clear.
- Project results accessible <u>beyond the end of the project</u>.

TP ≠ BPN
Consortium

Targeted Projects	Best Practice Networks
• Must include <u>content providers.</u> • Should include/involve <u>users</u> (in particular where a commercial service is foreseen).	• Must include <u>content providers.</u> • Should include <u>users</u> (feedback on the results of the implementations). • Should include <u>standardisation bodies</u> and relevant European and international bodies, where appropriate.

TP ≠ BPN
Impact (1)

Targeted Projects	Best Practice Networks
Target users/needs beyond the consortium participants. (analysis of demand)	
	Added value of approach proposed vs existing or earlier attempts on S&S
<u>Critical mass</u> of content to impact on access and use.	<u>Critical mass</u> of content to draw valid conclusions on S&S during the lifetime of the project.

TP ≠ BPN
Impact (2)

Targeted Projects	Best Practice Networks
<u>Indicators</u> to measure improvements in availability, access and use.	<u>Indicators</u> to evaluate effectiveness of proposed solutions and potential acceptance by target public.
Exploitation plan (sustainability)	
<u>Dissemination plan</u> (optimal use of project results beyond project participants.	<u>Dissemination plan</u> (optimal promotion/use of project results, contributing to the uptake of standards and specifications across Europe, beyond network members)

TP ≠ BPN
Networking and Clustering

Only for **Best Practice Networks**

Networking capacity:

- Disseminate and promote uptake of results in the majority of the 27 EU Member States.
- Be open and proactive in attracting new members

Clustering:

- Contribute actively to **clustering activities** organised by the Commission (including max 2 clustering meetings/year)
- Foresee ways of taking into account clustering results and recommendations, making necessary adaptations.

TP vs BPN
Common requirements

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

The work programme

Actions

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.

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INSPIRE*
Spatial Data Scope

Annex I	Annex II
1. Coordinate reference systems	1. Elevation
2. Geographical grid systems	2. Land cover
3. Geographical names	3. Ortho-imagery
4. Administrative units	4. Geology
5. Addresses	
6. Cadastral parcels	
7. Transport networks	
8. Hydrography	
9. Protected sites	

*INfrastructure for SPatial InfoRmation in Europe
(http://www.ec-gis.org/inspire/)

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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

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.

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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.

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Additional conditions
for educational content

Targeted Projects	Best Practice Networks

Balanced representation of digital content stakeholders (public/private), technology providers and pedagogical experts.

Feedback mechanisms for end users (teachers/trainers and students/learners) on usability and quality of content.

Multilingual aspects: access and exploitation for educational use

Multicultural aspects: use of content in different educational and learning cultures.

Additional conditions
for educational content

Targeted Projects	Best Practice Networks
Open standards (recommended where appropriate).	Involve **both user-generated and professional content**.
	Network potential to have a **strategic impact on pre-standardisation** activities
	Capacity to support proposals at European / international **standardisation bodies**

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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: *e*Content*plus* 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) 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

  $\rightarrow$2008 $\rightarrow$ 2 mio digital items
      work towards including archives.

  $\rightarrow$2010 $\rightarrow$ 6 mio digital items
      including also museums and private initiatives.

Actions

- Best practice networks
- Targeted projects

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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.

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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.

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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.

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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

eContentplus 2007 work programme

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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				✔

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eContentplus call 2007

Community funding

Funding

Indicative total funding: **46.5 M€**

Indicative funding by project type

Project type	Community contribution	Typical duration *(in months)*	Number of Countries *(impact)*	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 <u>all</u> 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

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Indirect Cost
(eligible <u>only</u> 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 **> 70%** of earlier pre-financing.

Final payment after approval of all deliverables and financial statement

20%

40%

40%

40%

40%

40%

M0   M12   M24

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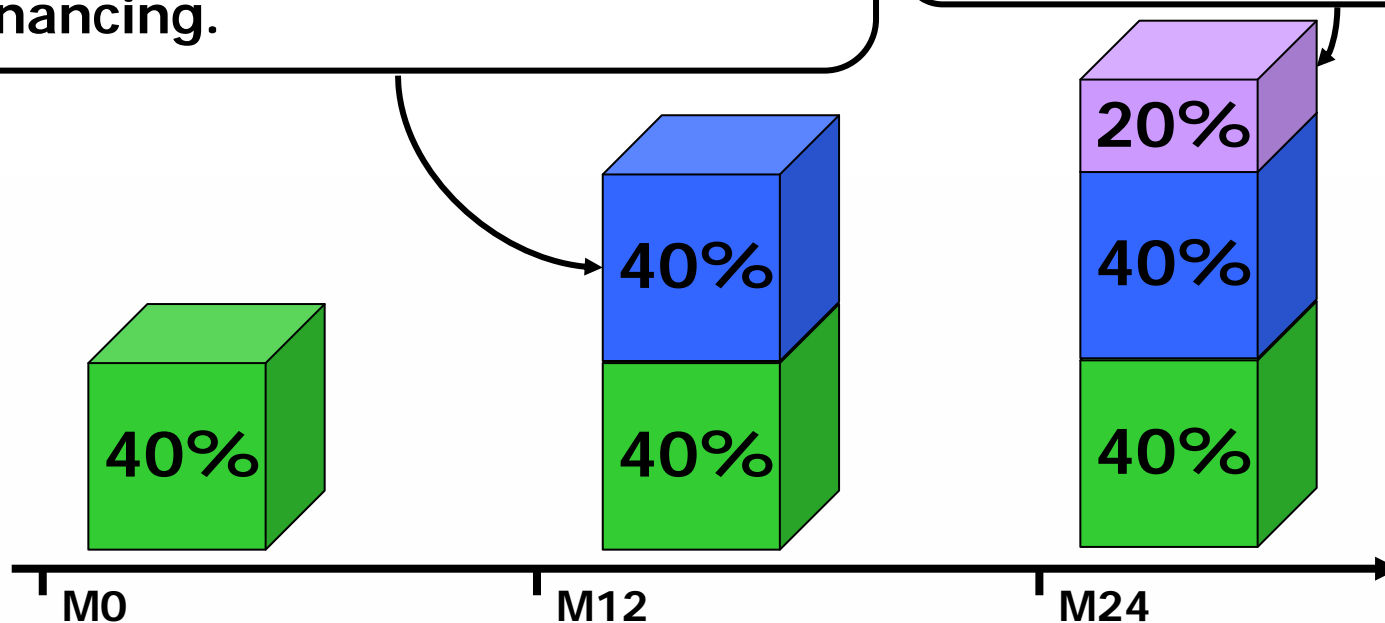
eContentplus call 2007

Proposal preparation and submission

Timetable

17 April	Publication of draft work programme
4 October	Call closure
November	Evaluation
December	Evaluation report approved
January	Draft Implementation Plan approved
March	Opening of negotiations
May	Signature of grant agreement

Proposal submission

- Deadline for **receipt** of proposals:
  ## 4 October 2007
  ## 17:00 Luxembourg local time

- Paper Submission

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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

- *Preproposal service*
  Preproposals are addressed to the eContentplus helpdesk using the form available on the call 2007 web site

- *Partner search*
  http://cordis.europa.eu/partners-service/search_en.html

From the National Contact Points
The list of NCPs is available on the web site (/contact)

Questions and bilaterals today

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eContentplus
2007 work programme

Τέλος 1ᵒᵘ μέρους
Ερωτήσεις;

eContentplus call 2007

Evaluation

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Evaluation of proposals – by whom?

Commission Evaluation Committee

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Outside experts
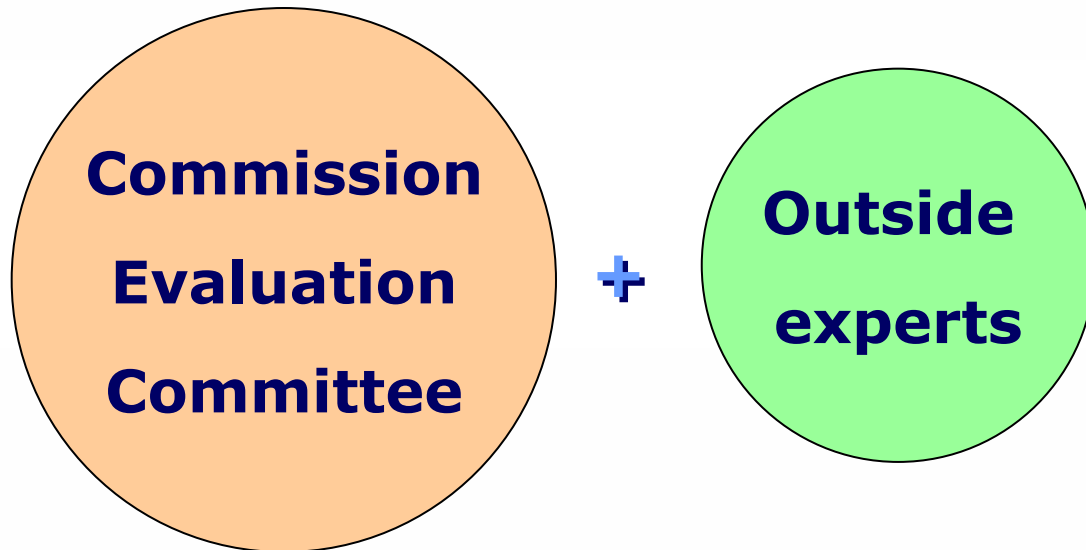
- Eligibility criteria

- Award criteria

- Selection criteria

Evaluation Criteria

Eligibility criteria

Your proposal must be complete and arrive on time

Award criteria

Your proposals must contribute
to the achievement of the eContentplus objectives

Selection criteria

You must have the means and financial/operational
capacity to do what you propose to do

Eligibility Criteria
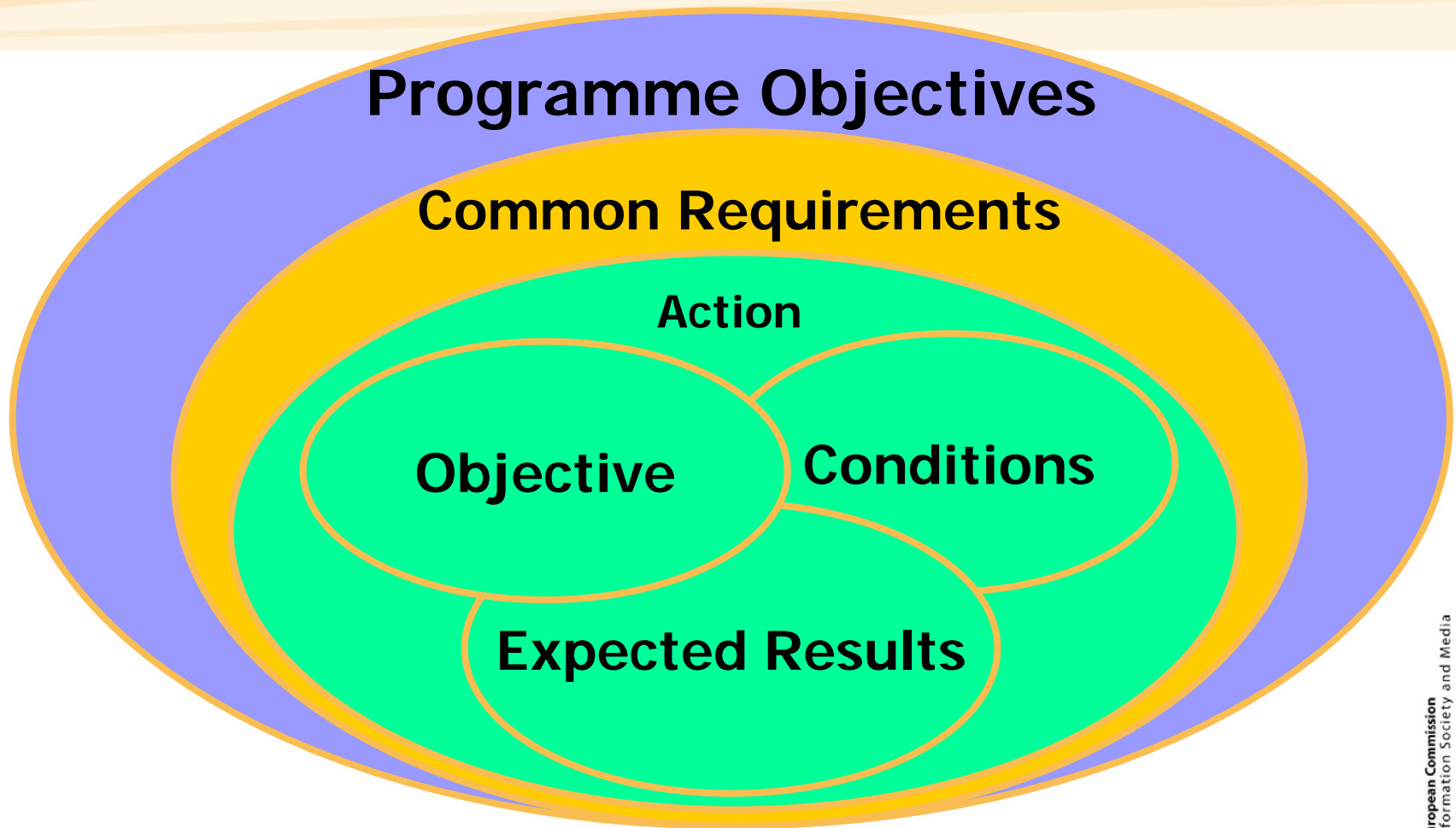
- Your proposal must reach the Commission **by the call closing date**
- It must be **complete**

Sufficient information
→to identify applicants, their legal status and their ability to carry out the work
→to evaluate the scope of the proposed project

Award Criteria

Programme Objectives

Common Requirements

Action

Objective

Conditions

Expected Results

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Award criteria

- **Different** for BPN, TP and TN
- Applied on the basis of the information **supplied in the proposal**
- Exact **mapping** of criteria to :
  - Objectives
  - Expected results
  - Common requirements
  - Additional conditions
- Each criterion marked from 1-10; mind weighting: **maximum score 100**
- **Exclusion threshold** (<6/10) for criterion 1

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Application of Award Criteria

NEW!

In **two stages:**

- Stage 1: evaluation against criterion 1. Proposals that do not receive a mark of at least 6/10 are not examined further

- Stage 2: proposals having received a mark of at least 6/10 on criterion 1 are evaluated against remaining award criteria

Relevance & European Dimension Targeted Projects/Best Practice Networks

(Weighting = 2.0)

- Contribution towards **objectives** of eContentplus and specific action

- Clear description of problems and solutions; extent to which they contribute to achieving **expected results** of specific action

- Common requirements for European dimension

Sufficient information to be provided in sections 1-3 of the description of work

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Relevance & European Dimension A Thematic Network

(Weighting = 4.0)

- Contribution towards **objectives** of eContentplus and specific action

- Clear description of problems and solutions; extent to which they contribute to achieving **expected results** of specific action

- **European dimension** of issue(s) addressed; extent to which proposed action contributes to tackling them at European level.

Sufficient information to be provided in sections 1-3 of the description of work

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Award Criterion 1 – Relevance & European Dimension

VERY IMPORTANT!

- Avoid early elimination!
- Make sure that your proposal fully addresses the points described under the award criterion "Relevance and European dimension" for the particular action in the current call

Sufficient information to be provided in sections 1-3 of the description of work

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Remaining Award Criteria: Targeted Projects

2. *Content, impact and additional conditions (Weighting = 4.0)*
Content, impact, additional conditions

3. *Quality of the technical part of the proposal (Weighting = 2.0)*
Methodology, work plan

4. *Resources and management (Weighting = 2.0)*
- Consortium, operational & financial resources
- Management, decision-making structures, communication, cooperation

Remaining Award Criteria: Best Practice Networks

2. Content, impact, networking and additional conditions (Weighting = 4.0)
Content, impact, networking and additional conditions

3. Quality of the technical part of the proposal (Weighting = 2.0)
Clustering, methodology, work plan

4. Resources and management (Weighting = 2.0)
- Consortium, operational & financial resources
- Management, decision-making structures, communication, cooperation

Remaining Award Criteria: A Thematic Network

2. Quality of the technical part of the proposal (Weighting = 2.0)
Methodology, work plan

3. Quality of the proposed network and management (Weighting = 4.0)

- Additional conditions
- Expertise and adequacy of partnership and coordinating team
- Management, decision-making structures, communication, cooperation
- Indicators measuring progress, results and impact

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Award Criteria: Nota Bene

To optimise the presentation of a project

- Map award criteria against
    - Programme objectives
    - Objectives and additional conditions for specific action
    - Common requirements
- DoW templates help: chapters are ordered according to award criteria and sub-criteria

Selection Criteria

- Financial and operational capacity to carry out the project
  - financial evaluation - co-financing
  - adequate human resources

- Professional competencies and qualifications
  - documented relevant experience (e.g. academic qualifications or previous projects)

Proposals failing to pass the selection criteria cannot be retained for co-funding.

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How to write a successful proposal
Useful hints (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 may have changed!

- Check objectively if your project is in scope with the eContentplus programme and the respective call

How to write a successful proposal
Useful hints (2)

- Use the helpdesk and pre-proposal service early enough to get advice from the Commission

- Define SMART objectives (Specific Measurable Achievable Realistic and Timely). Make sure that the description of your project clearly relates to its objectives.

- 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 (exclusion criterion)

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How to write a successful proposal
Useful hints (3)

- Address <u>all</u> 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?

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Τέλος 2ου μέρους
Ερωτήσεις;