Measuring the Impact of Digital Culture

inDICEs

Deliverable 5.3

Plan for Exploitation and Sustainability of Results

D5.3 – Plan for Exploitation and Sustainability of Results

Version 2.0

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1   Executive Summary

This deliverable is the second iteration of the Plan for Exploitation and sustainability of results of the inDICEs project. Similarly to the first version, this document identifies suitable ways of ensuring take-up of project results in order to achieve the expected outcomes in a sustainable way.

The document draws from the first version of the deliverable and the activities carried out during the second year of the inDICEs project within task 5.2 by consortium partners. It describes the progress undertaken in the second year of the project, focusing on the exploitation strategy and the next steps in connecting inDICEs with the Europeana core services. The next and final iteration will contain a business plan and will be delivered on M36.

2   Introduction

The main goal of inDICEs is to empower policy-makers and decision-makers in the Cultural and Creative Industries (CCI) to fully understand the social and economic impact of digitisation in their sectors and address the need for innovative (re)use of cultural assets. To this end, the project has developed a unique methodology (*Figure 1*) and an Open Observatory Platform with convenient components: the Participatory space, the Visual Analytics Dashboard and a CHI self-assessment tool. With these key propositions, policymakers, CHI and researchers will have a framework and the tools to make strategic decisions that will allow them to increase their positive contributions to the CCI and society. The objective of this deliverable is to provide an update on the overview of the actions that will be taken to exploit the project results and outputs.

This iteration outlines three objectives that have been identified to support the actions in the sustainability and exploitation strategy of the project:

1. Update on the latest developments, venues and key actions that will contribute to the uptake of the project propositions (Sections 3 and 4).
2. Map and propose an exploitation strategy based on the identified target audiences and updated key propositions of the project (Section 5).
3. Propose a strategy to connect inDICEs with the Europeana Core services (Section 6).

figure 1 - The inDICEs Methodology

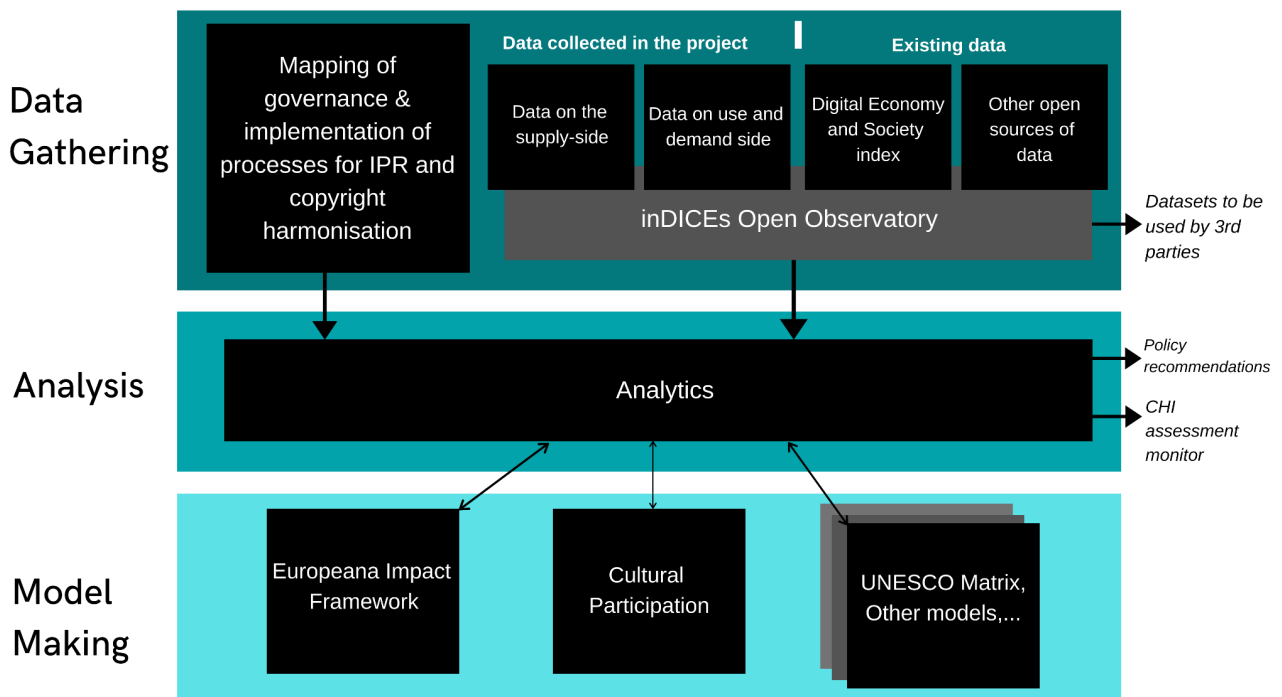# 3 Updated Business Model Canvas

For the purpose of mapping and explaining the key propositions of inDICEs, a Business Model Canvas was created and included in D5.2. The Business Model Canvas (figure 2) has been updated in this iteration, considering the latest activities in the project. Below, the new additions are highlighted in light yellow for clarity and explained in the following section.
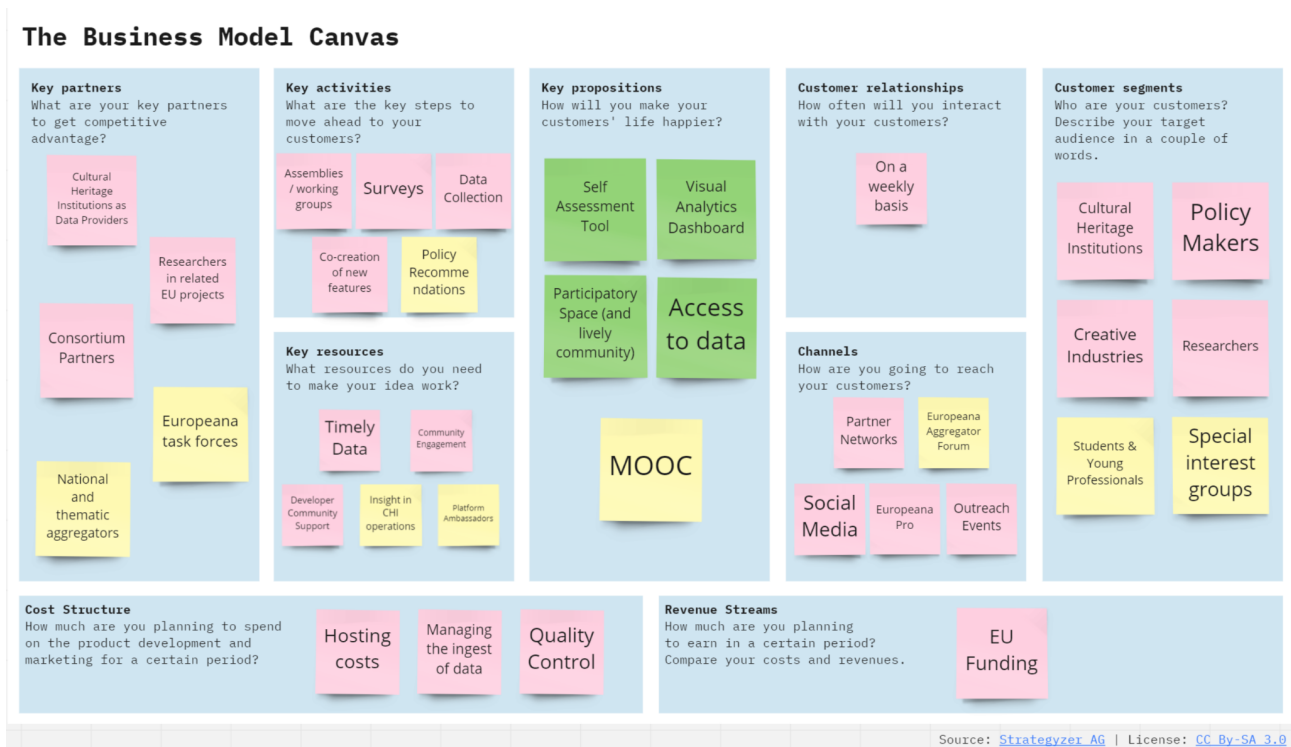
figure 2 - Updated inDICEs Business Model Canvas

The Business Model Canvas can be divided into three main components and its updated sections are elaborated hereunder.

i) Customer

The customer component describes the value proposition that a company offers towards the customer. In the case of inDICEs, this component includes four sections:

1. The key or value proposition that inDICEs will offer is the unique Open Observatory Platform - with its three elements - and the access to specialised and open data. A lively community of experts is highlighted as a perk in the Participatory Space. In addition to these three elements, the inDICEs MOOC has been identified and added as one of the key propositions.

2. The customer segment refers to the target audience of the company. inDICEs caters to six target groups: the cultural heritage institutions, policymakers, creative industries, researchers. Newly identified targets are the students and young professionals, as well as the Special Interest groups[1].

3. The customer relationships section defines how often a company interacts with their customer. This section remains the same as it was in D5.2, as it is expected that the target audience will interact with the inDICEs Open Observatory on a weekly basis.

4. The channels are utilised by a company to reach its customers. InDICEs has set up and uses its own channels to reach out to key stakeholders during the life of the project, for instance, via social media accounts and outreach events. The project will continue to use these channels, as well as the partner's networks and the Europeana Pro website. The Europeana Aggregators Forum has also been identified and added as one of the channels to reach the target audience.

ii) Organisation

This portion of the Business Model Canvas refers to three sections: 1) key partners that provide a competitive advantage, 2) key activities or steps that allows a company to move ahead to its customers and, 3) key resources that make the value proposition work.

The project identifies cultural heritage institutions as data providers, researchers in related EU projects and, consortium partners, as decisive partners to accomplish the project's goals. Newly identified partners are the national and thematic aggregators and the Europeana tasks forces. These partners will assume an essential role in populating the Open Observatory platform.

The project also recognizes activities to engage with target audiences and stakeholders, which include assemblies, working groups, workshops and meetings within the Open Observatory. During the second year of the project, a series of these activities have been organised and coordinated with the use of the platform. Some of these activities are the inDICEs Bootcamp in Barcelona[2], a series of interactive sessions in collaboration with the Europeana Impact Steering Group[3] and the policy recommendations workshops[4] that

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[1] inDICEs defines the *Special Interest Groups* as networks, associations and strategy groups. Some of these are the Europeana Network Association, FIAT/IFTA, A Soul fo Europe, among others.
[2] More information: https://participate.indices-culture.eu/conferences/InDICEsBootcamp
[3] Interactive sessions focused on the impact of digital cultural heritage as a driver of social change. More information: https://participate.indices-culture.eu/assemblies/europeanaimpactcommunity
[4] More information: https://participate.indices-culture.eu/conferences/policyrec

invited the international community of experts to collectively define the inDICEs' policy recommendations that will allow CHIs to flourish and fulfil their public mission in the digital realm.

The inDICEs policy recommendations have also been added as a key activity of the project. These are focused on four up to date areas for the Cultural heritage sector: Types of Reuse, Digitisation for Access, Ethics and Digital Public Space. The development of the policy recommendations is a work in progress and in the following months, an in-person meeting will take place to support the consultation process, as well as a closed consultation process on the Open Observatory platform with policymakers.

Finally, in addition to identifying the use of timely data, the support of a community of developers and community engagement serve as key resources. Two key resources have been added, insight into CHI operations and the platform Ambassadors that will assist in reaching the goals of inDICEs.

iii) Finances

The finances component is divided into two sections: 1) the cost structure and, 2) revenue streams. These components are currently under review and they will be finalised and updated in the next iteration of this deliverable.

4 The Key Proposition of inDICEs

As laid out in the updated Business Model Canvas, there are four concrete results that will be exploited as an outcome of the inDICEs project: The Open Observatory Platform - including the Participatory Space, the Analytics Dashboard and the Self Assessment tool -, the IP Register, the access to the Raw Data and inDICEs MOOC. This chapter briefly describes these elements and the latest updates undertaken in each element.

4.1 The Open Observatory

The Open Observatory Platform is conceptualised as an online participatory space that promotes action, facilitates moments and spaces for information, exchange and collaborations between communities and experts in the research, cultural and creative sectors. The platform is an integrated space with a unique access point that offers three functions:

1. The **Participatory Space** - a space for cultural heritage professionals, researchers and policymakers to collaborate, co-create and engage in transparent dialogue and deliberation with the Cultural Heritage community;
2. The **Visual Analytics Dashboard** - facilitating different types of individuals seeking information and visual data; and
3. The **Self-Assessment Tool** - a toolbox with recommendations, models and references. The main takeaways of each function are described hereunder.

Participatory Space

The Participatory Space facilitates the creation of a community amongst organisations and participants. It engages stakeholders to actively participate in online activities by contributing to surveys, debates, collaborations that innovate existing practices and priorities of CHIs online and offline. The main features of the participatory space, processes and assemblies, have been used in different instances to stimulate discussions and participation around the decisive topics of the project. For instance, the assembly on Empowering IPR for the Commons was created to discuss the place of Intellectual property rights in the value chain of CHI. The assembly was part of a consultation process and workshop to gather information on

how cultural institutions experience the IPR status of their collections, and what opportunities or threats they see in their efforts to engage online with their audiences.

Another example is the assembly with the Europeana Impact Steering Group where members of the Europeana Impact community were invited to discuss the sector's need and help design phase 3 of the Europeana Impact playbook. Participants were also invited to join online debates and a survey on Culture 3.0[5], aiming to collect cases of value chains generated by (re)use of digital cultural heritage in bottom-up initiatives and communities of practice. Participants can also find all the relevant information and documents about the activities on the platform.

Other activities have been created as participatory processes, such as the Self Assessment Tool Development, a process oriented around the various phases of the design and development of the inDICEs' Self Assessment Tool (SAT). This section includes information on the meetings and events related to the process and tests survey[6] to help in the development of the tool. The survey sets out to give participants a rounded perspective of what digital transformation in cultural heritage looks like - the many components possible. Institutions and practitioners are invited to complete the questionnaire to help them plan and monitor their progress in digital transformation.

Processes can be open or closed to the general public. A new closed consultation process has been created to support inDICEs policy work on digital transition and value chains in the Cultural Heritage sector. The focus of this process is to gain insights on the policy recommendations at the Europeana presidency event from policymakers and other attendees. It is expected to create more of these processes in the upcoming months.

Visual Analytics Dashboard (VAD)

The VAD was conceived as a dynamic tool that supports users' research and creativity. To facilitate the capacity of users to use the VAD for content exploration, to research topics and identify trends, the project will continue developing and integrating a "Dashboard Lite'' in the Open Observatory. The VAD Lite will include a selection of easily navigable widgets with preset topics. The topic presets, or set search filters will reflect themes of digitisation in the CHI sector. Moreover, they will help demonstrate the capabilities of the

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[5] More information: https://participate.indices-culture.eu/assemblies/europeanaimpactcommunity/f/52/
[6] More information: https://participate.indices-culture.eu/processes/selfassessmenttool/f/94/

dashboard and serve as a case study for participants to find how to gain insights and where to continue their exploration.

Currently, the Participatory Space is connected with the VAD, sending content to the webLyzard inDICEs content repository every time it is generated. This content includes new proposals and debates as well as the public comments created by any participant, which are then accessible for further content exploration through the dashboard. This communication is performed by the backend of the Participatory Space every time new content is created. In the other direction embedded visualisations accompany the creation processes on the Participatory Space, showing related content from the news and media domain, as well as from the cultural sector, in the form of keyword graphs and a geographic map[7].

Self-Assessment Tool (SAT)

The SAT was conceived as an interactive environment where cultural heritage professionals can collaboratively learn how to convert digital ambitions into digital strategies and gather data to continuously monitor their performance. Based on the user's input about their organisation's resources, infrastructure, mission, audiences and other parameters, the tool aims to provide recommendations that can be transformed into strategies for digitisation and access, audience engagement methods and business models suitable for their specific context, taking into account legal regulations in their region. The SAT is conceived as a monitoring tool and it is meant to be used continuously. As new resources are added, users will receive notifications and will be encouraged to update the survey answers at regular intervals. Therefore, users will receive an updated "result sheet", allowing them to monitor their progress.

Currently, the inDICEs is collaborating with Europeana Foundation to launch a new iteration of ENUMERATE with the use of the SAT. The information that participants enter in the tool will be saved and used in a similar way to the ENUMERATE surveys completed by DEN from 2011-2017[8]. Therefore, using the SAT to collect the new data will facilitate this process previously performed under ENUMERATE. With the new data gained in this collaboration, the SAT will also be useful for policymakers as it will show how the different member states perform.

In addition to this, the SAT will also connect to the activities in the Participatory Space to support further discussions between heritage professionals and knowledge sharing.

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[7] Example of the VAD embedded visualisations on the Participatory Space:
https://participate.indices-culture.eu/assemblies/hypotheses/f/83/proposals/158
[8] https://pro.europeana.eu/page/results

4.2 Access to Raw Data

The Open Observatory platform will provide access to and reuse data collected by third parties. During the following months, the design of the integration of the dataset collected for inDICEs into the Open Observatory will become a more central activity, in order to provide final storage to increasing number of collected datasets, open access (or alternatively open code) for purposes of the reproducibility of our scientific results, and the opportunity for any interested user to easily understand what information is archived in the datasets collected.

4.3 MOOC

The inDICEs Massive Open Online Course (MOOC), led by KU Leuven, is under development by partners of the project. The MOOC is free and open to any learner and it will be a key instrument for capacity building targeting Cultural Heritage Institutions. The online course will bring together information from the inDICEs research in educational formats, that can be used for training heritage professionals and young professionals at work in the institutions, as well as university students.

The course focuses on the indicators that individual operatives, as well as organisations, should monitor to be able to assess and improve their digital strategies. Users will be able to learn about IPR issues and relevant business modelling through the guidelines and instructional materials and will be able to apply insights to their own case study. The MOOC will run at least in three iterations, beyond the scope of the project.

It will be further explained in Deliverable 5.6 Cultural Heritage Institutions and the Digital Single Market MOOC.

5   Updated Exploitation Strategy

This chapter presents the updated exploitation strategy of the project. Based on the initial SWOT Analysis (D5.2) which identified the key strengths and opportunities of the project, this section outlines the different avenues of exploitation, a progress report and a strategy to engage with external stakeholders.

5.1 Customer Relationships

The objectives of the project are translated into inDICEs' key propositions: the Open Observatory Platform - including the Participatory space, the Visual Analytics Dashboard and the Self Assessment Tool -, the IP Register, the access to the Raw Data and the inDICEs' MOOC.

The Open Observatory platform offers an online space with functional components and tools that provide a wide range of possibilities for users and for future avenues for exploitation. From the access to collected data throughout the project, engage in discussions relevant to the CHI sector, to the possibility to network or find inspiration for a diverse range of projects. The platform also serves as a hub with easy access to all the inDICEs key propositions (i.e. the MOOC).

As previously outlined in D5.2, members of the consortium worked on these avenues by creating "personas". In line with the activities, certain profiles were highlighted such as individuals who work in and with cultural heritage institutions (CHIs, policymakers, artists and cultural heritage makers, and researchers). These "personas" are translated to the identified stakeholders and audiences on the D5.1 communication plan, which are relevant for the overachieving objectives of the project. Students and young professionals and Special interest groups have been identified as relevant stakeholders. This exercise has facilitated identifying the uses and exploitation of the Open Observatory platform and key propositions from one profile to another, including what might be issues and challenges that a user faces.

In this section, we outline the key stakeholders and audiences that could be potential users on the Open platform and benefits they can acquire from all the inDICEs key propositions. Additionally, in deliverable 5.2 we extend on the proposed ideas on how the platform can be sustained after the project. The working premise, currently, is that the Open Observatory will remain open and free to use for all users.

Stakeholder	Relevant Key proposition	Engagement (Takeaways and use of the key propositions)	Channels (how we will communicate with the stakeholder)
Researchers	Researchers could make use of the Participatory Space, the VAD and the available Raw Data on the Open Observatory Platform for their day-to-day activities.	Online events and workshops have been organised inviting participants to add their thoughts and inputs on specific topics in the Participatory Space. The aim is to promote debates and discussions that could translate into collaborations between participants. Researchers have the inclination towards more curated content, access contacts, streamlined conversations and work areas and collaborations. Researchers can access these conversations, both as participants and as observers. The information available could be used as a tool for qualitative research. The Participatory space also works as an arena to network and create synergies with other users. The VAD offers visual data of specific trends and topics. This information can be accessed by researchers and used in their working documents. Finally, researchers will have access to different data, from raw ones to case studies, with different filtered criteria, and the ability to play with it and be part of a working group in the platform.	Different channels will be used to communicate with this target audience: with the use of partners' networks who collaborate in research projects and with universities, Europeana Pro and their communities (in particular the Europeana Research community) and social media.
Policymakers	Policymakers related to the CH sector can benefit from using the Open Observatory platform as a reliable and convenient source of information regarding Cultural's challenges and propositions. The platform can also function as a channel of direct connections with the Cultural sector's practitioners.	Legislators will have access to studies, narratives, data from CHIs, indicators, and access to new and relevant contacts. Besides the complete information, they will be able to find *quick to read and exploit* data. With the use of the VAD and the available Raw Data, they will be able to draw conclusions out of comparisons and evaluations of different situations and gain a better and clearer insight into the economic and social impact digital cultural heritage may achieve. In addition to these features, policymakers will have access to the inDICEs' policy recommendations, which will be easily accessible and downloadable on the platform. Policymakers will be able to start discussions or debates around particular themes with the participatory platform. They will gain immediate input from the CH field. On the D5.2 we proposed as an exploitation strategy, that policy-makers and legislators	Communication with legislators and policymakers will happen via the project partner's networks and the Europeana Aggregator Forum networks and channels.

	Access to VAD and Raw Data will also be suitable.	working on infographics of treated data could access it in different monetized ways, however, it has been decided that the Open Observatory platform will remain open and free.	
Cultural Heritage Institutions & Practitioners	As a key stakeholder for the project, the CHI and practitioners could benefit from using the Open Observatory Platform and all its features (The SAT, Participatory Space). They are also a key target of the inDICEs MOOC.	CHI and practitioners remain as one of inDICEs' key stakeholders. In their case, the Open Observatory facilitates hosting and organising workshops and activities. These stakeholders can participate in these events by signing up on the platform. The Participatory Space facilitates debates and consultations, providing an opportunity for partners and CH practitioners to engage in discussions, to better understand the needs, concerns and wishes of CHI professionals regarding key topics like IPR and crowdsourcing. Stakeholders will be invited to continue engaging with the platform in the upcoming months, with a series of workshops focused on GLAM and IPR. The first iteration of the SAT will be launched in collaboration with ENUMERATE. With the SAT, CHI will be able to gain a better perspective of their organisation in terms of digitisation. They will be able to prepare and transform the recommendations into strategies for digitisation and access, audience engagement methods and business models suitable for their specific context. The MOOC will also provide key information for training heritage professionals and young professionals at work in the institution.	Different channels will be used to communicate with this target audience: with the use of partners' network, Europeana Pro and their communities, as well as the Europeana Aggregator Forum. Social media and other events will remain a constant channel of communication.
Creative communities & artists	The Participatory Space has been identified as a key proposition for these stakeholders.	The Creative communities and artists are identified as stakeholders with a need to engage and amplify their impact whether it be in terms of audience or collaboration with other actors and institutions. The interaction seemed to be essential for what would best serve artists or artist communities' interests and sustainability. Therefore, the Participatory Space will serve as an effective space to engage and network with others of the community and with relevant communities and cultural institutions. Moreover, they can use the space to share, collaborate and create synergies with fellow creatives.	Social media and outreach events will be used as the primary channel of communication.
Special interest groups	The Open Observatory Platform and all its features	Special groups refer to different networks and associations related to the field, such as the Europeana Network Association, FIAT/IFTA, among others. In the past year, one of the main activities has been the collaboration between inDICEs with the Europeana Impact Steering Group. Both parties have hosted a series of interactive	Different channels will be used to communicate with this target audience: with the use of partners'

		sessions with the use of the Participatory Space, where they engaged in talks about the impact of digital cultural heritage as a driver of social change. The same Europeana steering group participated in the inDICEs Boot Camp hosted by Platoniq. This exercise is part of the strategy to facilitate the onboarding of these communities to the Open Observatory. Other online activities with networks have invited participants to collaborate on the Participatory Platform and with the SAT, such as the case of NEMO and in the future, meetings with the Culture Action Europe. With the new iteration of the SAT, in collaboration with ENUMERATE, new networks and communities will be invited to join the Open Observatory.	networks, Europeana Pro and their communities, as well as the Europeana Aggregator Forum. Social media and events are also key channels.
Students & Young Professionals	The Open Observatory and the inDICEs MOOC	The students and young professionals can create connections and engage with CHI on the Open Observatory. As part of the onboarding strategy, a selected group of these stakeholders will be invited to participate in a special workshop to use the Open Observatory. The workshop will also use content based on the MOOC. Students and young professionals will be invited to continue the learning by signing up for the MOOC.	KU Leuven will promote the MOOC with their students. Europeana Pro will also be a relevant channel.

6 Sustainability

This section describes different sustainability pathways of the inDICEs key propositions. First, the IP of each of the key propositions is outlined. Secondly, the sustainability strategy will be described. The table below has been updated by adding both the IP status and the sustainability strategy of the key propositions. The inDICEs' MOOC has also been included to the table.

Project result/deliverable/ component	Partners involved	IP status	Sustainability strategy
Self Assessment Tool	KU Leuven & Platoniq	MIT Licence[9]	The working premise is that over time this will be included in the Data Space for Cultural Heritage (i.e. Europeana Core Service)
Participatory Space	Platoniq	GNU Affero General Public Licence	
Analytics Dashboard	webLyzard	Used under licence	To be determined. A contract for hosting and support will be agreed with WLT.
Access to raw data	various	various	The working premise is that we use open repositories, f.i. Hosted by academia.
MOOC	KU Leuven & various	CC-BY	Hosted in the edX platform for three years

6.1 IP Register

The Intellectual Property Register refers to all IP rights from patents, registered copyrights, to business names and domain names, that have been registered or issued under the authority of a governmental entity. This section presents an update on the IP status of the inDICEs' key propositions.

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[9] https://opensource.org/licenses/MIT

Self-Assessment Tool (SAT)

The plan to publish the inDICEs Self Assessment Tool under the MIT Licence remains the same as D5.2. More details on the conceptualization and specifications of the SAT is defined in **Deliverable 3.4 inDICEs Self-assessment tool: specifications.**

Participatory Space

The **Participatory Space** is based on the software Decidim[10], and the license remains under the GNU Affero General Public Licence terms[11]. This licence forces any derivative work to be shared under the same terms, therefore, the source code of the platform is published in a Github repository.[12] In case of further changes will be reported in the next iteration of this deliverable.

Visual Analytics Dashboard (VAD)

The visual analytics dashboard is proprietary IP of *webLyzard technology* but can serve as a publicly available access and distribution mechanism for open content resources. The *Lite Version* of the VAD, providing a more linear user experience as compared to the more complex desktop version, is currently under development and will be fully integrated into the Open Observatory. It will unlock the core features of the dashboard for a much wider range of users, without the need for a lengthy introduction of a training workshop. The usage conditions of this version will be included in the final iteration of this deliverable.

Raw data

Project partners aim to make available on the Open Observatory, Raw Data with some form of open licence. However, the official IP register of the Raw Data is still to be determined. It is expected that the IP register will be considered on a case-by-case, depending on the constraints of each available datasets. In the case of the Wikipedia derived data, the licence will be CC0. More information on the different raw data sets and their respective IP register, will be provided in the next and final iteration of this deliverable.

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[10] http://decidim.org
[11] https://www.gnu.org/licenses/agpl-3.0.en.html
[12] https://github.com/Platoniq/decidim-indices

The MOOC will be made available on edX.org, an open online course provider that hosts online university-level courses in a wide range of disciplines to a worldwide student body, including some courses at no charge. The MOOC will have a CC-BY licence but will be revised in the next iteration of this deliverable.

6.2 Sustainability avenues

This section presents the updated strategy to integrate the inDICEs Open Observatory in the Europeana Core Services.

6.2.1 Integrating of the Open Observatory in the Europeana Core Services

The Europeana Foundation (c.60 staff, 20 nationalities, based in The Hague) operates the Europeana core service platform with 21 partners. Supporting the digital transformation of the Cultural Heritage Sector, Europeana supports and delivers services to stakeholders such as policy makers and cultural heritage institutions.

Concurrently with the iterative development of the Open Observatory, Europeana Foundation will continue to work with the other inDICEs partners to address the operational and strategic considerations of connecting the Open Observatory with the Europeana core service platform. Europeana remains committed to supporting services, such as the Open Observatory, that can provide potential long term value to the delivery of the core service platform. An outline of the principles, efficiencies, and considerations are detailed below.

There are possibilities for efficiency gains and connections with the existing core service platform infrastructure that further reinforce the value of integration of the Open Observatory (also identified in 5.3, Special Interest Groups) such as with the alignment with the ENUMERATE Observatory, and with the Europeana Network Association Impact Community.

The case of ENUMERATE provides us with a basis to test scenarios for integration, for example:

- Establishing strong connections between inDICEs partners and their network through supporting the continuation of the data collection and outreach of the ENUMERATE survey as part of the Open

Observatory. The upcoming (2022) ENUMERATE survey will be available on the inDICEs Open Observatory Platform in a space shared with the Self Assessment Tool. The survey will be cross-linked on Europeana Pro and the integration will be supported through a promotional campaign, involving the inDICEs partners. Towards the end of the inDICEs project, further integration with the Self Assessment Tool will be tested.

● The project partners will make the data available to Europeana Foundation staff to complete the ENUMERATE report in July 2022.

● When the final analysis of ENUMERATE data has been completed in September 2022, the results can be visualised and further integration tested with the Open Observatory as well as with the Visual Analytics Dashboard. The 2022 ENUMERATE data will be available to be used as the benchmark in the Self Assessment Tool (SAT).

● The ENUMERATE results, as visualised in the Open Observatory, could then be used by the Europeana Network Association Impact Community, where members share a mutual interest in gaining a better understanding of the process and benefits of data collection around the digitisation of cultural heritage, as an example of data collection and analysis.

Sustainable integration of the Open Observatory with the Europeana core service platform requires a clear division of the maintenance responsibilities between the project partners:

● Technical: The Open Observatory and its components (e.g. the Visual Analytics Dashboard) will be operated and supported by relevant inDICEs partners beyond the end of the project.
● Economic: The economic model to self-support this is under development and will require further consideration by all partners.
● Governance: There is a need to create a governance or community structure to monitor the participatory element of the Open Observatory according to community guidelines. Such a structure is a subject of further discussions between the project partners.

These three steps will be explored throughout the final year of the project.

7   Conclusions

In conclusion, the deliverable describes the progress undertaken in the second year of the inDICEs project and the next steps to guarantee the uptake of the project outcomes. The document presents an updated Business Model Canvas, including the inDICEs' MOOC as a new key proposition and identifies two new stakeholders (Students & young professionals and special interest groups). A new outline with stakeholders, as potential users on the Open Observatory platform and key propositions, is introduced as part of the exploitation strategy. Moreover, progress has been made in the development and integration of the new version Lite of the Visual Analytics Dashboard (VAD) to the platform. The data will be available for users in the open Observatory and further explorations on visualising the data will take place in the near future.

Finally, new possibilities for efficiency gains and connections have been explored to connect the Europeana core service platform infrastructure with the Open Observatory. Plans to launch the next ENUMERATE survey with the Self Assessment Tool (SAT) are underway. The details related to the long-run management of the platform are still to be determined by the consortium. This document serves as the second version and will be updated in the following year and delivered on M36, with a concrete business plan.