



# FUMAGABA

## Final Narrative Report

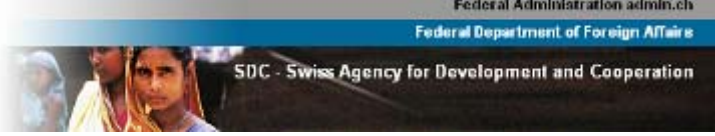
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## SUMMARY

The Conference of European National Librarians ([CENL](#)) is an association of the national libraries of Europe and has created [The European Library](#) portal which offers access to the combined resources of the national libraries of Europe. [FUMAGABA](#) is a project funded by [The Swiss Agency for Development and Cooperation](#) and run by The European Library Office. The FUMAGABA project (2008-2009) paved the way for 8 national libraries from Eastern Europe (Albania, Bosnia and Herzegovina, Armenia, Azerbaijan, Georgia, Former Yugoslav Republic of Macedonia, Moldova and Ukraine) to become full participants of The European Library. The funds provided by the Swiss agency covered the membership fees of the national libraries to The European Library for 3 years as well as the expenses as regards the human, content, development, translation and promotional workload involved in the process of integration of new participants and their collections in The European Library. The FUMAGABA project was realised thanks to the valuable efforts of the [Swiss National Library](#).

## INTRODUCTION

This FUMAGABA project report describes the developments, goals and achievements of the FUMAGABA project (January 2008 - June 2009). The [six<sup>1</sup>](#) and [twelve<sup>2</sup>](#) month progress reports offer more detailed information about tasks performed within these specific timeframes. To be able to conclude the main project activities, the project was extended to allow The European Library as well as the partner libraries a longer period for the finalisation of activities and for capturing these activities for final reporting. Therefore, this report covers the entire period of January 2008 – December 2009.

The reasons to run the ambitious FUMAGABA project were twofold; on the one hand it was intended for the target libraries and potential end-users and on the other hand for The European Library and the Conference of European National Librarians. CENL has the strategic aim to expand The European Library to include the National Libraries from all CENL member states. The 8 target libraries were among the last CENL members that were not yet Full Partners of The European Library platform. The financial support from the Swiss Agency for Development and Cooperation (SDC) greatly contributed to the integration of these libraries into The European Library.

The collections from the FUMAGABA libraries were relatively unknown to (potential) European end-users. Because there was no established collaboration (on operational levels) between the 8 countries and The European Library, the target libraries were missing an excellent opportunity to promote their collections to wider European audiences in an effective way. End-users also were missing out on potentially interesting materials from these libraries. This project provided a very good opportunity for the target libraries to draw attention to their cultural resources on a pan-European scale and for end-users to discover the richness of these new collections. The overall goals below describe the starting point of the project and its prospects.

### OVERALL GOALS OF THE PROJECT

- The project is aimed at *widening access to multi-cultural European public sector content* by extending The European Library service to include the collections, including the digital collections, of the national libraries of the 8 FUMAGABA target countries, thus bringing 46 of 48 European countries into the service before the middle of 2009 and consolidating the sustainability of the service.
- It plans to further enhance access by continuing to *develop the multi-lingual capacities* of The European Library portal. Multilingual issues will be addressed both by adding content in up to 8 new languages and by improving the user interface.
- The project aims to *promote standardisation* in the fields of metadata, collection descriptions and collection access protocols in the 8 target countries and to open up the national collections on a European level
- The project aims *to promote and increase the use and awareness of the extended The European Library service* in the target countries and worldwide.

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<sup>1</sup>[http://www.theeuropeanlibrary.org/portal/organisation/cooperation/fumagaba/members\\_only/documents/FUMAGABA%201stNarrativeReport.pdf](http://www.theeuropeanlibrary.org/portal/organisation/cooperation/fumagaba/members_only/documents/FUMAGABA%201stNarrativeReport.pdf)

<sup>2</sup>[http://www.theeuropeanlibrary.org/portal/organisation/cooperation/fumagaba/members\\_only/documents/FUMAGABA\\_2ndNarrativeReport\\_Final.pdf](http://www.theeuropeanlibrary.org/portal/organisation/cooperation/fumagaba/members_only/documents/FUMAGABA_2ndNarrativeReport_Final.pdf)

- Through the FUMAGABA project The European Library *can make a bigger contribution to [Europeana](#) the European Digital Library*, as the concept is currently gaining momentum. It will support CENL in leveraging its influence to finding solutions at European level to policy issues crucial to the development of Europeana.

## START UP: WELCOME NEW MEMBERS! MEETING AND WORKSHOPS

One of the first tasks during the first twelve months of the project was the creation of a project website ([www.theeuropeanlibrary.org/fumagaba](http://www.theeuropeanlibrary.org/fumagaba)) by the TEL Office and the set up of necessary communication mechanisms for the information flow (Milestone 1). This was followed by an introduction period and distribution of the Requirements Analysis Questionnaire (Task 2).

On March 26-28, 2008 the TEL Office organised the *Welcome New Members! Meeting and Workshops* (Milestone 2), which took place in the National Library of The Netherlands in The Hague. 13 representatives from the 8 libraries attended the meeting<sup>3</sup>. The Workshop, together with the Technical Working Group of The European Library and the Swiss National Library, was organised to resolve remaining issues and share the expertise and experience of the existing Full Members of The European Library.



*Knowledge Sharing Workshop, The Hague*

The workshop was a great success and covered amongst other things, an exchange of knowledge about development and activities in areas such as digitisation, projects, national and international collaboration, marketing, etc. in the partner countries and national libraries. [The Requirements Analysis Questionnaire](#) was explained, which was the most important source of information for knowing which collections would be integrated in the portal and also for planning the workload for both the partner libraries and The European Library office.



*Peace Palace, The Hague*

A social activity took place on the last day, i.e. a group visit to the Peace Palace in The Hague followed by a lunch at Scheveningen beach.

Following the Welcome New Members! Meeting and Workshops in The Hague, The European Library Office developed individual implementation plans with each target library, based on the Requirements Analysis Questionnaires. The individual implementation plans covered human, technical and content development needs for integrating the collections of each library. The [Overall FUMAGABA Libraries Implementation Plan](#) (Deliverable 1) was delivered in April-May 2008 and explained in a concise way the various areas of work in the process of transition from basic to full participation in The European Library with an emphasis on the integration of the libraries' collections.

<sup>3</sup> In Appendix 1 there is a list of the participants.

## COLLECTION INTEGRATION

A major aspect in the FUMAGABA project is to make the collections of the partner libraries accessible via The European Library portal. This involves more specifically the implementation of technical infrastructures, metadata and collection descriptions (Task 4).

The starting point for this task was to collect the relevant information from the partners to specify the developments needed in each target library and plan on timings (Task 3). The Requirements Analysis Questionnaires formed the basis for the Overall FUMAGABA Libraries Implementation Plan, which included the following main elements for the integration of collections:

- Implementation of technical protocols for searching the collections
- The integration of the collections and the collection descriptions according to [The European Library Application Profile for Collections](#)
- Metadata and compliance to [The European Library Application Profile for Objects](#)
- Character sets, Unicode and diacritics

The Overall FUMAGABA Libraries Implementation Plan included three main timings for the accessibility of collections via The European Library. Firstly, the start of the implementation phase from June 2008 followed by three target libraries' collections accessible via the portal by September 2008 (Milestone 3) and finally all 8 target libraries Full Members of The European Library with their collections accessible via the portal by June 2009 (Deliverable 2).

A gradual integration of the collections of the libraries was necessary to guarantee enough attention and support to each individual library from the TEL Office side. (see table below) Teleconferences kicked off the integration start dates for the national libraries and continuous contact between the TEL Office and the partner libraries was established.

	Order of integration of new countries	Integration start date
1	Bosnia and Herzegovina	04/06
2	Georgia	18/06
3	Azerbaijan	16/07
4	Macedonia	02/10
5	Ukraine	05/11
6	Armenia	19/11
7	Albania	03/12
8	Moldova	17/12



Milestone 3 was reached by September 2008 with the collections of the three national libraries, Bosnia and Herzegovina, Georgia and Azerbaijan, integrated in The European Library portal. The collections included [The Catalogue of the National and University Library of Bosnia and Herzegovina](#), [The Georgian Digital Collection of Theses and Printed Books](#) and [The Electronic Catalogue of the National Library of Azerbaijan](#), which showed at an early stage of the project a unique range of new collection material searchable through The European Library. The results of this Milestone were presented at the CENL meeting in September 2008.

*National and University Library of Bosnia and Herzegovina,  
The Catalogue of the National and University Library of Bosnia and Herzegovina*

As a result of the FUMAGABA project all 8 target libraries are now full participants of The European Library with their collections accessible via The European Library [portal](#), either browse-only or searchable. The collections that are currently browse-only and intended to become searchable will be made searchable during 2010. The four main aspects of the integration of collections are described in detail below.

## IMPLEMENTATION OF TECHNICAL PROTOCOLS FOR SEARCHING THE COLLECTIONS

The first step in the process to integrate the collections was to adapt to the technical infrastructures of The European Library portal environment. The Requirements Analysis Questionnaire from each country provided The European Library with an overview of the different protocols through which the libraries planned to make their collections available. The table below shows the number of collection intended to be made available as it appeared at the beginning of the project, May 2008.

	<b>Total number of collection descriptions to be written = number of collections</b>	<b>18</b>
	Number of Browse-only/WWW collections	2
	Number of searchable collections	16
	- Accessible via OAI	11
	- Accessible via SRU	0
	- Accessible via Z39.50	5
	Number of collections with digital content	9

The detailed table overview in chapter [Integration of the Collections and Collection Descriptions](#) shows the actual integrated collections of the partner libraries of the FUMAGABA project to date.

## Access Protocols

The European Library gives access to both searchable and browse-only collections. For searchable collections, The European Library provides three main access protocols to collections in the portal: the Open Archives Initiative Protocol for Metadata Harvesting (OAI-PMH), Z39.50 or Search/Retrieve via URL (SRU). The choice of the communication protocol greatly influences the functionalities that the TEL portal can provide to the end-user. Although all three protocols provide a standard for communication between the portal and the libraries' systems, the underlying communication paradigm is substantially different. While OAI-PMH's design allows the portal to harvest all metadata records from the libraries into a central repository, Z39.50 and SRU were designed for remote search and retrieval, therefore metadata records remain only at the data provider.<sup>4</sup>

For the collections of the FUMAGABA partner libraries, only browse-only, Z39.50 and OAI-PMH was applicable. The next step in the collection integration process was to implement the communications protocols with the National Libraries, as described below.

### Z39.50

If it was intended to provide access to a catalogue or database using the Z39.50 gateway, the libraries were asked to fill in the [Gateway Parameters Questionnaire](#) to include the essential information (e.g. Catalogue title, Server address, Port number, Z39.50 database name) for setting up a gateway.

Two scenarios are identified where metadata harvesting via Z39.50 can be used in The European Library. In the first scenario, metadata harvesting via Z39.50 is deployed at the library. That is, the library harvests its own Z39.50 server, and makes the harvested metadata available to The European Library by OAI-PMH. In this scenario, the Z39.50 harvester is a form of middleware between the library management system and the OAI-PMH server of the library. In the second scenario, metadata harvesting via Z39.50 is deployed at The European Library. In this scenario, the Z39.50 harvester will be integrated in the central metadata harvesting infrastructure of The European Library.<sup>5</sup>

Guidance was given by The European Library in assisting the libraries to make their catalogues available via this protocol.

### OAI-PMH

The FUMAGABA partners were encouraged to take the opportunity of the project to make their metadata accessible via OAI-PMH, rather than via Z39.50 or SRU. There are several reasons why The European Library recommended OAI-PMH, these are; *usability* (advantage of a central index), *speed* (quicker search results), *on-the-fly added value* (suggesting to end-user potentially interesting objects or related collections the user did not actively search for) and *Indirect added value* (log file analysis to see what users are searching for). As a result of this recommendation, for instance the National Library of Moldova adopted the OAI-PMH access protocol.

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<sup>4</sup> Nuno Freire(BNP), Diogo Reis(IST), TELplus, *D-2.3: Guidelines for preparing a Z39.50/SRU target to enable metadata harvesting*, p.4.

<sup>5</sup> Nuno Freire(BNP), Diogo Reis(IST), TELplus, *D-2.3: Guidelines for preparing a Z39.50/SRU target to enable metadata harvesting*, p.11.

As for accessibility via OAI-PMH, the libraries were asked to set up repositories for their collections. Instituto Superior Técnico in Portugal developed within TELplus WP2 (Improving the usability of The European Library through OAI-PMH compliancy) a stand alone server for The European Library called [REPOX](#). It provides a simple open-source solution to import, convert and expose bibliographic data via OAI-PMH. It aims to make the process of installing and maintaining an OAI server as easy as possible, without even requiring any software programming. The FUMAGABA partner libraries were able to make use of REPOX to accommodate the set up of their OAI-PMH repositories to the exterior. On occasion, direct contact with the developers at IST Portugal was established to solve any REPOX related issues. Once the OAI-PMH repositories were installed, tests were performed with small data sets to see if export was possible. If no problems occurred, the TEL Office was informed by the technical representative of the national library that the repositories were ready for harvesting.

## Browse-only



*National Library of Albania, Digitised alphabetical and subject card catalogue of the Special Collections*

Browse-only collections are collections that can't be harvested via OAI or searched via SRU or Z39.50, but that can be browsed (or searched) via a local web interface (WWW). To make collections browse-only via The European Library portal a consistent link to the collection homepage is needed. Via The European Library Handbook the collection URLs were added by the National Libraries, together with a title and description of the collection, as explained in the following paragraph. Browse-only collections can only be searched via a local interface, however, the submitted titles and descriptions of the collections are available via the TEL portal, which allows the user to find results within these descriptions or titles.

An example of a browse-only collection is the [Digitised alphabetical and subject card catalogue of the Special Collections of the National Library of Albania](#), which includes Manuscripts, Antiquary, Maps, etc. (see image left),

Also, the [Digital Collection of Postcards](#) from the National Library of Moldova shows excellent examples of digital material, which includes postcards that show images of the old city Chisinau – the capital of the Republic of Moldova. (see example below). This collection was made available as a browse-only collection in the course of 2009 via the TEL portal, but has now been converted to a searchable collection via OAI-PMH protocol thanks to the efforts of the National Library of Moldova.



*National Library of Moldova – Digital Collection of Postcards from Moldova*

## INTEGRATION OF THE COLLECTIONS AND COLLECTION DESCRIPTIONS

At the start of the FUMAGABA project a total amount of 19 collections, out of which 16 searchable, were expected to be submitted by the project partners. During the course of the project this number has been updated to a total of 18 collections, while the two collections from the National Library of Armenia were combined into one searchable collection. An updated table overview of the “Numbers and overview of collections to be included in The European Library by FUMAGABA Partners- January 2008- December 2009” is given in the table below. This shows the continuous efforts and timings, but also updated access protocols and amounts of data as of December 2009.

Overall, the integration of the collections and collection descriptions into The European Library has been realised without major difficulties. Occasionally, the process was slowed down to due to e.g. staff changes at either the partner libraries or The European Library. The language barrier sometimes proved to be a challenge, but was always overcome via e.g. change of communication methods (email/chat rather than telephone conversation) or assistance from within the partner organization or TEL. Occasionally, after integration of partner collections into The European Library, the access to the collections was disrupted due to failure in the access protocol (gateway not accessible, server problems, etc.). Once these difficulties were detected, the already established direct contact between the partner libraries and The European Library was valuable to solve these technical issues. While technical failures cannot be foreseen a continuous contact between the partner libraries and The European Library is vital to monitor, detect and solve these occurrences. Therefore, the account coordination (see p. 31) between the partner libraries and The European Library is of great importance.

While all collections from the partner libraries are integrated into The European Library, either as browse-only or searchable, some collections that are currently browse-only and meant to become searchable, will be made searchable in the course of 2010.

### **Numbers and overview of collections included in The European Library by FUMAGABA Partners - January 2008- December 2009.**

For each collection the available access protocols are listed. The table also indicates if a collection contains digitized materials

•	Collection is accessible, will be accessible or is likely to be made accessible via this protocol (as of December 2009) For the column <i>Digitized objects</i> it indicates that the collections contains digitized materials (images, PDFs, full text books, etc...)	
○	Collection is not accessible now and will not be made accessible via this protocol (in the course of 2010) For the column <i>Digitized objects</i> it indicates that the collections does <i>not</i> contain digitized materials (images, PDFs, full text books, etc...)	
	<b>Total number of collection descriptions to be written = number of collections</b>	<b>18</b>
	Number of Browse-only/WWW collections	2
	Number of searchable collections	16
	- Accessible via OAI	11
	- Accessible via SRU	0
	- Accessible via Z39.50	5
	Number of collections with digital content	9

AL ALBANIA						
<i>ID</i>	<i>Collection name</i>	<i>Digitized objects</i>	<i>OAI</i>	<i>SRU</i>	<i>Z39.50 central</i>	<i>WWW Browse-only</i>
AL1	Online Catalogue of National Library of Albania	○	●	○	○	○
AL2	Digitised alphabetical and subject card catalogue of the Special Collections (Manuscripts, Antiquary, Maps, etc.) of the National Library of Albania	●	○	○	○	●

<b>AM ARMENIA</b>						
<i>ID</i>	<i>Collection name</i>	<i>Digitized objects</i>	<i>OAI</i>	<i>SRU</i>	<i>Z39.50 central</i>	<i>WWW Browse-only</i>
AM1	Union Catalogue of the 12 major libraries of the Republic of Armenia	○	○	○	●	○
<b>AZ AZERBAIJAN</b>						
<i>ID</i>	<i>Collection name</i>	<i>Digitized objects</i>	<i>OAI</i>	<i>SRU</i>	<i>Z39.50 central</i>	<i>WWW Browse-only</i>
AZ1	Electronic Catalogue of the National Library of Azerbaijan	○	○	○	●	○
<b>BA BOSNIA AND HERZEGOVINA</b>						
<i>ID</i>	<i>Collection name</i>	<i>Digitized objects</i>	<i>OAI</i>	<i>SRU</i>	<i>Z39.50 central</i>	<i>WWW Browse-only</i>
BA1	Catalogue of the National Library of Bosnia and Herzegovina	○	○	○	●	○
<b>MK FYRO-MACEDONIA</b>						
<i>ID</i>	<i>Collection name</i>	<i>Digitized objects</i>	<i>OAI</i>	<i>SRU</i>	<i>Z39.50 central</i>	<i>WWW Browse-only</i>
MK1	Main Catalogue of the National and University Library of the Republic of Macedonia	○	○	○	●	○
MK2	Union Catalogue of the Republic of Macedonia	○	○	○	●	○
MK3	Old Slavic Manuscripts	●	○	○	○	●
<b>MD MOLDOVA</b>						
<i>ID</i>	<i>Collection name</i>	<i>Digitized objects</i>	<i>OAI</i>	<i>SRU</i>	<i>Z39.50 central</i>	<i>WWW Browse-only</i>
MD1	Online Catalogue of the National Library of the Republic of	○	●	○	○	○

	Moldova					
MD2	The collection of the old national periodicals from Moldova	•	•	○	○	○
MD3	Digital collection of postcards from Moldova	•	•	○	○	○
MD4	Digital collection of folk songs	•	• (During 2010)	○	○	○
<b>UA UKRAINE</b>						
<i>ID</i>	<i>Collection name</i>	<i>Digitized objects</i>	<i>OAI</i>	<i>SRU</i>	<i>Z39.50 central</i>	<i>WWW Browse-only</i>
UA1	The abstract database of Ukrainian scientific studies	○	• (During 2010)	○	○	•
UA2	Full text database of Ukrainian scientific studies	•	•	○	○	○
<b>GE GEORGIA</b>						
GE1	The Catalogues of National Parliamentary Library of Georgia	○	• (during 2010)	○	○	•
GE2	The Georgian Digital Collection of Theses and Printed Books	•	•	○	○	○
GE3	The Digital Library of Civil Education	•	•	○	○	○

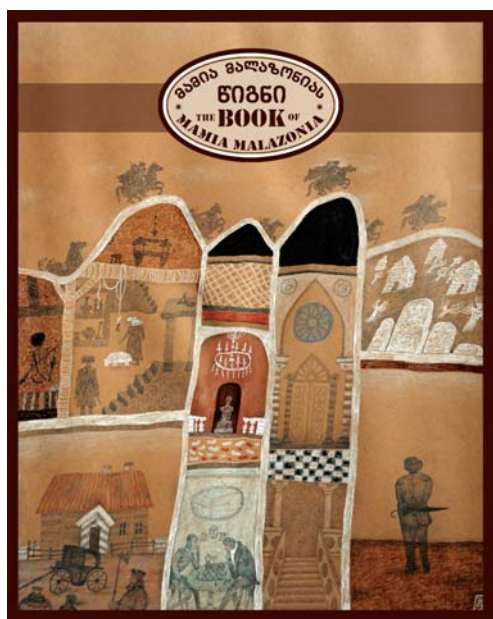
GE4	The Digital Library of Georgian Literature	•	•	○	○	○
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## Collection Descriptions

In order to be included into The European Library portal the partner libraries were asked to submit complete and rich collection descriptions and titles in their native language and in English. The European Library's distributed search function is based on the selection of the collections provided by the libraries. While The European Library provides access to a great variety of collections, for a user to be able to perform a more focused search, descriptions on a collection level are of vital importance.

A collection description within The European Library environment is a metadata record providing a description of the content of a collection in a structured way, in XML format and compliant with The European Library Application Profile for Collection Descriptions. [An Application Profile is the "assemblage of metadata elements selected from one or more metadata schemas and combined in a compound schema", according to the Dublin Core Metadata Initiative]. The European Library has developed two Application Profiles, based on Dublin Core elements; one for collection descriptions and one for objects.

The partner libraries all submitted their collection descriptions via The European Library Handbook in time and according to the Application Profile. The Handbook provided extra help texts for the procedure to submit or create the collection descriptions. The in-house expertise of The European Library Office was also available in the process of creation and review of these descriptions. In addition to the description of the collections, logos were provided by the libraries and were included as visual identifier of the individual collections.



National Library of Georgia - The Georgian Digital Collection of Theses and Printed Books

The complete overview of Collection Descriptions and Titles from the FUMAGABA partner libraries can be found on the Collections page in The European Library: [http://search.theeuropeanlibrary.org/portal/en/collections\\_all.html](http://search.theeuropeanlibrary.org/portal/en/collections_all.html)

The English collection descriptions that were submitted were also used for the translation project as described in the chapter [Translations](#), which resulted in the translation of all available collection descriptions into the 35 languages.

## METADATA AND COMPLIANCE TO THE EUROPEAN LIBRARY APPLICATION PROFILE FOR OBJECTS

Another step in the process of integrating the collections was to make the metadata of the FUMAGABA collections compatible with the TEL Application Profile for Objects. This Application Profile is also based on qualified Dublic Core and has some additional TEL elements. The metadata of

the partners needed to be mapped and cross-walked from their local format to the TEL Application Profile.

If the metadata formats were UNIMARC, MARC21 or COMARC and the partners used Z39.50 to submit their collections, they were able to perform conversion of these record formats via the SRU/Z39.50 gateway to the TEL Application Profile including character set conversions.

## CHARACTER SETS, UNICODE AND DIACRITICS

Since The European Library portal provides searching facilities from all European countries, multilingualism has become an asset. As a consequence, character sets acceptance for searching is a must. Lots of efforts have been made to tailor The European Library infrastructure to Unicode/UTF-8 as the default character set. The FUMAGABA partners were made aware of the fact that any incompatibilities between their library systems & character sets and The European Library infrastructure had to be adjusted where necessary.

Additionally, The European Library created a virtual keyboard, which is available from the TEL homepage. The virtual keyboard helps users to include special characters in their searches, i.e. characters that are not supported in their own native keyboards. The national libraries provided information on their native alphabet, including which Unicode codes correspond to each letter.

## FULL MEMBERSHIP

All CENL partners are part of The European Library network; partners can be either Full Participants or Basic Participants. The digital collections of Full Participants are accessible through the HOME and COLLECTIONS pages of The European Library website. An additional and separate subscription guarantees full participation in The European Library. Basic participants on the other hand benefit from The European Library services through LIBRARIES pages exposure and web exhibition space representation. Deliverable 2 within the FUMAGABA project is that all target libraries are Full Participants of The European Library by June 2009, with their collections accessible via The EuropeanLibrary.org. This Deliverable has been completed successfully; all FUMAGABA target libraries are Full Participants and all the collections are accessible via The European Library service.

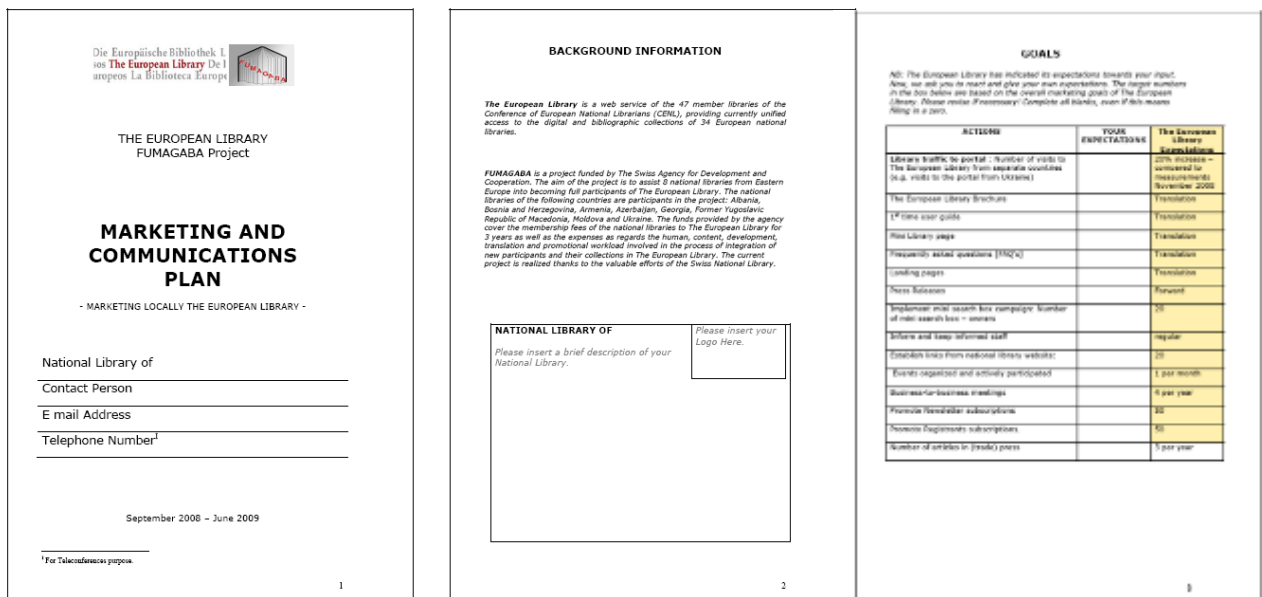
One of the advantages of being a Full Participant of The European Library is that the national libraries are entitled to nominate representatives to the working groups which are set up to for instance share expertise and discuss new developments and standards. Currently the following Working Groups exist: the Contacts Working Group, the Technical Working Group (with the Metadata Working Group as subgroup) and the Editorial Working Group. Full participants are in addition eligible to represent CENL on The European Library Management Committee and therefore have a say in the set-up of the Management Committee through its election. See the Terms of Reference for further details: [http://www.theeuropeanlibrary.org/portal/organisation/for\\_partners/meetings/mcm20090713/Terms%20of%20reference\\_MC\\_July09\\_final%20version.doc](http://www.theeuropeanlibrary.org/portal/organisation/for_partners/meetings/mcm20090713/Terms%20of%20reference_MC_July09_final%20version.doc).

During the course of the FUMAGABA project, the national libraries have nominated representatives for the Working Groups of The European Library. An active participation from the FUMAGABA project partners has already been established in the groups, for instance the participation of several partners during the Technical Working Group meetings in Lisbon (2008) and Paris (2009) with representatives for example from Armenia, Georgia, Moldova, Ukraine and Azerbaijan.

# MARKETING & COMMUNICATIONS

## INTRODUCTION

Milestone 4 of the FUMAGABA project was to write a local Marketing and Communications plan according to the project Description of Work. In September 2008 a template named “Marketing and Communication plan”[see **Picture 1**] was created by The European Library Office and sent to the national libraries: the template was aimed to explain partners the offline and online marketing objectives, providing some guidelines and suggested actions to achieve goals. Each national library evaluated the suggested actions and drafted a plan based on their expectations, needs and possibilities.



**Picture 1** | Some pages of the Marketing and Communication Template sent to FUMAGABA partners

On time and supported by The European Library Office, all the national libraries created their own marketing plan and started its implementation after November 2008. However, some of the national libraries involved in the project started their marketing activities before autumn 2008. Remarkable is for instance the case of the National Library of Georgia that organized a big dissemination event in July 2008 presenting the FUMAGABA project through a day presentation to librarians, academics and journalists in their own national library; or the case of the National Library of Albania that translated the [first time user guide](#) already in April 2008.

Marketing the FUMAGABA project has had different meanings, such as working towards the website and search engine optimization, linking to external cultural institutions, translating some pages of The European Library portal, and many other activities. [To have an overview of common tasks each national library had to complete during the project see **Picture 2**].

Overview Marketing activities	Sep-08	Oct-08	Nov-08	Dec-08	Jan-09	Feb-09	Mar-09	Apr-09	May09	Jun-09	Jul-09
<i>Fumagaba Project</i>											
Teleconference											
M&C template presentation and explanations											
M&C template: partners to fill in the template											
M&C template: implementation											
KPI's presentation and explanations											
KPI's template: partners to fill in the template											
Google Analytics: presentation and explanation											
Google Analytics: installation											
TEL Translations: 1st time userguide											
TEL Translations: Landing pages											
TEL Translations: Press Releases											
TEL Translations: FAQs											
TEL Translations: Postcards											
TEL Translations: Voice Over Promotional Video											
Publications about FUMAGABA projects and TEL											
External Links to TEL											
Mini Library Installation											

**Picture 2** | Overview of the marketing activities for the FUMAGABA Project.

The main goals for the Marketing side were the following:

- Establish brand familiarity in educational, research and library community
- Increase the number of actual users as well as usage frequency by already existing users (usage of search boxes and services)
- Enhance visibility in country-specific corners of the web, for instance Google Ukraine (<http://www.google.com.ua/> )
- Get accustomed to, implement and report according to Key Performance Indicators.

Deliverable 3, as described in the Workplan for the FUMAGABA project, consists of the actual implementation of the Local Marketing & Communications plans and central campaign completed by The European Library. Regular teleconferences were scheduled by The European Library office to assist the National Libraries in their Local Marketing efforts on for instance the implementation of Google Analytics.

The following overview (report) describes the completion of the tasks performed by the National Libraries as well as the central campaign activities by The European Library office to market, promote and communicate not only about the portal to targeted audiences (foremost librarians and academic researchers), but also to promote the new collections to the wider world, e.g. with the Video Presentations, creation of the E-Postcard and On-line Exhibitions.

## KEY PERFORMANCE INDICATORS AND GOOGLE ANALYTICS INTRODUCTION

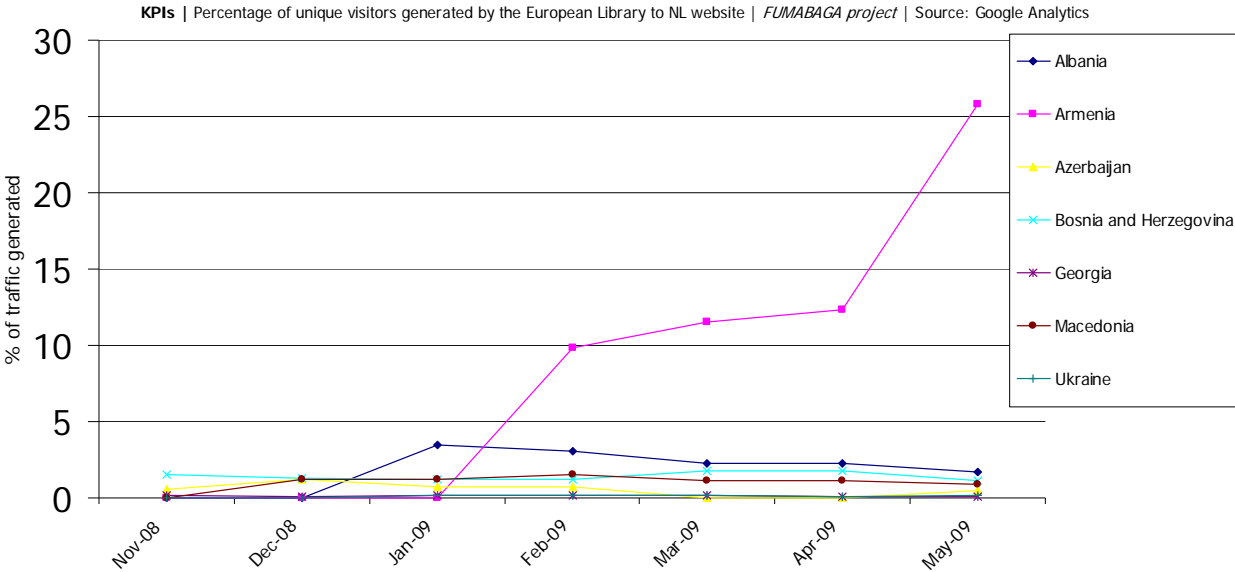
As first objective the partners were asked to implement Google Analytics as the tool to retrieve data for measuring the Key Performance indicators. [Key Performance Indicators \(KPIs\)](#) are financial and non-financial metrics used to help an organization define and measure progress toward organisational goals (*Wikipedia* definition). *Marketing* performance indicators help to understand the market and its requirements.

To make all FUMAGABA partners acquainted with the practice of KPIs, a document entitled [“An introduction to the Key Performance Indicators”](#) was circulated in October 2008. In short, this document proposed and explained **5 indicators** to explore the significance of local marketing actions in the context of the overall goals of The European Library. While some

indicators reflected **quantitative** developments (e.g. traffic rates), others were **qualitative**, indicating the value of the generated traffic.

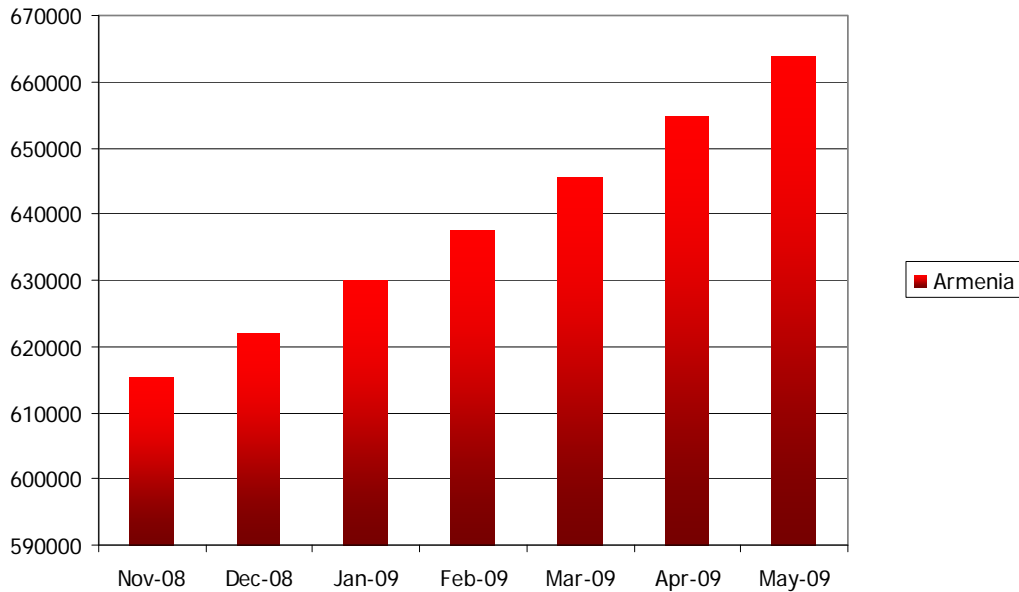
All the FUMAGABA partners were instructed about how to retrieve data and how to install Google Analytics. Soon after the installation of Google Analytics, they were also asked to send a quarterly report (in the shape of an excel file) about their data. All the national libraries involved sent back on time the requested information.

The images below show an example of results coming from the KPIs, in particular **Picture 3** displays the percentage of unique visitors generated by The European Library to the National Libraries’ website (Source: Google Analytics); the colored lines represent the percentage of traffic coming from The European Library to the specific national library (each national library has been represented with a different color); the average of traffic generated from The European Library portal has been a fork going between 0.5% and 2 % in total per month. Special attention needs the specific case of the National Library of Armenia (in the picture represented with a pink line) which seems to be the national library that has benefit the most from the FUMAGABA project in terms of traffic generated from The European Library portal. In particular, **Picture 4** displays the case study of the National library of Armenia and the growing number of digital objects the library made available during the FUMAGABA project to The European Library Portal. **Picture 5** shows an example of the traffic sources as displayed by Google Analytics. In this case The European Library has been one of the main traffic sources (soon after Google) for the National Library of Albania between January 2009 and May 2009.



**Picture 3 |** percentage of unique visitors generated by the European Library to the National Libraries

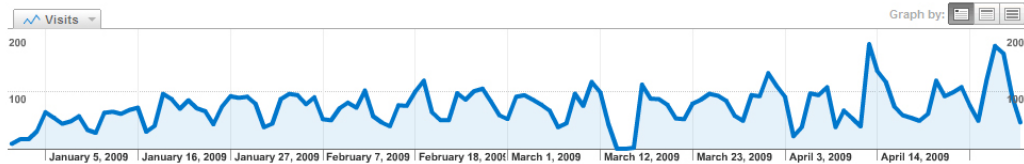
KPIs | **Armenia** Number of digital Objects made available by full participants via  
 TEL | FUMABAGA project | Source: Armenia NL



**Picture 4** | Case Study: National Library of Armenia. Growing number of digital objects the library made available during the FUMAGABA project to The European Library Portal.

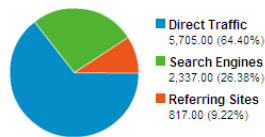
### Traffic Sources Overview

Jan 1, 2009 - May 1, 2009



All traffic sources sent a total of 8,859 visits

- 64.31% Direct Traffic
- 9.21% Referring Sites
- 26.34% Search Engines



### Top Traffic Sources

(direct) ((none))
google (organic)
theeuropeanlibrary.org (referral)
msn (organic)

Keywords
biblioteka kombetare
www.bksh.al
bksh.al
biblioteka kombetare e shqiperise
biblioteka kombetare

Try Google's free webmaster tools.  
 Improve your site's visibility in Google search results.

**Picture 5** | Traffic sources as displayed by Google Analytics, in this case these are data from the National Library of Albania: The European Library has been one of the main traffic source (soon after Google) between January 2009 and May 2009.

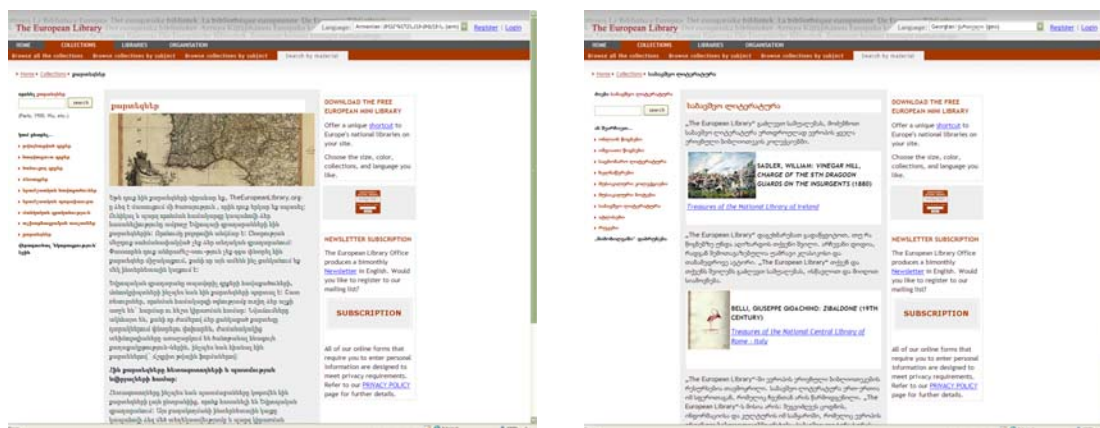
## TRANSLATION HIGHLIGHTS

The FUMAGABA partners were asked to translate specific pages of The European Library portal and to provide translations for marketing purposes, in particular: the *landing pages*, first time user guide, promotional postcards and finally a video presentation of The European Library.

### Landing pages

Search engines (Google, Yahoo, MSN) mainly find website HTML pages. Most of The European Library content is however deep-web, not readable by the crawlers of the search engines. As a result the site appears to be nearly 'empty' to the search engines. To make the enormous richness of The European Library more visible to the crawlers and thus accessible via a greater variety of search engine queries The European Library Office created HTML pages with many relevant keywords. These so-called landing pages are created based on the use of some frequently such as: book, rare book, atlas, map, music, etc.

By February 2009 all national library partners submitted the translation of the Landing pages (online from October 2009 onwards). [http://www.theeuropeanlibrary.org/overview\\_en.html](http://www.theeuropeanlibrary.org/overview_en.html) <sup>6</sup>



**Picture 6A and 6B** | Print screen of Landing pages in Armenian (on the left side) and Georgian (on the right side).

### First time user guide

The *first time user guide* leads a new user of the site to understand how to search and retrieve information via The European Library service. What kind of material can I find and how can I find it? Thanks to the FUMAGABA project this service is now available in 22 in languages! [http://www.theeuropeanlibrary.org/portal/organisation/services/userguide\\_en.html](http://www.theeuropeanlibrary.org/portal/organisation/services/userguide_en.html)

### The European Library video presentations

A video presentation about The European Library has been created by the Office and put online in September 2009. The video shows the rich content available via The European Library. The FUMAGABA partners were asked to translate this video by recording a voice over in their own

<sup>6</sup> See Fumagaba implementation plan page19

language. The video presentations are now available in 11 languages!  
[http://www.theeuropeanlibrary.org/portal/organisation/services/clipresentation\\_en.html](http://www.theeuropeanlibrary.org/portal/organisation/services/clipresentation_en.html)



### The European Library e-Postcard

From September 2009 the portal introduced a new tab “Send an e-Postcard”; this new service gives the user the possibility to write and send a personalised virtual postcard; the FUMAGABA partners have translated the E-postcards in their own languages, which allows customization of the E-Postcards per country.

[http://www.theeuropeanlibrary.org/portal/organisation/services/postcards\\_en.html](http://www.theeuropeanlibrary.org/portal/organisation/services/postcards_en.html)



Picture 7A and 7B | e-Postcard in English (on the left side) and Ukrainian (on the right side).

## MEDIA COVERAGE: PUBLICATIONS AND PRESENTATIONS



**Picture 8** | Presentation by Yulia Yakovleva, Ukraine

The FUMAGABA partners actively produce publications and presentations about the FUMAGABA project and about The European Library within their country. The national library of Ukraine for example featured The European Library during the so called “All-Ukraine Science Festival 2009” in Kiev presenting the FUMAGABA project to the Press and TV journalists from “Culture TV” channel; the event was organized for representatives of the Academy of Science Institutes, National University and specialised Libraries of Ukraine, and members of Minor Academy of Science. The National Library of Ukraine received an enthusiastic feedback following The European Library presentation. (see picture 8)

In addition, the Former Yugoslav Republic of Macedonia

organised a dissemination event at the National and University Library “St Kliment Ohridski”, Skopje in October 2009. Media, Journalists, academics, researchers, librarians and students were the audience of this one day presentation. The meeting aimed to highlight the project’s marketing and disseminating activities and introduce librarians and users from the National Library (as well as public and academic libraries throughout the country) to The European Library. The possibilities of padding out future partnerships was also explored, with representatives from The European Library, the Ministry of Culture and Macedonian media on hand to promote the day’s events (see picture 9). The event was also featured in the TEL [Media Center](#) and in The European Library [Internal Bulletin](#).



**Picture 9** | Presentations by Stana Jankoska and Viktorija Kostoska, FYROM

### Publications and Presentations

The following list is a selection of Publications and Presentations give by the national libraries involved in the FUMAGABA project.

#### ALBANIA

- Albanian National Library in Digital European Library, (information), *Bibliothecae* review, 2008

- Etleva Domi, FUMAGABA Project, *Bibliothecae* review, 2008

- Virtual libraries, *Shekulli* newspaper, 28.04.2009

- Albanian libraries in the Digital World Library, 55 newspaper, 28.04.2009

- National Library in European Library, *Shekulli* newspaper, 04.11.2008

- National Library in European library network, *Standard* newspaper, 04.11.2008

- Including of National Library in European Library, *Panorama* newspaper, 04.11.2008

- Etleva Domi, *Digital library and nacional memory: conflict and/or harmony*, National Conference of Librarianship, November 2008

- Behije Luga-Mirlona Buzo, *Digitalisation of the catalogues of rare library*

*documents in National Library*, National Conference of Librarianship, November 2008

- Etleva Domi, *Digital library, a reality for Albanian libraries too*, presentation

in Library Training Center, 2009

- FUMAGABA European Project, presentation in Library Training Center, 2008

- Albanian libraries in the Digital World Library, [www.bksh.al](http://www.bksh.al)

- National Library in European Library, [www.bksh.al](http://www.bksh.al)



National Library of Albania  
 Creator: Marinus Barletius  
 Title: Historia de vita et gestis Scanderbegi Epirotarum Principis

## ՀԱՄԱՏԱՐԱԾ ԱՆԵՆԱՐՀԱՅՈՅՑ



## ARMENIA

-Ghazaryan, Armine. The European library "Fumagaba Project".//Spiritual Homeland, № 4(57),December2008,p.4

-Julhakyán Gohar. New cooperation which will be continued.//Spiritual Homeland, № 4(59),February2009,p.5

- Khazaryan, Norayr. Cooperation and its results. //Spiritual Homeland, № 4(61),April2009,p.8

National Library of Armenia  
 Creator: unknown  
 Title: The first Armenian published map

## GEORGIA

May, 2009 – An interview with NPLG technical deputy director la Gorgisheli was published at technical magazine *Navigator* where Mrs. Gorgisheli among other things talked about our cooperation with *The European Library*.

[http://www.navigator.ge/index.php?lang\\_id=GEO&sec\\_id=17&info\\_id=4579](http://www.navigator.ge/index.php?lang_id=GEO&sec_id=17&info_id=4579)



National Library of Georgia, The Georgian Digital Collection of Theses and Printed Books



## BOSNIA AND HERZEGOVINA

- Ismet Ovčina "Why does Bosnia and Herzegovina need NULBH" in *Zašto bih treba NUNNH*, Sarajevo 2008

- *Šta zapravo radi nubbh*, in *Zašto bih treba NUNNH* Sarajevo 2008

- Ismet Ovčina "Nacionalna I univerzitetska Biblioteka Bosne I Hercegovine čuva našu prošlost, živi našu sadašnjost I želi da gradi našu Budućnost" in *63 Godine, u misiji culture, obazovanja I nauke*, Sarajevo 2008

- Ismet Ovčina, Testimonial Bosnia & Herzegovina, EWG/CWG/FUMAGABA combined event, Ankara, Turkey, November 2009

National and Universtiy Library of Bosnia and Herzegovina  
Creator: Cantelli, Giacomo di Vignola  
Title: Il Regno della Bossina, diuso nelle sue Prunicie principali...

## MACEDONIA

-Ghazaryan, Armine. The European library "Fumagaba Project".//*Spiritual Homeland*, № 4(57)Европската библиотека постои за да го отвори универзумот на знаење, информации и култури од сите европски национални библиотеки / Викторија Костоска. – Библиотекарски преглед, септември 2008

-Повеќе преводи, уникатни историски содржини и богати медиуми : Европската библиотека ја промовираше обновената веб страна / Викторија Костоска

-Македонските книги во Европските библиотеки. – Невена Поповска. – Утрински весник (daily newspaper); 11 November 2008

-Европска електронска библиотека in Крале Марко. – online newspaper

-Европска дигитална библиотека (translation of the article written by Vivienne Redding, published on 12.08.2008 in [www.metamorphosis.org.mk](http://www.metamorphosis.org.mk)- Foundation for sustainable ICT solutions

-Opening soon: a digital library for Europe : communiqué.- source Europe's Information Society / in translation: Наскоро – Европска дигитална библиотека 11.08.2008

-Напредок во иницијативата на ЕУ за Европските дигитални библиотеки / Progress in the European Digital Libraries EU initiative in Metamorphosis; 11.12.2007

-Поддржано создавањето на Европската дигитална библиотека / Невена Поповска. – Утрински весник; 16.10.2006

-Придонес кон визијата на Европската дигитална библиотека / web site of the Ministry of Culture of the Republic of Macedonia [www.culture.in.mk](http://www.culture.in.mk) and in Утрински весник from 2.05.2007

-Европската библиотека ја промовира новата веб страна in Forum: [www.forum.com.mk](http://www.forum.com.mk) – section culture from 21.02.2009

-Милиони книги од Европската библиотека на Интернет, 18.03.2006

- Dissemination event National and University Library "St Kliment Ohridski", Skopje 08.10.2009. With media coverage in the following newspapers, blogs, social networks etc:

<http://www.time.mk/read/745e02f9ad/9adc569ce8/latin-title.html>

<http://www.dnevnik.com.mk/?itemID=73D84CAF348B4848A70F6DB052A63B00&arc>

<http://www.vecer.com.mk/?ItemID=BAAF1D837B870F40866DAA297900069F>

<http://www.facebook.com/pages/Skopje-Macedonia/Conference-and-Study-Centre/35102428090>

<http://www.time.mk/read/f8442990dc/47866c7ac2/index.html>

<http://www.time.mk/read/f8442990dc/b2a6c97174/latin-title.html>

[www.kirilica.com.mk](http://www.kirilica.com.mk)

<http://www.utrinski.com.mk/?ItemID=E216908CA81CC04EBB0D97F4E62375C4>

<http://www.culture.in.mk/story.asp?id=29965&rub=54>



National Library of Ukraine  
Creator: Mykhailo (scribe) Vasylievych  
Title: Peresopnytsya Gospel

## UKRAINE

- On April 21 Anatoliy Brovkin gave an interview to the BBC Ukrainian service during opening ceremony of World digital library in UNESCO headquarter. Mr. Brovkin has noticed that there is similar and equally promising TEL project which connect resources of the National libraries of Europe, and it is already working. The V.Vernadsky National Library of Ukraine takes active part in this project.

- On March 06 Mr.Brovkin gave an interview to the "Focus" magazine. The basic theme of this interview was comparison of results of information search in the Internet and on web site of the largest library of Ukraine – the VNLU.

- On May 16 Yulia Yakovleva gave an interview to the "Kyiv" television and radio company after European Library presentation as a part of "All-Ukraine Science Festival 2009".

## MOLDOVA

- Barbei, Svetlana. Digitizarea colecțiilor Bibliotecii Naționale a Republicii Moldova: Probleme și soluții // Cercetare și dezvoltare în bibliotecile naționale ale României și Republicii Moldova. – București: Ed. BNR; Chișinău: Ed. BNRM, 2008. – P. 83-87.
- Osoianu, Vera. Integrarea bibliotecilor Moldovei în Proiectul European // Buletinul ABRM. – 2008. – Nr. 2. – P. 11-15.
- Osoianu, Vera. Proiectul FUMAGABA // Gazeta bibliotecarului. – 2008. – Nr. 4-5. – P.
- Rotaru, Natalia. „The European Library” în Republica Moldova // Timpul. – 2009. – 20 mart. –



National Library of Moldova,  
The collection of the old national periodicals from Moldova

## TRANSLATIONS

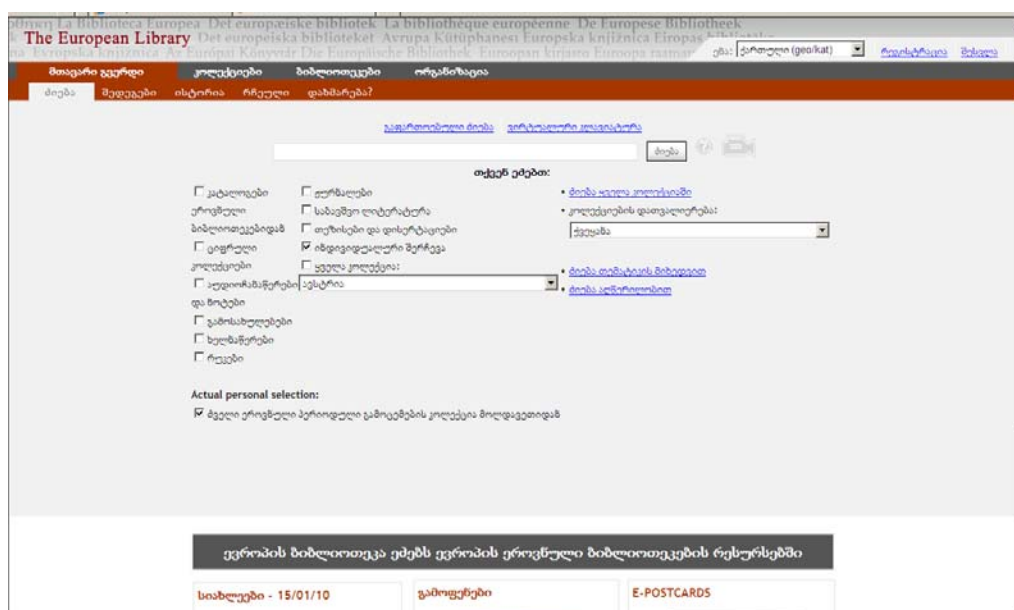
Several translation efforts were performed as part of the Marketing and Communication Plan. In addition to these efforts the partner libraries were also asked to translate the user interface of The European Library portal into their native language from English. Thanks to the valuable input from the FUMAGABA partner libraries, The European Library user interface has been translated into the languages of all the partners, with the exception of Romanian which is the official language in Moldova and was therefore already available in the portal. The 7 new languages (Albanian, Armenian, Azeri, Bosnian, Georgian, Macedonian, and Ukrainian) raised the total number of languages in which The European Library interface is offered to 36.\* This can be seen as a unique feature of The European Library portal, which supports the aim to provide the user interface of The European Library HOME and COLLECTIONS pages in the native languages of the Full Participating countries. It allows users in the FUMAGABA countries to navigate through the TEL portal in their native language.

The collection descriptions and titles from the new 8 national libraries have also been translated into all the available languages in the portal, including the 7 new languages as mentioned above. The partner libraries were asked to submit their collection descriptions to The European Library via TEL Handbook in their native language and English. The Handbook is a tutorial that assists national libraries in making their collections available via The European Library portal. The actual translation of the collection descriptions was outsourced to a translation company based in The Netherlands, who appointed professional translators across Europe.

The translations have great benefits. End users will be able to understand better what the different collections are about and what to expect. It will also help them discover native resources held in other countries. Secondly, it will assist the partner libraries in promoting access to their collections and objects without stumbling on language barriers. Finally, there will be an increase in multilingual content and therefore a better exposure of The European Library to search engines like Google.

The translation project was financed from the matching contribution that came from The European Library, CENL and the [Swiss National Library](#) for the FUMAGABA project. All translated collection descriptions and titles are available from the collections page:

[http://search.theeuropeanlibrary.org/portal/en/collections\\_all.html](http://search.theeuropeanlibrary.org/portal/en/collections_all.html)



Print screen of the TEL Homepage in Georgian

## MEETINGS & TELECONFERENCES

The TEL Office had the task at the beginning of the project to set up the necessary communication mechanisms for the information flow between the libraries and The European Library. This was followed by the *Welcome New Members! Meeting and Workshops*, which helped to intensify the communication. The FUMAGABA Workplan originally planned a visit from the TEL office to each national library in the course of 2008. Two visits have been performed to the National Library of Georgia and the National Library Azerbaijan in July 2008 by a staff member from The European Library. Due to effective communication lines, like teleconference, e-mail, Google docs and Skype and for cost effective reasons, visits to other national libraries were replaced by regular virtual meetings. The TEL working group meetings also proved to be useful alternatives for physical meetings.

### TELECONFERENCES

For each country the integration start date as described in the Overall FUMAGABA Implementation Plan, marked the date of the 1<sup>st</sup> teleconference between the TEL Office and the partners (see chapter *Collection Integration* for further details). According to progress and need, regular teleconferences were scheduled between the office and the partners. In addition to the support for collection integration, regular teleconferences were scheduled by The European Library office to assist the National Libraries in their Local Marketing efforts (see chapter *Marketing & Communications* for further details).

With the project coming to an end, the contact between the TEL Office and the FUMAGABA country partners will be continued in the form of [Account Coordination](#). Regular teleconferences will be set up between the Office and the Contacts Working Group. These teleconferences are important because they establish an informal contact between the Office and the partners; they provide personalised follow-up and a favoured feedback channel. The Account Coordination also covers Technical aspects and Marketing and Communication matters.

### MEETINGS

As a result of the nominations for The European Library Working Groups, an active participation from the FUMAGABA project partners has been established. There has been for instance attendance at the Management Board (now Management Committee) meeting in March 2009 by Albania, Azerbaijan, Bosnia & Herzegovina and Georgia. Also involvement in the Working Groups has been established, with for instance participation during the Technical Working Group meetings in Lisbon (2008) and Paris (2009) with representatives from Armenia, Georgia, Moldova, Ukraine and Azerbaijan. Several countries have made valuable use of the FUMAGABA funding to attend some of these meetings. It is anticipated that there will be a continued involvement of all the FUMAGABA countries at TEL meetings.

### FINAL FUMAGABA PROJECT EVENT

To give special attention to the FUMAGABA project and celebrate the successful finalisation of the project in 2009, a special event was organised during the combined Contacts and Editorial Working Groups meeting in [Ankara, Turkey 2-3 November 2009](#). The Combined meeting gave an excellent opportunity to display the achievements of the FUMAGABA project, which were presented by Genevieve Clavel from the Swiss National Library. Dr. Ismet Ovcina, Director of the National and University Library of Bosnia and



**Picture 10** - Dr. Ismet Ovcina, Director of the National and University Library of Bosnia and Herzegovina

Herzegovina (see picture 10), also enlightened meeting members with an enthusiastic insight in the project and the activities that took place at the national library. Finally, a testimonial about the dissemination event in October 2009 in the Former Yugoslav Republic of Macedonia was given.

## FUTURE PLANS & NEW COLLECTIONS

The active involvement from the partner libraries in the FUMAGABA project also means a broader representation and participation of European national libraries in the future plans of The European Library.

### THE EUROPEAN LIBRARY & FUTURE PARTNERSHIPS

One of the overall goals for the FUMAGABA project is that through this project The European Library can make a bigger contribution to [Europeana](#). A partnership between The European Library and Europeana has already been clearly established, with The European Library acting as *the* domain aggregator for libraries within the Europeana network. In addition, the aim of developing future partnerships is reflected in [The European Library Product and Services Plan 2010-2012](#). The FUMAGABA project supports CENL in leveraging its influence to finding solutions at European level to policy issues crucial to the development of Europeana. Currently there are over 800.000 digital items available in Europeana through The European Library service. This includes books, maps, articles, posters, treasures, music scores, etc. The content available in Europeana will be expanded with the digital material from the participating national libraries in the FUMAGABA project through TEL.

With The European Library acting as library-domain aggregator it not only aims to provide content from the national libraries of Europe; it also aims to expand its content with research libraries. Through The European Library, pan-European organisations such as CENL, LIBER and CERL have set up a pilot project (Mother of PEARL) to investigate the issues around the aggregation of content from research libraries. As part of the pilot project plans, content will also be ingested into Europeana. Additionally, it aims to secure European funding for its development on a large scale.

The European Library is also addressing the critical area of rights information management in Europe. "ARROW" (Accessible Registries of Rights Information and Orphan Works) is a 30-month project that aims to support libraries in their digitization programmes, aiding diligent search for rights information. By establishing a copyright guideline, the ARROW project will help both Europeana and TEL partners monitor copyright developments. Further information about the ARROW project is available at: [www.theeuropeanlibrary.org/portal/organisation/cooperation/projects\\_en.html#arrow](http://www.theeuropeanlibrary.org/portal/organisation/cooperation/projects_en.html#arrow)

### NEW COLLECTIONS FROM FUMAGABA PARTNER LIBRARIES

With already a great increase in the variety and amount of collections available in The European Library service thanks to the FUMAGABA project, it is foreseen that the array of collections will continue to grow in the future. The national library of Azerbaijan has for instance indicated that they plan to make available to TEL these four collections via the Z39.50 protocol:

- [Heidar Aliyev's Heritage](#): Life and activities, works, Heidar Aliyev in the National Library
- [Nizami Ganjavi's Heritage](#): Life and activities about his works
- [Uzeyir Hajibeyli's heritage](#): Comedies, satiric stories, operas and musical comedies, topical satires, miniatures and bibliography
- [Imadeddin Nesimi's heritage](#): Life and activities about his works

## CONCLUSION

Thanks to the combined efforts of the Swiss National Library, The European Library office, the FUMAGABA partner libraries and the financial support provided by the Swiss Agency for Development and Cooperation, the overall expected goals that were set out for the FUMAGABA project have successfully been reached. The profiles of all the FUMAGABA target libraries have been raised and an increased access to their resources in Europe through an expansion and enhancement of TEL service has been established. All target libraries are now Full Members of The European Library with their collections accessible via [TheEuropeanLibrary.org](http://TheEuropeanLibrary.org). All Milestones and Deliverables that were set out at the beginning of the project have been reached successfully and on time.

More specifically:

- As a result of the FUMAGABA project, European researchers now have better access to formerly relatively unknown European information resources from the 8 target countries: Albania, Bosnia and Herzegovina, Armenia, Azerbaijan, Georgia, Former Yugoslav Republic of Macedonia, Moldova and Ukraine.
- The FUMAGABA project has extended the range of content available through The European Library more quickly than would otherwise be the case. The project has added 18 new collections to The European Library and more to come in the future. Almost a dozen new digital collections have been added, thus increasing the wealth of directly accessible digitised material on the site.
- The extension of The European Library through the FUMAGABA project represents a major example of the aggregation of digital cultural objects and collections across borders, enhancing the visibility and re-use of the material, thus increasing cross-border use and re-use of existing content.
- The local marketing and communication campaigns in the 8 target countries have increased the use and awareness of The European Library service in the target countries and worldwide. The increase in the amount of traffic to The European Library and the national libraries has been considerable.
- The European Library portal now gives access to the collections of 46 of the 48 CENL partners and therefore consolidates the sustainability of the service.
- Through the FUMAGABA project The European Library has a broader representation and participation of European national libraries in the future plans of The European Library. It will be able to make a bigger contribution to [Europeana](http://Europeana). It supports CENL in leveraging its influence to finding solutions at European level to policy issues crucial to the development of Europeana and through other future partnerships.
- The FUMAGABA project has enhanced the multi-lingual access of The European Library portal by adding content in up to 7 new languages. Both the TEL interface and all collection descriptions are now available in a total of 36 languages, including the languages from the target countries. The translations for marketing purposes have also contributed to a better search and retrieval of library content and information.
- The project has been able to continue the promotion of standardisation in the fields of metadata, collection descriptions and collection access protocols in the 8 target countries and was able to open up the national collections on a European level.

## MILESTONES & DELIVERABLES

Milestone/ Deliverable No	Milestone / Deliverable title	Delivery date	Nature	Status
M1	Full version of project website online	March 08	Website	Complete
M2	Start up & Knowledge Sharing Workshop in the Koninklijke Bibliotheek, The Hague, The Netherlands	March 08	Workshop	Complete
D1	Overall Implementation Plan for The European Library with specific chapter on each target library	May 08	Report	Complete
M3	Three target libraries Full Members of The European Library with their collections accessible via TheEuropeanLibrary.org	Sept 08	Service	Complete
M4	Local Marketing & Communications plans written and ready to be implemented	Nov 08	Report	Complete
D2	All target libraries Full Members of The European Library with their collections accessible via TheEuropeanLibrary.org	June 09	Service	Complete
D3	Local Marketing & Communications plans implemented and central campaign completed	Jun 09	Report	Complete

## APPENDICES

### LIST OF PARTICIPANTS OF KNOWLEDGE SHARING WORKSHOP – APPENDIX 1

Country	Name of Library/ English	Name	Family Name	Position
<b>Albania</b>	National library of Albania/Biblioteka Kombetare	Ms Etleva	Domi	Deputy director
		Ms Behije	LUGA	Chief of the Department of Informatics and New Technologies
<b>Armenia</b>	Armenian National library	Mr. Davit	Sargsyan	Director
<b>Azerbaijan</b>	Azerbaijan National Library	Ms Aynur	Babayeva	Librarian of Foreign Literature and International Book Exchange Dept
		Mr. Kerim	Tahirov	Director
<b>Bosnia &amp; Herzegovina</b>		Dr. Ismet	Ovcina	Director

	National and University Library of Bosnia and Herzegovina			
<b>Georgia</b>	National Parliamentary Library of Georgia	Mr Giorgi	Varamishvili	Senior staff
<b>Macedonia</b>	National and University Library "St Kliment Ohridski", Skopje	Ms Stana	Jankoska	System engineer and Head of Sector for e-Strategy and Library Development
		Ms Viktorija	Kostoska	International Relations Coordinator
<b>Moldova</b>	National Library of the Republic of Moldova	Mr. Laurentiu	Melnic	IT Engineer
		Ms Vera	Osoianu	Deputy Director
<b>Ukraine</b>	National Library of Ukraine	Mr Anatoly	Brovkin	Director
		Ms Iuliia	Iakovlieva	Staff Scientist

**FUMAGABA MARKETING AND COMMUNICATIONS PLAN – APPENDIX 2**

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\* All 36 available languages of the TEL interface including the languages used in the FUMAGABA countries (Albanian, Armenian, Azeri, Bosnian, Georgian, Macedonian, Ukrainian) Romanian is spoken in Moldova.

Albanian  
Armenian  
Azeri  
Bosnian  
Bulgarian  
Croatian  
Czech  
Danish  
Dutch  
English  
Estonian  
Finnish  
French  
Georgian  
German  
Greek  
Hungarian  
Icelandic  
Irish  
Italian  
Latvian  
Lithuanian  
Macedonian  
Maltese  
Norwegian  
Polish  
Portuguese  
Romanian  
Russian  
Serbian  
Slovakian  
Slovenian  
Spanish  
Swedish  
Turkish  
Ukrainian



THE EUROPEAN LIBRARY  
FUMAGABA Project

# MARKETING AND COMMUNICATIONS PLAN

- MARKETING LOCALLY THE EUROPEAN LIBRARY -

National Library of

Contact Person

E mail Address

Telephone Number<sup>1</sup>

September 2008 – June 2009

<sup>1</sup>For Teleconferences purpose.

## BACKGROUND INFORMATION

*The European Library is a web service of the 47 member libraries of the Conference of European National Librarians (CENL), providing currently unified access to the digital and bibliographic collections of 34 European national libraries.*

*FUMAGABA is a project funded by The Swiss Agency for Development and Cooperation. The aim of the project is to assist 8 national libraries from Eastern Europe into becoming full participants of The European Library. The national libraries of the following countries are participants in the project: Albania, Bosnia and Herzegovina, Armenia, Azerbaijan, Georgia, Former Yugoslavic Republic of Macedonia, Moldova and Ukraine. The funds provided by the agency cover the membership fees of the national libraries to The European Library for 3 years as well as the expenses as regards the human, content, development, translation and promotional workload involved in the process of integration of new participants and their collections in The European Library. The current project is realized thanks to the valuable efforts of the Swiss National Library.*

### NATIONAL LIBRARY OF

Please insert a brief description of your  
National Library.

Please insert your  
Logo Here.

## **MARKETING OBJECTIVES:**

LET THE EUROPEAN LIBRARY ENTER IN YOUR COUNTRY!

The European Library Office is running a central effort to market, promote and communicate about the portal to its targeted audience (foremost librarians and academic researchers). This includes website & search engine optimization, linking, direct marketing actions via social community websites and many other online methods. To a certain extent this is also done via more traditional marketing & communication methods and mechanisms (newspapers, radio, TV, trade press, conferences).

The Office is asking you to promote and communicate about TheEuropeanLibrary.org within your own country, in your own language and targeted at your local audiences/target groups.

The following are the main goals of Marketing The European Library:

- Establish brand familiarity in educational, research and library community
- Increase the number of actual users as well as the using frequency by already existing users (usage of search boxes and services)
- Enhance visibility in country-specific corners of the web, for instance Google Ukraine (<http://www.google.com.ua/>)
- Get accustomed to, implement and report according to Key Performance Indicators

## **TO WHOM DO YOU WANT TO ADDRESS YOUR MARKETING EFFORTS? FOCUS YOUR WORK**

Primary target group is the 'European (academic) researcher'. However, it is important to bear in mind that the end goal is a *global*, higher educated audience. If you can also reach audiences outside Europe, please go for it!

Target groups:

1. Staff and visitors of research, academic and central public libraries
2. Staff and visitors from archives, museums and other cultural institutions
3. Academic circles: lecturers, students, secondary school teachers and pupils.
4. Publishers and creative staff of publishing houses.
5. Professional associations (not necessarily academic)

Contacts with educational institutions/ministry departments deserve special attention.

# HOW CAN I MARKET THE EUROPEAN LIBRARY? 7 ACTIONS TO GO

Different target groups request different approach and you as a National Library know better than anyone else how to reach each one of them!

In the following pages you will find some suggested actions divided in 2 groups (online and offline marketing). Think of each action (except *Action 1* that is mandatory) and think if it is worthy applicable in your case; for example if you think that distributing brochures will have a more decisive impact than starting any other action, such as a "linking campaign", go for that!

*Now you have to choose which actions are needed to achieve your target audience, according to your experience of course! The European Library gives you 7 main groups of suggested actions; for each one of them there is an explanation.*

*The actions listed here need to reflect what you are really planning to do in marketing The European Library locally.*

Please revise (add, or if absolutely necessary delete) according to the goals you want to achieve.

*There are 2 ways of marketing The European Library: online (via internet) and offline (traditional marketing). The first 4 actions refer to online actions and the last 3 to offline actions. Try to select actions that will go in both directions.*

## MARKETING ONLINE THE EUROPEAN LIBRARY

### 1. Action: Google Analytics Implementation [Key Performance Indicators(KPI's)]

1.1\_Implement and report on (web-statistical) Key Performance Indicators according to the guidelines provided by The European Library Office. (Further explanations will be sent out at the end of September 2008).

**NB:** This Action is **MANDATORY**

### 2. Action: Translations<sup>II</sup> from English to your native language:

- **2.1\_ The European Library Brochure**; for various purposes e.g. at exhibitions, conferences etc. (will follow on December 2008)
- **2.2\_ 1<sup>st</sup> time user guide** (see [link](#)); The User Guide is designed to help new visitors discover all search possibilities offered by The European Library portal.
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- **2.6\_Web communications**: placing site announcements, email shorts (mailing lists, newsgroups and list-serves), getting publications in e-journals and complement. For instance promote parts of The European Library newsletter via discussion groups.

### 3. Action: Mini library (see [link](#))

- **3.1\_ Implementation of the Mini library search box on your web site (e.g. on your home page)**
- **3.2\_ Implement mini search box campaign** to ensure that content of The European Library is found specific sites and portals that especially are visited by researchers and information professionals.

### 4. Action: Linking campaign (see [link](#))

- **4.1\_ You will have to establish links from national library website to the portal at locations that are easily found by regular library users – preferably add mini search box in list of catalogues and databases**
- **4.2\_ You will run a linking / mini search box campaign asking your target audience to exchange a link between The European Library<sup>III</sup>. The main goal is to ensure that content of The European Library is found specific sites and portals that especially are visited by researchers and information professionals.**

Questions? Send me an email!! [tiziana.fazio@kb.nl](mailto:tiziana.fazio@kb.nl)

## MARKETING OFFLINE THE EUROPEAN LIBRARY

**5. Action:** Promote The European Library within educational, research and cultural environments. How? Some suggestions to go.

- **5.1\_**Emphasize the added value of The European Library in (e-) learning context. Explain the great benefits of The European Library to teachers and students of different disciplines – who doesn't need quality and reliable (primary) resources?
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- **6.1\_** You can organize or be part of events and give presentations about The European Library.

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The European Library produces a bimonthly newsletter in English `` This newsletter is intended to inform partners, professionals, and the general readership about recent events and information related to The European Library network; it serves as both a source of news and a platform for an exchange of information for all partners.``

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# [Temporary] Timing & Calendar

Die Europäische Bibliothek L  
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## FUMAGABA project - Marketing Schedule


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