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EUROPEAN COMMISSION
Directorate-General Information Society

eContent

A multiannual Community programme to stimulate the development and use of European digital content on the global networks and to promote the linguistic diversity in the Information Society

WORK PROGRAMME

2003 – 2004

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0 INTRODUCTION

0.1 Overall objective and context

The *eContent* programme¹ supports the increased availability, use and distribution of European digital content. It aims at improving access for all to high-quality digital content on the global networks, in a multiplicity of languages.

eContent was adopted as part of the *eEurope* 2002² action plan, designed to accelerate the development of the information society in Europe. *eContent* also makes a significant contribution to the objectives of the updated *eEurope* 2005 action plan³: to provide a favourable environment for private investment and for the creation of new jobs, to boost productivity, to modernise public services and to give everyone the opportunity to participate in the information society, including citizens with special needs such as disabled individuals.

0.2 Focus of activity in this workprogramme

The current workprogramme covers the programme implementation measures for the period December 2002 until 17 January 2005. The focus of activity in the second two years of *eContent*³ will be on the two main action lines of the programme:

- improving access to and expanding use of public sector information;
- enhancing content production in a multilingual and multicultural environment;

The first action line aims at increasing the information supply by encouraging the cross-border-use of information held by the public sector⁴. The second action line addresses the multilingual dimension of content creation and use in Europe. A third action line – Increasing dynamism of the digital content market – supports the execution of the priorities contained in the two main lines.

Where relevant, the requirements relating to the direct or indirect market impact of the co-financed actions will be strengthened. Furthermore the integration of organisations from the Candidate Countries in the *eContent* activities will be a priority⁵.

¹ Council Decision of 22 December 2000, OJ L14 of 18.1.2001, p 32.

² http://europa.eu.int/information_society/eeurope/index_en.htm

³ For the first two years of activity see the *eContent* workprogramme for the years 2001 – 2002 as well as a list of financed projects, available on www.cordis.lu/econtent.

⁴ In line with the Commission Communication of 23 October 2001 on the exploitation of public sector information COM(2001)607 final and with the Commission proposal for a directive on the re-use and commercial exploitation of public sector documents of 5 June 2002, COM(2002)207 final.

⁵ Candidate Countries for entry in the European Union are: Bulgaria, Czech Republic, Cyprus, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Romania, Slovakia, Slovenia, Turkey. Up to date information on which countries are already part of the programme is published on the Official Journal of the European Communities. An up to date list is also available on the programme web site at www.cordis.lu/econtent.

0.3 Project characteristics

The programme aims at co-financing projects that are:

- high risk - high reward,
- cross-sectoral and trans-national,
- scalable and capable of acting as multipliers,
- user orientated,
- and capable of tackling barriers that prevent, at European level, the establishment and functioning of the single market in the areas they address.

Projects will use existing state-of-the-art technical solutions, and will be geared towards business and socio-economic – as opposed to purely technological – innovation. Projects innovation will be judged on their ability to bundle, repurpose and use digital content. **Research projects, offline multimedia applications as well as the digitisation of large quantities of material are not supported** by eContent. The integration of elements from the different action-lines (e.g. public sector information projects that have a strong multilingual component) in a project proposal is an asset.

The projects will be based upon multi-party, multi-nation partnerships. **A minimum of two independent partners from two participating countries⁶ is necessary to make a consortium eligible.** Single-country or single-contractor actions are eligible only in the case of accompanying measures (see below under ‘project types’).

Evaluation criteria

Project proposals will be evaluated on the basis of the following criteria:

- Quality, relevance, innovation and impact
- European added value and contribution to relevant policies
- Contribution to economic development and social objectives
- Partnership, resources and management

The weighting as well as further detailing of the criteria used in the evaluation-process will be published in the call for proposals and/or the guide for proposers.

⁶ Participating countries are the 15 EU Member States, Norway, Iceland, Liechtenstein, Latvia, Estonia, Poland and Hungary. Up to date information on which Candidate Countries are already part of the programme is published on the Official Journal of the European Communities. An up to date list is also available on the programme web site at www.cordis.lu/econtent.

Project types

In the second phase of *eContent*, different project types can be supported:

- demonstration projects;
- feasibility projects;
- accompanying measures.

The projects supported by the programme are expected to be sizeable enough to ensure a lasting impact on the market place in terms of demonstration potential and measurable results beyond the phase financed by the Communities. Their actual size will vary depending on the action line and the issues addressed. Participants in the projects will be asked to demonstrate their ability to cofinance their share of the work with matching funds.

Demonstration projects will consist of experiments in which European partners work together towards a common result to showcase the objectives of the action line. Depending on the action line, this can be a concrete information product/service or an improvement in the information infrastructure that will help develop the European cross-border content market. The Commission contribution will normally be up to 50% of the project costs and will not exceed € 2.5 million. The average total project value is expected to be in excess of €2 million.

Feasibility projects are small scale projects lasting six to nine months designed to provide a framework for early experimentation and appraisal of new ideas. These projects are expected to result in a concrete project ready for implementation with a defined partnership and revenue model at the end of the feasibility phase. By their nature they are expected to ease the participation of small size businesses, especially from Candidate Countries that have not previously participated in the programme. Feasibility projects are not supposed to lead to the presentation of demonstration projects at later time. The Commission contribution will normally be up to 50% of the project costs and will not exceed €200,000.

Accompanying measures will have an interest for the programme as a whole or for one of the main action lines. They will typically address horizontal issues, such as the exchange of best practice, network building, awareness and dissemination activities, industry-led web portals, project clustering and concertation. The Commission contribution may range from 50% to 100% of the total cost depending on the nature of action and will not exceed €1 million. Value for money will be considered as a criterion in the selection of accompanying measures. As a general rule, accompanying measures will be based upon multi-party, multi-nation partnerships, although in exceptional cases single-country or single-contractor actions may be eligible as well.

Dedicated **call for tenders** may be issued for specific actions like studies or services for the Commission, relating to the execution of the programme.

Proposers are advised that successful projects have in the past shown the characteristics described in the table below.

Project types and typical project characteristics

	Type of Action	Type of Call	Typical Duration	Typical no. of Partners	Typical EU Contribution
Cost-shared projects	Demonstration projects	Fixed deadline	Up to 30 months (typically 18-24)	3-8	Up to 2.5 MEURO 50% funding
	Feasibility projects	Continuous submission	Up to 12 months (typically 6-9)	2-4	Up to 200 KEURO 50% funding
Accompanying measures	Best practice, guides and standards, SME measures, consensus and community building etc.	Fixed deadline	Up to 24 months (typically 18-24)	1-4	Up to 1 MEURO up to 100% funding
	Programme level awareness and dissemination		Up to 24 months	1-2	Up to 1 MEURO up to 100% funding
Studies and service contracts	Studies, surveys, project clustering and concertation, etc.	Call for tenders	Up to 18 months	1-2	100% funding

Fixed deadline calls and continuous submission scheme

Demonstration projects and accompanying measures will be called for under two *fixed deadline calls for proposals*, in principle foreseen for publication in the Official Journal in December 2002 and December 2003. The calls will normally close between 3 and 4 months after the publication of the call for proposals. Proposals will be assessed in the weeks following the closure date for submission.

Feasibility projects can be submitted under the *continuous-submission scheme*, as detailed in the table in section four. Proposals will be assessed in batches, typically on a four-month basis.

Indicative budget

The following table gives an indication of the budget split between the action-lines for the years 2003-2004.

Summary Budget Table: 2003 – 2004

Action Line	% of budget	EURO
Improving access to and expanding use of public sector information	47	23 700 000
Enhancing content production in a multilingual and multicultural environment	47	23 700 000
Increasing dynamism of the digital content market	6	3 100 000
Evaluation measures, publications, meetings, etc.		1 000 000 ⁷
Total indicative budget	100%	51 500 000⁸

⁷ This amount is earmarked on the administrative part of the budget.

1. ACTION LINE 1: IMPROVING ACCESS TO AND EXPANDING USE OF PUBLIC SECTOR INFORMATION

Background

The public sector is the single biggest producer of information in Europe. Within the exercise of its public tasks, it collects, processes and disseminates considerable quantities of information. Financial and business information is collected by public sector organisations. Legal information and administrative information are public sector information *par excellence*. Geographical information, cultural heritage, traffic information and tourist information is also collected by public sector bodies⁹ at different levels of government. This information resource has a considerable economic potential which is largely untapped. In particular the development of cross-border services based on public sector information is hampered by the existing market barriers. Citizens and businesses alike can greatly benefit from a good provision of this type of information on the Internet. Public sector information is a key resource for economic activity and proper functioning of the internal market.

Actions will be articulated in two sublines described below:

- Cross-border information services based on public sector information
- Establishment of European data collections.

Objectives

Stimulate the cross-border use of public sector information for added-value information products and services. The actions should support the political process at European level to improve the conditions for re-use of public sector information¹⁰.

1.1. Subline 1.1: Cross-border information services based on public sector information

Background

The information society technologies have led to unprecedented possibilities to combine data taken from different sources and create added value products and services. Public sector information can be an important source for this kind of services. Added-value can be the result of combining the public sector information with private sector content resources or by aggregating data available at the local, regional or national level into a cross-border information service. Applications based on, amongst others, public sector information can become a catalyst of the development of new mobile services.¹¹

⁸ This indicative budget represents the expected budget allocated to the eContent programme by the EU Budgetary Authority for the years 2003 and 2004. The amount allocated to eContent for the year 2004 will be fixed by the Budgetary Authority within the limits of the financial perspectives and in line with the eContent Council Decision (2001/48/EC). This amount is expected to be in the order of 24 MEURO.

⁹ Public sector bodies are publicly financed or controlled bodies, with the exclusion of state companies.

¹⁰ Proposal for a directive on the re-use and commercial exploitation of public sector documents COM(2002) 207 final.

¹¹ See for example the study "Digital Content for Global Mobile Services", Andersen, 2002. The study estimates the European mobile content market size in 2006 at around EUR 19 billion and indicates that

The political goals are to facilitate the establishment of European information services based on public sector information, to enhance an effective cross-border use of public sector information by private companies for added-value information products and services, to limit distortions of competition on the European market and to avoid that a different pace in the Member States in dealing with the re-use of public sector information will lead to further fragmentation.

Objectives

Showcase the potential of public sector information for cross-border information services by building partnerships between public sector bodies and private entities.

Focus

In the second half of the *eContent* programme, this subline will focus **on cross-border added-value information services** based on public sector information, and with the participation of private entities. In order to be eligible for co-funding, projects will clearly have to show:

- The cross-border nature of the information service (having a multinational partnership is not automatically a proof of a cross-border service); both the information service and the target market need be of a cross-border nature;
- The added-value nature of the information service (in relation to the original material, but also in relation to possible similar services already existing in the market);
- The business case, in particular in the demonstration projects.

Search machines (tools) that are only going to structure and unlock public sector information resources are **not** in the scope of this subline. This type of proposals will be automatically declared out of scope. In the same way, the provision of free electronic government services to citizens (e.g. online tax forms, self certification, etc.) **will not** be considered for funding. Projects in this action line are characterised by the presence of a public-private partnership aimed at exploiting an information resource held by a public sector body.

Actors

The main actors in a project will be private companies (publishers, online publishers, mobile network operators, ISPs etc.) that want to add value to and exploit public sector information, and the public sector bodies that hold the information resources. Consortia just consisting of public sector bodies and/or consultants will not be considered for co-funding. Consortia will have to indicate clearly in the proposal how to best address the relevant IPR issues when exploiting public sector data which is copyright protected.

attractive public sector information applications and added-value applications based on public sector information can be a key element in developing this emerging services market.

Project types

Demonstration projects

Demonstration projects should demonstrate to possess a considerable size and expected lasting impact on the market. For this purpose, a well developed business model, identifying the users' base and revenues mechanisms needs to be integral part of the project proposal. The presentation of the business model should include basic elements allowing to judge the soundness of the approach proposed.

- *Description of the business.* Identification of product or service, operational work flows, analysis of the client base, competition and existing similar products, SWOT analysis, regulatory matters, etc.
- *Financing.* Sources and cost of *financing*, break-even schedule.
- *Marketing.* Pricing, sales promotion, awareness building, target groups, market analysis.
- *Management.* Roll out plan, personnel issues, *corporate* infrastructures, decision-making structures, risk analysis, quality assurance.

Call Identifier: AL 1.1 - DM

Feasibility projects

Interested consortia that have an idea for a cross-border content application based on public sector information with a clear market potential but that may have not yet finalised their business plans or fully defined the consortium, can apply for funding via a feasibility project. Feasibility projects should lead to results that will allow a concrete market-experiment to take off after the project is over.

Call Identifier: AL 1.1 - FP

Action line specific indications on the evaluation criteria

The submissions will be judged on the basis of the generic criteria as specified in the introduction (section 0.3 on projects characteristics). In addition, the criterion on 'quality, relevance, innovation and impact' will be translated into the original use of public sector information, and the level of aggregation or other ways to add value to the raw public sector material.

Timing

A call for proposals for demonstration projects for this sub-line will be published in December 2003. The continuous submission scheme will be open for feasibility projects.

1.2. Subline 1.2: Establishment of European digital data collections

Background

The further integration of the EU economies and the development of mobile applications leads to an increasing demand for pan-European information services and products. Developing such products based on public sector information is, however, a challenging task. Rules and practices for re-using public sector information diverge between countries. There are also a number of practical barriers – like language – and the use of different standards.

Objectives

To stimulate the development of pan-European digital data-collections based on public sector information.

Focus

The subline will focus on experiments to develop European digital data-collections based on public sector information with an infrastructural role, that have a direct or indirect impact on the digital content market. Projects will have to show:

- coverage of a considerable part of Europe and the scalability towards a full European coverage;
- the direct or indirect impact of the action on the digital content market;
- involvement of Candidate Countries where appropriate.

Search machines (tools) that are only going to structure and unlock public sector information resources are **not** in the scope of this subline. This type of proposals will be automatically declared out of scope. In the same way, the free provision of electronic government services to citizens (e.g. online tax forms, self certification, etc.) **will not** be considered for funding.

Actors

Public sector data-holders and/or private companies aggregating public sector data or producing relevant private sector data at a European level. Emphasis is given on how proposals allow the re-use of the data-collections by private players and how their action will impact the market (who will be the re-users, what type of applications will be facilitated). Consortia that consist solely of public sector bodies can in principle get funding under this action-line. Consortia must indicate how access to the data they propose to collect is guaranteed. This will have to include indications how to best address the relevant IPR issues when exploiting data which is copyright protected.

Project types

Demonstration Projects

Demonstration projects should have a considerable size and expected impact on the market. They should bring together partners from different European countries working towards a concrete example of a digital data-collection based on public sector information at European scale.

Unless the project consists of a concrete service or product to be marketed to end-users at the end of the project, there is no need for a detailed business plan in this sub-line. Nevertheless, the project-proposal should clearly indicate the impact on the market and who the re-users are. Proposers are also expected to develop a re-utilisation policy for the information they are collecting. Extensions of the digital data collection to candidate countries is strongly encouraged. The use of existing standards or the contribution to establishing best practice in the subject area will be an essential aspect of the proposal.

Call Identifier: AL 1.2 - DM

Feasibility Projects

Interested consortia that propose an idea for a pan-European data-collection based on public sector information with a clear market impact, but that have not yet finalised their market assessment or fully defined the consortium, may apply for funding with a feasibility project. Feasibility projects should lead to results that can be the basis for the development of a real pan-European digital data-collection. Proposals from candidate countries using feasibility projects to define emerging requirements are particularly welcome.

Call Identifier: AL 1.2 - FP

Action line specific indications on the evaluation criteria

The submissions will be judged on the generic criteria as specified in the introduction (section 0.3 on projects characteristics). The European coverage (including candidate countries) will be an important aspect in assessing the European added value. The criterion on 'quality, relevance, innovation and impact' will take into account the contribution of the proposal to unlock public sector information resources previously unused. The use of existing standards or the contribution to establishing European standards in the subject area will be an essential aspect of the proposal.

Timing

A call for proposals including demonstration projects for this sub-line will be published in December 2002. The continuous submission scheme will be open for feasibility projects.

2. ACTION LINE 2: ENHANCING CONTENT PRODUCTION IN A MULTILINGUAL AND MULTICULTURAL ENVIRONMENT

Background

No European enterprise has immediate access to a market of 370 million customers who speak the same language or share the same consumer habits, and yet companies are driven by the Internet to outgrow their national market and start exporting. For many types of products, an effective multilingual and multicultural strategy can make the difference between global success or failure. In addition, a more culturally and linguistically diverse Internet will provide broader access to the Information Society for many citizens who might otherwise be excluded. The enlargement process of the European Union also poses additional demands for targeted customisation efforts.

This action line is based on two sublines:

- Partnerships for multilingual and multicultural content
- Strengthening the linguistic infrastructure

Objectives

To ease access to and ensure a wider availability of high quality networked content across markets and communities, by encouraging cooperation between the European content and language industries.

2.1. Subline 2.1: Partnerships for multilingual and multicultural content

Background

Producing, updating and re-purposing multilingual quality content is resource intensive and time consuming. At present there are considerable market inefficiencies because of the lack of (cross-border) co-operation between content producers, distributors and localisation industries, and the absence of multilingual and multicultural strategies.

Localisation is the process of adapting products and/or services to the requirements of a specific community. In the case of content this starts with the linguistic adaptation (translation) and extends to the cultural adaptation in the markets where publishers operate. This involves the localisation of search, retrieval and personalisation of interfaces and tools.

In Europe there is a low level of awareness of the needs and nature of localisation. While there is an established tradition of translation, there is little experience with the processes and requirements of digital content localisation, the maintenance problems of services in multiple languages, the licensing issues, etc. Localisation poses challenges to the publishing cycle of web sites, to the design and management. In many cases the legacy of technologies not designed for multilingual content pose specific problems.

Accessibility to content for people with special needs (e.g. iconic, sign language, etc.) is also considered as part of the process of adaptation of content for specific needs or communities.

Objective

Foster new partnerships between various actors in the content and language industries involved in the production, delivery and re-purposing of networked content.

Focus

The focus will be on the localisation of applications and services addressing multimedia content accessible through various platforms and devices (e.g. PCs, mobile and communicating appliances, interactive TV). Projects may be based e.g. upon networking cultural creation, knowledge, education and marketing. The partnership between various actors involved in the localisation process has to be clearly presented in the proposals.

Proposals in this action line are expected to cover a multiplicity of languages of the countries participating in the programme. Sheer translation efforts of existing material (not addressing the other components of the localisation process) are not in the scope of this subline and will not be considered for funding.

Actors

Actors include digital content players from both the public and private sector planning to enhance their offerings (e.g. web portals, mobile services, location-based services, broadband information and entertainment services). Business actors who intend to establish or strengthen their presence on the e-commerce scene through e.g. web marketing, retailing and customer care offerings. Providers of localisation technologies, Internet operators and IT vendors. Actors will have to include indications how to best address the relevant IPR issues when exploiting protected works.

Project types

Demonstration projects

Demonstration projects are expected to bring together different types of actors active in the localisation process. Partnerships are expected to showcase collaborations between content providers, language players and state of the art technological solutions. They will aim at experimenting effective approaches for designing, producing, packaging, delivering and maintaining services meeting the linguistic and cultural requirements of the target markets. Inclusion of candidate countries' languages is considered an advantage.

A clear business model, identifying the users' base and revenues mechanisms needs to be integral part of the project proposal. The presentation of the business model should include basic elements to judge the soundness of the approach proposed.

- *Description of the business.* Identification of product or service, operational work flows, analysis of the client base, competition and existing similar products, SWOT analysis, regulatory matters, etc.
- *Financing.* Sources and cost of financing, break-even schedule.
- *Marketing.* Pricing, sales promotion, awareness building, target groups, market analysis.
- *Management.* Roll out plan, personnel issues, corporate infrastructures, decision-making structures, risk analysis, quality assurance.

Call Identifier: AL 2.1 – DM

Feasibility projects

Feasibility projects aim at progressing from a core group of partners and an initial idea to a broader partnership and more definite development business and exploitation plans. They are designed to provide an easier path for new entrants, especially innovative SMEs and start-ups, who need to identify a user base, establish a viable business and revenue model and find suitable partners and investors. This type of project is expected to ease the participation of candidate countries in the programme.

Call Identifier: AL 2.1 – FP

Action line specific indications on the evaluation criteria

The submissions will be judged on the generic criteria as specified in the introduction (section 0.3 on projects characteristics). The depth of language coverage (including candidate countries) as well the quality of the proposed localisation methods will be an important aspect in assessing the European added value. The criterion on ‘quality, relevance, innovation and impact’ will take into account the contribution of the proposal to showcase the added value of localising digital content.

Timing

A call for proposals including demonstration projects for this sub-line will be published in December 2002. The continuous submission scheme will be open for feasibility projects.

2.2. Subline 2.2: Strengthening the linguistic infrastructure

Background

A robust infrastructure comprising language data and tools is a prerequisite for the timely and cost effective creation and deployment of multilingual and cross-cultural e-content. It is the structural basis for any sustained internationalisation and localisation effort, especially for less widely spoken languages where market forces often provide insufficient incentives.

Multilingual terminology, glossaries, thesauri and other language resources for specific sectors exist. However their coverage of EU languages is far from optimal and their availability scarce. Available terminology resources generated by national or European programmes are not generally available beyond the specific context for which they were created.

Objectives

To **pool together** linguistic infrastructure resources (e.g. lexicons, grammars, rules for terminology building, intelligent indexing etc.) and **provide convenient access and a market place** to this infrastructure for content providers and distributors, and for suppliers of language services and localisation solutions.

Focus

This sub-line will focus on the networking of existing regional and national resources and their access and use by content actors.

The development of new multilingual resources will also be covered by the action for less widely spoken languages as well as those of the Candidate countries.

Proposals in this subline must cover an adequate number of languages.

Actors

Public bodies, publishers and industrial or commercial groups that hold high-quality language data, which can be used as reference and development material by designers, localisers, translators and terminologists engaged in multimedia projects. Actors will have to include indications how to best address the relevant IPR issues when exploiting data which is copyright protected.

Project types

Demonstration projects

Demonstration projects should have a considerable size and expected impact on the market. They should bring together partners (both public and/or private) from different European countries working towards an integration of (part of) their basic multilingual resources or the development of new multilingual resources. The inclusion of at least one language of a candidate country is considered an advantage. The use of existing standards or the contribution to establishing European standards in the subject area will be an essential aspect of the proposal.

Call Identifier: AL 2.2 – DM

Feasibility projects

Consortia that have an idea for the development of or for pooling together their basic multi-lingual resources, but that have not yet finalised their assessment of the impact on the market or fully defined the consortium, may apply for funding with a feasibility project. Feasibility projects are designed to ease the participation in the programme of entities of candidate countries.

Call Identifier: AL 2.2 – FP

Action line specific indications on the evaluation criteria

The submissions will be judged on the generic criteria as specified in the introduction (section 0.3 on projects characteristics). The depth of language coverage (including candidate countries) will be used in assessing the European added value. The criterion on ‘quality, relevance, innovation and impact’ will take into account the expected impact of opening up and making available language resources. To this end the identification of a target user population as well as an usage model are considered essential. The use of existing standards or the contribution to establishing best practice in the subject area will be an essential aspect of the proposal. The issue of intellectual property rights should be addressed where applicable.

Timing

A call for proposals including demonstration projects for this sub-line will be published in December 2003. The continuous submission scheme will be open for feasibility projects.

3. ACTION LINE 3: INCREASING DYNAMISM OF THE DIGITAL CONTENT MARKET

Objective

To help create favourable condition for the European digital content market by horizontal actions aimed at reducing market fragmentation, export opportunities and more effective use of information by the public sector.

Focus

The focus will be the exchange of good practices, the build up of a strategic overview of the digital content market based on the collection of data and benchmarking practices, and dissemination activities for the programme as a whole.

3.1. Subline 3.1: Exchange of good practices

Background

A shared view of future developments between public institutions and private parties is essential to set in motion a virtuous circle of new initiatives and investments. Public-private partnerships are seen as the key to unlock in Europe the potential of languages in accessing the networks and in unleashing large repositories of unexploited data. Since the process of experimentation has started since a few years, it is now timely to encourage an exchange of information at European level on the experience gained. The identification, exchange and promotion of best practices is an essential element of this process.

Objective

To stimulate the exchange of best-practices throughout Europe on the re-use of public sector information and the linguistic customisation of content.

Focus

This subline will focus on two types of actions, related to the main action-lines.

- Actions that aim at identifying, collecting and presenting good practices in relation to the areas of digital content at the centre of the eContent programme, namely: the re-use of public sector information, the internationalisation of web content and services, digital content localisation, cross-cultural information, mobile and transaction services, etc. The exchange of good practices can – for example – be realised through dedicated case studies, print and electronic publications and presentations at major public events; synergies with projects or actions foreseen under the subline 3.4 (dissemination of results) are encouraged wherever possible.
- Thematic networks to improve the learning processes and the exchange of good practices on the re-use of public sector information or the barriers to effective localisation of digital content products and services at European level (including the Candidate Countries) in specific areas of interest. Showcasing of successful market examples (e.g. partnerships between content owners and localisers, successful business models for the exploitation of the cultural heritage, innovative applications in the field of mobile multimedia, transfer of knowledge from business universities, etc.) could be one area of application of such networks.

Action type and timing

The programme will be open for proposals for **accompanying measures** under fixed deadline calls covering these areas. For the thematic networks, the eligible costs would be limited to the costs directly related to the functioning of the network (e.g. travel costs, co-ordination costs).

Call Identifier: AL 3.1 – AM

3.2. Subline 3.2: Strategic outlook of the content market

Background

The observation of the content and language market is presently fragmented and there is little or no regular and consistent collection of data, nor benchmarking between European countries. Absence of quantitative knowledge on the existing repositories of pan European public data collections and of existing language resources prevents the building of a vision of future developments shared by private and public parties. Such a shared vision could reduce uncertainties, increase private sector investments and speed up concrete initiatives.

Objectives

The main objective is to contribute to an understanding of the opportunities, changes and trends in the digital content industries based on the collection of market data, statistical information wherever this exists, benchmarking and strategic studies. They shall identify the current situation and indicate a way forward for market and policy actions aimed at fulfilling the programme objective of providing access for all to the Internet by increasing the availability of European multilingual content.

Focus

The focus of the market observation will be to define and collect data to gather a strategic outlook on developments in areas relating to the exploitation of public sector information and for content localisation.

Actions

One or more dedicated actions will be launched to support the market for cross-border exploitation of public sector information and for the linguistic and cultural localisation of digital content products. Benchmarking and statistical methodologies may be used to realise the actions proposed in the list below:

- a baseline measurement (*zero-measurement*) of the use of public sector information throughout Europe in order to subsequently measure the impact of the proposed directive for the re-use and commercial exploitation of public sector documents. Case studies, difference in usage between countries, business models applied can be examples of applications. This zero-measurement will be the basis for a second measurement after a few years.
- an action aiming at establishing directories of main public sector data collections covering all Member States and the Candidate Countries.
- an action aiming at establishing directories of language resources covering Member States and Candidate Countries.

- a study benchmarking the use and economic models of PSI between the EU Member States in specific sectors, with a view of comparing the situation with the US.
- a study on the evolution, current state and prospects of the market for linguistic and cultural localisation of content, resulting in a description and a better understanding of the new business models and structures as well as the implications of the more severe business climate of the post new-economy era.

Action types

These actions will in principle be covered by a tender procedure (service contract, 100% financed by the Commission). They may also be considered to be opened as part of this action in the form of accompanying measures.

Call Identifier: AL 3.2 - AM

3.3. Subline 3.3: Management of rights for digital content

Background

Licensing agreements are the basis for creating products mixing text, images and sound and products that aggregate content from different sources. The effectiveness and efficiency of the multimedia rights clearance have a strong and direct impact on the functioning of the content industries in the digital world. Continued attention is needed to arrive at a consistent rights clearance approach taking account of the current European legal framework and its further development. The clearance function is expected to remain a fundamental element in a quickly evolving environment of changing business, legal, enforcement, financial and informational models supporting this fundamental function.

There has been little attention to the consumer side of managing rights. Questions remain open as to the level of consumer acceptability of rights management solutions. Interface and functionality of systems, as well as policy issues linked to privacy and access to information should be investigated. The consumer question also involves the easiness of access, the legitimate use of content and business models and the easiness of access for disabled persons.

Objective

Stimulate an environment for the acceptance of right clearance solutions for digital content, with a special attention given to material originating from the public sector.

Action

Actions aiming at creating a dialogue between content creators, collecting societies, content industry players and consumer organisations. Identification of emerging business models and pricing schemes.

Action type and timing

Proposals for **accompanying measures** to provide insight in the rights management issues can be submitted under the fixed deadline call of December 2002.

Call Identifier: AL 3.3 - AM

3.4. Subline 3.4: Dissemination of results

Background

The results of the projects and other activities co-financed by the *eContent* programme should be widely spread to give them an effect beyond the direct impact on the project partners. Therefore, towards the end of the programme, an active dissemination of the results is necessary.

Objectives

To make the results of the *eContent* programme known to and usable by all interested parties in the digital content and language industries and the public sector.

Action

The Commission will itself actively disseminate the results of the programme via dedicated publications and its multilingual web sites. It will support participation of projects to major conferences and exhibitions (e.g. Milia, Frankfurt Book Fair, London Online etc).

The continued support of industry-led web site dedicated to players, issues, developments and trends related to the *eContent* target groups could be an important factor in the dissemination. The web site should be further implemented with a view of serving the target population of *eContent*, ranging from public administrations to Internet start-ups.

Action type and timing

Proposals for an **accompanying measure** to disseminate the *eContent* results through an industry-led website can be submitted under the fixed deadline call of December 2002.

Call Identifier: AL 3.4 - AM

4. YEARS 2003 – 2004 IMPLEMENTATION ROADMAP

The table below gives an indication of the schedule of the calls for proposals for the period covered by the present workprogramme.

Indicative publication date ¹²	Indicative closing date	Open AL lines	Type of Call	Evaluation results to proposers	Indicative EU Budget (MEURO)
16/12/2002	21/03/2003	AL 1.2 – DM AL 2.1 – DM AL 3.1 – AM AL 3.3 – AM AL 3.4 – AM	Fixed deadline. Demonstration projects, Accompanying Measures	June 2003	26.0
16/12/2002	28/05/2004	AL 1.1 – FP AL 1.2 – FP AL 2.1 – FP AL 2.2 – FP	Continuous submission. Feasibility projects	May 2003, then every four months	4.0
15/12/2003	26/03/2004	AL 1.1 – DM AL 2.2 – DM	Fixed deadline. Demonstration projects, Accompanying Measures	June 2004	21.5

Additional project types may be open for the call for proposals scheduled in December 2003.

¹² **Important: the actual closing dates of the calls are indicated on the notice published on the Official Journal. Dates mentioned in this workprogramme are indicative only.**

5. RELATIONS WITH OTHER COMMUNITY PROGRAMMES

<p>eEUROPE2005</p>	<p>The eContent programme is part of the eEurope action-plan that was endorsed by the European Council in Feira. The importance of digital content was stressed by the Lisbon European Council that concluded that: “Content industries create added value by exploiting and networking European cultural diversity”, and that “Member States and the Commission should ensure the availability of content for high speed networks”. The follow-up action eEurope 2005¹³ encompasses the production of European quality content by promoting online public services and dynamic business environment through wide spread and secure broadband access. eContent particularly support the broadband and mobile access to a different range of services.</p> <p>http://europa.eu.int/information_society/europe</p>
<p>6th FP for research and development</p>	<p>The Information Society Technologies (IST) Programme of the 6th Framework Programme for research and technological development aims at strengthening Europe’s competitiveness & technology base as well as building the information and knowledge society for all. Contrary to research activities eContent is market-oriented. It concentrates on the use of both existing and emerging - but commercially available – technologies to close the gap between research and market. The IST programme stimulates the required research for providing an information structure of the future while eContent is concerned with digital content production of the public sector and its exploitation and the promotion of the linguistic diversity in the Information Society. EContent builds on the results of the IST programme and successor programmes as they emerge.</p> <p>http://www.cordis.lu/ist/fp6/fp6.htm</p>
<p>IDA</p>	<p>Interchange of data between Administrations (IDA) is a programme supporting the realisation of Community Policies through the use of the Trans-European Telematics Networks. It is based on projects of common interest in the different sectors such as health, social policy, agriculture, fishing, the internal market and the consumer protection. eContent is content and language oriented and mainly targets private sector companies or aims at stimulating public-private partnerships, with a view to commercially exploiting the untapped potential of public sector information.</p> <p>http://europa.eu.int/ISPO/ida</p> <p>http://europa.eu.int/public-services</p>

¹³

Adopted 28 May 2002

MEDIA PLUS	<p>MEDIA PLUS addresses the specific needs of the audiovisual segment (television, video, radio, audio and cinema) of the content industry. <i>eContent</i> will contribute to the establishment of a comprehensive European digital content policy in complement to the measures for the audiovisual sector. Both programmes address different content segments, and propose actions adapted to each segment's specific needs.</p> <p>http://europa.eu.int/comm/avpolicy/media/index_en.html</p>
INNOVATION AND SMEs	<p>Innovation is a key factor in industrial competitiveness, sustainable economic and social development and job creation. SME 2001-2005 programme¹⁴ addresses small and medium-sized enterprises (SMEs) as important innovation vectors and players. <i>eContent</i> addresses the digital content and language industries which are, apart from a limited number of international and global players, composed of mainly SMEs and Internet related start-up companies. The <i>eContent</i> programme aims at stimulating these companies and their customers. In short, the innovation and SME programme and <i>eContent</i> are fully complementary in improving the competitiveness of SMEs for the new economy.</p> <p>http://europa.eu.int/comm/enterprise/enterprise_policy/mult_entr_programme/programme_2001_2005.htm</p>
ENTERPRISE POLICY	<p>Enterprise policy needs to address the entire business environment to enable enterprises, whatever their size, their legal form, sector or location, to grow and develop in a way that is compatible with the overall EU goal of sustainable development. In Enterprise Europe, anyone with a commercially feasible idea should be able to realise it in the best business conditions, with access to the best research and technology, and then deliver it, by the best possible means, to the appropriate market. <i>eContent</i> and its digital content and language industries will be driving one of the emerging champions, namely e-Commerce.</p> <p>http://europa.eu.int/comm/enterprise/policy_en.htm</p>
<i>eTEN</i>	<p>The predecessors of the <i>eTEN</i> have promoted the launch of trans-European and global telecommunications applications and services. It was launched in June 1997 by a European Parliament and Council Decision, and was revised in July 2002 for the period 2002-2006. The programme funds the validation and the initial phases in the roll-out of an operational service with focus on eGovernment, eAdministration, health, disabled and elderly as well as learning and culture. The thematic focus of <i>eContent</i>, addressing market barriers limiting the exploitation of public sector information, linguistic customisation and two specific market-enablers (access to capital and Multimedia rights clearance) clearly sets it apart from <i>eTEN</i>. The mechanisms used are also different: <i>eContent</i> is moving away from the classical project support for straightforward market development (addressing structural issues with an importance for</p>

¹⁴ OJ L 333 29.12.2000 p. 84

	<p>the market and society as a whole).</p> <p>www.ten-telecom.org</p>
CULTURE 2000	<p>Culture 2000 promotes cultural dialogue, creativity and the transnational distribution of culture. This programme puts emphasis on non-commercial aspects whereas the eContent centres on the business community and the access and use of public sector information and the promotion of the linguistic diversity in the Information Society.</p> <p>http://europa.eu.int/comm/dgs/education_culture/index_en.htm</p>
LEONARDO DA VINCI	<p>This programme actively supports lifelong training policies conducted by Member States. It supports innovative transnational initiatives for promoting the knowledge, aptitudes and skills necessary for successful integration into working life and the full exercise of citizenship, and affords scope for links with other Community initiatives – particularly the Socrates and Youth programmes.</p> <p>The programme has been assigned three specific objectives :</p> <ul style="list-style-type: none"> – improving the skills and competences of people, especially young people, in initial vocational training ; – improving the quality of, and access, to continuing vocational training and the lifelong acquisition of skills and competences ; and – reinforcing the contribution of vocational training to the process of innovation in business. <p>The programme contains five main transnational measures, with provision for joint actions and accompanying measures ; <i>Mobility, Pilot projects, Language competences, Transnational networks, Reference material, Joint actions, Accompanying measures.</i></p> <p>http://europa.eu.int/scadplus/leg/en/cha/c11025.htm</p>
SOCRATES	<p>The Socrates programme is Europe’s education programme. Its main objective is to build up a Europe of knowledge and thus provide a better response to the major challenges of this new century: to promote lifelong learning, encourage access to education for everybody, and help people acquire recognised qualifications and skills. Socrates seeks to promote language learning, and to encourage mobility and innovation.</p> <p>The programme contains eight actions: <i>Comenius (School education), Erasmus (Higher education), Grundtvig (Adult education /other educational pathways), Lingua (Language teaching and learning), Minerva (Open and distance learning, information and communication technologies in education), Arion, Eurydice, NARIC (Observation and innovation), Joint actions and Accompanying measures.</i></p> <p>http://europa.eu.int/scadplus/leg/en/cha/c11043.htm</p>

eLearning	<p>The eLearning initiative of the European Commission seeks to mobilise the educational and cultural communities, as well as the economic and social players in Europe, in order to speed up changes in the education and training systems for Europe's move to a knowledge-based society. The proposed eLearning programme focuses on three priorities : 1) fighting the digital divide; 2) Integration of the virtual dimension in mobility for Universities and Higher Education Institutions; 3) School twinning via the Internet.</p> <ul style="list-style-type: none"> – eLearning - Designing tomorrow's education: http://europa.eu.int/scadplus/leg/en/cha/c11046.htm – Lifelong Learning : http://europa.eu.int/scadplus/leg/en/cha/c11047.htm
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5.1. Additional links to useful background documents about education, training, linguistic diversity, language learning and teaching are listed below

A) The concrete future objectives of the education and training systems

- Summary presentation: <http://europa.eu.int/scadplus/leg/en/cha/c11049.htm>
- Commission Report of 31.01.2001 on the concrete future objectives of education systems: <http://europa.eu.int/comm/education/keydoc.html> (COM 59, 31/01/2001).
- Council conclusions of 13 July 2001 on the follow-up of the report on concrete future objectives of education and training systems (2001/C 204/03) : http://europa.eu.int/comm/education/legis_en.html
- Detailed work programme on the follow-up of the objectives of education and training systems in Europe (20.02.2002, in English): <http://db.consilium.eu.int/pressData/en/misc/69810.pdf>

B) Action Plan on linguistic diversity and language learning

Council resolution of 14 February 2002 on the promotion of linguistic diversity and language learning in the framework of the implementation of the objectives of the European Year of Languages 2001 (OJ C 50 of 23.02.2002) can be found at http://europa.eu.int/comm/education/legis_en.html together with other recently approved legislative documents relevant to the field of languages.

C) Website of DG Education and Culture on 'Europa':

Languages section of the website of DG Education and Culture on 'Europa' : http://europa.eu.int/comm/education/languages_en.html

D) See also

– **Barcelona European Council** - 15 and 16 March 2002 - Presidency Conclusions:
<http://europa.eu.int/council/off/conclu/> (*esp* points 43, 44, 45)

– **Eurobarometer** Special Survey 54 on language teaching:
http://europa.eu.int/comm/public_opinion/archives/eb/ebs_147_fr.pdf

Summary in English :

http://europa.eu.int/comm/public_opinion/archives/eb/ebs_147_summ_en.pdf