



Digitising Content Together

Ministerial NEtwoRk for Valorising Activising in digitisation

Quality for Cultural Websites : The MINERVA Approach on Quality



Quality for Cultural Websites and the European Union

- **“Knowledge Society for All”**

eEurope

Quality for online European Cultural content :

a need – a priority – a challenge

- **“The role of Culture in the European construction”**

Resolution - 21st January 2002

- **“The Culture and the Knowledge Society ”**

Resolution - 21st January 2002



Genesis of Quality for Cultural Websites in the European Union

Swedish Presidency of the European Union :

Genesis of Quality Criteria in the Lund Principles adopted on 4 April 2001 :

"Optimise the value and develop shared visions of European content, by developing criteria and a framework for an EU collaboration plan for digital cultural and scientific content, together with an appropriate implementation means...() through **identifying added value conditions for European content...**"



Genesis of Quality for Cultural Websites in the European Union

Belgian Presidency of the European Union and the Quality in Cultural Websites :

- **1 Resolution : “Culture & Knowledge Society”** adopted at the European Council of the Ministers of Culture, on the 5th of November 2001 : specifically invites Commission and Member States to **encourage “quality-initiatives” in Cultural Websites**
- **The first European Quality Framework : the Brussels Quality Framework**, presented at the 1st meeting of the National Representatives Group (NRG), Brussels, 11 December 2001: proposes **a first grid of criteria** for Cultural Websites



Genesis of Quality for Cultural Websites in the European Union

- **The Brussels Quality Framework :**
 - Baselines for a shared vision of Quality Criteria for Cultural Web Sites
 - Objective : to provide a framework describing Quality in terms of a set of objective and measurable factors
 - Keystone : users' needs
 - Proposes a first grid of criteria for Cultural Web Sites



Genesis of Quality for Cultural Websites in the European Union

Italian Presidency of the European Union and the Quality in Cultural Websites :

- **The Minerva European Conference on Quality :**
20-21 November 2003 - Parma

Further debates within the other Presidencies and through the working groups of MINERVA



Why « Quality » ?

- For cultural entities, “going digital” or “going on the web” is important, BUT is NOT enough
- Now the most important is to be on the web in a **QUALITY** manner
- Quality “**MUST**” be ensured for online cultural content
- Because Quality is a very broad, generic and subjective concept, there is a need to break down quality into a series of criteria which are **SPECIFIC** for cultural websites



Towards a European Quality Framework for Cultural Websites:

- **The Minerva Approach** on Quality of the Working Group 5
« **Identification of user needs, content and quality framework for common access points** »
- Coordinated by the **Ministry of the French Community of Belgium** in cooperation (in the context of Minerva Plus – since February 2004 –) with the **Institute for Museum Studies / Institut für Museumskunde, Berlin**



How was the Minerva Approach on Quality built ?

- Review of state of art on « digital » quality
- Identification of the characteristics of quality and user needs for Cultural Websites
- **Establishment of a European Editorial Committee**, within the Minerva Quality Working Group (WP5) composed by: Austria, Belgium (Flemish and French Communities), France, Germany, Ireland, Italy, the Netherlands, Sweden and United Kingdom



The European Editorial Committee : Objectives

- To produce **European tools** that consider, respect and take into account all national requirements



The Minerva Approach on Quality : Phases

4 phases :

- “Handbook for Quality in Cultural Websites, Improving quality for Citizens”
- “Cultural Website Quality Principles”
- “*Quality Principles for cultural Web sites: a handbook*”
- “Museo&Web”



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Thank you for your attention

For more information :

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<http://www.minervaeurope.org/>

<http://www.cfwb.be/quality-brussels/>