



Digital Historical Maps

Report from WP8

Market Activities

Final version 1

March 30 2001

Deliverables 1, 4, 7, 8, 10, 21

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1 WP 8

1.1 Scope

The purpose of the workpackage is to disseminate the methods developed and to establish contacts with related institutions in Europe. At least two seminars will be taking place during the project period. The first, in February 1999, will be to provide information to and obtain responses from the international reference group to be constituted at the project start. This group will consist of three members from each country representing respectively the following sectors: cultural conservation authorities (archives, libraries, museums etc.), planning (municipal), the market (publishing, multimedia, producers of geographic software). A second reference group will be set up with around 75 members representing various interests and organisations from all over Europe. The larger reference group will be asked to comment on reports and documents developed during the project and to assist in prototype testing. At the start of the project the consortium will also set up a common home page with a public area containing approved/current project documents, demo versions, and a discussion forum on historical cartography. The project will also take part in a number of cultural/historical events over the next two years.

- Homepage, public and restricted part
- Seminar—reference group, nine participants, in conjunction with WP1.
- Cartography Congress Maastricht 17-20 May 1999 (~1,000 participants)
Project to be presented to the Eighteenth International Conference on the History of Cartography, 11–16 July 1999, Athens (400 delegates from all over the world)
- ICC Conference, Canada, august 1999, 1,500 delegates
- Swedish history days in Åbo 24-26 September 1999 (1,000 participants)
- Seminar—reference group, mars 2000, in conjunction with prototype evaluation, 9 participants
- Limited evaluation of prototype—reference group, june 2000~100 recipients
- GIS Conference, summer 2000, ~1000 delegates
- Kartographiehistorisches Colloquium in Bonn 14-16 september 2000 (~1,000 participants)
- Brochure, print run ~2000

Tasks:

Increase awareness of the project

Set up and maintain a home page with Web links and database links

Disseminate knowledge of materials and methods

Participate in workshops and conferences related to historical cartography

Establish contacts with related institutions in Europe in order to broaden the base for historical cartography.

1.2 Accomplishment

The market activities indicated in the original plan were concentrated in a very high extent to the first project year. Some of them also needed preparations that were not possible to carry through in the

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very beginning of the project. Furthermore, the presentation from the project should have contained very little more than a presentation of plans at that time.

Within the project therefore was decided to concentrate on the second project year. Depending on the project results, market activities also could continue after the project was finished. The following activities has not been made:

- Cartography Congress Maastricht 17-20 May 1999, deliverable 4
- Project to be presented to the Eighteenth International Conference on the History of Cartography, 11–16 July 1999, Athens, deliverable 7
- Swedish history days in Åbo 24-26 September 1999, deliverable 10
- GIS Conference, summer 2000, deliverable 8

2 Market Activities

2.1 General Activities

2.1.1 The DHM Homepage

The greater part of the efforts in the project has in one way or another been focused on the project's homepage. The ambition has not only been to create an application for presentation of material digitised in the project, but also to give the public information about the archives and their contents. The homepage is furthermore aimed to increase the interest of the users of old times and to make it easier to understand the different types of information, possible to gain from the material.

It is the expectation from us who have been working in this project that our work will be taken care of and refined in our organisations respectively, gaining different types of users for several different purposes. In the work we have met an increasing interest from people we met and from visitors to our homepage. We are certain that this interest will be even larger when we make the homepage known in a more active way. The list below presents main points in the development of the home page.

Apr 1999	First version of the homepage containing information on the project and the archives concerned
Jan 2000	Restricted part of the homepage for project members.
Feb 2000	First prototype system
Mar 2000	The restricted part open for the reference groups
Apr 2000	Evaluation of the prototype in the reference groups
Sep 2000	New layout of the homepage within the restricted part (this version aimed to replace the former)
Jan 2001	The new version is made public
Mar 2001	Second evaluation
Mar 2001	Final completions within the project

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Apr 2001 Maintenance according to decision within participating organisations

2.1.2 Brochures etc.

A poster for use in presentations, exhibitions and similar activities is produced, see appendix 7.

A brochure on the project in English has been produced, see appendix 8.

A German brochure, appendix 9, and a Swedish brochure, appendix 10, have also been made.

2.2 Activities Accomplished by the Contractors

Marketing activities accomplished by the contractors respectively, see appendix 2-6

3 Planned Market Activities after Project's finish

The homepage and the prototype system will be used as a demonstration of possible solutions for presenting archived material on the Internet by the participating organisations respectively.

On the NLS homepage a part of the archives will be presented in a public service in late 2001 or early 2002.

The project will be presented, together with the general plans for digitisation of archives in the NLS, on the 20th International Cartographic Conference in Beijing, China, August 6-10, 2001.

WP 8 project description

Title: Marketing

Lead partners for this WP: NLS (NHB) *Start month:* 1

End month: 23

Initial state, work already done, preconditions for starting tasks, end result expected:

The purpose of the workpackage is to disseminate the methods developed and to establish contacts with related institutions in Europe. At least two seminars will be taking place during the project period. The first, in February 1999, will be to provide information to and obtain responses from the international reference group to be constituted at the project start. This group will consist of three members from each country representing respectively the following sectors: cultural conservation authorities (archives, libraries, museums etc.), planning (municipal), the market (publishing, multimedia, producers of geographic software). A second reference group will be set up with around 75 members representing various interests and organisations from all over Europe. The larger reference group will be asked to comment on reports and documents developed during the project and to assist in prototype testing. At the start of the project the consortium will also set up a common home page with a public area containing approved/current project documents, demo versions, and a discussion forum on historical cartography. The project will also take part in a number of cultural/historical events over the next two years.

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- Brochure, print run ~2000

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	<i>Technical</i>	<i>Marketing</i>	<i>Other</i>	<i>TOT</i>
	<i>2 mm</i>	<i>10 mm</i>	<i>4 mm</i>	<i>16 mm</i>
<i>NLS</i>	<i>2,0</i>	<i>5,0</i>	<i>2,0</i>	<i>9,0</i>

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NHB

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5,0

2,0

7,0

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Market Activities in the Ernst Moritz Arndt University of Greifswald

<u>Occasion</u>	<u>Location and date</u>	<u>Type of activity from the Project</u>	<u>Number of participants</u>
Kartographie-historisches Kolloquium	Bonn, Sept. 2000	Poster presentation	120
„Kolloquium: Historische Kulturlandschaftsforschung“	Univ. Greifswald, 4. Mai 2001	Oral paper presentation, online demonstration	Ca. 100
ZÖLITZ-MÖLLER, R., HARTLEIB, J., B. RÖBER & SATTLER, H. (2000): Digital Historical Maps. Ein EU-Projekt zur öffentlichen Erschließung von Altkarten in Schweden, Dänemark und Deutschland (Vorpommern).	nfd - Nachrichten für Dokumentation (in print)	Printed publication in an important German journal for documentation	
ZÖLITZ-MÖLLER, R., HARTLEIB, J. & SATTLER, H. (2001): Digital Historical Maps. Ein EU-Projekt zur öffentlichen Erschließung von Altkarten in Schweden, Dänemark und Deutschland (Vorpommern).	Distributed to members of the German "Bundestag" during their visit to Greifswald, Sept. 2000	Printed brochure, see appendix	

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Market Activities in ESRI

<u>Occasion</u>	<u>Location and date</u>	<u>Type of activity from the Project</u>	<u>Number of participants</u>
ESRI User Conference	Linköping February 1-2, 2000		400 participants
Homepage of ESRI Sweden	Feb 2000	3D model, Historical map combined with height data	
GEOEurope http://www.geoplance.com/ge/2000/1200/1200nrd.asp	Dec 2000	Basic data	

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Market Activities in the National Heritage Board of Sweden

<u>Occasion</u>	<u>Location and date</u>	<u>Type of activity from the Project</u>	<u>Number of participants</u>
Svenska Arkivsamfundets temadag	Stockholm	November 11, 1999	70 participants
ESRI User Conference	Linköping	February 1-2, 2000	400 participants
The Archives of NLS, History and Future. Seminar on digitising of the archives of NLS	Gävle	February 9, 2000	100 participants from 40 organisations
Production of international folder (in press)	March 2001		App. 3,000 copies to be distributed within the participating organisations, where they will be distributed to the press and in connection with seminars and visits
National Heritage Board "Autumn Meeting". (General meeting for Swedish Heritage professionals)	Stockholm	December 7 2000	Seminar participants 50. Seminar documentation distributed to 500 participants
"Bringing the past to life". <i>GeoEurope</i> .	December 2000	Article	
Seminar for participants in the Baltic Sea Heritage Co-operation	Stockholm	January 28, 2001	9 leading heritage professionals from five nations

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Cultural environment in school	Uppsala	February 1, 2001	45 participants
Production of Swedish poster	February 2001		10,000 copies to be distributed to the press, public libraries, education organisations, history groups, and the public at seminars and lectures.
Production of Swedish information folder (16 pages)	March 2001		20,000 copies to be distributed to the press, public libraries, education organisations, history groups, and the public at seminars and lectures.
Digital Historical Maps	Tidevarv 2, 2001 (in press)	Article	
SAMGIS-föreningens temadag: "GIS och kulturmiljövård"	Bispgården	April 3, 2001	45 participants

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Market Activities in the National Land Survey of Sweden

<u>Occasion</u>	<u>Location and date</u>	<u>Type of activity from the Project</u>	<u>Number of participants</u>
Set-up of the small and large reference groups	1999		
Meeting in the GIS society of Dalarna	1999-03-17	Presentation of the project	15
Conference Kartdagarna held by the Cartographic Society of Sweden	Jönköping Apr 16, 1999	Participating in conference. Lecture on the project in the historical session	600
The Archives of NLS, History and Future. Seminar on digitising of the archives of NLS	Gävle Feb 9, 2000	Presentation of the first prototype system. Contribution to discussion	~100 from representing authorities, research in universities and high schools, local history groups and genealogists.
Lantmäteridagarna. Yearly conference held by NLS	Gävle May 10-11, 2000	Lecture and presentation of the prototype system	~100 in the session
Special Meeting of the European Council - IT Exhibition	Stockholm, March 23-24, 2001	Poster presentation of the project, the homepage and a Swedish brochure	Delegates and international media (in total >1000 participants)

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Poster on the DHM project

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Brochure on the project (English)

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Brochure on the project in German

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Brochure on the project (Swedish)