

Case Study

European Cultural Foundation



Profile

Website's name / Domain	http://www.eurocult.org
Country of origin	Netherlands
Geographical scope	National, European
Language/s / tackling of language issues	The website is available in English, Dutch and French

Website owner

Contact	European Cultural Foundation (ECF) Jan van Goyenkade 5 1075 HN Amsterdam The Netherlands Tel.: +31 (0)20 573 38 68 Fax: +31 (0)20 675 22 31 eurocult@eurocult.org
Type of organisation	Non-profit organisation
Description of the owner organisation	The ECF is supported by and supports different organisations and projects in different European countries throughout Europe. With their very different national backgrounds and character, these organisations reflect Europe's diversity. All share the objectives of the Foundation. The website mainly creates the basis for project websites hosted by the European Cultural Foundation

Importance of the website within the organisation structure

and distributes information about different programmes like their “Media”, “Mobility” and “Arts” programmes which include projects like STEP beyond, a mobility programme to foster and support cross-cultural projects and aims at encouraging collaboration, exchange and networking of artists and cultural workers. Another programme is the StrangerFestival (<http://www.strangerfestival.org>) a media programme to provide a platform for young video artists as well as to offer a skill academy for young artists, a video competition and an interactive website where members can upload their films. Furthermore, the European Cultural Foundation hosts the Lab For Culture platform.

Description of the website’s mission and objectives including the main activities of the website and which domains and disciplines are addressed, as well as how the accomplishment of the mission is facilitated

The European Cultural Foundation website is aimed at distributing information about their own projects as well as linking to other cultural websites like “Culture Action Europe”. The website aims at creating a collaborating network with other cultural organisations, policy makers, cultural actors, universities and media networks. The European Cultural foundation intends to create sustainable collaborations across Europe as well as to create better conditions for the arts. Therefore the foundation has initiated together with Culture Action Europe the Platform for Intercultural Europe which is committed to intercultural dialogue and aims at advancing the agenda of inter-culturalism from the local to European policy level. The platform has been launched in the European Year of Intercultural Dialogue 2008.

The website is linked to project websites including rhiz.eu, StrangerFestival and Intercultural Europe. Furthermore, the European Cultural Foundation provides information about all these project website. In addition the website offers a media library containing videos, pictures and audio files. The European Cultural Foundation also offers a large document download section including files about European collaboration, cultural policy and mobility in Europe. For further information distribution the website offers an RSS feed and an “E-zine”, an electronic magazine, published monthly like a newsletter.

Website facilities

Kind of facilities	<ul style="list-style-type: none"> • Media library containing video, picture and audio files • Document downloads • RSS feed • Newsletter “E-zine” 	
Member / non-member facilities	No contribution facilities	
Importance within the website content	The facilities allow for a documentation of programmes and projects as well as for a very up-to-date information provision.	
Frequency of usage	Number of visitors: (monthly):	On average 15,000
	Frequency and number of uploads of contributors:	non
	Frequency of website updating by the website owner:	Daily-weekly

<p>Does the website show any results for working communication and debate on a European / cross-border level?</p>	<p>The video, picture and audio library shows the results of a working communication and cooperation across Europe. Furthermore all project websites provide for a more detailed documentation about the initiated projects. E.g. the StrangerFestival website provides all videos entered in the competition as well as further information on the project. Furthermore, some of the project websites also operate as a communication platform like rhiz.eu and the StrangerFestival website. The European Cultural Foundation website itself works as the basis and hub for all these project networks and allows for further linkage to other cultural organisations and collaborators like “Culture Action Europe”.</p>
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Evaluation of the website

<p>Mission and objectives, accomplishment of mission</p>	<p>Attitude towards the European idea, incorporation of the European idea:</p>	<p>The website aims at fostering and supporting European cultural cooperation among artists and cultural organisations and acts as a mediator between the cultural sector and public policy makers. Furthermore one of the funding programmes is especially aimed at enhancing cultural collaboration between the Western Balkan countries and the EU countries.</p>
	<p>Cultural values:</p>	<p>The main cultural values represented by the European Cultural Foundation are intercultural dialogue to advance European cultural policy, exchange and debate, which is especially enabled by the Arts and Media projects and the associated project websites, as well as mobility, fostered by the Mobility programmes.</p>
<p>Presentation, navigation, structure</p>	<p>The website’s presentation is appealing but the navigation and structure could be simplified and provide a better overview of topics.</p>	
<p>Trustfulness</p>	<p>The foundation is supported by different Dutch institutions.</p>	
<p>Main strength</p>	<p>Main strengths include the detailed provision of information supported by the video, audio and picture library as well as the document download facilities.</p>	
<p>Main drawback</p>	<p>Main drawback is the lack of user contributions.</p>	
<p>Usage of communication facilities</p>	<p>The communication facilities are only one way</p>	

communication like RSS feed and the monthly newsletter. Other internet communication is only possible via e-mail.

Vision and recommendation of website owners

Recommendations for the European Commission

Virtual networks and websites need to be more open for user generated content and further develop the source of open source systems. Target groups need to be better connected via social networks and interactivity needs to be enhanced. Therefore a budget is needed to enlarge user communities and to work with up to date online sources. Furthermore a bridge between the European Commission and the virtual platform needs to be enforced to foster sharing of information and appreciation / importance of user contributed content. Moreover, accessibility for universities and the youth need to be enhanced and especially the dialogue between the youth, the cultural sector and policy makers needs to be increased.

Vision of further development of the website

The interactivity of the website will be enforced by creating the possibility to upload user contribution on the European Cultural Foundation website. Furthermore, the European Cultural Foundation is working on the idea of creating a user profile which can also be accessed in different virtual communities like Facebook or MySpace and their online communities like rhiz.eu.