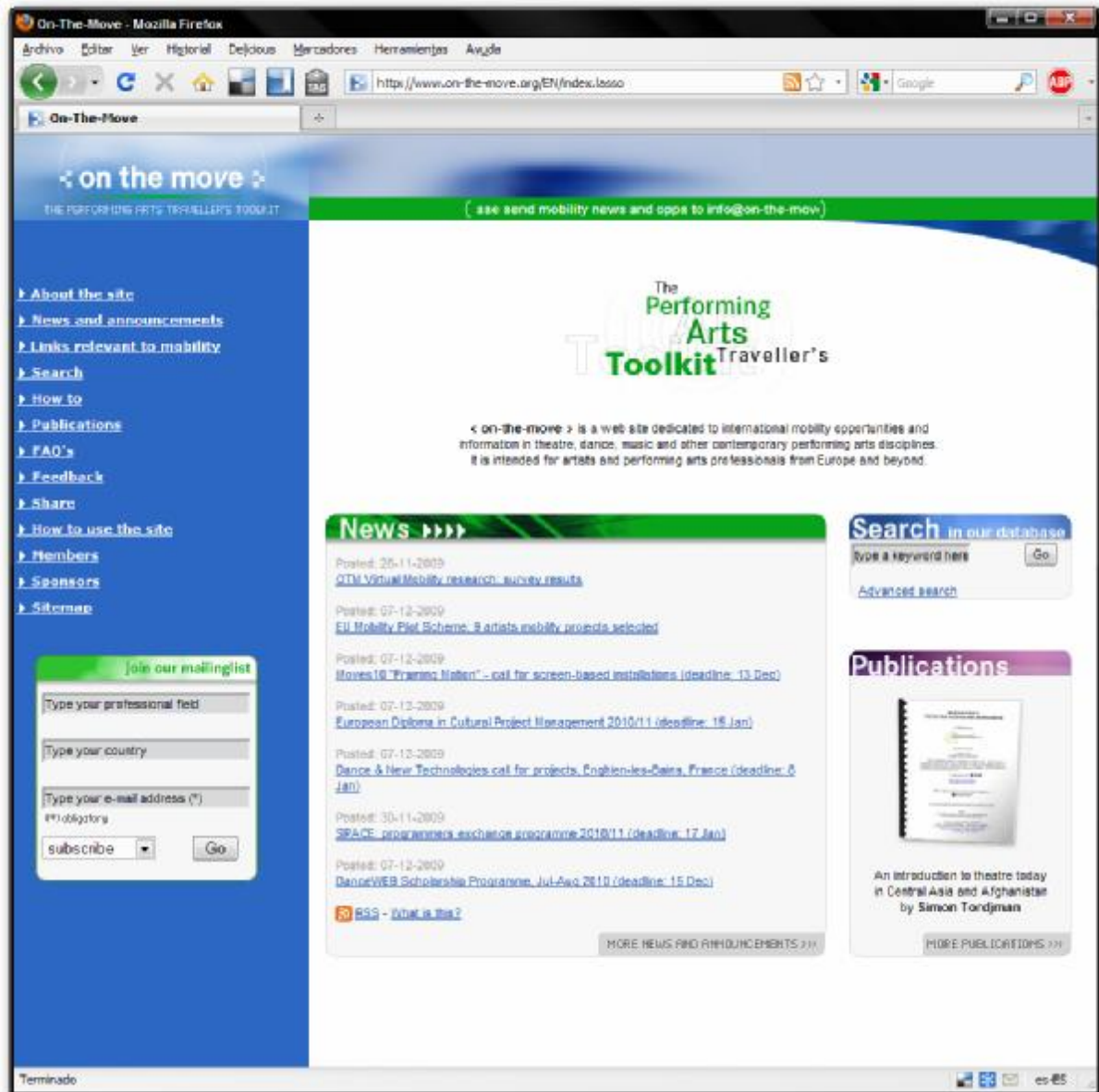


## Case Study

### On The Move – The performing arts traveller’s toolkit



#### Profile

|  |  |
|--|--|
| Website's name / Domain                  | <a href="http://www.on-the-move.org">http://www.on-the-move.org</a>  |
| Country of origin                        | Multinational  |
| Geographical scope                       | <ul style="list-style-type: none"> <li>• EU</li> <li>• Global</li> </ul>   |
| Language/s / tackling of language issues | <ul style="list-style-type: none"> <li>• English</li> <li>• German</li> <li>• Whole website in two languages</li> <li>• Database is available only in English</li> </ul> |

## Website owner

|   |  |
|---|--|
| Contact   | Regula Heggli - Editor: <a href="mailto:info@on-the-move.org">info@on-the-move.org</a><br>Cristina Farinha - Network Coordinator: <a href="mailto:mobility@on-the-move.org">mobility@on-the-move.org</a> |
| Type of organisation  | <ul style="list-style-type: none"><li>• Non-profit organisation</li></ul>  |
| Description of the owner organisation                       | On the Move is an online directory of mobility opportunities and information for people involved in performing art disciplines both from Europe and Worldwide.   |
| Importance of the website within the organisation structure | The website is the only communication channel of the organisation with its target audience.  |

## 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

|                 |   |
|-----------------|---|
| Mission         | The mission of On the Move is to be the primary source of international mobility information and opportunities for the performing arts sector.  |
| Objectives      | <ul style="list-style-type: none"><li>• Promote mobility in the performing arts sector</li><li>• Build and maintain a network of cultural information providers and sector key players.</li><li>• To contribute to raising awareness and discussion on topics concerning cultural mobility and help advance them at the EU political level.</li></ul> |
| Main activities | <ul style="list-style-type: none"><li>• Offer its audience information, advice and opportunities on international mobility</li><li>• Commission and compile publications on mobility issues</li><li>• Maintain a network of cultural information providers and key sector players.</li></ul>  |

## Website facilities

|                                |   |
|--------------------------------|---|
| Kind of facilities             | <ul style="list-style-type: none"><li>• News and Announcements on mobility</li><li>• Links relevant to mobility</li><li>• Mobility related How to section</li><li>• Publications section with dossiers on mobility issues such as co-productions, tax and social security, global mobility and others. (dossiers are both commissioned by On the move itself and gathered from other sources)</li><li>• FAQ section</li><li>• Searchable database</li><li>• E-mail based feedback section</li><li>• Moderated forum on mobility issues.</li></ul> |
| Member / non-member facilities | The user has not to be registered to use or contribute to it, all user contributions are moderated by website owners.   |

|  |   |  |
|--|---|--|
| Importance within the website content  | Since the website is basically an information repository on international mobility for artists and operators, it could not function without them. |  |
| Frequency of usage   | Average number of visitors (monthly):   | 30,821                                       |
| Does the website show any results for working communication and debate on a European / cross-border level? | Frequency and number of uploads of contributors:  | Daily  |
|  | Frequency and number of website updating by the website owner:  | 50 news items per month, two times per week. |

### Evaluation of the website

|   |  |   |
|---|--|---|
| Mission and objectives, accomplishment of mission | Attitude towards the European idea, incorporation of the European idea   | <p>The website actively promotes international mobility for artists and arts operators by empowering its target audience with the necessary knowledge to increase its activity both at European and international level.</p> <p>'On the move' (OTM) contributes through its OTM 2010+ network of cultural information providers and key players of the performing art sector to raising awareness and discussion on topics concerning cultural mobility and help advance them at the EU political level by following the political process, especially as concerns the <a href="#">Open Method of Coordination</a> expert groups, mobility pilot projects and in line with the European Agenda for Culture.</p> |
|   | Cultural values  | <ul style="list-style-type: none"> <li>• Mobility/Exchange</li> </ul>   |
| Presentation, navigation, structure               | <p>The website is clear and easy to navigate.</p> <p>The search functionality is effective and easy to use.</p>  |   |
| Trustfulness                                      | <p>The website is funded by the Culture Programme of the European Commission, the Flemish authorities, the German Federal Commissioner for Culture and the media and the Finnish Ministry of education among others.</p> |   |
| Main strength                                     | <p>The main strength of this website is the quality and quantity of its content, some of which is commissioned by the website itself, and the aggregation of otherwise scattered resources it offers.</p>                |   |

Main drawback

Only two languages, which limits the reach of its offers.

The website could benefit from an overhaul of its functionality using Web 2.0 components such as a syndication functionality with more granularity, use of Twitter, tag clouds and the provision of richer participation tools to further promote the dialogue with and between its audience.

The OTM 2010+ network of cultural information that this organisation hosts could benefit greatly from having a social network where its members could collaborate and share ideas and knowledge. According to its director, 'On the move' is currently going through a big transformation and will likely include such features in the future.

Usage of communication facilities

The website offers email, newsletter, and basic syndication and forum capabilities