

CONFERENCE PROGRAMME

Wednesday 11 October 2006

Arrival in Helsinki

2000-2200

Reception
National Library of Finland, Unioninkatu 36

Thursday 12 October

Conference Day:

Why Digitise? Who Benefits?

Impact Assessment of Digital Cultural Heritage Content and Services

Provision of digital content and services should not be considered as the ultimate objective. Instead, the goal is to generate effects that are felt to be required or necessary. The main approach of the conference is to bring into focus the benefits that the digital heritage resources provide for users and other stakeholders.

0900-1000

Registration and coffee
National Museum of Finland, Mannerheimintie 34

1000

Introduction and welcome

*Ms **Hannele Koivunen**, Special Government Advisor,
Ministry of Education, Finland (chair)*
*Ms **Paula Purhonen**, Director General, National Board of
Antiquities, Finland*

1020

Keynote

*Mr **Horst Forster**, Director, Information Society and
Media DG, European Commission*

1045

Theme I: Digitisation of Cultural Heritage & i2010 Digital Libraries

*Ms **Tarja Koskinen-Olsson**, Honorary President, IFRRO
(International Federation of Reproduction Rights
Organisations)*
*Mr **Jukka Liedes**, Director, Ministry of Education, Finland*

Comments and questions

1140-1200

Coffee break

1200

Theme II: Impact Assessment

Introduction to Impact Assessment

*Mr **Petri Uusikylä**, Partner, Net Effect Ltd.*

Economic effects

New jobs and business activities, improved competitiveness, and increased use of digital cultural heritage content and products in creation of new added value services in sectors such as culture, tourism, education and media belong to the sphere of economic effects.

Moderator:

*Mr **David Dawson**, Senior ICT Adviser, MLA, UK*

Case study:

*Mr **Dylan Edgar**, ICT Development Manager, Scottish Museums Council*

Panel:

*Mr **David Atkinson**, Dean, Helsinki School of Economics, Mikkeli Business Campus*

*Mr **Marjan Dobernik**, Head of Technical Services Office, Archives of Slovenia*

*Mr **Börje Justrell**, Head of IT Department, The National Archives of Sweden*

*Mr **Eero Hyvönen**, Professor, Laboratory of Media Technology, Helsinki University of Technology*

*Mr **Sarantos Kapidakis**, Associate Professor, Department of Archives and Library Sciences, Ionian University, Corfu, Greece*

1330-1430

Lunch

1430

Theme II continues

Social and cultural effects

Social effects are associated with well-being, health, security and the stability of society. Cultural effects include passing on the importance of the cultural and natural heritage to present and future generations, and increased understanding of culture, history and the cultural environment.

Moderator:

Mr **Christophe Dessaux**, Ministry of Culture, France

Case:

Mr **David Arnold**, Professor, Brighton University, **EPOCH** Network of Excellence

Panel:

Ms **Monika Hagedorn-Saupe**, Deputy Director, Institut für Museumskunde, Staatliche Museen zu Berlin

Mr **Lars Egeland**, Head of Information Department, ABM-utvikling, Norway

Ms **Katarzyna Slaska**, Digital Librarian, National Library of Poland

Ms **Clara Frayão Camacho**, Deputy Director, Portuguese Institute for Museums

1600-1620

Coffee

1620

Case presentations:

- *Tate Online*, Ms **Jemima Rellie**, Head of Digital Programmes, Tate, UK
- *Accessible Heritage on DVD*, Ms **Helena Hyvärinen**, UIAH Media Lab, Finland
- *The Finnish Historical Newspaper Library 1771-1890*, Ms **Maj-Lis Bremer-Laamanen**, National Library of Finland

1715

Summary of conference themes and closing of the conference

Ms **Hannele Koivunen**, Special Government Advisor, Ministry of Education, Finland

2000

Dinner

Restaurant Sipuli, Winter Garden, Kanavaranta 7