

Workshop Day of the Cultural Agendas in Switzerland, 6 May 2024

Key Take Aways

- The Workshop Day of the Cultural Agendas attracted representatives of cultural agendas from all over Switzerland who showed great interest in the newly created Open Event Data working group.
- The draft of the first edition of the [Open Event Data Monitoring](#) was presented and discussed. The final version has since been published on the [Opendata.ch](#) website.
- Principles 1-3 of the [Open Event Data Manifesto](#) have been well defined and understood, but not yet fully implemented, whereas the concrete implementation of principles 4 to 5 still requires discussion and coordination among platform providers.
- Regarding the implementation of principles 1-3, the working group advises using open, publicly documented APIs (e.g., REST APIs, OpenAPI) for sharing event data. Factual event data shall be released into the public domain using the Creative Commons Zero Waiver (CC0). Copyrighted materials shall be published under standard licenses (e.g., Creative Commons), respecting rights holders and individuals' right to digital self-determination. Basic metadata shall be provided. These guidelines ensure transparent, legal, and respectful data sharing practices.
- The workshop participants are committed to fully implementing principles 1-3 of the Open Event Data Manifesto by the end of 2024.
- A workshop on communication and outreach highlighted three areas that require further attention and should be the object of joint outreach efforts: (1) providing information about the accessibility of cultural events; (2) ensuring viable business models for cultural agendas; (3) cooperation with tourism organizations.
- In a final brainstorming session, the data harmonization & integration tasks at hand were discussed and prioritized. The following focus areas emerged: (1) use [schema.org](#) as a vocabulary for naming and interlinking data fields; (2) provide permanent, unique IDs for each event and other core entities of the event data model; (3) harmonize/map the controlled vocabularies for category trees, event types, target groups, and event status; (4) indicate the data sources; (5) avoid the dissemination of duplicate entries by clearly identifying the master data set from the point of view of the organizer; (6) provide accessibility information about event locations.
- In addition, the need for joint communication vis-à-vis event organizers has been highlighted. Here, the core message is the implementation of the Once Only Principle: "One entry – wide distribution".

Minutes

Date/Time: 6 May 2024, 13:15-17:45

Place: Bern, Schwarztorstrasse 48, Berner Fachhochschule

Participants:

- André Golliez, Hochschule Luzern, Institut für Tourismus und Mobilität
- Anna Para, HSLU
- Beat Estermann, Opendata.ch
- Christoph Inhelder, Sitios
- Eila Bredehöft, IG Kultur Zug
- Emilie Excoffier, Association In Situ
- Fabian Pichler, Synventis
- Gaston Wey, Opendata.ch
- Hugues Houmard, Culturoscope & Cie
- Jean Godel, Option Gruyère
- Julien Moeschler, Culturoscope.ch
- Katia Meylan, L'Agenda - association CultureEnJeu
- Philip Stuber, Verein Saiten
- Philippe Diener, Kulturzüri / Verein Forum Kultur
- Roland Hochstrasser, Osservatorio culturale del Cantone Ticino
- Roland Strub, PROZ
- Sarah Lüthy, thurgaukultur.ch / thurgau kultur ag
- Stefan Grünig, Hinto
- Stefan Metzger, Stadt Zug
- Valentin Zimmermann, Kultur Wallis

Welcome and Round of Introduction

- Beat Estermann opens the meeting and introduces the afternoon's program with a focus on Open Event Data (OED).
- Participants introduce themselves and explain their motivation for attending.
- There is a diverse representation from various regions of Switzerland. This shows that there is interest in the newly created OED working group throughout Switzerland.

Overview of Current State of Open Event Data Implementation in Switzerland

Beat gives an introduction to the five principles contained in the Open Event Data Manifesto¹ and their operationalization for the monitoring:

- A detailed description of the principles can be found in the slide deck and has been published on the Opendata.ch website².

¹ <https://opendata.ch/wordpress/files/2024/05/Open-Event-Data-Manifesto-Version-1.0.pdf>

² <https://opendata.ch/wordpress/files/2024/05/Estermann-OED-Principles-and-Monitoring-20240510.pdf>

- Principles 1-3 have been operationalized and have been assessed as part of the first edition of the OED Monitoring³. They have been the objective of the agreement between Switzerland Tourism and the regional Cultural Agendas in December 2023⁴.
- Principles 4-5 still need to be concretized and operationalized. They will be in the focus of the working group's future activities.
- The implementation of principles 2 and 3 require the use of standard copyright licenses:
 - Creative Commons Zero (CC-0) – “No Rights Reserved” for factual data (*Principle 2*)
 - Legal tool that allows putting (potentially) copyright- or database-protected content in the public domain, so that others may freely build upon, enhance and reuse it for any purposes without restriction under copyright or database law.
 - Legal considerations in Switzerland regarding metadata and copyright.
 - Emphasis on the use of Creative Commons 0 (CC-0) for factual data / metadata.
 - Standard Copyright Licenses for copyrighted content (*Principle 3*)
 - There is a series of standard copyright licenses that can be used for content, such as longer text and media files - [Examples](#)
 - Using licenses like CC BY-NC (non-commercial) is not recommended because it's unclear what exactly counts as "commercial use," which creates legal uncertainty.
 - To respect certain licenses like CC BY (attribution), and to let others reuse the content in line with the licenses, some basic information about the content needs to be provided, like the author, source, and a link to where the media and its full metadata can be found (media repository).
- Philip Stuber shortly recalls the letter to and meeting with Switzerland Tourism in 2023⁵.
- Beat presents the current status of Open Event Data implementation among Cultural Agendas in Switzerland, with a focus on Principles 1-3:
 - *Note that a corrected and complemented version of the May 2024 edition of the OED Monitoring has been published on the Opendata.ch website in the aftermath of the workshop⁶.*
 - Most event agenda platforms already do have an API and exchange data with other agendas. Most APIs are however still not fully open. Public documentation of the API is available in most cases, but still missing in some.

³ <https://opendata.ch/news/open-event-data-monitoring-may-2024/>

⁴ <https://opendata.ch/news/schweizer-kulturplattformen-und-schweiz-tourismus-bekennen-sich-zu-open-data/>

⁵ <https://opendata.ch/news/schweizer-kulturplattformen-und-schweiz-tourismus-bekennen-sich-zu-open-data/>

⁶ <https://opendata.ch/news/open-event-data-monitoring-may-2024/>

- Principle 2 has not been implemented yet on any of the platforms. Implementing it is mostly a formality, as it just amounts to explicitly stating the legal situation in Switzerland in the GTC and in the metadata fields of the shared datasets.
- Principle 3 has been partly implemented in a few cases. No agenda currently fully complies with principle 3.
- There is general agreement among the participants that principles 1 to 3 shall be implemented by the end of 2024.
- In the ensuing discussion, some clarifications were given regarding the meeting with Switzerland Tourism (ST) in December 2023 and the current state of cooperation with Guidle:
 - A letter was sent in September last year after a meeting in Fribourg, signed by most participants.
 - A subsequent meeting took place in December with representatives from different organizations including Philip Stuber (Saiten), Gianluca Pardini (041, Lucerne), Fabian Pichler (Synventis/PROZ, Basel), Beat Estermann (Opendata Association). Switzerland Tourism was represented by two persons, and Roger Wechsler from Guidle participated as their service provider in the area of event calendars.
 - ST's primary focus is on international tourism rather than individual regional destinations or their calendars, except for a few major international events.
 - Guidle currently serves as a service provider for ST, and destinations have the choice to work with Guidle or not.
 - Challenges have been identified when importing Guidle's data such as processing, data quality, and handling duplicates. However, exporting data could lead to greater distribution, more cultural events on tourism websites, and reduced effort for organizers.
 - Testing with Saiten is planned in the coming months, with intentions to set up data exports to Guidle before summer vacations. Importing Guidle's data is scheduled for early 2025 after transitioning to a new software solution, with a focus on evaluating the feasibility and benefits.
 - A recent exchange involving Guidle, Eventfrog, Hinto, and others in Lenzburg was organized to discuss data sharing. Guidle declared that they are open to obtaining data from Eventfrog, although challenges have been reported by Eventfrog.

These interactions highlight ongoing efforts to explore data sharing within the tourism sector, testing potential collaborations, and addressing challenges associated with data integration and distribution.

There is a significant discussion underway regarding the sharing and redistribution of data from Guidle, with a particular emphasis on strategies to prevent/eliminate duplicate entries. It will be essential to closely examine what specific data is being shared by the different platforms, including Guidle.

Workshop on Data Sharing and Licensing

Fabian Pichler provides advice on data sharing (cf. OED Principles 1-3), emphasizing several key aspects:

1. **Open, Publicly Documented APIs:** Fabian advises using open, publicly documented APIs for sharing event data. This means making event data accessible through protocols based on open standards (e.g., REST APIs, OpenAPI) that can be accessed without authentication. The API documentation should be comprehensive, up-to-date, and easily accessible online.
2. **Release Event Data into the Public Domain:** Fabian points out that in Switzerland, there is no copyright protection for factual event data, such as date, time, venue, organizer, and title. Therefore, if this information is publicly available on your website, you can also contribute it to the public domain via an API. He suggests using an appropriate license like Creative Commons Zero Waiver (CC0) for factual data. Additionally, copyrighted data should be clearly labeled with the relevant license on your website.
3. **Publish Copyrighted Material with Standard Licenses:** For materials like images, video recordings, or longer descriptions that are copyrighted, Fabian recommends using standard licenses such as those provided by Creative Commons. These licenses can specify terms like attribution (BY), share alike (SA), no derivatives (ND), or non-commercial (NC), in varying combinations. It is essential to respect the interests of rights holders and individuals' rights to digital self-determination when distributing such materials.

By following these guidelines, organizations can ensure that their data sharing practices are transparent, compliant with legal requirements, and respectful of intellectual property rights.

Workshop on Communication and Outreach

Emilie Excoffier gives an introduction to the Communication & Outreach workshop; There are 3 topics with guiding questions and a host; the participants rotate between the topics, with every participant contributing to two topics.

a) Providing Accessibility Information (Christoph Inhelder)

1. Accessibility Information
 - Detailed descriptions of event and venue accessibility are crucial.
 - What criteria are useful for describing events?
2. Use Cases
 - Key uses: Finding specific event accessibility details and identifying accessible events.
 - Best practices for accommodating specific target groups (e.g., sign language users).
 - Many users search directly on venue websites for accessibility info.
 - Abstracted summaries are needed to simplify filtering.

3. Challenges in Gathering Accessibility Information

- Acquiring reliable, detailed accessibility data is time-consuming.
- Some events or venues lack any accessibility information.
- Lack of a standard method for collecting information is a hurdle.
- Detailed accessibility info is necessary to meet diverse needs.
- Who is responsible for collecting this data: event organizers, venues, or others?
- Audience feedback (comments, ratings) would be valuable.

4. Digital Accessibility

- Websites, event calendars, and newsletters should prioritize accessibility.
- Designing for accessibility can be challenging alongside visual appeal.
- Writing clear, simple language for digital content is essential.

Accessibility information for events and venues requires detailed descriptions, including wheelchair accessibility and sign language interpreter availability. This data is essential for users to find specific event details and identify accessible options. However, gathering reliable information can be challenging due to the lack of a standard collection method and incomplete venue data. Responsibility for collecting this data typically lies with event organizers and venue operators, with audience feedback playing a valuable role in enhancing data quality.

b) Viable Business Models for Cultural Agendas (Emilie Excoffier)

1. What is my long term business model?

- Public funding (Platform and propagation)
- Data sharing is not a threat to business model

2. What is an ethical way to make money with a public cultural agenda?

- Service: Magazine + Print + Online
- Cultural Promotion, public sector
- Advertisement
- Get statistics back to administrations
- Curation of the content (in some scale)

3. How have the discussions surrounding the Kulturbotschaft / Message de la culture 2025-2028 of the Swiss Confederation impacted my project? (Current tendencies: diminishing cultural budgets and regionalization of the management of funds).

- Public sector
 - Foster participation
 - Collect + distribute information about events

4. What are important dimensions or challenges?

- Dimension of events taken into account
- Source → Usage → Output
- Mapping Filters & categories matching

-

c) Cooperation with Tourism Organizations (Philip Stuber)

1. What is my challenge with tourism institutions?
 - Challenge to collaborate with smaller cities/villages
 - They need the data even before the organizer publishes it
 - Language barriers (translation)
 - Lack of/limited resources
 - Cultural element is not crucial
 - Different focus (International tourists vs. local)
 - Data harmonization for additional information is missing)
 - Tourism institutions are not interested in the diverse content. Focus on lighthouse/top events
 - Working with media is challenging
 - No real cooperation and ghosting

2. What partnership do I want to build but have a hard time building? Why?
 - Cooperation with big companies/corporations (not interested in cultural offer)
 - Partnerships with media are difficult to establish (incl. who writes the description)
 - Establishing partnerships with sports organizations is difficult
 - To gain the city of St.Gallen for cooperation

Brainstorming on Data Harmonization and Integration

Sarah Lüthy and Stefan Grünig

- [Data harmonization & integration of cultural event data](#)
 - Goals
 - Overview of opportunities and challenges
 - Identification of success factors
 - Prioritizing aspects to focus on in future exchanges

 - Possibilities
 - What do we want to achieve with a united effort?
 - What benefits can we offer to the different players?

 - Level of Challenges
 - Legal requirements
 - Qualitative requirements
 - Formal requirements
 - Semantic challenges (culture-specific)
 - Meta information
 - Technical challenges
 - Communication challenges

 - Identification of success factors (previous findings e.g.)
 - Use schema.org as a vocabulary for naming

- Providing permanent, unique IDs for each event (for synchronization purposes)
- Avoid propagation of duplicates

- **Interactive Workshop:**

Round 1: What is still missing?

Round 2: Weighting/prioritization of the different aspects

What are must-have criteria? (red/orange)

What are nice-to-have requirements? (blue)

See the photos below; the weights have also been reported in the following lists (the first number indicates the number of “must-have” evaluations obtained, and the second one the number of “nice-to-have” evaluations. Topics that obtained at least 1 “must-have” evaluation and a total of at least 3 mentions are highlighted in bold. Topic areas are ranked in the order of the sum of mentions obtained.

- **Semantic harmonization (with a focus on cultural events) (24)**
 - **Category trees (7+1)**
 - **Event types (3+2)**
 - **Master Mapping (Data Flow) (3+1)**
 - **Target Groups (2+1)**
 - **Super-sub-event structure (1+3)**
 - Keywords 1:N
- **Meta information (23)**
 - **Source (7+0)**
 - **UUID (5+0)**
 - **Event Status (3+0)**
 - **Event mapping (2+1)**
 - Images: Sources/Authors (2+0)
 - Link to the original entry (0+2) (*related to “source”*)
 - Planning Status (1+0)
 - Linking to Wikidata (*related to “event mapping”*)
- **Content (with a focus on cultural events) (13)**
 - **Organizer master data (2+1)**
 - **Accessibility of the location (1+2)**
 - Target group/age range (1+1)
 - Exhibition vs events (0+3)
 - Opening hours, exhibition venues (0+2)
 - Offline, online, hybrid
 - Barrier-free content
 - Organiser discounts

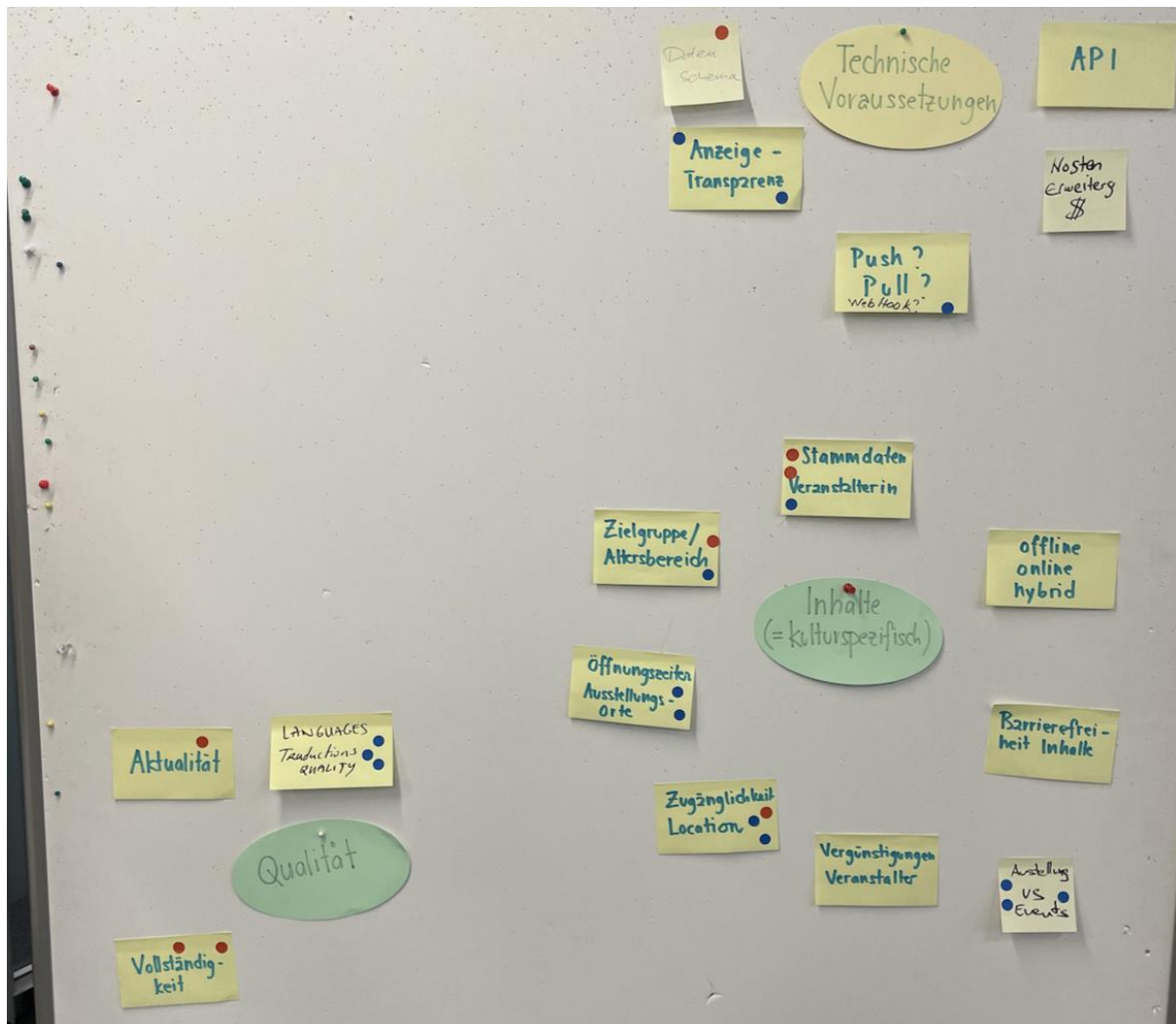
- **Communication challenges (13)**
 - **one entry - wide distribution (4+0)**
 - **joint communication (3+5)**
 - documentation (0+1)
 - regional cultural agenda first!

- Quality aspects (6)
 - Completeness (2+0)
 - Up-to-dateness (1+0)
 - Translations (0+3)

- Technical prerequisites (4)
 - Data schema (1+0)
 - Display transparency (0+2)
 - Push/Pull? Webhook? (0+1)
 - API

- Formal aspects (1)
 - Wording / tonality (1+0)
 - Dealing with special characters
 - Text length
 - Who does the mapping?





Wrap-up & Outlook

- Beat concludes the meeting with an outlook on future activities and events related to Open Event Data.
- In the meeting, it was decided that the blog post and communication about the workshop would be in English.
- All the participants will be added to the mailing list of the Open Event Working Group.
- Opendata.ch will reach out to individuals to confirm their interest in institutional membership (cost: 1000-2000 CHF / year), stressing the need for basic funding to cover staff expenses and cost of real-life events (catering).
- Membership in the Open Event Data working group will be extended to interested parties beyond the network of regional cultural agendas.
- Beat points to the international nature of the working group; in fact, its first official member is CAPACOA, the Canadian Association for the Performing Arts.
- Financial concerns were addressed, acknowledging that 1000 CHF may be a significant amount for some participants who may need to wait a year before seeking funding.

- The Innosuisse Project Application was discussed with a mention of uncertainty regarding funding security. Current implementation partners mainly come from workshop organization members.
- Opendata.ch is planning to lead the organization of an annual real-life OED Workshop; further meetings will take place online.
- If members of the network of cultural agendas would like to meet on other topics, they are welcome to contact Emilie and/or Beat to obtain the latest contact list.
- Participants agree to the publication of selected photos taken during the workshop.

Minutes: Gaston Wey & Beat Estermann (Opendata.ch)