



fRamework for safE, opEn, collaboratiVe And inclUsive digitisAtion and management of cultural heritagE

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REEVALUATE Marketplace.R1

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Publishable summary

This document presents an overview of the REEVALUATE Marketplace, a key outcome of Task 4.2 and a component of the REEVALUATE project's Collaboration Enabler (T3.1). The Marketplace is designed to support safe, open, and legally compliant reuse of digitised cultural heritage artefacts by facilitating effective connections between cultural heritage institutions (CHIs) and external users such as educators, researchers, and creative professionals.

The platform features two distinct interfaces: the **Collection Manager**, which enables CHIs to upload, manage, and describe their artefacts; and the **Public Marketplace**, which allows users to discover, explore, and reuse content. Artefacts curated via the Collection Manager enriched with specific features such as the Human Contextualization Enabler (T2.4) are stored in the REEVALUATE Knowledge Graph and registered on the blockchain using the IPR Management Enabler (T3.4), ensuring transparent ownership and traceability through the use of NFTs. Users can search for artefacts using text queries, or image inputs, with personalised recommendations provided via the Collaboration Enabler (T3.1). Creative engagement is supported by the AI-Driven Creative Reuse Enabler (T3.2), which allows users to generate new versions of artefacts from existing artefacts with textual prompts. Generated content is checked for compliance with institution-defined restrictions using the Context Validation Enabler (T3.3). In addition, the Marketplace offers direct communication between users and institutions for price negotiation and usage check, as well as multiple reuse options including purchase, free download, and time-limited borrowing. The Collection manager also links to the Public Sensing Prioritization Enabler (T2.2), allowing CHIs to launch public campaigns that help identify artefacts of high societal interest for digitisation and reuse, integrating citizen input into institutional decision-making.

The deliverable provides a detailed description of the Marketplace's architecture, outlines provisions for integration with five REEVALUATE enablers, and explains the platform's deployment strategy. It also outlines core user journeys, based on Deliverable D1.3, and includes high-fidelity interface designs developed in collaboration with task partners.