CENTRE FOR **G**LOBAL **H**ERITAGE **D**EVELOPMENT

TULIPANA

Preserving Heritage of Dutch Communities in Brazil by using Digitization, creating an online platform on Dutch Immigration to Brazil

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PRESERVING HERITAGE OF DUTCH COMMUNITIES IN BRAZIL BY USING DIGITIZATION, CREATING AN ONLINE PLATFORM ON DUTCH IMMIGRATION TO BRAZIL

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MISSION STATEMENT

The TULIPANA program aims to preserve, maintain and provide access to the threatened documentary heritage of Dutch communities in Brazil. Using conservation and digitization techniques and online web publication a growing audience can learn about the migration and settlement of the Dutch in Brazil, their descendants and the development of their communities. The material contains a wealth of information for a wide range of disciplines: anthropology, history, linguistics, genealogy and more. Developing and providing an online platform can raise academic interest and increase public awareness about this shared history and heritage. This will deepen and prolong the collective memory of these unique communities.

INTRODUCTION

Brazil and the Netherlands share a common history and heritage going back as far as the 17th century. In more recent times the Dutch immigrants of the 19th and 20th century have established communities that still continue vividly until present. Both Brazilian and Dutch cultural heritage institutions nowadays increase their focus of attention to the shared cultural heritage. Since 2009 the National Archives of both countries have been working together in projects to create more public access to archives concerning the Dutch migrations to Brazil.

The Centre for Global Heritage and Development (CGHD) has been approached by the Dutch communities in Brazil, to organize a bilateral project that focuses on the (digital) preservation and online public access to the local cultural heritage of the community museums of Holambra and Castrolanda and the archive of the Dutch Association in Rio.

The GLOBAL HERITAGE DEVELOPMENT started in 2013 as a joint venture between Leiden University, Delft Technical University and Erasmus University Rotterdam. CGHD is able to initiate and manage (research) projects on an international interdisciplinary level and can mediate between all project participants. CGHD has access to a wide network of specialists, scholars, officials, and volunteers that can contribute in making these projects a success.

BACKGROUND

Brazil is one of the priority countries within the Mutual Cultural Heritage policy, which was initiated by the Dutch Ministry of Education, Culture and Science and the Dutch Ministry of Foreign Affairs in 2009. The objectives of Mutual Cultural Heritage Program are the promotion of international relations and sustainable preservation of shared heritage. Given the fact that the Dutch communities still play an active role in the relations between Brazil and the Netherlands, trading and exporting agricultural know-how and cultural exchange, it is very legitimate to continue paying attention to the Dutch migrations to Brazil. This gives way to initiate new projects that focus on the shared cultural heritage of the Dutch communities in Brazil.

In 2008, prior to start of the first Mutual Cultural Heritage Program, the former National Archivist of the Netherlands, Mr. Martin Berendse, discussed with his Brazilian colleague, Mr. Jaime Antunes Da Silva, the scope of collaboration for the coming years. Mr. Da Silva requested more focus on the Dutch communities in Brazil of which the historical background is not well known. This led to the start of initiatives that focused on these often forgotten stories of the Dutch migrants. One of these initiatives resulted in the publication of a research guide on the Dutch group migration to Brazil.[1] It contains archival descriptions of the records that can be found in several archives in the Netherlands. The idea to create this guide was initiated by Arquivo Nacional in Rio de Janeiro and was performed and commissioned by the National Archives of the Netherlands. Arquivo Nacional did a similar search in Brazilian state and federal archives and published the archival descriptions on the Dutch presence in Brazil on their website[2].

Currently the local heritage museums of the Dutch communities of Castrolanda and Holambra and the Dutch Association in Rio de Janeiro (NVR) have requested assistance in preserving their documentary heritage, as well as providing public access to it. This will facilitate future bilateral historical research of Brazil and the Netherlands. Documentary collections of photographs, newspapers, magazines, and correspondence are waiting to be conserved and described. A lack of expertise and means to preserve these collections, together with a decline in the community ability to read and understand the Dutch language, calls for immediate action.

Another project about the Dutch settlers was a short documentary called EMPIRE, migrants.
This documentary focused on the inhabitants of the Dutch settlement Holanda in Espiritu Santu, and was presented at the International Documentary Festival Amsterdam (IDFA) in November 2012.

A SHORT HISTORY OF THE DUTCH MIGRATION

Compared with the hundreds of thousands of people who migrated from the Netherlands to countries like the United States of America, Canada, Australia, New Zealand and South Africa in the 19th and 20th Century, Dutch migration to Brazil was very modest. Yet the contribution the Dutch settlers gave to contemporary Brazil is still recognizable. Their importance is visible through innovations in farming, cattle breeding and the production of flowers. The Dutch communities played and play an important role in trade between Brazil and the Netherlands. In some of these communities, especially Holambra, Carambeí and Castrolanda, Dutch characteristics are still very noticeable in language, architecture and agriculture. Many migrants and their offspring still feel strongly attached to the Netherlands.

From the independence of Brazil in 1822 onwards, Dutch immigrants and their offspring have settled at about 30 locations (see map, supplement 1). Immigrants settled at the initiative of Brazilian authorities or they bought land within each other's vicinity. In most cases organization was initially almost absent. As a result most of these settlements did not preserve heritage of any kind in local museums or Dutch associations. This is different for the five largest Dutch communities in the states of São Paulo (*Holambra* and *Campos de Holambra*) and Paraná (*Carambeí*, *Castrolanda* and *Arapotí*). These 'colonies' were (and some are still) governed by so-called *cooperativas* of Dutch immigrants and their (grand)children. Besides, the communities in Paraná are organized in protestant church communities of Dutch origin. This is also the case with the group settlement *Brasolândia* in Minas Gerais, which has no cooperativa of its own. At a few other locations in Brazil clubs of Dutch immigrants were active.

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[1] L.A.H.C. Hulsman, *Dutch Group Settlement in Brazil; 1822-1992* (2012). The guide can be found on the website of Arquivo Nacional in Rio de Janeiro: http://www.portalan.arquivonacional.gov.br/media/EMI%20NA-NHF_EINDVERSLAG%20ENG%202013_@_3%20%281%29.pdf
[2] See http://linux.an.gov.br/icaatom/index.php/?sf_culture=pt where archival descriptions are published using ICA-AtoM

Often at the initiative of older immigrants, who had left their farms to their children, local museums were established at the five big Dutch communities. These museums tell the story of the foundation and building of these communities. Usually these local heritage centers include a photo exposition, some rebuilt pioneers houses and a collection of agricultural machinery. In 2011, on the centenary of Carambeí, an open air museum opened, named *Parque Histórico de Carambeí* (PHC).

Apart from these museums there is the *Associação Cultural Brasil-Holanda* (ACBH), an organization of Dutch and Dutch-Brazilians, which has the intention to preserve Dutch heritage in Brazil. The ACBH, which was established in 1998 by economic, cultural and religious organizations in the group settlements of Paraná, issues the bilingual magazine Regenboog/Arco Iris with news from and about the Dutch group settlements in Brazil. The association also manages a small documentation center with books on the Dutch migration to Brazil and the group settlements.

Dutch windmill at Castrolanda, Brazil

A number of books about the Dutch communities in Brazil have been published. A complete overview can be found in the *archiefgids Nederlandse groepsmigratie naar Brazilië 1822-1992* (archival guide to Dutch group migration to Brazil 1822-1992) by Lodewijk Hulsman, which was mentioned earlier. Many of these publications have been written by the immigrants themselves and are memorial books without any claim to being scientific.

The book *Holambra. Geschiedenis van een Nederlandse toekomstdroom in de Braziliaanse werkelijkheid, 1948-1988* (Holambra, History of a Dutch future in a Brazilian reality, 1948-1988) written by Mari Smits in 1990 is one of little publications based on sources available in Brazil itself (this book will be updated soon by a new version which will combine sources in Brazil with sources available in the Netherlands). Except for this book, one should also mention the research done by Kees Wijnen[3], focusing on Holambra 1 as well.

Even though some research has already been done, several themes have not been explored yet, for example the socio-economic development of Holambra since 1960, the development of Holambra as a Dutch-Brazilian community and the process of establishment and departure of migrant families. Especially worthwhile researching are the role of family ties between the settlers at the initial moment of settling and the relocation process, during the period of economic downfall in the fifties. The Museum of Holambra keeps several sources (i.e. a card catalog with personal information, but also the members book from the cooperative), which can shed light to the process of establishment and departure.

Concerning other Dutch communities (Holambra II, Carambeí, Castrolanda and Arapotí) hardly any academic research has been done. Historical sources can shed light to the institutionally framed development of communities, the development of local cooperatives, the role of the church, community life and, more general, migration history. At all levels family ties played a key role. Also the ties between the communities and the Netherlands, should be explored more (apart from Holambra) and, of course, the relation with the Brazilian (federal and regional) government.

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[3] C.J.M. Wijnen, Holambra I. Nederlandse boeren in coöperatief verband in Brazilië (Den Haag: LEI, 1976); C.J.M. Wijnen, Holambra 1948-1998. Van coöperatie van Nederlandse boeren tot bloemenstad in Brazilië (Den Haag: Stichting Holambra Nederland, 1998).

HERITAGE UNDER THREAT

Although the volunteers of the Dutch communities seriously pay attention to their cultural heritage, they lack the training, the experience and resources to conserve their historical sources for future generations and to make it accessible on a wider scale. Paper based heritage is under threat of archival damage because of climate and storage conditions. These materials (written documents, printed books and papers, photographs) are stored under poor conditions and the volunteers of the heritage centers lack the expertise on how to improve this. In a (sub-)tropical climate that prevails in Brazil this means that there's a growing risk that this unique material not only will become physical inaccessible but will disappear in the near future if no action is taken to improve conservation.

Besides the physical condition of the historical source materials many of it dates back to the pioneering phase (until 1970) and are written in Dutch. With the first generations of immigrants passing away also the knowledge of the Dutch language is waning and will most likely disappear. This means that this written material will not be read anymore and will become inaccessible for the descendants of the immigrants.

Losing the original historical sources, physically and with a diminishing reading audience, the knowledge on the pioneering years of the Dutch group settlements in Brazil will be reduced to some popular historical clichés. At the same time the interest in the stories of distant relatives is growing in the Netherlands and one is looking for the untold and unknown Brazilian stories of ancestors.

THE TULIPANA PROGRAM

The TULIPANA program aims to preserve, maintain and provide access to the threatened documentary heritage of Dutch communities in Brazil. Using conservation and digitization techniques and online web publication a growing audience can learn about the migration and settlement of the Dutch in Brazil, their descendants and the development of their communities.

Examples of storage conditions at the heritage center of Holambra

The TULIPANA program consists of four separate projects. This section will describe each project and its deliverables. But it will start to delineate the context in which the TULIPANA projects will be conducted, defining the concrete boundaries of the project in terms of scope and priorities. This chapter finishes describing the terms and limitations of the project. By denominating assumptions we are signaling possible risks.

Context, scope and objectives

Context
The CGHD has been approached by the community museums of [Holambra](#) and [Castrolanda](#) and [the Dutch Association in Rio de Janeiro](#), to organize a bilateral program that focuses on the (digital) preservation and online public access to their documentary heritage. This heritage is found important to safeguard but there is a lack of knowledge on the technical aspects of such a program.

Target interest groups
Firstly, the program is targeted at the Dutch immigrants, their offspring and other relatives in Brazil as well as the Netherlands. The second important target group is the international scientific research community (historians, anthropologists, sociologists, linguists, archivists). The third group is a global audience interested in the topic of the Dutch migration to Brazil, the settlement and their communities.

Targeted heritage centers
The project will focus on documentary heritage kept in the heritage centers of the communities of Holambra and Castrolanda and the collection of the NVR (Dutch Association in Rio de Janeiro). There is a strong ambition to continue the project when successful, and to expand it to other Dutch communities in Brazil (or in other Dutch 'migration countries').

Targeted source material
The targeted heritage material consists of collections of photographs, archives, weekly's, periodicals, magazines, person ID cards and some audiovisuals. The program will focus on the oldest documentary source materials, written in the Dutch language, that cover the pioneering phase of the immigrant communities (ca. 1950-1980).

See the appendix for a detailed overview of the source materials.

Conservation
It will be necessary to perform a basic conservation assessment by an expert (the original materials will not be discarded; digitalization is additional to physical conservation). A conservator will advise about basic improvement of the conservation of the cultural heritage that can help to slow down deterioration processes and to create a conservation plan. The conservator will also make assessments about the necessary preparation steps for the digitization. Training about conservation will be provided to the local volunteers in order to build up capacity.

Digitization process support
The program aims to support a digitization process from archiving to scanning, and from scanning to online publication. An archivist will assist and provide training for the local volunteers about archival description, collection management, international standards and creating digital inventories. A digitization expert will assist local volunteers to actually digitize heritage, record metadata, store the digital files, and prepare for online publishing.

To ensure long term digital sustainability the program aims to deliver a selected copy of the digital inventories, digital files and metadata in two languages (Dutch, Portuguese) to the National Archive of Brazil and a Dutch digital repository.

Publishing the digitized collection online will be established in the program, with the option to link these digital collections to existing websites, like for example
- the current website of Holambra: http://www.museuholambra.com.br/
- the current website of Castrolanda: http://www.moinhocastrolanda.com.br/
- the current website of the NVR: http://www.nederlandsevereniging.com.br/nvr/

Project 1: Collection Management and Conservation

Deliverables
- a two day workshop in Rio de Janeiro, Holambra and Castrolanda (three workshops in total)[4]
- a conservation assessment
- access to ICA-AtoM
- arranged and described collections according to international standards
- digital inventories in both Dutch and Portuguese language

Arrangement/Description (day 1)
An archivist will give a training about general notions on arranging and describing documents and recording a digital inventory. The workshop will be in two parts:

Collection management
An archivist or archival scientist will give basic training to volunteers of the communities and advice about setting up their collection and archive inventory, manage these archives and collections, and introduce international standards. With this training the community volunteers will be able to create an arranged an encoded collection with an inventory, following international standards.

Using ICA-AtoM
Hands-on introduction to the web based inventory recording tool ICA-AtoM, which will be provided to use. Arranging the documents, creating reference codes and recording information for the mandatory ISAD elements of description, for instance 'extent and medium of the unit of description' (quantity, bulk, or size). With this training the community volunteers will be able to use the tool and manage to record and export digital inventories. The National Archives of Brazil has offered their copy of the ICA-AtoM tool to directly use in the TULIPANA program.
It is available at http://linux.an.gov.br/icaatom/index.php/?sf_culture=pt). This ICA-AtoM can be used to enter the digital inventories separately in Dutch and Portuguese.

Risk management and conservation (day 2)
A conservation scientist and/or conservator will give a training to volunteers of the communities and advise about basic improvement of the storage conditions. Together a conservation assessment and plan will be set up which can help to slow down deterioration processes.[5] The conservator will also make assessments about the necessary preparation steps for the digitization process. The workshop will be in two parts:

Collection risk management
A comprehensive understanding of all possible threats/risks to the collections and how to avoid or mitigate them. Different 'agents of deterioration' of collections will be discussed, their sources and how they interact with and may damage the different types of collection items (which have different vulnerabilities towards these agents). Then it will be discussed if these agents occur in the areas where the collections are kept, and solutions to eliminate or mitigate existing risks through the different stages of risk control. With this kind of training, the people in charge of the collections will be capable of making a conservation plan, and take the right decisions about how to best preserve their heritage in the long term.

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[4] If funding doesn't suffice for trainers to travel to all three locations, it can be considered to give only two workshops, one in Rio and one in Holambra. Obviously this isn't our first choice, since training on spot is expected to be far more successful.

[5] It is not within the scope of the project to install a conservation lab or establish climate controlled storage environment. Subsequent actions, activities and resources as a result of the advised conservation plan will also be out-of-scope unless decided differently during the project.

Conservation work
'Hands on' work under guidance of an expert: cleaning the documents, housing the documents in envelopes or boxes, etc. mechanically cleaning the documents, removing metal clips and staples.

Follow up of the workshops
It is not expected that all the conservation work, archives and collections descriptions, and digital inventories, are finished within the provided workshop time. So after the workshops each community will need time, resources and support to keep on going and deliver results. The inventories must be setup ahead of digitization, because the digitization process needs proper archival references and identification. TULIPANA aims to keep on supporting the local volunteers in their continuing work through connecting with experts.

Project 2: Digitization and Online Publication

Deliverables

- workshop digitization in Rio de Janeiro, Holambra and Castrolanda
- a scanner for each community that complies to agreed requirements
- digital scans of the photo collection
- scan metadata file(s) that match the digital scans
- packed delivery of digital results (inventories, scans, metadata)
- online publication and access to the inventories and digital photo collections

Digitizing photographs

Taking the photo collection of each community as a starting point, a workshop will be organized with local volunteers to start digitizing them, and to record metadata. The workshop will aim to give training about the technical process of scanning, file storage formats, metadata formats, and recording scans and metadata digitally.

Together with the local volunteers a very practical approach will be chosen, and decided how the digitization will be done, using international standards. In case no proper equipment or tools are present, these will be provided for in the workshop.

Immigrants of Castrolanda posing in front of hotel Homan, Hoogeveen 1952

Storage formats and backup

Photographs will be scanned in TIFF image format, 300DPI, 24 bit depth, and a compressed JPG duplicate will be created for online viewing. The EXIF and IPTC fields of TIFF and JPG will be used as much as possible for capturing metadata during digitization. As these fields are included in the image data and therefore physically linked, the risk of losing descriptive data is minimal. Describing the contents of the images in more detail by adding tags will not be done with these fields, also because this data is bi-lingual, and will be recorded in a separate dataset. Another reason is that it is expected to be less static and to be enhanced in time by crowd sourcing.

All images (TIFF + JPG) will be safely backed up offline on hard disk drives (HDD) onsite at the heritage center. The JPG images will be provided for online publication. Separate metadata in datasets are to be exported into a user-readable file format and stored with the matching images on the backups.

Scanner requirements
Size and condition of the originals will provide requirements to the scanner that will be used onsite. If it is decided that the scanning must comply to institutional, national, or even international standards then this will have additional impact on the requirements of the scanner. An assessment of the originals by a scanning expert will be done to decide on the basic requirements of the scanner hardware. The scanner must be affordable within the project budget, must be easy to operate, and must be of low maintenance, and operable in a variable climate environment. In case a community already has an operable scanner, then it will be assessed if this scanner can be used for the digitization.

Follow up of the workshops
It is not expected that all the digitization work, recording of metadata, and data storage will be finished during the workshop, as this is simply too much for a day or two. So after the workshop each community will need time, resources and support to keep on going and deliver the digital results. Quality of the results need to be monitored regularly in order to make sure that these results can be used for publication online. TULIPANA aims to keep on supporting the local volunteers in their continuing work.

Data exchange and online access to the digital heritage
The project aims to provide online access to the digital inventories and digital photographs. This will be done primarily by hosting these digital files at the National Archives of Brazil and a not yet identified Dutch digital repository, and for two important reasons.

First, these institutions can be regarded as sustainable and capable of maintaining a digital infrastructure in the long term. Secondly, although the language of the material is Dutch, the inventories and metadata will be recorded in two languages (Dutch, Portuguese) in order to support a broad international interest group. It is logical to provide digital data in Dutch to the Dutch repository, and digital data in Portuguese to the National Archives of Brazil. These institutions both have a digital archive system, and a portal website to publish online. The community websites are able to link to the proper server to navigate to their online digital heritage. This solution is regarded as most effective and cost efficient for all parties involved.

In order to publish the digital heritage, a data exchange format to the National Archives of Brazil must be agreed for the following digital files:
- Dutch and Portuguese inventory (ICA-AtoM exports into EAD2002 format)
- scan files (JPG format, included metadata to be decided)
- scan metadata files (format to be decided…)

In order to obtain a book-like publication of the digital inventory, it is advised to convert the EAD2002 export files into a formatted PDF document. These documents can be distributed easily to researchers, and can be easily published on the community websites.

Project 3: Digitization Emigration Photographs National Archives of the Netherlands: TENTATIVE

Deliverables

- a conserved and well packaged photo collection
- digital scans of the photo collection
- scan metadata file(s) that match the digital scans
- packed delivery of digital results (inventories, scans, metadata)
- online publication and access to the inventories and digital photo collections

Background

The National Archives of the Netherlands (NAN) stores an interesting photo collection about the Dutch migration to Brazil from the Dutch emigration perspective. This collection is not digitized at the moment, nor described in any inventory. This provides a great opportunity to include this collection in the TULIPANA program, because it complements the photo collections of the Dutch communities in Brazil. This provides the opportunity for historians to compare and discuss the Dutch migration from both the perspective of the Dutch government, as well as the migrants themselves. The project described here aims to conserve this photo collection, describe it, digitize it, and publish it online in the Beeldbank (image repository).

Some years ago the Nationaal Archief received a collection of photos from the International Organization for Migration (IOM), the Hague. These pictures were taken in the fifties and sixties (?) by order of the predecessor of the Dutch IOM, *de Nederlandse Emigratiedienst*, part of the Ministry of Social Affairs and Employment. These pictures illustrating the lives of the migrants were meant to motivate Dutch citizens to relocate to other countries, i.e. Australia, Canada, South Africa and Brazil. The pictures are kept in dressers in the repository of the National Archives. Approximately two drawers contain pictures of migrants moving to or settling in Brazil. The majority of the pictures are not described, nor digitized or stored properly yet.

These official images could show an interesting contrast with the pictures from the historical associations in Castrolanda and Holambra and those from the Dutch Association Rio, which were taken by the migrants themselves and which were not meant for promotion purposes. The images of the IOM could significantly enrich the understanding of the Dutch migration, providing information on national migration policy and implementation, but could also be of interest to the migrants and their relatives.

Proposal

The Centre for Global Heritage and Development (CHGD) proposes the National Archives of the Netherlands to collaborate in the TULIPANA project and to start a similar process of description, conservation and digitization of this particular collection of migration photos. This proposal is an excellent Mutual Cultural Heritage project with activities and results shared between Brazil and the Netherlands. Arquivo Nacional has already officially stated to support the TULIPANA project. With the accession of the National Archives of the Netherlands TULIPANA would be a real continuation of previous projects and activities on the same topic (archival guide and EMPIRE documentary). The IOM has also stated to welcome the initiative to improve visibility and accessibility of their transferred collection.

Presentation

The results of this project could be launched in the framework of the Olympic Games in 2016. This could be discussed in more detail.

Project 4: Metadata Crowdsourcing

Deliverable

- a social night/crowdsourcing event in Holambra (and Castrolanda)
- new meta data information about the photo collection of Holambra (and Castrolanda)
- a documentary report of the event (film)

Background

A large part of the heritage material concern photos from the fifties onwards. Around 80% of these photos is without any or only limited content and context information. It is assumed that new information about these pictures can only be found with the older generations of Holambra and Castrolanda. Therefore a social night will be organized at the elderly home in Holambra (and possibly Castrolanda). At this occasion the locals will be informed about the project and photos from the community museum will be shown onscreen. The people will be asked to help identify the pictures. Where were they taken? Who is portrayed? What are they doing? When was the picture taken? The feedback will be collected and recorded digitally and added as metadata to each digital photo. This additional content description will be added to the online publication of the photographs on the platforms of the National Archives.

This event could not only be a valuable source of information, but at the same time actively involves local people with the project. The event can be filmed and given to the museums for their own publication and display.

The NVR, which member community consists mainly out of expats, could do a similar call for new information on Facebook or other social media, regularly displaying new images and asking for feedback.

Terms, conditions, limitations, assumptions

Memorandum of Understanding (MoU)
An MoU will be signed by representatives the heritage centers of Holambra and Castrolanda and of the NVR, agreeing upon a fruitful cooperation with efforts from both sides to achieve the best of results defined in this project proposal, thereby respecting local conditions and limitations in capacity and other means.

Ownership and privacy
The ownership of the source material remains in the hands of the heritage centers (and its collection manager). The material will not leave the site. To avoid privacy regulations only an agreed selection of the photo collection will be published online. Privacy and ownership issues have further been described in the MoU.

Available capacity for creating inventories
It is assumed that capacity is available at the heritage centers to define and setup inventories for the source material according to international standards of inventory descriptions. And digitization by scanning and recording metadata can be done by local capacity. These activities will be done under guidance and support by recruited experts. It is also assumed that training should take place 'on site', using the targeted collection and dealing with local conditions.

Based on existing solutions
It is not the intention to fully develop a digitization solution from scratch. This is regarded too complex and expensive, and not realistic for the TULIPANA team. It is assumed here that target environment such as the digital storage and publication environment of the National Archives of Brazil is available, usable, sustainable, suitable and affordable. International standards will be implemented to ensure compliancy and interoperability. These are standards on archival description, data exchange, meta data, and preservation imaging.

Hardware and software
It is assumed that, if not present, proper equipment for scanning will be bought and installed for each participating community. It is also assumed here that local data storage at the community center must be arranged. For now it is assumed that, besides scanners, no additional hardware is needed at the local heritage center for the digitization, and that at least a modern standalone workstation is present to perform the necessary digitization process steps. It is also assumed that additional software tools for the digitization process are provided by the supporting digitization expert, and can be installed and used on local standalone hardware. It is not expected that a new hosting provider is to be selected and commissioned.

ACTIVITIES AND PLANNING

(Please see separate chart provided)

MONITORING AND COMMUNICATION

Each deliverable (inventories, conservation plan, EAD's, scans and metadata, website and event) will be set in a timeframe and monitored by the project manager (status reports can be shown upon request). The scientific board, project partners and other interest groups will be informed about the project, its status and deliverables, on a regular base. Tulipana.org will give insight into developments and project results. All involved parties will also be invited to attend the presentation of the results during a final conference.

OUTREACH

The TULIPANA projects and its outcomes are valuable for a diverse audience both in the Netherlands as in Brazil. To ensure a durable result it is important to reach out to all those who are interested. Tulipana.org will communicate about the project background, goals, team composition and project results. Website maintenance can be guaranteed till 31 December 2016.

The TULIPANA program will involve local people in several ways. The projects depend upon local volunteers for doing the actual work: arranging, describing, conserving and scanning. TULIPANA also involves local people by means of crowd sourcing (Project 4). The event will be filmed and the film will be shown at tulipana.org.

To reach the relatives in the Netherlands communication will go through existing websites (www.acbh.com.br, vijfeeuwenmigratie.nl), blogs (holambra.nl), the NVR facebook and several newsletters (DutchCulture Mutual Cultural Heritage newsletter). We will also inform Dutch and Brazilian institutions dealing with information on migration (IOM).

When the project is finished at least two events will be carefully chosen (or independently organized), both in the Netherlands as in Brazil, to present the results to the public. The results of the project could be launched in the framework of the Olympic Games in 2016. This could be discussed in more detail with all partners.

ACQUISITION

TULIPANA program aims at conserving and highlighting the documentary heritage of Dutch migrant communities in Brazil. Involved communities are encouraged to continue the work, to find new sources, digitize them and publish them online through the National Archives of Brazil, the State Archives of Sao Paulo and/or the not yet identified Dutch repository.

AMBITION

The project has potential to expand its scope to:

1) Other Dutch communities in Brazil
2) Other heritage collection, for example moveable heritage in the Dutch communities in Brazil
3) Dutch communities in other 'migration countries', as South Africa and Canada.

BUDGET AND FINANCING

Please see separate excel sheet

N.B. Administration and financial accounting will be done by the project manager in cooperation with the Financial Shared Service Centre at Leiden University.

THE TULIPANA TEAM

The TULIPANA program is led by a team, consisting of an executive board, a scientific board and an operational team. The executive board is in charge of daily operations and responsible for the end results, and their positions and responsibilities are described here.

The **general project manager** will be responsible for the overall project plan, fundraising, resourcing, planning, organizing meetings, external communications and general management of the project.

The **local project manager** will be responsible for selection of the source materials, for directing the group of volunteers, for communication in the community itself. The local project manager can easily visit the communities periodically to monitor the activities and advise about the publication process.

The **project historian** is responsible for assisting in selection of the source materials, translation and communication with the community, providing requirements for the publication process and solution and creating web content.

The **conservation specialist** will assist in making an assessment of the storage conditions of the local heritage and give advice on minimizing the threats. Can arrange and lead a workshop on conservation.

The **project archivist** will assist in assessment of the cultural heritage in terms of structuring and describing it. Can arrange a workshop on describing archives and collections, and on creating digital inventories.

The **digitization consultant** is responsible for analyzing the current infrastructure, suggesting digitization solutions and budgets, implementing digitization, monitoring the digitization. The consultant will advise about the purchase of scanning equipment and the installation of software. Can arrange a workshop on digitization, scanning and sustainable storage. Will support the process of data exchange to the digital target environment.

Executive board

Mara de Groot, MA. General project manager. Studied Archaeology in Amsterdam and Melbourne (2000). Worked for the Mutual Cultural Heritage program from the National Archives of the Netherlands and the Netherlands Cultural Heritage agency. Mara is fascinated by colonial and migration history. Works for the Center of Global Heritage and Development.

Annemarie van der Knaap, MSc. Local project manager. Studied Human Geography in Amsterdam (1987). After finalizing her studies she did research on local housing and social services, besides being a teacher. In 2003 she moved to Holambra. Now she is board member of the Historical and Cultural Museum of Holambra and wrote several publications on the history of Holambra. Her personal drive is to stimulate contact between Holambra and the Netherlands

Mari Smits, Dr. Project historian. Works at the Huygens Institute for the History of the Netherlands (The Hague). Specialized in Dutch overseas migration, agricultural history and international relations (especially European integration). Published a book about Holambra.

José Luiz Pedersoli JR, Conservation scientist. Chemistry Degree from the Federal University of Minas Gerais (1991) and Master's Degree in Polymer Chemistry with emphasis on cellulosic materials and applications in the area of heritage conservation from the University of Helsinki, Finland (1994). Professional experience in the areas of risk management for cultural heritage and materials science applied to the preservation of cultural property, more specifically of paper-based collections.

Marco Roling, BSc BA. ICT and Heritage consultant. Marco studied IT and archaeology. Since 2011 he works for The Corts Foundation. He is responsible for the development of IT applications for digitizing the VOC records at the National Archives of Indonesia. He combines his interest for history and technology in cultural heritage projects.

Vitor Manoel Marques da Fonseca, Prof. Dr. Works at Arquivo Nacional and Universidade Federal Fluminense (Department of Social Science).

Scientific board

The scientific board consists out of representatives from the academic world who advice and support the TULIPANA project.

Prof. dr. George Harinck, Director Centre for Documentation on Dutch Protestantism, Professor in Neo-Calvinism, Faculty of Theology at Free University, Amsterdam

Prof. dr. Marlou Schrover, Professor in History of Migration and Social Differences, Faculty of Humanities, Institute for History at Leiden University.

Dr. Hans Krabbendam, Assistant Director Roosevelt Study Centre (Middelburg)

Dr. Lodewijk Winkeler, Director Catholic Documentation Centre, Radboud University, Nijmegen

Prof. dr. Charles Jeurgens, Professor in Archival Sciences, Faculty of Humanities, Institute for History at Leiden University, and researcher/adviser at Nationaal Archief

Project partners

Project partners support the TULIPANA projects in terms of manpower, knowledge, finances, advice, equipment, exposure, or just in name.

APPENDICES

Map of Dutch communities

(credits to L. Hulsmann)

Description of largest Dutch Heritage Centers

1.   Carambeí (Paraná)

Carambeí PR, originally a Dutch group settlement of Calvinist protestant immigrants, was founded in 1911. On the occasion of the centennial in 2011 an open air museum opened, called Parque Histórico de Carambeí (PHC).[6] The museum has diverse collections. Besides material objects, the exposition contains books and pictures. Carambeí also hosts the Associação Cultural Brasil-Holanda (ACBH), wich has the objective to preserve the Dutch heritage in Brazil. ACBH has a documentation center with a collection of books on the history of the Dutch group settlements in Brazil,[7] a complete collection of magazines of the ABC-colonies (Arapotí, Batavo [Carambeí] and Castrolanda) which was established in 1954 and which developed in a magazine of the Dutch communities in Brazil. Since 1998 this magazine is called *Regenboog/Arco Iris*. The magazine reflects life in the Dutch immigrant communities.
Apart from the photographs and publications which are conserved by PHC and ACBH, historical collections can also be found on other places in Carambeí. A big part of these collections are already ordered. Especially interesting are the collections of the cooperativas (Batavo and CCLPL) and the protestant church (IER).

2.   Castrolanda (Paraná)

Castrolanda in the municipio of Castro PR, situated 30 kilometers northeast of Carambeí, was established in 1951 on the initative of the Dutch association 'Groepsemigratie Brazilië (GEB)' which organized about thirty farmers from the Dutch province of Drenthe. The Dutch representative of the community and secretary of the GEB was G.W. Kaemink. Nowadays the archives of Kaemink can be found in Castrolanda. Together with other archive collections it can be found in the library of Castrolanda. A group of volunteers is very active to make these collections accessible. Apart from this an extensive collection of pictures and photoalbums can be found in the library, which is situated in the windmill complex of Castrolanda. Given the lead in providing access to historical collections it will be useful to build further on the experience of Castrolanda. Since 1991 Castrolanda has a museum called 'Casa do Imigrante', which tells the story of the pioneers of Castrolanda using material objects and photographs.[8] The museum has plans to move to a new building, a replica of a farm from the north of the Netherlands.

3.   Arapotí (Paraná)

The Dutch community in Arapoti PR was founded in 1960. The group settlement is populated by migrants who formerly lived in Carambeí and Castrolanda, together with new immigrants from the Netherlands. Arapotí is a community of collectors. Two inhabitants have their own museum full of old agricultural machinery and it's also possible to visit two original pioneers houses. The museum of Arapotí, named Associação Parque Histórico de Arapotí (APHA) is situated in the old milk receiving building of the cooperative. On the occasion of the 50th anniversary of the community in 2010 the building is transformed into a museum, which tells the story of the immigration and settlement, the cooperative and the community life. Outside some buildings from the pioneer phase are reconstructed. The museum also collects photographs and archives which illustrates the versatility of the small immigrant community. Until now the volunteers of the museum have not done anything to make this material accessible.

4.   Holambra (São Paulo)

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[6] http://aphc.com.br/conheca-o-parque/identidade-nacional/ [seen February 2014]
[7] http://www.acbh.com.br/acervo-cultural.html [seen february 2014]
[8] http://www.moinhocastrolanda.com.br/turismo/museu-casa-do-imigrante/ [seen February 2014]

Established in 1948 by the Catholic Dutch Farmers and Gardiners Union, 140 kilometers north of São Paulo. The Museu Histórico e Cultural de Holambra was founded in 1988 on the initiative of the pioneer Wim Welle. The museum consist of some reconstructed pioneers houses and an exposition hall with many photographs. The museum also has several paper collections, such as the archives of the old Cooperativa Holambra, private collections and an almost complete collection of the weekly of Holambra. The museum already has done some attempts to digitize the collections. The museum has need for professional support in order to continue this work.

5.   Campos de Holambra (São Paulo)

Founded in 1960 by Holambra in Paranapanema SP, 260 kilometers west of São Paulo. The original name was Holambra II. The group settlement was populated by immigrants from Holambra (also named Holambra I) together with new immigrants from the Netherlands. The Museu das Posses (named after the original fazenda) is situated in the center of Campos de Holambra. The museum has a replica of the old fazenda house, a pioneers house, an exposition of farming machinery and an exposition hall. Apart from material objects the museum has a collection of photographs. Unfortunately the historical consciousness is not big. The museum is runned by one enthusiast initiator/volunteer. Paper collections which could be interesting for the heritage project are situated elsewhere in the small community of Campos de Holambra.

Overview heritage collections

	Castrolanda	(1950 - 1980)	
Type	Present or not	Size in cm or number (estimated)	What are the min/max size formats (estimated)
Photographs	yes	2300 scanned pictures, of which 1300 are also hard copy. Several photo albums with more or less 300 pictures. collection of photo's from J. v. Arragon = 29 albums with +- 900 photos. 100 nature and scenery pictures. Box with approximately 500 photos from cattle fairs.	Varying from passport photo to 15x30 cm
Magazines	yes	240 (Centraal maandblad) Regenboog from 1994); Marion; Vorsten etc.	
Archives	Yes, documents about the founding and group migration to Brazil. The first years of the Colony.	100 cm	
Year books	no		
Newspapers	yes	3 cm	clips
Person ID cards	no		
Maps	no		
other	total	150 cm	
	video's	?	
	video's (Film, 8mm)	?	
	slides	1500	
	(Yearly)accounts agricultural consultants;	?	
	Minutes from a variety of associations; for example of the assocciation of cattle	?	
	Travel reports;	?	
	Festivities=25, 35, 40, 50 en 60 anniversaries of the Colony.	?	

Type	Holambra Present or not	(1950 - 1980) Size in cm or number (estimated)	What are the min/max size formats (estimated)
Photographs	yes	2 to 3.000 mostly monochrome	Up to size A4
Magazines	yes	1 meter	A4
Archives	Correspondence	25 cm	A4+
	Minutes	10 cm	A4
Year books	no (only in Portuguese)		
Newspapers	yes	10 cm	Max A2
Person ID cards	yes	80 cm	A6
Maps	yes	75 cm	Up to A3
other	total	? cm	
	video's (DVD)	15 cm	
	video's (Film)	4	
	audio	4 and dozens of interviews	
	books	10 cm	A4+
	devotional picture	15 cm	Up to A1 (some very large)
	attendance lists	2 cm	A4 (+)
	thesis	> 100 items	A6

	Ned.Ver.Rio	(1923 - ..)	
Type	Present or not	Size in cm or number (estimated)	What are the min/max size formats (estimated)
Photographs	yes	20 cm	
Magazines	no		
Archives	yes	1 m	
Year books	no		
Newspapers	yes	1 m	
Person ID cards	no		
Maps	no		
other	total		
	statutes and certificates	?	