



CURLICAT

Curated Multilingual Language Resources for CEF.AT

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EXECUTIVE SUMMARY

With this deliverable a detailed dissemination plan for the CURLICAT Action is being provided. The plan is covering the expected channels of communication and intended audience that will be used to convey the information about the Action, to raise the awareness of its achievements and to present its results to the research community, industry and general public.

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Introduction

Dissemination of information about the Action is one of activities that raises the awareness about the Action, its goals, achievements, partners involved as well as funding part(ies). Although it does not produce tangible results that are produced by the main development activities of the Action, the **Activity 6: Dissemination (A6)** with its results, which convey information about the Action, is considered as important as other Activities (A1-5).

The overall goal of the A6 is to **disseminate Action** findings at global, EU and national level.

The **main objectives** of the CURLICAT dissemination process are to:

- inform the wider audience and interested parties (thematic stakeholders) about the design and scope of the Action;
- ensure awareness in the community about the Action's results and to encourage cooperation and further activities in this field;
- ensure awareness and interest in the project and its results in potential user groups;
- promote the use of the project results both for development and practical application;
- promote co-operation and co-ordination with on-going or planned projects/actions/initiatives like ELRC, ELG, META-NET and CLARIN, benefiting from CURLICAT partner participation in these activities.

The dissemination activities will be tracked in the form of the report. The report should detail dissemination activities in scientific & non-scientific circles; print & electronic publications, international events (science, technology, media, professional) as well as CURLICAT events, dissemination channels & relays. The final report on dissemination will be produced at the end of the project.

This deliverable D6.1 consists of a dissemination plan that projects activities within the communication channels that will be used to spread the information about the Action **during and after the Action**.

1. Defining the audience

1.1. General five-steps procedure for defining dissemination activities

The major dissemination and awareness activities are structured through several steps:

- Identifying the target audience;
- Planning the dissemination objectives during the project's life-cycle;
- Planning the roadmap to achieve the target dissemination states;
- Planning the effective dissemination of the project progress and results;
- Involving the target audience.

A series of potential contacts and channels has been aggregated from each partner and this pool has been used to select additional targeted events and channels where presentations and information about the Action will be disseminated. These activities will be further detailed during the project life-cycle to last even after the project conclusion.

1.2. Target groups

We will focus CURLICAT dissemination activities on the following **target groups**:

1. Publishing and translation/localization industry – companies and institutions that own, hold and manage textual data, namely publishers, (digital) libraries, online portals, repositories as well as bodies of public authorities in all member-states (preferably already using available CEF.AT services), as well as companies and professionals interested in improving the quality of automated translation for under resourced languages and narrowly defined domains.

2. Research and development community – researchers and developers in various areas of Language Technologies (LT), such as machine translation or language modelling; corpus and/or computational linguistics; and information sciences oriented towards textual data, as potential users of CURLICAT resources and technologies interested in improving the quality of their technologies for under resourced languages. The broad NLP research community will have access to seven valuable very large monolingual datasets – the results of CURLICAT – for research and development of new and better technological applications.

3. General (interested) public – especially citizens of EU member states who use CEF.AT systems for any of DSIs that use it, e.g. by accessing EUROPEANA or any other DSI that will include translation in future. Moreover, as we plan to publicly release the language resources produced by this Activity, this will affect the public and private translation businesses since it is expected that they will adopt the results of this Action and use them to enhance the quality of their work.

Apart from the general dissemination activities, additional different types of dissemination activities are planned to reach each of these target groups. The foreseen main target communities with respective dissemination channels and related actions are presented in the Table 1.

| Target community | Core and additional dissemination channels | Description of actions | KPIs |
|--|--|---|---|
| Publishing and translation/localization industry | <ol style="list-style-type: none">1. Popularization events2. Web and public promotion material | Organization of National LR Awareness Days (Roadshow) with oral presentations; delivery of public promotion material (flyers, posters etc.) | <ol style="list-style-type: none">1. At least seven roadshow events organized2. At least 25 stakeholders present at each roadshow3. At least 6 presentations delivered at each roadshow |
| Scientific and research communities | <ol style="list-style-type: none">1. Scientific events and publications2. Web and public promotion material | Presentations, posters and flyers at scientific events; publications in conference proceedings and/or scientific journals | <ol style="list-style-type: none">1. Action partners participate in at least five conferences2. At least four papers published |
| General (interested) public | <ol style="list-style-type: none">1. Web and public promotion material2. Popularization events | Action web site, flyers, social networks | <ol style="list-style-type: none">1. Action web site up and running2. Flyer designed and printed for dissemination at various events3. Action's profile on relevant social networks opened and maintained |

Table 1. Dissemination target audiences and dissemination channels

2. Dissemination channels

2.1. Visual identity

The reception of Action's individuality and uniqueness among all other CEF actions will be partly assured through the clearly defined visual identity. The main components of the visual identity include defined background and colouring, logo of the project, typefaces used in documents and web pages, etc. The elements of the general visual identity will be applied to different dissemination materials (PPTX and poster templates, flyers, roll-ups etc.) following the general rules set up in the Book of Standards (attached as the Appendix).

The obligatory part of the visual identity is the acknowledgment of EU funding as defined in the following INEA web page dedicated to Publicity guidelines & logos: (<https://ec.europa.eu/inea/connecting-europe-facility/cef-energy/beneficiaries-info-point/publicity-guidelines-logos>). The EU emblem and the textual specification ('Co-financed by the Connecting Europe Facility of the European Union') will be included with the selection of the visually most appropriate form, but in the same time respecting the guidelines.

2.1.1. General visual identity

Colouring: The colours used in CURLICAT will be white (R:0,G:0,B:0), blue (■ R:0,G:48,B:168), red (■ R:226,G:0,B:26), yellow (■ R:249,G:181,B:0), green (■ R:0,G:144,B:54), grey (■ R:88,G:88,B:90) and black (■ R:0,G:0,B:0). The default general background colour used in CURLICAT will be white, but alternatively blue, green or yellow could be used. In the case of alternative background, the foreground usually will be white. The default foreground colours are yellow for visual accents, black for text and blue for accented titles and other kind of emphasis.

Logo: CURLICAT logo is based on the notion of the fluidity of language(s) intertwined with data stored in databases (see the more detailed explanation in Appendix). The integral part of the logo is also the project acronym written in capitals with DIN font in predefined dark grey colour. The CURLICAT logo has two versions: vertical and horizontal and they can be used according to the available space during their application.



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PPTX template: The CURLICAT PowerPoint presentation template has been produced according to the predefined visual identity and it can be accessed from the internal project web site within the category Templates. The usage of official CURLICAT PPTX template for partners of the Action is obligatory when presenting and disseminating the information about the Action. The official CEF Programme logo is used at the first slide of the PPTX template, and there is also an acknowledgement to the EU funding and Connecting Europe Facility at the last slide of the PPTX template.

Conference poster template: The CURLICAT conference poster template has been produced according to the predefined visual identity and it can be accessed from the internal project web site within the category Templates. The usage of official CURLICAT conference poster template for partners on the Action is obligatory when presenting and disseminating the information about the Action. The poster template includes all relevant logos as described above positioned in prescribed positions.

Deliverables template: It is provided for preparing and issuing deliverables of the Action for both, internal and public deliverables. Its design is visible from this very deliverable because this template has been used for providing deliverable D6.1.

2.1.2. Public web site

The public web site has already been designed in compliance with the predefined visual identity rules, including the placement of the CEF Programme and EU logo on the same place on every page. It will be technically supported and maintained by the Project Coordinator. The official start of the v 0.5 of the public web page is planned on 2020-09-30, when the URL of the web page will be sent to INEA. The website will also be maintained by the Project Coordinator at least 3 years after the official end of the Action.

The functional design included two types of web page elements within the public web site:

- static elements
 - navigation bars;
 - fixed pages: about the project, list of partners, contact, links, members login;
- dynamic elements
 - news (on the homepage);
 - announcements;
 - list of deliverables
 - list of publications;
 - video lectures (when available);
 - other types of information, etc.

All public results of the Action will be published at the website. The creation and maintenance of links to and from other related web sites will also help in spreading knowledge about the Action and the results it provides (see Section 2.3.1 for details on web presence that is planned).

2.1.3. Paper publications

As a complement to the public web site, a series of flyers and posters is planned that will cover conventional paper publication channels of dissemination. Two flyers (initial and final) and two posters (initial and final) are planned. The first flyer and poster will give overall introduction into the project, its goals and expected results. The final flyer and poster will summarize the project achievements and present the final results.

The flyers are A4 double folded full colour flyers that yield effectively six pages. Posters, that will be placed at the visible place in beneficiaries' offices / institutional buildings and elsewhere, will be at least 70x100 cm in size and in full colour. Both will be printed in offset technique with possible digital preprints in limited quantities. The flyers and posters will follow the general visual identity rules, including the guidelines for use of the CEF Programme and EU logo / acknowledgment information in publications and dissemination material.

Adapted to a different target audience, additional paper dissemination materials might be produced as needed in the form of leaflets, brochures, roll-ups etc.

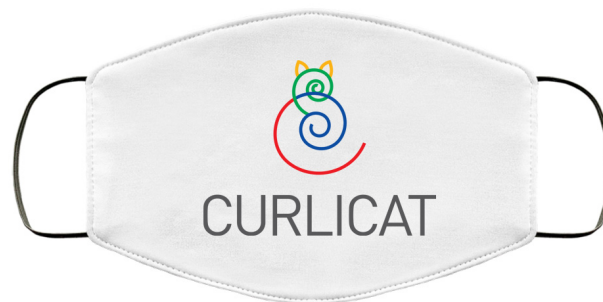
2.1.4. T-shirts

T-shirts are planned to be produced in order to raise the awareness about the project at the conferences and other occasions, particularly targeting scientific and industry communities. The T-shirts have been tested as a very effective dissemination instrument since they are easily producible, affordable and diminish the effort from project personnel by transferring this effort to the T-shirt bearers.



2.1.5. Masks

In the case of prolonged COVID-19 outbreak and the necessity to wear face masks, we will produce masks with application of the visual identity rules for participants at CURLICAT-organised events and CURLICAT partners when they will participate in the public events to disseminate information about the Action.



2.1.6. Other promotional material

When appropriate, other types of promotional material (e.g. pens, cups, USB sticks) will be produced in accordance with the Action's visual identity and disseminated by CURLICAT personnel at conferences, workshops and other events related to the Action's objectives.

2.2. Dissemination by public appearance

2.2.1. Participation on key conferences

The Action will disseminate toward the EU and the global research and professional community at large by presenting its results at conferences and workshops and by publishing them in conference proceedings. Project partners will primarily give this presentations personally either as oral or poster presentations of papers. This will be not only one of key dissemination instruments, but also an important channel for getting immediate feedback from the community thus providing two-way communication.

Action progress will be presented at conferences, seminars, colloquia and workshops attended by the partners as shown in the tentative list below. This list is not exhaustive but

reflects preferred conferences of the field and due to peer reviewing it may happen that presentations by project partners would be rejected. Also some new conferences in the field could emerge during the project duration and they could not be planned in advance.

The tentative list of conferences where CURLICAT partners would try to appear:

- CICLing (Conference on Intelligent Text Processing and Computational Linguistics)
- COLING (International Conference on Computational Linguistics)
- LREC (Language Resources and Evaluation Conference)
- EAMT (European Association on Machine Translation Conference)
- LLMMC (AISB Symposium on Learning Language Models from Multilingual Corpora)
- ACL/HLT (Annual Meeting of the Association for Computational Linguistics: Human Language Technologies)
- CoNLL (Conference on Computational Natural Language Learning)
- RANLP (Recent Advances in Natural Language Processing)
- IJCNLP (International Joint Conference on Natural Language Processing)
- TSD (International Conference on Text, Speech and Dialogue)
- SlaviCorp Conference
- Translating and the Computer Conference
- LTC (Language and Technology Conference)
- Machine Translation Summit
- EAMT (Conference of the European Association for Machine Translation)
- EACL (Conference of the European Chapter of the Association for Computational Linguistics)
- BSNLP (Balto-Slavic Natural Language Processing)
- DH conference (Digital Humanities conference)
- E-dictionaries and e-lexicography
- ...

Our planned participation is applicable also for the conferences that will be held in an online format only. However, we expect that our papers will be published in the conference proceedings.

2.2.2. Related networks

CURLICAT dissemination efforts will benefit from close cooperation with expected activities of ELRC Network, which manages, maintains and coordinates the relevant language resources in all official languages of the EU and accompanying CEF countries, including the seven languages which participate in this action. The results of this Action will be accessible via ELRC-SHARE Repository. Namely, ELRC-SHARE Repository will be used as a primary channel for distribution of open source resources developed by CURLICAT. CURLICAT will use opportunities to organize joint events, presentations, online and printed publications and other activities that will be possible within the ELRC Network.

Also, CURLICAT will disseminate information at events organized by other relevant networks or infrastructure projects such as ELG, META-NET and CLARIN, in which Action partners participate (in fact, all of them were members of META-NET), in order to raise the awareness and its presence in the NLP community.

2.2.3. Events

At the centre of our communication and dissemination activities will be target community 1 (Publishing and translation/localization industry), for whom we intend to stage a series of workshops or **National LR Awareness Days (Roadshows)** in every consortium country. The aim of the roadshows will be to raise awareness of the importance of reusing clean, edited data for the purpose of enhancing the quality and coverage of automated translation in Europe. It will try to ease the reluctance to sharing the data by highlighting the potential benefits. We will demonstrate that the combined effect of anonymisation and sentence shuffling will transform the texts beyond recognition, rendering them commercially unviable and thus harmless to their interests while at the same time providing the valuable training material for CEF.AT translation services.

The roadshows will be jointly designed around the same concepts and will include a centrally defined format with accompanying components, but they will be directed at and tuned to the local stakeholder communities. The roadshow will typically last a day with two morning sessions and at least one afternoon session and it will be organised by the national partner in each partner country. Beside the project partners' personnel, the presenters will be also relevant national stakeholders (e.g. public administration representatives, national information commissioner, publishing associations/clusters representatives, publishing and translation/localisation industry representatives etc.).

As a KPI, we intend to engage a minimum of 25 significant stakeholders at every roadshow and deliver at least 6 presentations.

All the partners (except the Slovak partner) are technological national access points for ELRC and serve on the Language Resources Board of ELRC. Moreover, they were local organisers of the first and second round of ELRC workshops presenting the importance of collecting data and building language resources for automate translation services. Thus it is decided to present the Action also at **ELRC workshops**, the series of events in different EU countries. The objectives of these workshops are to raise awareness about the importance of the automated translation, especially when it comes to multilingual administration services, but also to stress the importance of shared data. The targeted audience of the ELRC workshops is very wide, from heads of state offices to representatives of parliaments, regional and cross-borders administrations, and embassies. ELRC workshops thus offer a perfect opportunity to additionally present the Action's activities and results to a wide audience.

CURLICAT will be presented also at seven national **ELRC** third round workshops in each of the partner countries, and since the ELRC workshops are also planned in other CEF-countries, the CURLICAT partners can take these opportunities to present the Action.

2.3. Media appearance: printed & electronic media

2.3.1. Web presence

A focus on the web presence will be of particular importance in the dissemination process. The public web site of the Action will play the main role in this as it plays in similar projects and actions. For this purpose the domain **curlicat.eu** has already been reserved and parked.

But beside the general information and publicly available deliverables, it is planned that CURLICAT web site will also have several innovative means of dissemination:

- Video Lectures: where available, project presentations will be digitally video recorded and made downloadable together with accompanying slides to the specialized and general public. Jožef Stefan Institute (JSI), one of the partner institutions in this Action, runs VideoLectures.net portal, an award-winning free and open access educational video lectures repository. When appropriate, Video Lectures related to CURLICAT will be uploaded there as well, in order to reach a wider audience.
- Special areas with information for different target groups
 - Media: announcements, flyers and posters in PDF;
 - Researchers: upcoming events, project publications;
 - General Public: list of Q&A covering the most expected points of interest;
- A list of papers and/or articles written outside the consortium that refer to CURLICAT.

An analysis of website logs will be done regularly to track the web traffic and detect the most requested web-based content. This information will be used as feedback to intensify the effort in producing more specific content.

2.3.2. Scientific journals

Beside presenting Action results at conferences and publishing in proceedings, the publication of papers in journals is also considered an important publication channel for dissemination of the achievements of the project.

Papers on project results will be submitted to the journals of the field (however, due to the peer reviewing process, it may happen that presentations by project partners would be rejected). Tentative list of journals that publish action-related topics is given below:

- Computational Linguistics (CL)
- Natural Language Engineering (NLE)
- Language Resources and Evaluation (JLRE)
- International Journal of Corpus Linguistics (IJCL)
- Corpora, Corpus Linguistics and Linguistic Theory
- International Journal of Translation
- International Journal of Computational Linguistics and Applications
- Journal of Intelligent Information Systems

- Journal of Corpus Linguistics
- Language Resources and Evaluation Journal
- Linguistic Issues in Language Technology
- Machine Translation (MT)
- ...

2.3.3. Press releases

Occasionally, when needed, CURLICAT will issue press releases and send them to national and international press agencies in order to raise the awareness about the Action and its results in general public.

2.3.4. Announcements

To draw the attention of the research community to publications and news of the CURLICAT Action, we will make announcements that will be published primarily at Action public web site. Secondary channel of publishing announcements are different professional mailing lists such as: ACL (acl@aclweb.org), FLReNet (flarenet_subscribers@ilc.cnr.it), ELRA/ELDA (info@elda.org), MT-list (mt-list@eamt.org), CLARIN (members@clarin.eu), CorporaList (corpora@uib.no), ELRC (info@lr-coordination.eu), ELG (ELG-NCC@dfki.de) and similar.

Alternative mail addresses of interested scientists and professionals could be found in lists of participants of different events. On the national levels there are many potential recipients of CURLICAT dissemination material such as:

- members of the local public bodies that use CEF.AT services;
- members of the local academic and research societies in the field;
- executive officers of translation and localization companies;
- publishing houses and potential users of MT systems;
- journalists from the (local) scientific/technological press.

Our announcements will regularly be published through these channels as well.

2.3.5. Social networks

Knowing the role of social networks in contemporary society, we cannot neglect their role in dissemination. For this reason our web presence will also include:

- YouTube demo video clips;
- Facebook page;
- Twitter account;
- etc.



3. Conclusions

By this deliverable a detailed dissemination plan for the CURLICAT Action is being provided. The plan is describing how the expected channels of communication will be used to convey the information about the project, to raise the awareness of its achievements and to present its results to the intended audience: research community, translation professionals and general public.



4. Appendix

The Book of Standards where the Action's visual identity is defined and general rules for its visual presentation are set up, represents an appendix to this Dissemination plan.