

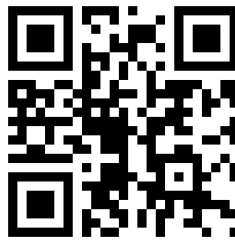


# CESAR

Central and Southeast European Resources

CIP-Pilot actions project no. 271022

[www.cesar-project.net](http://www.cesar-project.net)



## **Deliverable D5.1**

**Action plan for outreach, awareness and sustainability**

**Version No. 0.7**

**2011-10-15**

### Document Information

Deliverable number:	D5.1
Deliverable title:	Action plan for outreach, awareness and sustainability
Due date of deliverable:	2011-05-31
Actual date of deliverable:	2011-10-17
Main Author(s):	Marko Tadić
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Workpackage:	WP5
Workpackage title:	Outreach, awareness and sustainability
Workpackage leader:	FFZG
Dissemination Level:	<b>PP</b> : Restricted to other programme participants (including the Commission Services)
Version:	v0.7
Keywords:	outreach, awareness, dissemination, communication, sustainability, target audience, web site, dissemination channels

### History of Versions

Version	Date	Status	Author (Partner)	Contributions	Description/Approval Level
0.1	2011-04-30		Marko Tadić (FFZG)		Initial skeleton of the document
0.2	2011-05-15		Marko Tadić (FFZG)	Božo Bekavac, Željko Agić	Visual identity sections
0.3	2011-05-31		Marko Tadić (FFZG)	Tamás Váradi	Dissemination channels and target audience
0.4	2011-06-30		Marko Tadić (FFZG)	Svetla Koeva	Collected initial information about the stakeholders at national level
0.5	2011-09-15		Marko Tadić (FFZG)	Božo Bekavac	Document rewritten almost completely following the META-NET Revised Communication Plan from 2011-07
0.6	2011-09-30		Marko Tadić (FFZG)		Corrected information about the LWPs
0.7	2011-10-17		Marko Tadić (FFZG)		Minor corrections and additions

## EXECUTIVE SUMMARY

This deliverable provides a detailed dissemination plan for the CESAR project. 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 target audience, i.e. stakeholders in LT at national level: research community, industry professionals and political decision makers. In the current version of the Action plan we have covered mostly the outreach and awareness part, while the sustainability part will be covered by the updated version.

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## Introduction

In November 2010, as part of a move towards extending the Network to represent each European country and language, META-NET expanded to include partners from three PSP projects CESAR, METANET4U and META-NORD when these projects start in February 2011. By joining together as a single network, the four consortia represent 31 European countries, 30 official and regional languages, and a wealth of expertise in LT and related areas all supporting a common set of goals and united behind the META-NET brand. Each consortium represents a project in its own right, and as such, cooperation across the projects, while maintaining the single identity of META-NET, requires tight collaboration regarding communications and dissemination activities. In this regard, activities which form part of any project's own communication and dissemination efforts can remain as such, but with the benefit of drawing on the broader European perspective. Likewise, the overall EU-wide efforts can be supported by the efforts of each project and organisation. This plan is trying to pave the way for such activities in the CESAR project.

Dissemination of information about the projects is one of activities that rises the awareness about the project itself, its goals, achievements, partners involved as well as funding part(ies). Although it does not produce tangible results that are produced by the main research activities of the project, the Outreach, Awareness and Sustainability work package (WP5) with its results that convey information about the project is considered as important as other WPs.

The overall goal of WP5 is to **disseminate** project results and to transfer the project knowledge, technologies, lessons learned and best practices to interested communities and thus to ensure their national, European and global impact and sustainability beyond the project duration.

The main **objectives** of the CESAR outreaching and rising awareness of Language Technologies is planned to be achieved through the **dissemination** process that aims to:

- inform the wider audience and interested parties (thematic stakeholders) about the scope of the project;
- ensure awareness in the research community about the project results and to encourage cooperation and further research activities in this field;
- ensure awareness and interest in the project and its results between relevant stakeholders in society;
- ensure awareness and interest in the project and its results in potential industry user groups;
- promote the use of the project results (e.g. research publications; accessibility of language resources, language tools and language services through newly established platforms; standardization techniques, etc.) both for further research and practical industrial application;
- promote co-operation and co-ordination with on-going or planned projects/initiatives like META-NET, METANET4U, METANET-NORD, FLaReNet, benefiting from CESAR partner participation in these activities.

The dissemination activities will be tracked in the form of the reports. The report should detail dissemination activities in scientific & non-scientific circles; print & electronic publications, (inter)national events (science, technology, media, professional, policy) as well as CESAR supported events, dissemination channels & relays. The plan will be updated in D5.3 when the final report on outreach, awareness and sustainability will be produced at the end of the project.

This deliverable D5.1 consists of an outreach and awareness (dissemination) plan that projects activities within the communication channels that will be used to spread the information about the CESAR project during the project and after.

# 1. Defining the target groups

## 1.1. *General five steps for defining the 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.

Each partner in the CESAR consortium was asked to provide a series of potential contacts and channels for dissemination, so that a list of relevant players in LT field at the national level (research, business and policy stakeholders) can be used in preparation of the Action plan. This list has been aggregated from partners and this pool has been used to select additional events and channels where presentations and information about CESAR will be disseminated at national and international level. These activities will be further detailed during the project life-cycle and extended after the project conclusion.

## 1.2. *Target groups*

We will focus CESAR outreach and awareness activities on the following **target groups**:

- **Scientific and research community** – researchers in the areas of corpus linguistics, computational linguistics, natural language processing, speech processing and language technologies in general;
- **Language industry and other business sectors** – primarily translation and localization industry companies and professionals, information brokers (documentarians, archivists and digital librarians), (multimedia) language content and service providers (publishers, broadcast companies, news agencies and portals), social media etc. as potential users of language technologies interested in improving the quality of their products when it comes to the consortium languages;
- **Society, government and other public decision makers** – local governmental officials and industry leaders in this part of Europe.

Beside the general communication channels, for each of this target groups different types of outreaching activities are planned.

Three distinct audience groups are defined in META-NET Revised Communication Plan:

- “Aware – those who are aware of issues and areas around our work, but who may not know about META-NET, or be informed about our work and our activities.
- Engaged – those who have heard about our work, support our goals and are keeping themselves informed and engaging with our activities. These are people who see value in our work and support our goals.

- Active – those who are actively involved in META-NET, META, or a partner project or similar. These are evangelists or champions of our cause and are fully engaged with our work.”

Beside these three distinct groups, we believe that regarding the state of development of LT for CESAR languages, the fourth group should also be introduced:

- Unaware – those who are in one of our target groups, but are still unaware of the significance of LT for the role of respective languages in EU.

This is particularly relevant for decision makers in industry and policy. To this audience group our road shows are directed as the easiest way to introduce them with the problems that accompany the development of LT for a national, but often also EU official languages.

The emphasis is to move people from one category to the next level category and to introduce new individuals and organisations to the “aware audience”.

### 1.2.1. Target groups addressing priority

Since different target groups would react differently to our messages depending on the content that is ready for presenting, we established three periods in project duration with different priorities regarding the target groups addressing.

Period	Target group	Actions/Instruments
M1-M8	Research community, industry	Papers and presentations with introduction to CESAR project, consortium members, planned actions, expected results
M9-M12	Industry, media, communicators, bodies of language communities, professional LT societies (national level)	Disseminating publications, press releases, announcements, video lectures
M13-M24	Public administration officials (EU and national level), industry, research community	Road show events aiming at mobilisation of national policy, industry and research stakeholders

This list certainly does not limit our activities towards certain target group to exact period of time, but it indicates where will our priorities to convey our dissemination messages be put.



## 2. Dissemination channels

### 2.1. Visual identity

The reception of project's individuality and uniqueness among all other projects will be partly assured through the clearly defined visual identity. Usually the main components of the visual identity include defined background and colouring, logo of the project, typefaces used in documents and web page etc. and these elements are open to a free design treatment. However, in this case when the CESAR project is a part of META-NET alliance, we had to conform to and incorporate all elements of META-NET visual identity into CESAR own visual identity. In this respect, the design solutions for different dissemination channels were limited by this request of conformity.

#### 2.1.1. General visual identity

**Colouring:** The META-NET colouring use:

- two grey colours: META-NET grey 1 (■ R:110,G:110,B:110) and META-NET grey 2 (■ R:155,G:155,B:155)
- three orange colours: META-NET orange 1 (■ R:255,G:110,B:1), META-NET orange 2 (■ R:255,G:154,B:0) and META-NET orange 3 (■ R:255,G:190,B:0).

Following the request for visual conformity, CESAR has taken over the existing META-NET colours and added two of its own.

The default general background colour used in CESAR will be white (n R:255,G:255,B:255), but alternatively META-NET orange 3 or black could be used. In the case of alternative background, the foreground has to be white or any of two META-NET grey colours.

The default foreground colours used in CESAR are any of two META-NET grey colours for logo and visual accents, black for text and four orange colours: META-NET orange 1, CESAR orange 1 (■ R:255,G:136,B:1), CESAR orange 2 (■ R:255,G:164,B:0) and META-NET orange 3 for accented titles and other kind of emphasis.

**Logo:** CESAR logo is composed of the project acronym written in capitals using typeface LithosPro Regular where initial C has been accompanied on the top by four small brushes as the stylized reminiscence on a Roman soldier's helmet. The acronym is in META-NET grey 1 while four brushes are in META-NET orange 1, CESAR orange 1, CESAR orange 2, META-NET orange 3 respectively from the top. The full name of the project is below the acronym written in black colour using Frutiger typeface. The conceptual interpretation of this logo that bears the name of the first Roman emperor, has to do with the invocation of Roman Limes since through five out of six partner countries Danube is flowing thus symbolising the opportunity for connected collaboration in the respective field. This interpretation is strongly underlined by the usage of antique-looking typeface for the acronym in project logo.



**Presentation template:** The CESAR PowerPoint and LaTeX presentation template has been produced conforming the predefined META-NET visual identity and it can be accessed from the internal project web site within the category Documents→Archive→Presentation-templates. The usage of official CESAR presentation template for partners on the project is obligatory when presenting and disseminating the information about the project. At the beginning of the presentation template there is also acknowledgment to EC and ICT-PSP programme that fund this project: “Co-funded by the ICT PSP Programme of the European Commission through the contract CESAR, grant agreement no.: 271022.”.

**Deliverables template:** The CESAR deliverables template is provided for preparing and issuing deliverables at the project. Its design is visible from this very deliverable because this template has been used for providing deliverable D5.1.

### 2.1.2. Public web-site

The public web site will be a separate web site from the meta-net.eu domain so that project-specific dissemination activities can be conveyed through this channel.

Public web site has already been designed obeying the predefined META-NET and CESAR visual identity rules. It will be technically supported and maintained by HASRIL. The domain **project-cesar.net** has been reserved and parked until the official start of the v 1.0 of the public web page. The website will also be maintained by HASRIL at least 2 years after the official end of the project.

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

- static elements
  - navigation bars (left and top);
  - 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.

All public results of the project 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 project and the results it provides (see Section 2.3.1 for details on web presence that is planned).

The graphic design will be done by a professional web designing company (screen-shot of a tentative web design that currently uses intranet functional items can be seen below).

The public web site is a dynamic and growing entity and new sections and functionalities will be added through iterative releases and updates. As the project progresses, newer versions of the website will extend these features to CESAR members and the targeted audience.

**CESAR**  
CENTRAL AND SOUTH-EAST EUROPEAN RESOURCES

**META**  
A Network of Excellence forging the  
Multilingual Europe Technology Alliance

site map | accesibility | contact

HOME | EVENTS | WORKPLAN | DELIVERABLES | META-NET | Andris | Log out

**Calendar**

September 2011

Mo	Tu	We	Th	Fr	Sa	Su
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

**Mail subscription**

Subscribe to the folder above

**subscribe**

**Search**

**search**

[Advanced search](#)

**Welcome to the internal site of the CESAR project**

by Admin — last modified Aug 16, 2011 03:31 PM

**Contents**

- Description of Work
- Cesar mailing list
- How to handle the site
- User guide
- Plone3 tutorials on YouTube
- Partners

**Description of Work**

The final version submitted can be found [here](#).  
Web forms to collect data about [resources](#) and [tools](#)

**Cesar mailing list**

E-mail to the list: [cesar@nytud.hu](mailto:cesar@nytud.hu)  
[Archive](#) of the Cesar mailing list (authorisation required)

**How to handle the site**

Before you start exploring the site, please do the following:

- Make sure you are logged in.
- Read the [documentation](#), especially the [What documentation should I read](#).

**User guide**

A short guide how to improve this website.  
You are kindly asked to develop this website. All the pages are modifiable by all the members. Here we mention only the basics, the complete user manual of the Plone CMS is available [here](#).

- Comment can be added the bottom of each pages.
- New pages for the current folder can be added on the view tab by the add new.../page menu option. The new page automatically will be accessible on the navigation menu of the page folder.
- To edit a page simple click in its content (or select the edit tab).
- By default, all pages are visible only to logged-in users. At the current stage, we mean this site for internal use for project partners only.

**Plone3 tutorials on YouTube**

- Overview of Plone
- Introduction to Plone 3 - part 1, part 2
- Configuring navigation with content type
- How to:
  - create a content in Plone
  - create a folder

**Partners**

- Research Institute for Linguistics, Hungarian Academy of Sciences (RIL HAS) - Hungary
  - [Tamás Váradi](#), [Tibor Pintér](#), [Csaba Oravecz](#), [Piroska Lendvai](#), [Judit Kuti](#)
- Budapesti Muszaki és Gazdaságtudományi Egyetem (TMIT) - Hungary
  - [Géza Németh](#), [Klára Vicsi](#), [Péter Mihajlik](#), [György Szaszák](#), [Tibor Fegyő](#)
- Sveučilište u Zagrebu, Filozofski Fakultet – University of Zagreb, Faculty of Humanities and Social Sciences (FFZG) Croatia
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**CESAR**  
CENTRAL AND SOUTH-EAST EUROPEAN RESOURCES

Home | Events | Workplan | Deliverables | Meta-net

### 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. Three flyers (initial, mid-term and final) and three posters (initial, mid-term and final) are planned. The first flyer

and poster will give overall introduction into the project, its goals and expected results. The second flyer and poster will present new findings and intermediate state of the project results. The final flyer and poster will summarize the project achievements and present the final results.

The flyers are A4 twofold full colour flyer that yields effectively six pages. Posters will be 70x100 cm in size and in full colour. The flyers will be printed in offset technique with possible digital preprint in limited quantities. The flyers and posters will follow the general visual identity rules of CESAR and META-NET.

The strategic documents, i.e. books in Language White Paper series covering each CESAR language will be prepared following the predefined layouts for preliminary and final version. They will be produced and made available for all CESAR languages in English for international dissemination purposes, while their translations into respective language will be used for dissemination at the national level.

#### 2.1.4. T-shirts

Two versions of T-shirts are planned to be produced in order to raise the awareness about the project at the conferences and other occasions:



Fig 1: Front and back of a black CESAR T-shirt

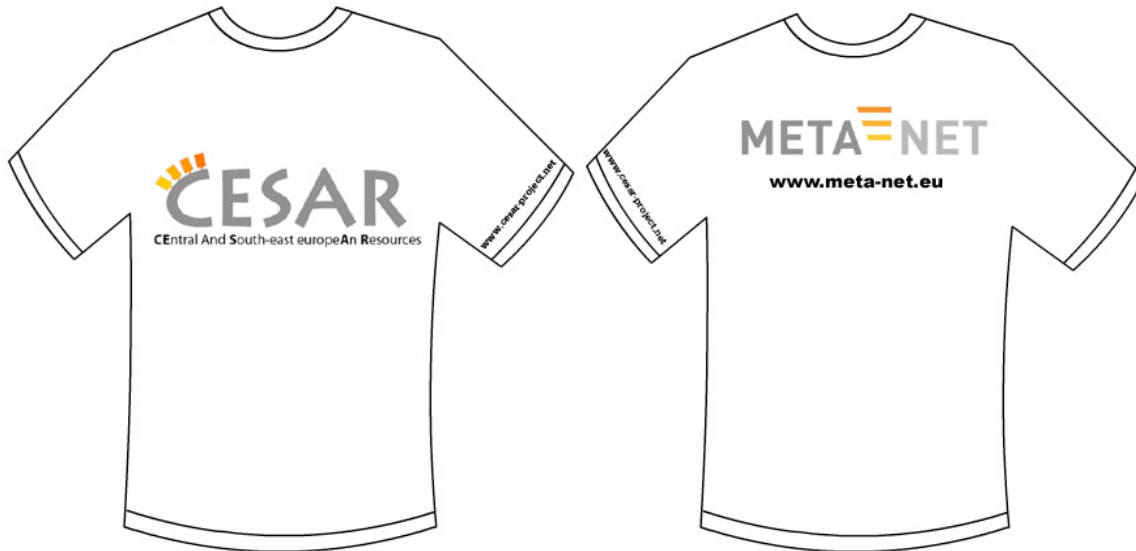


Fig 2: Front and back of a white CESAR T-shirt

## 2.2. Dissemination by public appearance

### 2.2.1. Participation on key conferences

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

Project progress will be presented at conferences, seminars, colloquia and workshops attended by the partners as shown in Table 1 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.

We will also actively participate in conferences, workshops and similar events in the field which attract participants from our target stakeholder groups. Participation in and a strong presence at such events gives us a good means to distribute our promotional material. It also provides us with a practical means to meet with and promote the project to the individuals and organisations we are targeting.

Event	Date	Target group	Dissemination activity
FASSBL2010	October, 2010	LR&T and NLP researcher community in South Slavic and Balkan countries	Oral presentation
FLaReNet 2011 Forum	May, 2011	LR&T and NLP researchers, SMEs and large companies in	Poster, contribution to discussion at meetings

		LR&T and NLP field	
NooJ2011	June, 2011	LR&T and NLP researcher community of developers and users of NooJ NLP processing tool	Oral presentation / poster, demo, contribution to discussion at meetings
SlaviCorp2011	September, 2011	LR&T and NLP researcher community in Slavic countries	Oral presentation / poster, demo, contribution to discussion at meetings
EACL2012	April, 2012	LR&T and NLP researchers, SMEs and large companies in LR&T and NLP field	Oral presentation / poster, demo, contribution to discussion at meetings, flyer / poster distribution
LTC2011	November, 2011	LR&T and NLP researchers, SMEs and large companies in LR&T and NLP field	Oral presentation / poster, demo, contribution to discussion at meetings, flyer / poster distribution
NooJ2012	May, 2012	LR&T and NLP researcher community of developers and users of NooJ NLP processing tool	Oral presentation / poster, demo, contribution to discussion at meetings, flyer / poster distribution
LREC2012	May, 2012	LR&T and NLP researchers, SMEs and large companies in LR&T and NLP field	Oral presentation / poster, demo, contribution to discussion at meetings, flyer / poster distribution / workshop organisation
COLING 2012	2012	LR&T and NLP researchers, SMEs and large companies in LR&T and NLP field	Oral presentation / poster, demo, contribution to discussion at meetings, flyer / poster distribution
FASSBL 2012	October 2012	LR&T and NLP researcher community in South Slavic and Balkan countries	Oral presentation / poster, demo, contribution to discussion at meetings, flyer / poster distribution

Table 1: Non-exhaustive list of preferred international key research community conferences that CESAR is expected to appear with contributions/presentations/demos.

#request a list of nationally relevant conferences from partners

Table 2: Non-exhaustive list of preferred national research community conferences that CESAR is expected to appear with contributions/presentations/demos

Beyond scientific circles an important target group will be players in the language industry, e.g. translation and localization industry. To reach key industry players we will address them in coordination with META-NET through the professional organizations such as LISA (Localization Industry Standards Association) and TAUS (Translation Automation User Society), Globalization and Localization Association (GALA) or their respective branches.

### 2.2.2. Related projects and networks

Beside the regular META-NET events, such as META-FORUM, where the participation of CESAR partners is expected as full participants in the META-NET alliance, contacts and exchange of information with other LT projects are also important. Since the beginning of engaging with other European projects, META-NET has built strong relationships with many other projects in the field of LT and related areas. Up to date collaboration agreements are in place with 19 other projects and CESAR project partners themselves contributed to at least



five of them (CLARIN, ACCURAT, LetsMT!, iTranslate4, ATLAS). The CESAR project will not sign collaboration agreements with LT projects on its own, but will alleviate conveying of this type activity to the META-NET proper. However, CESAR will certainly play the significant role of disseminating and exchanging the META-NET and CESAR project information with partners in other LT projects in Central and South-East Europe.

Also, CESAR will disseminate information at events organized by other relevant networks or infrastructure projects such as FLaReNet, CLARIN, EuroMatrix Plus in order to raise the awareness and its presence in the scientific community.

### 2.2.3. CESAR organised events – CESAR Road Show

One of the most important means of enhancing awareness in business, society and government will be a series of nationally organized high-level awareness events (a „road show“) that will take place in each country at least once in project duration. We find this form very suitable for local governmental officials and industry leaders in this region of Europe in getting acquainted with the CESAR project, META-NET NoE and the role of LRT in general. Expected impact is enhanced support for LRT at the national level by both, industry and government.

The format of this awareness rising events is a full day gathering where foreign experts (consortium partners from other countries, partners from META-NET, officials from DG Information Society and Media, and experts from other projects from the Call 4 Objective 6.1) will give presentations in order to reach the policy makers and funding agencies at the highest level. Also, leading industry players will present and demonstrate their products, while researchers will present the current European projects they are involved in. The gathering can also feature a panel discussion about the future developments of LT for respective language and how META-NET can contribute to that. Also a local Language Whitepaper will be presented. When presenting Language Whitepapers to representatives of government bodies and language policy makers pointing out that prominent national scientists have been involved in drafting the documents and that both national and European language bodies support our cause, will help emphasise our message.

Tentative schedule for awareness rising event:

9:00-9:30	Registration
9:30-10:00	Opening and introductory speeches by minister of science and/or minister of economy, president of the research council and/or economic council/agency, president of academy and/or rector of the university
10:00-10:30	Keynote speaker on LT in general and META-NET in particular with mentioning the Language Whitepaper series + handing over the Language Whitepaper to the highest present government official (Uszkoreit?)
10:30-11:00	coffee break
11:00-11:20	EC InfSo official on the role of LT in EU and the role of META-NET within
11:20-11:40	National/foreign CESAR representative on CESAR and its role in META-NET
11:40-12:00	slot for industry leader
12:00-12:20	slot for government body/agency leader
12:20-12:45	discussion
12:45-14:00	lunch
14:00-14:20	industry/research/government presentation 1



- 14:20-14:40 industry/research/government presentation 2  
14:40-15:00 industry/research/government presentation 3  
15:00-15:20 industry/research/government presentation 4  
15:20-16:00 coffee break  
16:00-17:40 panel discussion (ca 6 participants) on future development of LT for a national language and perspectives for industry on national and EU level (involving national CESAR leader, representatives from the ministries of science, economy, communications, culture, etc., economy chamber/council/agency, etc., leading industry player etc.)  
17:40-18:00 general discussion and closing

In parallel there should be a demo session and exhibition of LT products by industrial partners and sponsors, and research projects at both, national and international level.

This regular series of events is considered crucial in the dissemination and outreach actions at each national level. These events will be organized by local organizers, but the logistics will be centrally co-ordinated from the WP5 and supported by funds reserved for dissemination to each partner.

The target audience will be invited, but not limited to, on the basis of the collected internal database (D5.5) of all relevant stakeholders at different national levels.

Implementing part of outreach campaign through road shows we can take advantage of not just the efforts taken so far, but also of national and local partnerships or rivalries between different countries, languages and fields to benefit particular CESAR partner or language and the network as a whole, through greater final outreach.

#### **2.2.4. Public exhibitions and showcases**

CESAR project will try to have a stand at project exhibitions that take place in conjunction with important events in the field (like LREC, FASSBL, SlaviCorp etc.). This exhibitions adjacent to important conferences, either by large number of participants, or by targeted narrow domains, represents a unique opportunity to promote our activities and spread our dissemination efforts to a wider audience. The CESAR's WP5 will be prepared for engagement in such cases.

#### **2.2.5. Professional associations**

The particular role of CESAR project where the awareness about the importance of LT for consortium languages is to be built up at each national level, inevitably forces us to establish collaboration with national professional associations that represent developers and/or users of LT. The "natural allies" in this respect can be seen in societies that professionally foster LT in partner countries (e.g. #pl, Croatian Language Technologies Society, different translator's associations, applied linguistic associations etc.). This organisations are also our target audience because of their established connections with industrial players in the field at the national level. Cooperation with them will lead to synergic effects and would benefit both sides.

## 2.3. Media appearance: printed and electronic media

### 2.3.1. Web presence

A focus on the web presence will be of particular importance in the dissemination process. Project public web site will play the main role in this as it plays in similar projects. But beside the general information and publicly available deliverables it is planned that CESAR 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;
- Live streaming: where available, live streaming of project presentations (preferably the whole workshops) will be organized thus providing the most up-to-date insight into the project to the interested public;
- RSS news feed;
- Special areas with information for different target groups
  - Media: announcements, flyers and posters in PDF;
  - Researchers: upcoming events, project publications;
  - Industry: announcements, demos;
  - General Public: list of Q&A covering the most expected points of interest;
- Short Guides: two-page short PDF documents which will contain concentrated explanations of designated terms/points/problems in the project and their solutions.

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 and other journals

Beside presenting project results at conferences and publishing at proceedings, the publication of papers at scientific journals is one of key publication channels for dissemination of project results to research community.

Scientific papers on project results will be submitted to the journals of the field (ordered by priority), but due to the peer reviewing there is no guarantee that they will be published:

- *Computational Linguistics* (CL)
- *Language Resources and Evaluation* (JLRE)
- *Natural Language Engineering* (NLE)
- *International Journal of Corpus Linguistics* (IJCL)
- different national linguistics journals which are listed in ERIC list (e.g. #pl, #sk, #hu, *Suvremena lingvistika*, #rs, #bg) or IT journals listed in respective secondary databases (e.g. #pl, #sk, #hu, *Journal of Computing and Information Technology*, #rs, #bg).

Beside the scientific journals, articles about CESAR project will also appear in professional journals such as *Multilingual Computing Magazine* that addresses professionals in multilingual language industry, or *Projects* journal and *research\*eu* magazine that presents different successful EU-funded research projects, or *The Parliament* a journal that is addressing EU Parliament MPs on new developments in research.

### 2.3.3. Professional portals

The portals of professional association dealing with language, e.g. translator's associations, LT societies (like *Croatian Language Technologies* <http://jthj.ffzg.hr> or *Computational Linguistics in Poland* <http://clip.ipipan.waw.pl/>, etc.) will be supplied regularly with information from the CESAR project. In fact, we will advise them strongly to subscribe to CESAR RSS channel that will be available on the public web site.

Where available, project presentations that have been digitally video recorded and made downloadable together with accompanying slides to the specialized and general public will be also made available via [videlectures.net](http://videlectures.net), a main portal for scientific video recorded lectures.

### 2.3.4. Press releases

Occasionally, when needed (e.g. related to META-FORUM 2011 in Budapest, or European Day of Languages 2011), CESAR will issue press releases and send them to national and international press agencies in order to raise the awareness about the project and its results in general public.

### 2.3.5. Announcements

To draw the attention of the research community to publications and news of the CESAR project, we will make announcements that will be published primarily at project public web site. Secondary channel of publishing announcements are different professional mailing lists such as: ACL ([acl@aclweb.org](mailto:acl@aclweb.org)), FLReNet ([flarenet\\_subscribers@ilc.cnr.it](mailto:flarenet_subscribers@ilc.cnr.it)), ELRA/ELDA ([info@elda.org](mailto:info@elda.org)), ELSNet ([elsnet-list@elsnet.org](mailto:elsnet-list@elsnet.org)), MT-list ([mt-list@eamt.org](mailto:mt-list@eamt.org)), CLARIN ([members@clarin.eu](mailto:members@clarin.eu)), CorporaList ([corpora@uib.no](mailto:corpora@uib.no)) and LinguistList.

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 CESAR dissemination material such as:

- members of the local academic and research societies;
- executive officers of IT companies with R&D activities in the technology domains related to CESAR;
- publishing houses, archives, documentation centres, digital libraries;
- journalists from the (local) scientific/technology press.

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

### 2.3.6. Wikipedia article about CESAR

Having in mind the role of Wikipedia in general public knowledge and its acquisition today, the Wikipedia article describing CESAR project can be regarded as a must. The article will be formatted according to the wiki-rules for presentation of EU projects and it will present all the necessary information about the project. The Wikipedia article will be translated to all project languages. This channel of dissemination could have probably the widest audience of all since it is globally accessible, but the real problem to this presence could be the extremely conservative editorial policy of Wikipedia editors which we have experienced earlier. They usually do not allow publishing articles about the on-going research projects and these are rejected with the most common remark "non-notable content". However, this will not prevent us from trying since the dissemination impact of this channel is huge.

### **2.3.7. Social networks**

Social networks presence will be coordinated with META-NET proper because it may lead potential target audience to a confusion if two (or even four) projects convey the same short messages. We consider the best practice if the social networks engineering is coordinated from the META-NET centre.

However, we would like to accompany the publication of the NooJ development environment as the open source software with a series of simple short clips that could be called “NooJ: how to...” or “NooJ video guides”. They could be collected within a dedicated YouTube channel.

### **3. Conclusions**

By this deliverable a detailed dissemination plan for the CESAR project 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 target audience, i.e. stakeholders in LT at national level: research community, industry professionals and political decision makers.

In the current version of Action plan we have covered mostly the outreach and awareness part, while the sustainability part will be covered by the updated version of this deliverable in the following revisions.

## Appendix A:

### A tentative timeline for planned events, outreach and awareness actions

The project presence was planned to concentrate on events that are geolinguistically relevant for CESAR languages (e.g. LTC2011 in Poznań, or FASSBL2012 in Dubrovnik) or are important for research community as a whole (LREC, EACL, etc.).

Month	Event	Action/Instrument
before start	FASSBL2010	CESAR oral presentation
2011-02	kick-off	
2011-03		
2011-04		poster01 v1.0 (bg, en)
2011-05	FLaReNet 2011	poster01 (en)
2011-06	NooJ2011	CESAR oral presentation, two papers, poster01 (en)
	META-FORUM2011	dedicated CESAR session with 4 oral presentations, poster01 v2.0 (en), LWPs v0.5 (en)
2011-07		flyer01 v1.0 (en)
2011-08	EUROLAN2011	CESAR oral presentation, flyer01 (en), poster01 (en)
2011-09	SlaviCorp2011	three papers, poster01 (en)
	CLARA Career Course	poster01 (en)
2011-10	META-NET meeting	flyer01 (en)
2011-11	LTC2011	paper, flyer01 (en), poster01 (en)
2011-12		
2012-01		flyer01 v2.0 (pl, sk, hu, hr, sr, bg)
2012-02		poster02 v1.0 (en, pl, sk, hu, hr, sr, bg)
2012-03	Road show: Bulgaria	awareness day, presentations, flyer01, poster02 (en, bg)
2012-04	Road show: Serbia	awareness day, presentations, flyer01, poster02 (en, sr)
	EACL2011	paper?, flyer02 (en), poster02 (en)
2012-05	Road show: Slovakia	awareness day, presentations, flyer01, poster02 (en, sk)
	NooJ2012	paper(s), flyer02 (en), poster02 (en)
	LREC2012	workshop organisation, paper(s), flyer02, poster02 (en)
2012-06	Road show: Croatia	awareness day, presentations, flyer01, poster02 (en, hr)
2012-07		
2012-08		
2012-09	FASSBL2012	paper(s), flyer02 (en), poster02 (en)
2012-10	Road show: Poland	awareness day, presentations, flyer01, poster02 (en, pl)
2012-11	Road show: Hungary	awareness day, presentations, flyer01, poster02 (en, hu)

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2012-12		
2013-01		flyer03, poster03 (en, pl, sk, hu, hr, sr, bg)

This list is far from being exhaustive or fixed, but it still provides the general framework for CESAR outreach and awareness actions. It will be adapted and ammended during the course of the projects, but we believe that these changes will fall within this the general schedule.