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EXECUTIVE SUMMARY

With this deliverable a detailed dissemination plan for the MARCELL 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, media and general public.

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Introduction

Dissemination of information about the Action is one of activities that rises 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 5: Dissemination (A5)** with its results, that convey information about the Action, is considered as important as other Activities (A1-4).

The overall goal of the A5 is to **disseminate Action** findings at global, EU and national level.

The **main objectives** of the MARCELL 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, META-NET and CLARIN, benefiting from MARCELL 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 MARCELL events, dissemination channels & relays. The final report on dissemination will be produced at the end of the project.

This deliverable D5.1 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 and extended after the project conclusion.

1.2. Target groups

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

1. Research and development community – researchers and developers in the areas of machine translation, corpus linguistics, computational linguistics and language technologies in general. The broad NLP research community will have access to valuable large multilingual data – the results of MARCELL – for research and development of new and better applications.

2. Translation and localization industry – companies and professionals as potential users of MARCELL resources and technologies interested in improving the quality of machine translation for under resourced languages and narrow domains. The envisaged target groups are users of CEF.AT DSI as public translation service in any of seven languages of the Action: bodies of public authorities in all member-states (using already available EC@MT services), business subjects (using e.g. ODR DSI in their native language and covering better the relevant national legislative domain). Moreover, as we plan to publicly release the language resources produced by this Activity (cleaned, validated, annotated, EUROVOC top-level categorized, domain-specific multilingual corpora and translation memories in the Croatian-English language pair), 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.

3. General users – interested in advancements in machine translation and language technologies, and especially citizens of EU countries who use automatic translation systems (accessing e.g. EUROPEANA or any other DSI that will include translation in the future).

Different types of dissemination activites are planned to reach each of this target groups.

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 page, predefied templates etc.

2.1.1. General visual identity

Colouring: The default general background colour used in MARCELL will be white (R:0,G:0,B:0), but alternatively two shades of orange (■ R:237,G:194,B:0 and (■ R:220,G:147,B:26) or EU dark blue (■ R:22,G:71,B:146) could be used. In the case of alternative background, the foreground usually will be white (R:0,G:0,B:0). The default foreground colours are orange (■ R:237,G:194,B:0) for logo and visual accents, black (■ R:0,G:0,B:0) for text and blue (■ R:22,G:71,B:146) for accented titles and other kind of emphasis.

Logo: MARCELL logo is based on the idea of the automatic languages conversion, i.e. translation. The languages are symbolically represented by two cartoon captions that are interlinked with a symbol of mutual bidirectional conversion (see the more detailed explanation in Appendix 1 where the detailed Book of Standards is attached). The integral part of the logo is also the project acronym written in capitals with Gotham Medium font in predefined EU dark blue colour.

PPT template: The MARCELL 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 MARCELL PPT template for partners on

the Action is obligatory when presenting and disseminating the information about the Action. The official CEF Programme logo, available at https://ec.europa.eu/inea/connecting-europe-facility/cef-energy/beneficiaries-info-point/publicity-guidelines-logos, is used at the first slide of the PPT template, and there is also an acknowledgment to the EU funding and Connecting Europe Facility at last slide of the PPT template.

Conference poster template: The MARCELL 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 MARCELL 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 predescribed 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 D5.1.

2.1.2. Public web site

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 2019-01-01, 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 twofold full colour flyer that yields 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 preprint 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 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. 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 MARCELL 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 MARCELL 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
- …

2.2.2. Related networks

MARCELL 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 EU and 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 MARCELL. MARCELL will use opportunities to organize joint events, presentations, online and printed publications and other activities that will be possible within the ELRC Network.

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

2.2.3. Events

As mentioned above, beyond scientific circles an important target group will be the translation and localization industry members. The organization of events particularly oriented towards them will be important plan of action's dissemination activities.

All the partners (except the Slovak partner) are national access points for ELRC and serve on the Language Resources Board of ELRC. Moreover, they were local organisers of the first round of ELRC workshops presenting the importance of collecting data and building language resources for automate translation services. Thus it is decided to present Action at **ELRC (European Language Resource Coordination) 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 present the Action's activities and results to a wide audience.

MARCELL will be presented at least at two **ELRC** international workshops either before or in the beginning of the project:

- Budapest, Hungary: 12 November 2018;
- Zagreb, Croatia: 18 February 2019.

The ELRC workshops are also planned in other countries, so the MARCELL partners can take this opportunity 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. Action public web site will play the main role in this as it plays in similar projects and actions. But beside the general information and publicly available deliverables, it is planned that MARCELL 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 MARCELL will be uploaded there as well, in order to reach wider audience.

- Special areas with information for different target groups
    o Media: announcements, flyers and posters in PDF;
    o Researchers: upcoming events, project publications;
    o 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 MARCELL.

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, MARCELL 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 MARCELL 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), FLaReNet (flarenet_subscribers@ilc.cnr.it), ELRA/ELDA (info@elda.org), MT-list (mt-list@eamt.org), CLARIN (members@clarin.eu), CorporaList (corpora@uib.no) 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 MARCELL 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 MARCELL 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.