D5.1 Awareness raising activities

WP5 – Dissemination and Exploitation – T5.1 Building Awareness

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1. INTRODUCTION

The objective of this document is to create a general awareness about the project and its expected results among participating and other companies and other actors in relevant sectors and countries, and to publish results as soon as they become available.

Awareness building will be done by establishing a web-site, through activities in social media, by preparing project leaflets and posters, participation in seminars as speakers and using booths, publishing project news, and sending member newsletters and organising events for the SoMeDi member and target groups. Articles will be published in relevant trade magazines.

The initial iteration covers the activities carried out during the first year of execution for promoting the project launching. There will be a final release at the end of the project (M36) covering all the awareness activities performed along the project execution.
2. Target Audience

2.1. Target Audience Groups of the SoMeDi project

Research Communities
Several research areas can be identified inside the fields within which this project operates. In particular, communities focused on Social Media analytics, Natural Language Processing, Human Computer Interaction and Machine Learning areas will be taken into account in order to disseminate the results obtained by the adaptation and user interaction and feedback analysis layers.

The project results will address the research community active in the area of Natural Language Processing, and specifically in text topic detection and clustering. This will be done at the national level and the EU level, participating to scientific conferences and workshops. Industrial partners as well are working on the possibility to have research outcomes published in some research for a plan to do so during the course of the project.

SMEs and Large Industry
SMEs are the core targeted potential customer of SoMeDi results and so the project results will be disseminated among local SMEs and other companies through some local associations and contacts with companies. SMEs participating in the project, have large networks of fellow SMEs through different communities e.g.:

- Companies whose main focus sell products or services that are marketed on the social media such as the target of the Spanish use case, the Lateral restaurant chain. These companies are not so interested in the technical details but more in the
- Companies that can be technology partners and which may either directly deploy instances of SoMeDi or also adapt, extend and customize the technology. These companies will be contacted both during the project’s execution to foster internally a design open to collaborations, and also nearing the end of the project to search for concrete exploitation pathways.

Policy Makers
Policy makers at the national and EU level will be addressed when project results are mature enough, in order to offer recommendations on how to create the conditions to promote the adoption of social media analytics by companies and also to study the legal and ethical framework that supports the analytics in the project. Of particular importance is the study of the compliance with the General Data Protection Regulation which is scheduled to enter into force in early 2018, thus impacting the very execution of the project.

Independent Experts
The project team may involve independent experts to peer review specific outcomes and/or to receive suggestions on project pathway.

Other Research Projects
The project team is planning to contact other research projects (funded by ITEA3 or other bodies) to seek alliances and joint proofs of concept that can lead the way to new exploitation or technology developments of the core SoMeDi concept.

### 2.2. Definition of messages for each audience target group

In the following table, a summary of the target dissemination groups and messages to convey is given.

<table>
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<tr>
<th>Stakeholders</th>
<th>Dissemination message</th>
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<tbody>
<tr>
<td>Research communities</td>
<td>• To promote of any scientific or technical progress by SoMeDi via the participation to events such as conferences.</td>
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</table>
| SMEs and ICT Industry         | • To inform them about the findings made by the project.  
                                | • To invite them to consider recommendations and to exploit results made by the project. |
| Policy makers                 | • To inform them about the policy issues addressed by the project.  
                                | • To have early checks of the project’s compliance with regulation, especially the upcoming GDPR. |
| Independent Experts           | • To ask them to peer review specific outcomes.  
                                | • To involve them as key note speakers in project events. |
| Other research projects       | • To foster the sharing of contents, results and approaches: data sets, architectures, software modules. The goal is to maximize the use of technology for both parts. |

**TABLE 1 - AUDIENCE TARGET GROUPS**
3. BUILDING AN INFORMATION AND COMMUNICATIONS INFRASTRUCTURE FOR SOMEDI

SOMEDI project will establish an infrastructure for communications (and therefore dissemination) by building a robust framework in which dialogue and interaction take place. This applies equally to internal and external communication.

3.1. Establishing stable conduits within and without the SOMEDI community

These will be used to disseminate information about and solicit input into the SOMEDI project work. Contact can be maintained and facilitated by:

**ELECTRONIC MAILING LISTS**

- **Internal Lists.** An electronic mailing list has been established for the SOMEDI project which aims to provide a mechanism for internal project communications (somedi@hi-iberia.es). Currently, this includes members of the project team from each partner site.

3.2. Developing effective mechanisms for disseminating material

**PROJECT WEBSITE**

In addition to the use of electronic mailing lists, there is a general project website (hosted by HIB), available in English, Romanian and Spanish (http://somedi.hi-iberia.es). This website contains different sections:

- Overview of the project objectives and service description
- Consortium, including a brief description of each of the partners
- News and publications, with all the news related with the project constantly updated, as well as references to publications produced in the project
- Contact, with the email and location where everybody could ask for information of the project

The project website is compliant with all the dissemination requirements including a reference to the funding agencies.
INDIVIDUAL PARTNERS WEBSITE

HI-IBERIA

Hi-Iberia has also a mention of SOMEDI project in its website together with a link to the project website (http://hi-iberia.es/hiresearchproyectos.php):
TAIGER

Taiger mentions the SOMEDI project in official website and keeps separate project website with all the information about the project. The project website can be accessed from Research and Development page of Taiger official website (http://www.taiger.com/rd/).

The project website particularly created by TAIGER and due to its funding authority requirements (CDTI) is directly accessible by following the link (http://www.taiger.com/somedi/). It includes information about work packages, milestones, consortium and contact.
SIVECO

SIVECO mentions the SOMEDI project in its website together with a link to the project website (http://rd.siveco.ro/portal/web/guest/60):

FIGURE 5 - SIVECO WEBSITE

BEIA

In order to make the objectives and results of the project known, BEIA has updated the dedicated project website available at http://www.beiaro.eu/somedi/, including the following sections:
• Project sheet containing: title of the project, partners at European level, budget, duration, project director;
• Brief description of the project that includes project objectives and benefits;
• Announcements about the project meetings and events dedicated to the project;
• Project plan that includes project phases and progress on them.

**FIGURE 6 - BEIA WEBSITE**

**PRINTED PUBLICATIONS:**

**FLYER**
SOMEDI has its own flyer with a brief of project details as well as a list of the main goals and the initial project architecture. It also includes the consortium partners’ logo and the funding authorities.
SOMEDI has its own leaflet with contact details, partners’ logos and location, and a summary of the aim of the project including the addressed challenge, the proposed solutions and the envisaged project results and impact.
As the project deals with social media, SoMeDi project has also its Facebook and Twitter pages. Taiger maintains a Facebook page which can be accessible by visiting the link [https://www.facebook.com/Somedi-146060299492427/](https://www.facebook.com/Somedi-146060299492427/)
HI-Iberia maintains a Twitter profile which can be accessible by visiting the link (https://twitter.com/SoMeDi_project)
OTHER PUBLICATIONS

BEIA participated at the following events, publishing and presenting scientific papers:

- G. Suciu, A. Pasat, T. Uşurelu, “Social Media Cloud Contact Center using ChatBots”, Fabulous 2017; paper presented and accepted for publishing;

3.3. Project Meetings and KOM Press-Release

SOMEDI consortium holds meetings (almost every 6 months) in which all the participants from all the partner sites are present, discussing in details the project progress so far and future steps planned to ensure the success of the project. The following meetings have been planned along the execution of the project:
- 23rd January: Kick-off meeting (KOM) in Madrid (hosted by HIB).

![Meeting News](image)

**FIGURE 10 – NEWS OF THE MEETING IN THE PROJECT WEBSITE**
• 13th July 2017: First technical meeting in Madrid (hosted by HIB)

• Further planned meetings include at least 4 more face to face technical meetings and the end-of-project meeting.
4. CONCLUSIONS

This document serves to create general awareness about the project and its expected results among participating and other companies and other actors in relevant sectors and countries, and to publish results as soon as they become available. This is an iterative document, so it will be in M36, including all the project awareness activities for the whole project execution.
ANNEX – TEMPLATE FOR REPORTING ENGAGEMENT ACTIVITIES

This annex includes a skeleton of the template that partners should use for reporting the engagement activities carried out along the project execution:

Introduction and Background
This section provides details about the context of the project that have been shown in the engagement activity.

Purpose and Objectives
This section describes the purpose of stakeholder engagement and the specific objectives of the working session.

Methodology
This section describes the approach and presents how the working session was structured. The objective is to highlight the various activities performed with stakeholders.

Stakeholder participation
This section presents the stakeholders involved in the session. It also provides details about the roles and responsibilities of each stakeholder, as well as their involvement.

Overview of outcomes
This section outlines the main results obtained from the working sessions with stakeholders. Also, it includes photos of the activity for evidence.

INPUT / FEEDBACK FROM STAKEHOLDERS
This section summarizes the main comments and feedback gathered from participants during the session.

ANALYSIS OF RESULTS
This section provides brief statistics and analysis of the main outcomes and suggests recommendations to take into account in the project and in future activities.

Material distributed (If any)
This section provides a copy of materials (questionnaires, presentations, project results...), if any, provided to stakeholders during the session.