



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 document the dissemination and awareness raising actions proposed and executed by the SoMeDi project. The overall goal of the plan is to communicate the project's results the external actors that might be interested in the results of SoMedi such as other companies external to the consortium, research teams, potential end-users and the public at large.

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 covered the activities carried out during the first year of execution for promoting the project launching. The second and final iteration delivered at the end of the project intends to collect all the awareness activities performed along the whole 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.

Stakeholders	Dissemination message
Research communities	<ul style="list-style-type: none"> To promote of any scientific or technical progress by SoMeDi via the participation to events such as conferences.
SMEs and ICT industry	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> To ask them to peer review specific outcomes. To involve them as key note speakers in project events.
Other research projects	<ul style="list-style-type: none"> 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 (somed@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://somed.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.

The screenshot displays the SOMEDI website interface. At the top, there is a navigation bar with 'INICIO', 'OBJETIVOS', 'SOCIOS', and 'DOCUMENTOS PÚBLICOS'. The main content area is titled 'DESCRIPCIÓN DEL PROYECTO' and contains a detailed text description of the project's goals and the challenges it addresses. A quote from SOMEDI is included, highlighting the goal of using digital communication and data for intelligent business solutions. Below the text is a complex flowchart diagram illustrating the project's architecture and data flow. To the right, there is a 'ÚLTIMO TWEET' section featuring a tweet from SOMEDI ITEA3 and a 'NOTICIAS' section with a list of recent events and publications. The bottom of the page includes a 'CONTACTO' section with address and phone details, and a footer with logos for ITEA 3, CDTI, and other partners.

FIGURE 1 - SOMEDI WEBSITE

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 (<https://www.hi-iberia.es/projects/somedi>):



FIGURE 2 - HI-IBERIA WEBSITE

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 <https://taiger.com/research/somedi/>



Overview

The amount of digital interaction data has soared along with the digitisation of business processes and private communication since the advent of the Internet. The increased amount data will produce an almost unfathomable amount of interaction traces. The goal of this project is to research machine learning and artificial intelligence techniques that can be used to turn digital interaction data into Digital Interaction Intelligence and approaches that can be used to effectively enter and act in social media, and to automate this process.

View SOMEDI website: taiger.com/somedi



Este proyecto ha sido financiado gracias al Centro para el Desarrollo Tecnológico Industrial dentro del Programa INNOGLOBAL con expediente número EXP-00092547 / INNO-20161089

FIGURE 3 – TAIGER WEBSITE

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>):

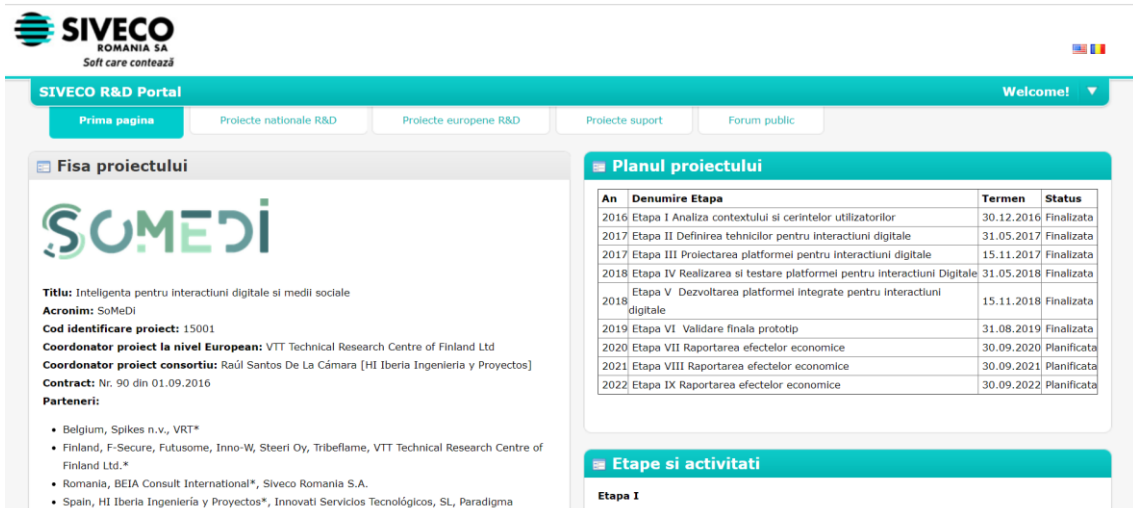


FIGURE 4 - SIVECO WEBSITE

BEIA

In order to make the objectives and results of the project known, BEIA has updated the dedicated project website available at <http://www.beiario.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.

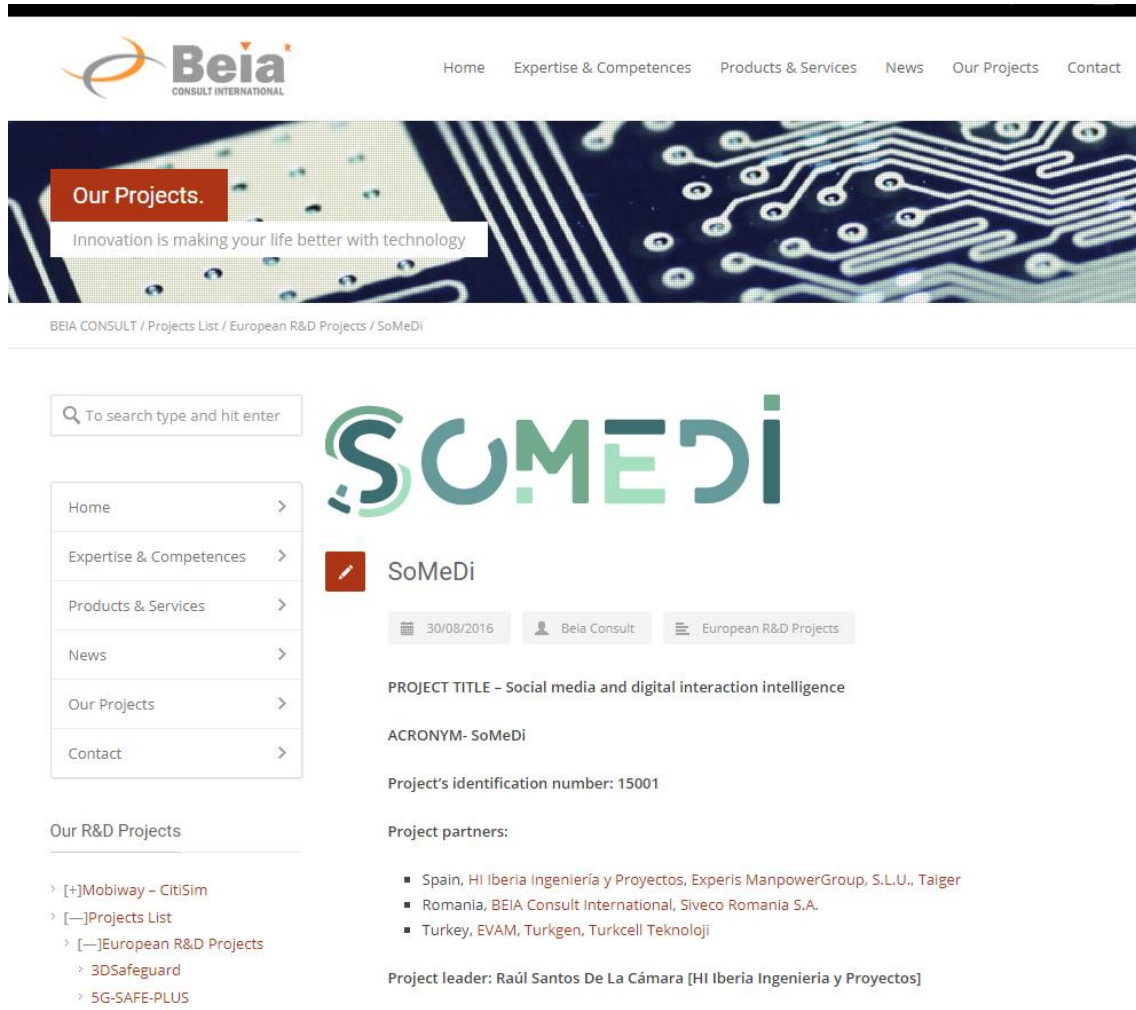


FIGURE 5 - BEIA WEBSITE


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.


SOCIAL MEDIA and Digital interaction intelligence

The SOMEDI project explores how interaction data generated by users on digital systems, such as social networks, SaaS, games, media services as well as content created and shared in social media services, can be turned into Digital Interaction Intelligence (DI).



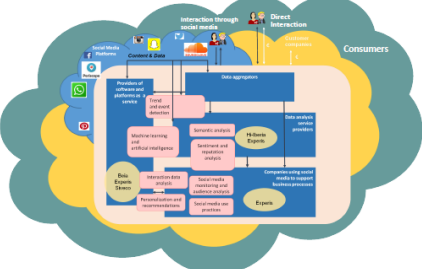
DI can be used to provide insights for market and product development, improve the efficiency of business processes like CRM, recruiting and personalize interactions and services.

This way there will be added value both for companies and their clients. The SOMEDI project will also explore how current and emerging social media services can be effectively and efficiently used to promote and market new products and services and improve innovation processes both in B2C and B2B markets.



SOMEDI tries to solve the challenge of efficiently generating and utilizing social media and digital interaction data enabled intelligence.

The results of the project will give the companies competitive advantage through quicker and more automatic processes that benefit from and utilize the data about users' intentions and preferences in various digital environments, and by being able to reach out to consumers and business users through current and emerging social media channels. The picture below presents the functional domain of the project.



SOMEDI's goal is to unlock the value hidden in the digital content and traces of human (inter) actions through the application of advanced artificial intelligence and machine learning techniques. To reach this goal, SOMEDI will:

1. To develop novel methods and tools on top of general machine intelligence toolboxes, frameworks and services to efficiently analyse digital interaction data including social media.
2. Connect the value mined through these methods with a company's production and business processes, to improve offers and personalize service or content configurations
3. Explore how to use social media actively and efficiently growth hacking and marketing both in B2C and B2B markets, developing a methodology for effectively entering and acting in social media and use it for growth hacking, customer support and marketing in connection to both business users and consumers.
4. Produce a guidebook introducing a practical Digital Interaction and Social Media Intelligence methodology with techniques, illustrated by the project's use cases.

This Project has been funded with the support from the ITEA 3 LIFE5GCDI (EU-K-95), EURIPA Cluster programme together with the National Funding Agency COM (INN0-2016-0204 and INN0-2016-0205) and SARETEC (19-2016-0001016-0). The publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein. (Project number: ITEA 3-2016-1)














FIGURE 6 – SOMEDI FLYER

LEAFLET

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.

Project Profile
SoMeDi
Social media and digital interaction intelligence

The ITEA SoMeDi project aims to unravel the implicit value in digital interaction data by turning it into Digital Interaction Intelligence that can drive and support various business processes and use situations, resulting ultimately in relevant economic valorisation.

ADDRESSING THE CHALLENGE
The digitalisation of services, media consumption and communication provides new opportunities and challenges to companies. Digitalisation and cloud based services make it possible to offer services to a huge, even global customer base. The challenge lies in offering customers with different needs and preferences optimal configuration, automatically. The opportunity lies in Digital Interaction Intelligence (DII), the application of advanced data mining techniques to extract information and the value hidden in the digital information generated by humans in digital interactions with and through computer systems. SoMeDi will apply advanced artificial intelligence and machine learning techniques to unlock that value.

PROPOSED SOLUTIONS
SoMeDi will develop novel methods and tools that supplement general machine intelligence to address, frameworks and services efficiently analyse digital interaction data including social media. These include methods to produce improved sentiment analysis and opinion mining to increase perception of the user's attitude towards topics and concepts at aspect level, methods that analyse user activities and online phenomena, and methods for providing decision support of the analysed data for different purposes of use. Connecting the value mined through these methods with a company's production and business processes will improve offers and personalise service or content configurations. How to use social media actively and efficiently will be explored along with a methodology for effectively entering and acting in social media, and use this for growth hacking, customer support and marketing in B2C and B2B scenarios.

PROJECTED RESULTS AND IMPACT
The project partners will produce two (one prototyped and validated) demonstrators (a prototype user interface and a platform prototype offering content planning and personalised recommendations) and a guidebook to introduce a practical Digital Interaction and Social Media Intelligence methodology with techniques, illustrated by the project's use cases. The two demonstrators will prove SOMEDI capabilities and features through the analysis of social media in two domain areas: marketing and recruiting purposes. The IPH generated in the project will be utilised in various ways, either by publishing as open source or through other licences. SoMeDi will allow companies and organisations to improve the overall customer experience by enabling faster, more targeted and personalised interaction.

SoMeDi transforms the social media information into useful and actionable knowledge for companies

CONSORTIUM
Spain: innovati, HI iberia, TAIGER
Romania: Beia, SIVECO

Project start December 2016
Project end November 2019
Project leader Inmaculada Luengo, HI Iberia
Project website <http://somedhi-iberia.es/>
Project email iluengo@hi-iberia.es

ITEA is the EUREKA Cluster programme supporting innovative, industry-driven, pre-competitive R&D projects in the area of Software-Intensive Systems & Services (SIS). ITEA stimulates projects in an open community of large industry, SMEs, universities, research institutes and user organisations. As ITEA is a EUREKA Cluster, the community is founded in Europe based on the EUREKA principles and is open to participants worldwide.
<https://itea3.org>

FIGURE 7 – SOMEDI LEAFLET

POSTER

For the Eureka Innovation Days in Helsinki (May 2018), HIB prepared the following poster to be available in the booth.

ITEA PROJECT
SoMeDi
Social Media and Digital Interaction Intelligence
<http://somedhi-iberia.es/>

PROJECT SUMMARY
The amount of digital interaction data has soared along with the digitalisation of business processes and private communication. This increased amount of data produces a huge amount of interaction topics. The SoMeDi project aims to unravel the implicit value in digital interaction data by turning it into Digital Interaction Intelligence that can drive and support various business processes and use situations, resulting ultimately in relevant economic valorisation.

OBJECTIVES
SoMeDi will "unlock the implicit value in digital interaction data by turning it into Digital Interaction Intelligence that can drive and support various business processes and use situations" by:

- Extracting Knowledge and underlying User Communities from social media data (Facebook, Twitter, Instagram)
- Converting this into actions and insights that can be translated into the companies' business models, thereby achieving growth hacking to European businesses.

BUSINESS IMPACT
SoMeDi impacts will be focused around the production of:

- Digital Interaction Data (DID) Tools: enabling the creation of user interfaces for businesses that help them focus on the data and its context (e.g. geolocation, images that help maximize their usefulness).
- Digital Interaction Intelligence (DII) modules, plug-in components to seamlessly fit and match analysis capabilities: Natural Language, Sentiment, Recommendation Engines. DIIa generate capabilities by composing one or several DIIa.

CONSORTIUM
Spain: HI iberia, innovati, TAIGER
Romania: Beia, SIVECO

FACTS & FIGURES
MAIN CONTACT
HI IBERIA
Raúl Santos De La Cámara
rsantos@hi-iberia.es
PROJECT DURATION December 2016 – November 2019
PROJECT BUDGET 2,685 k€

SoMeDi Architecture
The architecture of SoMeDi has a modular and flexible approach to ensure it can be applied to different scenarios: sequential ingestion and analysis of data, batch analysis of previously ingested media, different analysis techniques (social, NLP, statistical), etc. It will offer standards based semantic interoperability in language, sentiment, etc.

Three demonstrators are planned:

- Marketing demonstrator as shown in the Be demo using Google/Bing/LinkedIn language analysis.
- Recruitment, based around matchmaking between job offers and social media profiles (using Romanian language analysis).
- Product feedback in which social media is scanned by companies to obtain user's perception of products using Turkish language analysis.

FIGURE 8 – POSTER (EUREKA INNOVDAYS)

SOCIAL MEDIA

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/somediproject/>

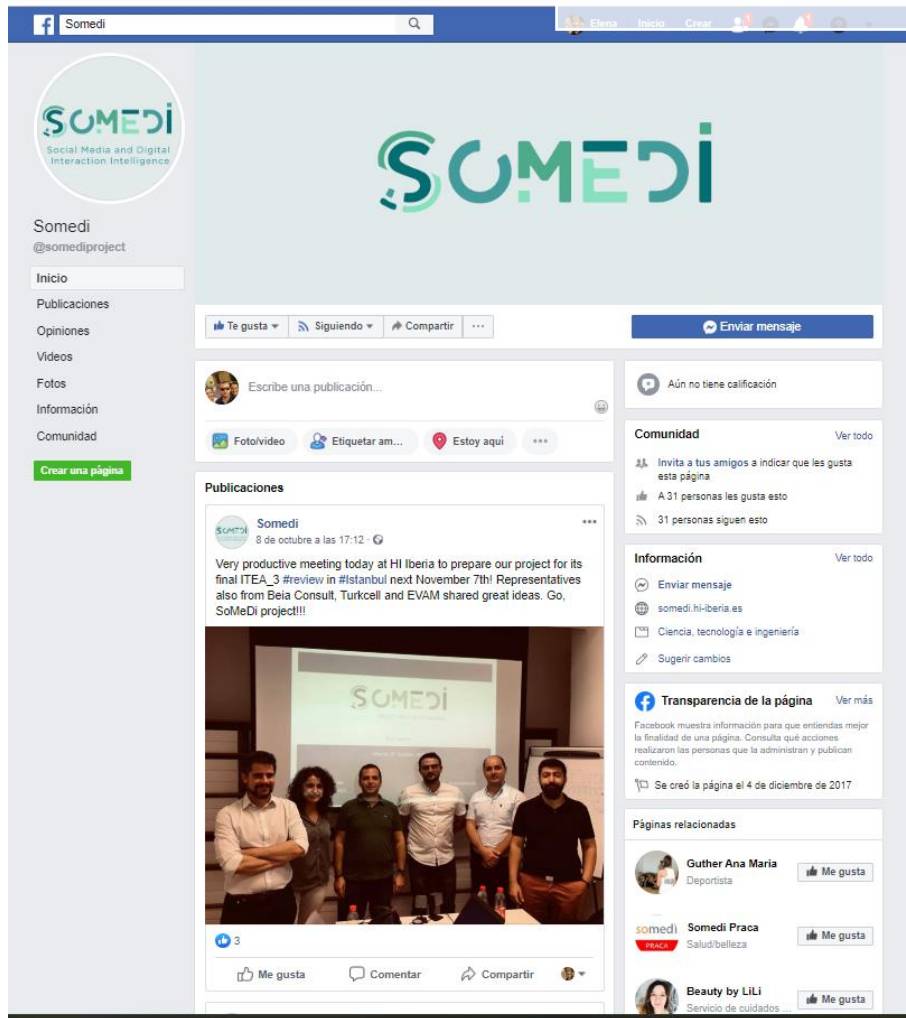


FIGURE 9 – FACEBOOK PAGE OF SOMEDI

HI-Iberia maintains a Twitter profile which can be accessible by visiting the link https://twitter.com/SoMeDi_project



FIGURE 10 - TWITTER PROFILE OF SOMEDI

HI-beria maintains a LinkedIn account which can be accessible by visiting the link <https://www.linkedin.com/in/somedi-project/>

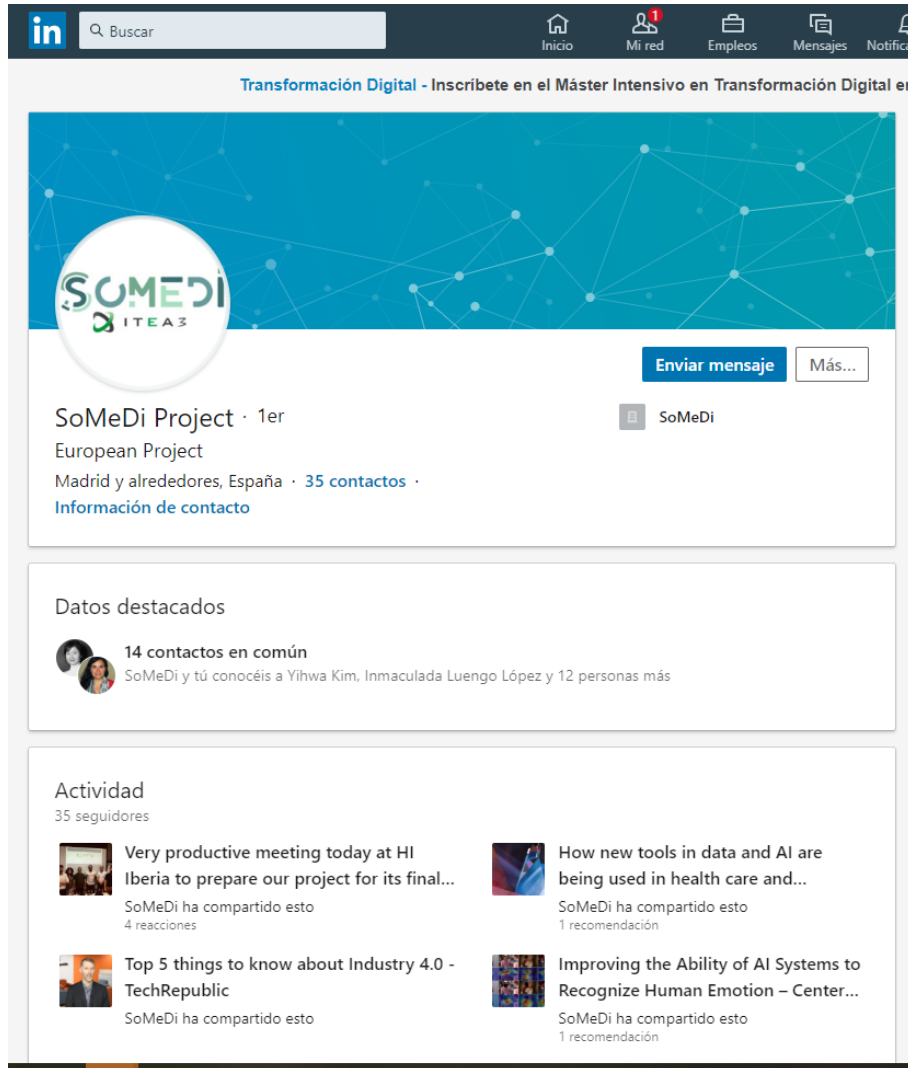


FIGURE 11 – LINKEDIN OF SOMEDI

VIDEOS

Taiger, as leader of Dissemination and Exploitation, has prepared some videos to disseminate the project results.

- **SOMEDI Project**
The video, produced by TAIGER is available in the following link and provides high level information about the general approach of SoMeDi and its general objectives, domains of operation and use cases. The target audience is general audiences and research-oriented groups:
<https://vimeo.com/320463397>
- **SOMEDI – Use Cases**
The video is available in the following link and it contains details about the current use cases of SoMeDi project described by Raúl Santos (Project Coordinator).
<https://www.youtube.com/watch?v=1OZDOHZ3iP0>
- **SOMEDI – Future**
This video presents briefly the future of the project as seen at the start of Y3 by Raúl Santos (Project Coordinator).
<https://www.youtube.com/watch?v=s-hH9DrQUBA>

Also, for each of the use cases the consortium has prepared the following videos:

- **SOMEDI – UC1: Marketing**
The video presents a brief screencast of the front-end for the Marketing Use Case for the ITEA3 project SoMeDi.
<https://www.youtube.com/watch?v=R2CnuNdyYRA>
- **SOMEDI – UC2: Recruitment**
The video presents a run-down of the UI for the recruitment use case of the project.
<https://youtu.be/NOXEEEdIDv8>

NETWORKING, EVENTS AND WORKSHOPS

SoMeDi consortium has been present in some events during the past 3 years. The activity has been reflected in our social media channels as reflected in the table below:

Event	Date	Link to event
RAAI 2017, Bucharest, Romania	jun-17	http://www.beiario.eu/raai-2017/
Eureka Innovation Days, Helsinki 2018	may-18	https://twitter.com/SoMeDi_project/status/999582722485080064
ZCOM 2018, Bucharest, Romania	may-18	http://www.beiario.eu/zcom-2018/
DRUPAL HackCamp, Bucharest, Romania	jun-18	http://www.beiario.eu/beia-drupal-hackcamp/
IoT WEEK 2018, Bilbao, Spain	jun-18	http://www.beiario.eu/iot-week-2018/
Transylvanian Machine Learning Summer School (TMLSS), Cluj-Napoca, Romania	jul-18	http://www.beiario.eu/tmlss/
IMWorld 2018, Bucharest, Romania	oct-18	https://twitter.com/ditu_maria/status/1047463890014146560?s=20
IMWorld 2017, Bucharest, Romania	oct-18	http://www.beiario.eu/imworld2017/
Smart City Expo World Congress (SCEWC) 2018, Barcelona, Spain	oct-18	http://www.beiario.eu/scewc2018/
EF ECS 2018, Lisbon, Portugal	nov-18	https://twitter.com/SoMeDi_project/status/1065546934222499840
EGIS 2019, Manchester, UK	may-19	https://twitter.com/SoMeDi_project/status/1128932853042077696
RAAI 2019, Bucharest, Romania	jun-19	http://www.beiario.eu/raai-2019-beia-consult/
Data Science Summer School 2019, Bucharest, Romania	ago-19	http://www.beiario.eu/data-science-summer-school-2019-beia/
EF ECS 2019, Helsinki, Finland	nov-19	https://efecs.eu/

TABLE 2 – NETWORKING, EVENTS AND WORKSHOPS

PUBLICATIONS

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

Paper title. Conference	Date	Link to paper
Social media and digital interactions using cloud services for orienting young people in their careers. eLSE 2017 Conference	abr-17	https://search.proquest.com/openview/4a2b60b7232b67bdee12eea70a7170ec/1?pq-origsite=gscholar&cbl=1876338
Social Media Cloud Contact Center using ChatBots, Fabulous 2017 Conference	oct-17	http://archive.fabulous-conf.org/2017/show/program-final
Insights into Collaborative Platforms for Social Media Use Cases, SIC Journal	dic-17	https://sic.ici.ro/wp-content/uploads/2017/12/SIC_2017-4-Art.7.pdf
Design of an internship recruitment platform employing NLP based technologies, ECAI 2018 Conference	jun-18	http://ecai.ro/Arhiva/BOOK%20OF%20ABSTRACTS-2018.pdf
SoMeDi: Successful Internship Programmes Matching Job Offers with Candidates Skills, ICVL 2018 Conference	oct-18	http://c3.icvl.eu/2018/accepted-abstract-list
Smart Shopping Technologies for Indoor Markets, CSE 2018 Conference	oct-18	https://ieeexplore.ieee.org/abstract/document/8588224
Geolocation and social media for enhanced recruitment campaigns, SGEM Social 2018 Conference	nov-18	https://sgemsocial.org/ssgemlib/spip.php?article7003
A New Method to Help the Human Resources Staff to Find the Right Candidates, Based on Deep Learning, eLSE 2019 Conference	abr-19	https://search.proquest.com/openview/43bd25c36fc806df3aa5847ccd9c86c0/1?pq-origsite=gscholar&cbl=1876338
Novel artificial intelligence technologies for enhanced recruitment campaigns using social media, eLSE 2019 Conference	abr-19	https://search.proquest.com/openview/85a131b863048630a5c410fef2ecc74a/1?pq-origsite=gscholar&cbl=1876338
The importance of social media in Smart Cities, URBAN INCERC 2019 Conference	may-19	https://pub.incd.ro/PP/Arhiva/v15a25.pdf

TABLE 3 - PUBLICATIONS

3.3. Project Meetings and KOM Press-Release

SOMEDI consortium holds meetings (almost exactly every 6 months) in which all the participants from all the partner entities 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 and held during the execution of the project:

- 23rd January 2017: Kick-off meeting (KOM) in Madrid (hosted by HIB).



FIGURE 12 – NEWS OF THE MEETING IN THE PROJECT WEBSITE

- 13th July 2017: First technical meeting in Madrid (hosted by HIB)



FIGURE 13 - FIRST TECHNICAL MEETING (MADRID)

- 23rd and 24th November 2017: Second F2F meeting in Madrid (hosted by HIB)



FIGURE 14 - SECOND F2F MEETING (MADRID)

- 23rd January 2018: ITEA Review Y1 and Third F2F Meeting in Madrid (Hosted by HIB)



FIGURE 15 – REVIEW Y1 AND THIRD F2F MEETING (MADRID)

- 21st and 22nd June 2018: Fourth F2F meeting in Bucharest (Hosted by BEIA and SIVECO)



FIGURE 16 –FOURTH F2F MEETING (BUCHAREST)

- 7th and 8th November 2018: Fifth F2F meeting in Istanbul (Hosted by TURKCELL)



FIGURE 17 –FIFTH F2F MEETING (ISTANBUL)

- 22nd and 23rd January 2019: ITEA Review Y2 and Sixth F2F Meeting in Madrid (Hosted by TAIGER)



FIGURE 18 - REVIEW Y2 AND SIXTH F2F MEETING (MADRID)

- 27th June 2019: Seventh F2F Meeting in Bucharest (Hosted by SIVECO)



FIGURE 19 - SEVENTH F2F MEETING (BUCHAREST)

- 8th October 2019: Eighth F2F Meeting in Madrid (Hosted by HIB)



FIGURE 20 - EIGHTH F2F MEETING (MADRID)

- 6-7th November 2019: Third and final project review at Istanbul (hosted by Turkcell)



FIGURE 21 - FINAL REVIEW MEETING (ISTANBUL)

4. CONCLUSIONS

This document serves to document the dissemination activities undertaken during the project and its achieved results on other companies and different actors in relevant sectors and countries, and to publish results as soon as they become available. This is an iterative document that has been updated along the project execution. The results produced during the project execution for dissemination activities can be used by the project consortium members to demonstrate the results and exploit them in the project market.