SOMEDI

D5.1 Awareness raising activities

WP5 – Dissemination and Exploitation – T5.1 Building Awareness

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DOCUMENT HISTORY

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1.1	15/10/2019	Elena Muelas Raúl Santos	Second iteration of the document launched.
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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	• To promote of any scientific or technical progress by SoMeDi via the participation to events such as conferences.
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.

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/

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):
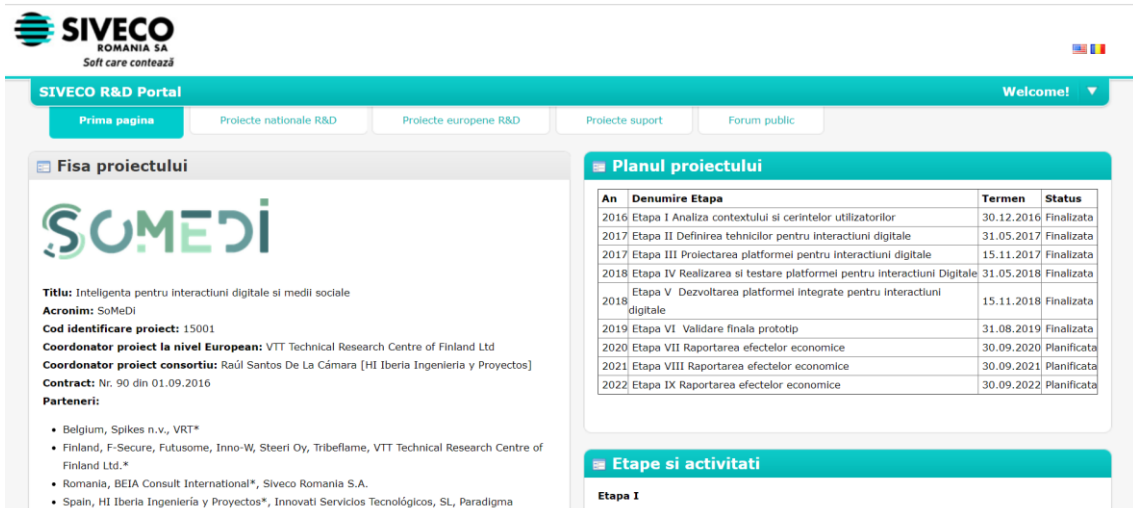
FIGURE 4 - SIVECO WEBSITE

BEIA

In order to make the objectives and results of the project known, BEIA has updated the dedicated project website available at http://www.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.
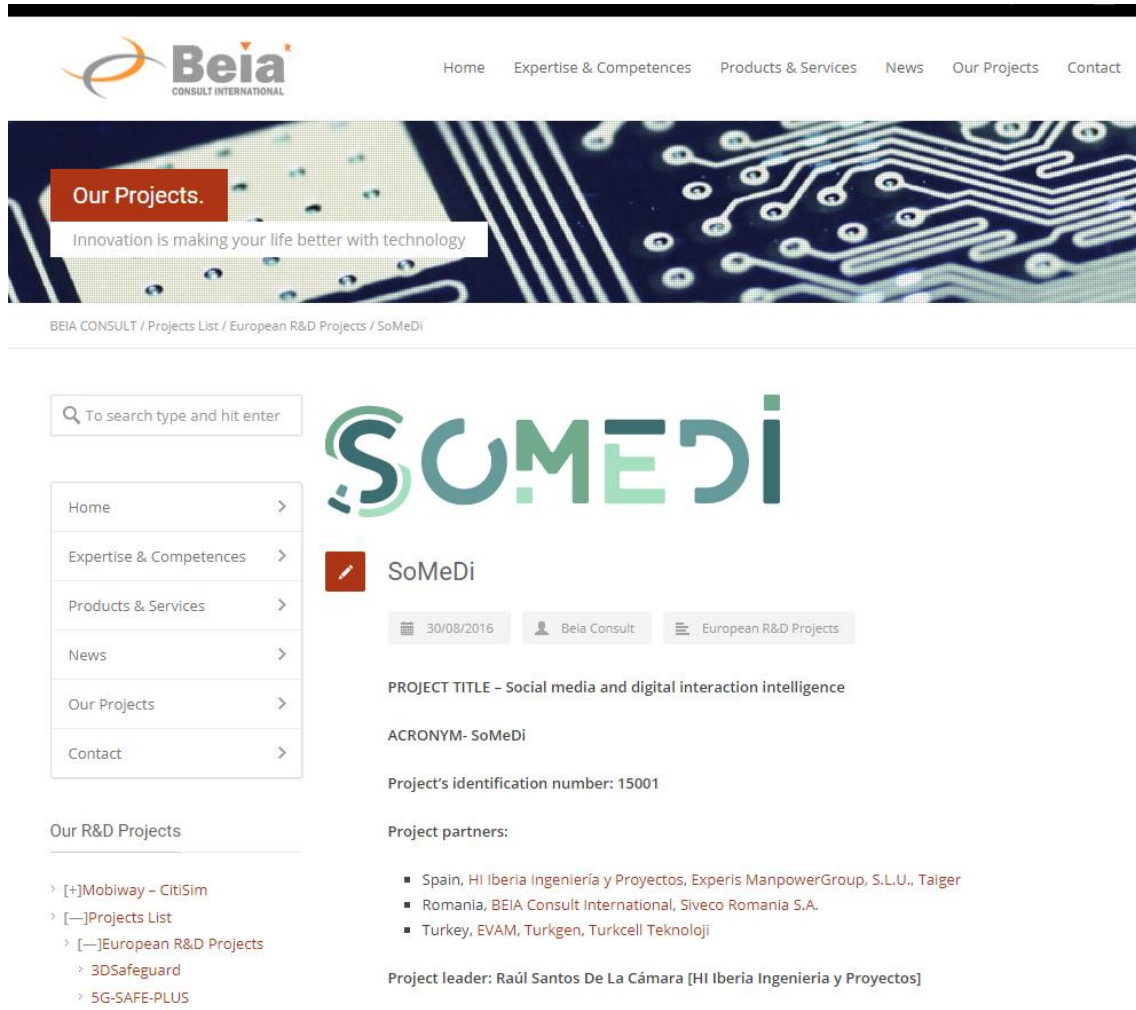
FIGURE 5 - BEIA WEBSITE

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.

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.

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.

FIGURE 8 – POSTER (EUREKA INNODAYS)

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/
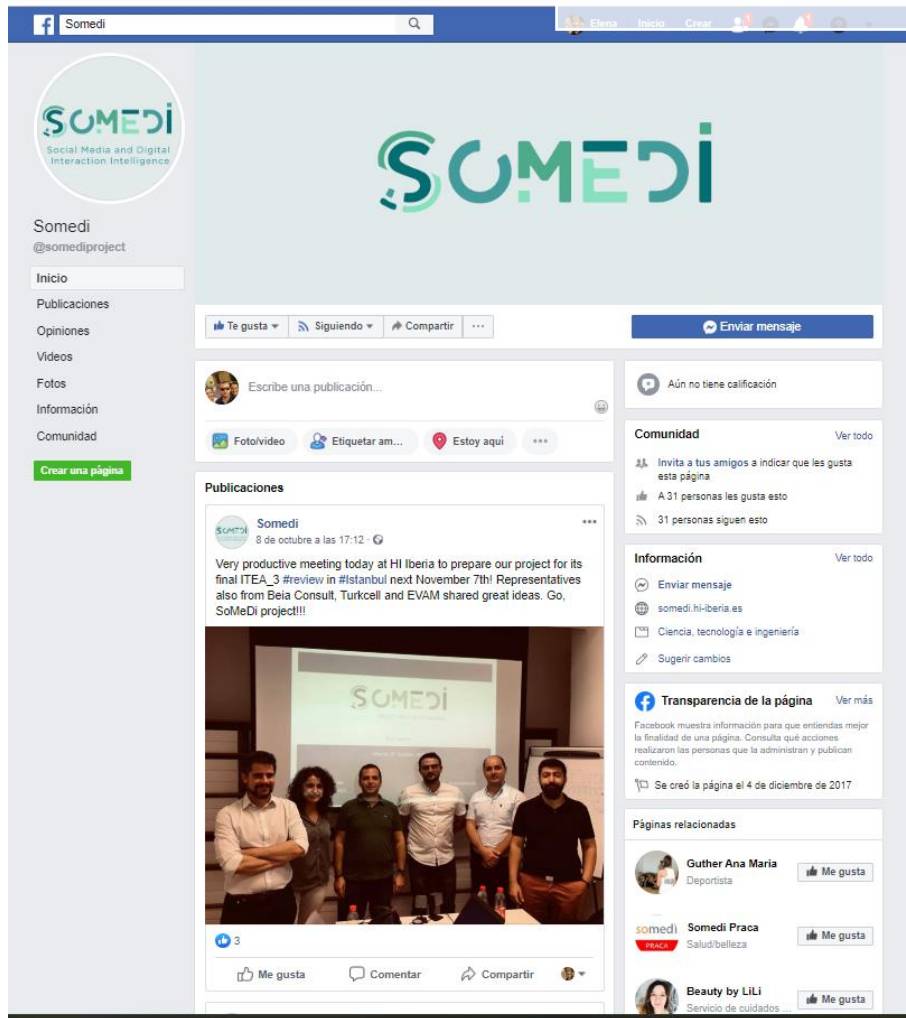
FIGURE 9 – FACEBOOK PAGE OF SOMEDI

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-Iberia maintains a LinkedIN account which can be accessible by vistiting the link https://www.linkedin.com/in/somedi-project/
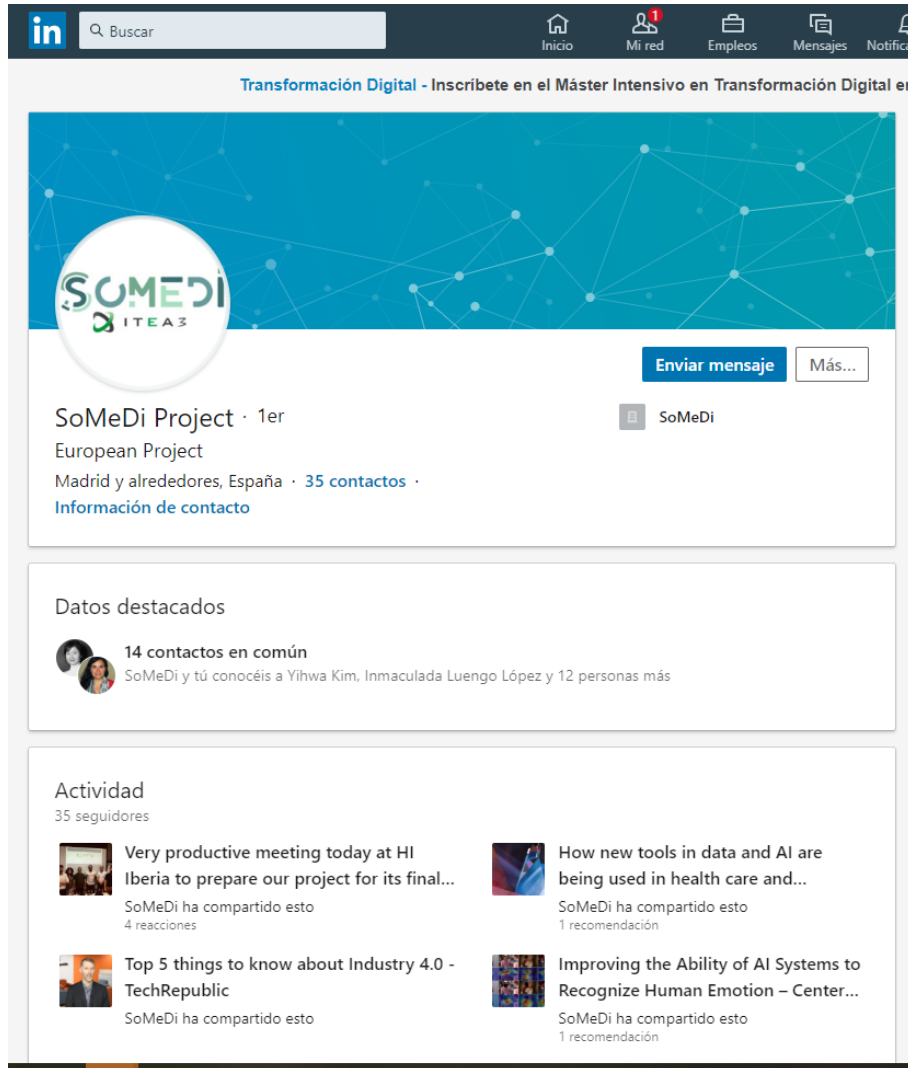
FIGURE 11 – LINKEDIN OF SOMEDI

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.beiaro.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.beiaro.eu/zcom-2018/
DRUPAL HackCamp, Bucharest, Romania	jun-18	http://www.beiaro.eu/beia-drupal-hackcamp/
IoT WEEK 2018, Bilbao, Spain	jun-18	http://www.beiaro.eu/iot-week-2018/
Transylvanian Machine Learning Summer School (TMLSS), Cluj-Napoca, Romania	jul-18	http://www.beiaro.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.beiaro.eu/imworld2017/
Smart City Expo World Congress (SCEWC) 2018, Barcelona, Spain	oct-18	http://www.beiaro.eu/scewc2018/
EFECS 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.beiaro.eu/raai-2019-beia-consult/
Data Science Summer School 2019, Bucharest, Romania	ago-19	http://www.beiaro.eu/data-science-summer-school-2019-beia/
EFECS 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.