PANACEA WP2:
Dissemination and Exploitation

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PANACEA - Platform for the Automatic, Normalized Annotation and Cost-Effective Acquisition of Language Resources

Objectives

- Licensing and Legal Issues:
  - Sorting out of legal and IPR issues before making LRs available
  - Contractual relationships: with provider and user
  - Definition of requirements related to LR production and technology integration
  - Establishment of clear legal frameworks and a data/resource sharing/reuse procedure

- Exploitation:
  - Exploitation plan and its restrictions (R&D + business)
  - Exploitation of platform and its production:
    - As central service
    - As web service
    - As licensable software (turn-key basis)

- Dissemination:
  - Sharing the experiences that the project will bring about
  - Promoting the need for research and development in the fiel of Automatic LR acquisition and production
  - Demonstrating the existence and benefits of using these technologies in the framework of PANACEA
  - Establishing dissemination plan comprising: Materials, Activities

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Deliverables

- D2.1 (t3) Web page (plus monthly updates: content, news, etc) (UPF)

- D2.2 (t3) Dissemination Plan (UPF)

- D2.6.1 (t13) Scientific papers and dissemination materials (UPF)

- D2.3 (t22) User's Workshop: Technology Transfer, papers produced and dissemination materials (UPF / expertise ELDA?)

- D2.4 (t30) Platform software + Project Tools + Resources licensing policy and exploitation plan (ELDA)

- D2.5 (t36) Catalogue of LRs produced under the project (with specifications, identification, production for PANACEA's registry + LR usage and distribution licensing issues), distribution and licensing of background and foreground resources in PANACEA (ELDA)

- D2.6.2 (t36) Scientific papers, dissemination materials and scientific workshop (UPF)

Major Strong Points

- Leadership in legal and IPR issues
- Established legal frameworks for LRs
- Large network of legal experts + collaborations

- Broad expertise in HLT, LRs and integration frameworks
- Vast knowledge in web services for HLT and LRs
- Expertise in dissemination (LREC, TC-STAR, FlareNet, NEMLAR/MEDAR...)
- Expertise in production of LRs on demand

- Previous collaboration on EU-funded projects
- Knowledgable in academic and industrial practices and needs

Main Challenges

- Expanding legal frameworks to automatic production of LRs:
  - Fast validation of process + implementation
  - Complexity of handling a wide range of data: internet...
  - Complexity of combining a data+software framework
  - Complexity of combining software from different sources
  - Complexity of merging LRs from different sources
  - Complexity of combining all these with derivative products

- Setting up a **long-term** exploitation plan: return on investment and efficient maintenance

- Reaching the industrial community with the outcome
- Raising interest among the community as a whole

Addressing
the Challenges

- Crucial: vast knowledge and practical experience in legal frameworks with licensing, LRs, HLT
- Interaction among partners to exploit their expertise in all areas of project and define possible case scenarios
- Early study of complexity levels in WP2.1 to anticipate the unexpected

- Aspects to be considered for long-term exploitation:
    - If factory of LRs with incoming payment: this allows improving the platform
    - If no income is received for improvements: the platform runs the risk of becoming obsolete
- Close collaboration with industrial actors (past, present and future)
- Involvement of industrial users: they should express their needs/requirements
- Measurement of interest raised by project after dissemination activities: time to react and adjust

- Generally....Regular revisions of work evolution to be done so as to detect potential deviations, bottlenecks and, very important: new trends

Fall-back Strategy

- Handling complexity levels one at the time and implementing evolutionary techniques
- Making use of already available legal framework

- Offering better services
- Packaging the platform better
- Offering tutorials and seminars

- Increasing dissemination activities through well-known channels
- Strong cooperation with infrastructures (ORI/T4ME)

Work Plan: 1st 6 Months

- General: Detailed workplan for full project (after discussions with partners at Kick-off meeting)

- WP2.1: Start work on **exploitation plan**:
  - Study of requirements for LR production platform
  - Definition of business model and legal framework

- WP2.2: **Legal Frameworks**:
  - 1st considerations on legal issues in relation to findings in WP2.1

- WP2.3: **Dissemination**:
  - Setting up of web page (t3) and updating content (regular)
  - Definition of dissemination plan (t3)
  - Initial steps in organisation work for 1st dissemination events

Questions

Comments / Questions so far?

Thank you for your attention!

Ongoing Work:

Dissemination

Ongoing Work: Dissemination

PANACEA's DISSEMINATION PLAN (WP2-D2.2- due at t3)

*A **Strategic Dissemination Plan** is being developed to define actions required to disseminate the activities of the PANACEA Project Consortium and to communicate and promote the concept, objectives and achievements of the project.*

The Dissemination Plan will cover the three years project period, where the dissemination of an increasing amount of information, papers, demonstrations, web services and finally a functionally interoperable platform will require constant efforts and deployment of actions, procedures, tools and schedules to achieve maximum exposure and awareness.

Dissemination Plan Index 1/4

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4   **Information and Dissemination Plan and activities** (Project Identity Plan)

     4.1   **Panacea Image and Logo**

     4.2   **Communication Materials**

       a.   Brochure, Poster and other presentation documents
       b.   PANACEA Web Page
       c.   Newsletters / Mailing lists
       d.   Publications / Journal articles / Papers / Book Chapter
       e.   Media / DVD / Video
       f.   Internal Communication (Blog-Wiki-Workflows)

4.3 Dissemination Activity

a. Dissemination to peers in Research

b. Dissemination to other Industrial and Commercial Organizations

c. Liaison with other EU Projects and the Commission

d. Dissemination to the General Audience

4.4 Communication Events and planned activities

a. Conferences, Congresses and Symposiums

b. Project's Workshop at Congresses

c. Technology Transfer Day to HLT Experts and Industry

d. Collaboration in Meetings and Workshops with other EU Projects

5   Dissemination Schedule

- Specific dissemination of Integration Cycle Results *(to highlight new
  components and features)*

- Develop, communicate and update a calendar with deadlines for
  contributing to relevant congresses / conference

6   Project Final Reporting (t30-t36)

- Contribution from all partner with final project documents/reports
  for the publication and dissemination of project's results and
  achievements.

PANACEA Project's web page

The objective of developing a **PANACEA web page** is to:

● Present the Project through the **World Wide Web**

● Become a principal tool for the Exposure and Dissemination of **project's evolution**, **achievements** and **releases**.

● Provide a platform that will become a main reference source for the **Research, Study** and **Production of LRs**.

The web page layout will contain the following sections:

PANACEA - Platform for the Automatic, Normalized Annotation and Cost-Effective Acquisition of Language Resources

Web Content Lay Out

Welcome to PANACEA
Project Definition, Objectives, overview, WPs (including downloadable brochure)

Project Partners
Network of **Partners/Working Groups**

Panacea PLATFORM
Project Factory concept, news on project evolution, figures, graphics, etc.
Also Links to the Project Factory News (standardization proposals)

Specialized AREAS
For **Research and Academic Community** - newsletters-mailing list, FAQ's,
Technology WATCH and Research Area – PhD Research Opportunities
For **Industrial Stakeholders and Data Owners**
For **General European Audience**

NEWS
News, Press Releases about Project's evolution, Papers and Deliverables, Events

EVENTS and calendar of activities
Congresses, Conferences, Showcase, individual presentations, media activity

PUBLICATIONS
Searchable Project Publications Lists application

TEST & Downloads
Components, Tools and WS available for the Research Community and Contributors

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The full range of **Dissemination activities** will be developed thanks to the contribution from all of the partners.

Constant interaction/communication will generate INPUT that will allow to:

- Follow up Work Package evolution

- Prepare presentations of partial project results for conferences or other events and journals

- Retrieve detailed information and generate discussions on the results and take possible feedback from other experts on the PANACEA research area

- Contribute to the updating of the PANACEA Web Sections

- Identify Panacea's outcomes and update communication materials

- Identify collaboration opportunities with other EU projects

May 23rd 2010   "*Methods for the automatic acquisition of Language Resources and their evaluation methods*"

Dissemination activities have already started with the participation in a FLaReNet organized **Workshop** and in collaboration with other two EU projects, **ACCURAT** and **TTC.** Thus, Panacea will participate actively during the celebration of **LREC 2010** in **Valetta**, **MALTA**.

A **Call for Papers** is already being widely disseminated during January 2010 to achieve **maximum participation** and a **significant take-off of the project.**

more information: www.flarenet.eu/?q=LREC2010_Acquisition_Workshop

Closing

Comments ? / Questions ?

Thank you for your attention!