Project description

Plan for the use and dissemination of foreground

The goals of dissemination and exploitation in the ACCEPT project are visibility of project results and discussions, stakeholder awareness of ongoing research in the project, and the impact of the results. In order to meet these goals, a work package is dedicated to the task of dissemination and exploitation, WP 10. The first task of this work package will be to set up a detailed dissemination plan. This dissemination plan will identify and organise the activities in order to promote the dissemination of the project results and the knowledge from the project. It will be updated frequently. The second task of this work package will be to set up a detailed exploitation plan. This plan will identify target groups, potential partners and other stakeholders of the project. It will understand the requirements of target groups, market and users and prepare collaborations with external partners and project, such as groups coming from academia and research institutions. Further, the exploitation plan will investigate, whether the ACCEPT project can adopt standards or contribute to standards. The exploitation plan will as well be frequently updated.

Dissemination and exploitation will be predominantly addressed to the following three target main groups:

- NGO organisations – Non Government organisations needing translation services;

- NLP R&D community, mixing academic and industrial groups;

- Institutions or industrial companies engaged with their customers through Web 2.0 technologies.

The consortium will also communicate with the greater public more generally interested in new technologies using social networks such as Facebook and Twitter to advertise upcoming news and events related to the *ACCEPT* project. In Twitter, we will identify or even create hashtags which are appropriate for our target audience (e.g. #machinetranslation, #editingfortranslation). A Facebook page for the project will be set up with a wall to highlight project developments, project participants will point their friends to the site. The project will also run a blog to promote milestones in the project and place guest contributions in well-known blogs, such as the Watchtower blog run by Common Sense Advisory. A small-scale search-engine optimisation (SEO) effort will be undertaken to ensure good web visibility for the project.

The consortium will develop a **project logo**, which will be used on the web site and in publications, for the recognition value of ACCEPT.

A **public web site** for the ACCEPT project will contain information about the project details and its background. Published documents and whitepapers will be available from this website, with an invitation to discuss research results. Instructional material will help forum writers and translators to understand the aims of ACCEPT. The web site will be combined with a forum discussion area, in order to get feedback by the community. An internal area on the web site will support the internal communication in the ACCEPT consortium, containing a document management system to support dissemination work.

Contributions to Social Media, such as Facebook, will attract and inform users and enhance the discussion process.

Instructional films will help the ACCEPT users and the public to understand the aim and methods of the project.

Leaflets and posters will be written. Interested parties can download these from the web site. In conferences, workshops and fares, ACCEPT partners will use them to promote the ACCEPT research.

Blogs and web group articles (LinkedIn, Yahoo, etc.) will be used to spread the word about interesting developments in the project.

ACCEPT researchers will talk about their research in **conferences and workshops**. The participants have a wide range of experience to share their research knowledge with other researchers, to participate in national and international groups and committees through formal and informal mechanisms. The dissemination plan in WP10 will clarify, if it is aimed to organise workshops on the research topics in ACCEPT. To develop interest in the NGO community, the ACCEPT team will organise roundtable sessions in key NGOs centres such as Paris, Brussels and Geneva to evangelise on the project vision and present results.

Conferences, where participation is foreseen:

- The Association for Computational Linguistics Conference (ACL)
- The European Association for Machine Translation Conference (EAMT)
- The Association for Machine Translation in the Americas (AMTA)
- Machine Translation Summit (MT Summit)
- American Translators Association (ATA)
- The Conference on Empirical Methods on Natural Language Processing (EMNLP)
- The Conference on Computational Natural Language Learning (CoNLL)
- Localization World (LocWorld)
- Translation automatic User Society User Conference (TAUS)
- Localisation Research Centre Conference (LRC)

Publications in conference proceedings and journals will further enhance the professional discussion. Journals, where ACCEPT contents could be published:

- Machine Translation,

- Computational Linguistics

- Linguistica Antverpiensia

- Multilingual Computing

Software in ACCEPT will contribute to existing standards: For example, we will use XLIFF to transport project data, use XML for presentation of linguistic knowledge, work with TMX for translation memory knowledge.