

EUROPEAN LANGUAGE EQUALITY

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Communication and dissemination plan

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List of Acronyms

AI	Artificial Intelligence
AI4EU	AI4EU (EU project, 2019-2021)
CLAIRE	Confederation of Laboratories for AI Research in Europe
CLARIN	Common Language Resources and Technology Infrastructure
CRACKER	Cracking the Language Barrier (EU project, 2015–2017)
DARIAH	Digital Research Infrastructure for the Arts and Humanities
DLE	Digital Language Equality
EC	European Commission
ECSPM	European Civil Society Platform for Multilingualism
EFNIL	European Federation of National Institutes for Language
ELE	European Language Equality (<i>this project</i>)
ELE Programme	European Language Equality Programme (<i>the long-term, large-scale funding programme specified by the ELE project</i>)
ELEN	European Language Equality Network
ELEXIS	European Lexicographic Infrastructure
ELG	European Language Grid (EU project, 2019-2022)
ELRA	European Language Resource Association
ELRC	European Language Resource Coordination

ELT	European Language Technology
EP	European Parliament
ERIC	European Research Infrastructure Consortium
ESCO	European Skills, Competences, Qualifications and Occupations classification
GDPR	General Data Protection Regulation
KPI	Key Performance Indicator
LT	Language Technology/Technologies
META	Multilingual Europe Technology Alliance
META-NET	EU Network of Excellence to foster META
ML	Machine Learning
MT	Machine Translation
NCC	National Competence Centre
NCP	National Contact Point
NLP	Natural Language Processing
STOA	Science and Technology Options Assessment

Abstract

While the main goal of the European Language Equality project is the development of a strategic agenda and roadmap for digital language equality in Europe 2030, a number of activities revolving around communication, dissemination, exploitation and sustainability need to be carried out in parallel. These activities are addressed in WP4. This Deliverable, D4.2 “Communication and dissemination plan”, focuses on strategic measures and tools related to all communication and dissemination activities in ELE. It presents an outline of the goals, important stakeholder groups, synergies with other initiatives, communication channels, dissemination events as well as a timeline and measures for success. This document serves as a project-wide communication and dissemination handbook, which can be used by all consortium members together with the coordination help by WP4 lead DFKI.

1. Introduction

While the main goal of the European Language Equality project is the development of a strategic agenda and roadmap for digital language equality (DLE) in Europe 2030, a number of activities revolving around communication, dissemination, exploitation and sustainability need to be carried out in parallel. These activities are addressed in WP4 and further specified in this deliverable, D4.2.

WP4 contains all activities related to communication, dissemination and awareness raising on the political level both in the European Institutions and in the Member States. Its main objective is to help the topic of digital language equality gain visibility and ensure sustainability for the project goals and the developed agenda in Europe. This is achieved by (1) setting up an effective strategy and plan to support all communication and dissemination activities in ELE (*this deliverable*), (2) helping to organise open consultations and dialogues (together with WP2 and WP5), (3) leveraging existing structures to reach related stakeholder groups, (4) organising one large conference (i. e., META-FORUM 2022), and smaller outreach events as well as a targeted EP workshop, and (5) producing a final book publication with the main results of the ELE project.

The document is structured as follows. After a brief introduction (Section 1), we outline the goals (Section 2) and challenges (Section 3) as well as the strategy and key messages (Section 4) and explain them in the wider project context. We describe, in detail, all relevant stakeholder groups and explain why they are of particular importance (Section 5). Channels and instruments (Section 6) are broken down, discussed and presented along with a timeline (Section 7) and set of measures to monitor and guarantee successful implementation (Section 8). The deliverable finishes up with a summary (Section 9) and extensive appendix.

2. Goals

All communication and dissemination activities of WP 4 are set out to support the goals of the ELE project. Its primary goal is the preparation of a strategic research, innovation and implementation agenda and roadmap that describe and specify how digital language equality in Europe can be achieved by 2030 – as the set of measures and steps to be taken will be extensive and long-term, we call the whole set of actions the European Language Equality Programme. This requires the identification of the current state of technology support as well as the gaps and issues with regard to LT to clearly define what the term equality means in regard to languages. The need for such a large-scale programme has not only been

suggested by the community, but also by the study *Language Equality in the digital age – Towards a Human Language Project*, commissioned by the Scientific Foresight Unit (STOA) of the European Parliament (STOA, 2017) and published in March 2017.

While the European Language Equality Programme is, first and foremost, about the long-term *political and societal goal* of establishing digital language equality by 2030, the *scientific goal* that we envision is Deep Natural Language Understanding by 2030. This includes the development of monolingual, cross-lingual, multilingual, multimodal, context and situation-aware, culture-aware and knowledge-rich computational models that understand human language in a precise and semantically deep way. This ambitious goal is not necessarily a strict precondition for the former. However, if we coordinate the scientific goals, challenges and evaluation instruments, share platforms and infrastructures, data sets and approaches, this goal can be achieved within the next ten years, providing European research in the area of LT and language-centric AI the necessary boost it needs to propel Europe into the global pole position. Since ELE is not a research project, work focuses on collaboration, coordination, desk research, strategy and roadmap development, making communication and dissemination a crucial, almost mission-critical pillar of the ELE project. Communication and dissemination activities are closely inter-linked (see Section 6).

The ELE Programme (as defined in the ELE Grant Agreement) will be specified by the strategic agenda, which, in turn, can be decomposed into eight key components, nearly all of which have clear interconnections to our communication and dissemination activities.¹

- **Key Component 1:** Consolidated Vision and Definition of Digital Language Equality
- **Key Component 2:** Stakeholders and Initiatives
- **Key Component 3:** Technologies – Needs for Language Technologies across all Sectors
- **Key Component 4:** Roadmap
- **Key Component 5:** Innovation and Involvement of Industry (Exploitation)
- **Key Component 6:** Implementation of the European Language Equality Programme
- **Key Component 7:** Governance Structure
- **Key Component 8:** Responsible Research and Innovation

To illustrate some of the interconnections between the goals of the ELE project and the communication and dissemination work, the entire strategic agenda is being prepared jointly with the whole European LT community, together with other representatives of relevant initiatives, associations and networks.

Key component 2 includes an exhaustive list and description of the stakeholders and initiatives involved in Digital Language Equality, i. e., a significant number of stakeholders is and will be involved in the implementation of the ELE Programme. They include research centres and universities, companies that develop Language Technology, associations, networks and initiatives, funding agencies, public administrations, European institutions, EU Member States and their relevant ministries, content distributors, media companies, public and private broadcasters etc. A more detailed description can be found in Section 5. Our communication and dissemination goals focus on identifying and addressing all stakeholders whose support is crucial for the successful implementation of the ELE Programme.

Key component 5 focuses on innovation and involvement of industry and how exploitation can be handled effectively. The consortium will specify how to strengthen the European LT industry, by clearly defining the potential for innovation, and by providing plans how to collaborate with entrepreneurs, venture capitalists, accelerators and angel investors.

¹ These eight key components have been originally inspired by the definition of EU FET Flagship Programmes. The team of ELE core partners will reconsider this structure carefully in the coming months.

3. Challenges

The ELE project with its goal of laying the foundations for a strategic agenda and roadmap to make digital language equality a reality in Europe by 2030, as well as the communication and dissemination activities in the project, are confronted with a multitude of challenges.

- Severe fragmentation of the extensive European LT landscape, making it difficult to reach a large proportion of the community through a limited number of channels.
- Political support is much better than five years ago, but still severely limited. It needs to be significantly increased during the restricted runtime of the ELE project.
- Two separate but inter-linked goals (political-societal goal and scientific goal), which are difficult to communicate.
- While the close connection to AI is helpful to position ourselves, our overall topic is in danger of being dwarfed by AI on the political level.

The fragmentation of the European LT landscape is still one of the main challenges. While projects and initiatives such as META-NET, CRACKER and Cracking the Language Barrier, ELG, ELRC, CLARIN, EFNIL, ECSPM, ELEN, LT Innovate etc. have all contributed to bringing the community closer together, more work still needs to be done. The ELE consortium includes many relevant stakeholders from all EU Member States and many Associated Countries. The sheer size of the consortium is a challenge in itself, but the underlying notion of being as inclusive and as well-informed as possible makes up for this complexity. To expand the group of informing parties even further and make every voice count, the whole community is included in the project through external consultation rounds and brainstorming sessions. Coordinating the involvement of all stakeholders (Section 5) comes with a different set of challenges and requires a lot of time and effort. One crucial aspect is the inclusion not only of the Computational Linguistics, Language Technology and Language-centric AI community, but also of neighbouring fields and communities. However, since an important and relevant subset of the community is already involved in the project and in the consortium as members, all communication and dissemination activities will make use of the consortium partners' networks to facilitate the communication process and to benefit from synergies.

The limited runtime of the project (18 months) makes it challenging to meet all the goals the consortium would like to work towards. However, the operational experiences made in META-NET, CRACKER and ELG, together with the broad reach of the several different initiatives the members of the consortium are involved in, is giving us a head-start. ELE can rely upon established relationships with the relevant stakeholders that will help build trust and ensure involvement. Moreover, the vision of ELE will persist beyond the project runtime.

Another challenge that arises is the combination of the two goals the community is working on. While the European Language Equality Programme focuses foremost on the societal goal of establishing digital language equality, the scientific goal of Deep Natural Language Understanding by 2030 also carries great importance. The two goals are different in nature, but need to be given equal attention because they are closely inter-linked. In recent years, European research in LT has been facing increased competition from other continents, especially with regard to recent breakthroughs in AI. These scientific breakthroughs have led to global commercial successes, leading to more funding targeted towards AI at large. Many European countries have established AI programmes where LT often only plays a minor role Rehm et al. (2020b). However, nowadays, LT needs to be conceived of as the language-centric branch and, thus, an important pillar of AI, rather than as a competing discipline. Therefore, it is important to stress the significance and impact (both in society and research) of language-centric AI. This is one of the messages that the ELE project wants to bring across.

The communication and dissemination strategy is set up in the best way to accommodate the challenges outlined above.

4. Strategy and Key Messages

The communication and dissemination plan foresees a mix of instruments and channels to be used to reach certain stakeholder groups to deliver specific messages and to reach outlined objectives. Our main objectives are as follows:

- To inform stakeholders about the issue of Digital Language Equality in Europe and the challenges that come with it
- To inform about the benefits of technology-enabled multilingualism
- To invite stakeholders to contribute to ELE and to the specification of the ELE Programme
- To invite stakeholders to participate in activities such as surveys, consultation meetings, workshops and conferences
- To discuss opportunities for funding the ELE Programme

Due to the multitude of stakeholders and messages, we cannot utilise one method that applies to all scenarios. Rather, we need to differentiate between the various target groups and identify which are the communication goals and channels by which we can reach out to them best, e.g., a survey about the challenges scientific LT developers face needs to have a different focus than one that addresses LT users in the media industry. While we can approach the former group directly because we have established contacts with most, if not all, relevant research groups in Europe, for the latter, we must first identify relevant industries and contacts (e.g., through industry associations) and explain why digital language equality in Europe is a relevant issue to them, how LT can help with this and how they can benefit from advanced and easily accessible Language Technologies.

Moreover, the channels through which the stakeholder groups can be reached have to be identified. Whereas almost all can, to a certain extent, be addressed via social media, the impact of the respective interactions may vary. For instance, it is easier to target a homogeneous group like commercial LT providers through social media posts on LinkedIn using well-chosen hashtags and placement in relevant groups than to reach out to a heterogeneous group such as LT users, of whom we may not even know the relevant industries exactly.

Table 1 shows a condensed view upon the ELE communication and dissemination plan for the different stakeholder groups, including messages and objectives, key measures, channels and instruments. In the following Sections, we outline the different stakeholder groups and present, which channels are suitable for which output to reach the respective groups.

International Administrations and Funding Agencies	
Priority for ELE	Very high
Priority Phase	Q3-Q6 and also beyond the ELE runtime
Messages/Objectives	Inform about ELE and ELE vision Inform about benefits of technology enabled multilingualism Collaborate on measures towards digital language equality Coordinate between the national and the international level Discuss opportunities for funding the ELE Programme

Key ELE Measures	EP ELE Workshop and ELE conference (META-FORUM 2021, 2022) ELE strategic agenda and roadmap ELE book Face-to-face meetings
Channels/Instruments	Conferences, face-to-face meetings, presentations, keynotes, publications, etc.
National Administrations and Funding Agencies	
Priority for ELE	Very high
Priority Phase	Q3-Q6 and also beyond the ELE runtime
Messages/Objectives	Inform about ELE and ELE vision Inform about benefits of technology enabled multilingualism Collaborate on measures towards digital language equality Coordinate between the national and the international level Discuss opportunities for funding the ELE Programme
Key ELE Measures	ELE conference (META-FORUM 2021, 2022) ELE strategic agenda and roadmap ELE book Face-to-face meetings
Channels/Instruments	Conferences, face-to-face meetings, presentations, keynotes, publications, etc.
Language Communities	
Priority for ELE	Very high
Priority Phase	Q1-Q6 and also beyond the ELE runtime
Messages/Objectives	Inform about ELE Invite them actively to contribute to ELE and to the further preparation of the ELE Programme concept, especially with regard to their needs and wishes and perceived gaps Invite them to participate in consultation meetings
Key ELE Measures	Consultation Meetings ELE conference (META-FORUM 2021, 2022)
Channels/Instruments	Presentations at scientific conferences, workshops, keynotes, publications, face-to-face meetings, email campaigns, newsletters, press releases, social media etc.
Language Technology Providers (Industry)	
Priority for ELE	Very high
Priority Phase	Q1-Q6 and also beyond the ELE runtime
Messages/Objectives	Inform about ELE Invite them actively to contribute to ELE and to the further preparation of the ELE Programme concept, especially with regard to their needs and wishes and perceived gaps Invite them to participate in consultation meetings
Key ELE Measures	Consultation Meetings ELE conference (META-FORUM 2021, 2022)
Channels/Instruments	Presentations at conferences, tech expos and industry fairs, workshops, keynotes, publications, face-to-face meetings, email campaigns, press releases, newsletter, social media, etc.
Language Technology Providers (Research)	
Priority for ELE	Very high
Priority Phase	Q1-Q6 and also beyond the ELE runtime

Messages/Objectives	Inform about ELE Invite them actively to contribute to ELE and to the further preparation of the ELE Programme concept, especially with regard to their needs and wishes and perceived gaps
Key ELE Measures	Invite them to participate in consultation meetings Consultation Meetings ELE conference (META-FORUM 2021, 2022)
Channels/Instruments	Presentations at scientific conferences, workshops, keynotes, publications, face-to-face meetings, email campaigns, press releases, newsletters, social media etc.
Language Technology Users	
Priority for ELE	Very high
Priority Phase	Q1-Q6 and also beyond the ELE runtime
Messages/Objectives	Inform about ELE Invite them actively to contribute to ELE and to the further preparation of the ELE Programme concept, especially with regard to their needs and wishes and perceived gaps
Key ELE Measures	Invite them to participate in consultation meetings Consultation Meetings ELE conference (META-FORUM 2021, 2022)
Channels/Instruments	Presentations at conferences, tech expos and industry fairs, workshops, keynotes, publications, face-to-face meetings, email campaigns, newsletters, press releases, social media etc.

Table 1: Communication and dissemination plan

5. Stakeholders involved in Digital Language Equality

In ELE, we communicate with and disseminate intermediate and final project results to multiple stakeholders. This section gives an overview of the stakeholders we will approach and why their buy-in is important to make the European Language Equality Programme a success. Section 6 gives more details on the channels and instruments we use to engage with the different stakeholders.

5.1. International Administrations and Funding Agencies

International administrations and funding agencies (including political bodies), especially the European Commission, the European Parliament and the Council, are important stakeholders. They have the capacity and the mandate to emphasise the importance of the ELE vision on a political stage and to financially support large-scale and long-term LT research and development programmes. Various members of the ELE consortium have strong working relationships with many relevant committees, groups and units in the EP and the EC.

5.2. National and Regional Administrations and Funding Agencies

Just like the international administrations, the complementary national and regional ministries and funding agencies are also key stakeholders that can establish and financially support research and development programmes on the national or regional level as well as influence the decision making on the European level. This is typically operationalised through national delegations of experts that are sent to the European Institutions to represent the respective national focus topics and positions so that they are best reflected in the various

European programmes – right now, these are first and foremost Horizon Europe and Digital Europe. This is why national connections to these national committees need to be established or reinforced, which can best be realised through establishing working relationships with the respective National Contact Points (NCPs).² In that regard, ELE especially relies on the relationships with their respective NCPs that exist between the various language experts in the consortium, most of which are also involved in ELG (as National Competence Centre leads), META-NET (as members) and ELRC (as National Anchor Points). These relations will help pave the way toward the national ministries and funding agencies, because they know the relevant contact persons in the individual countries, with whom they have in many cases been working together in a spirit of trust for a long time and because they have the power and expertise to place important issues with the right addressees (Rehm et al., 2020b).

5.3. Language Communities

Language communities include all speakers of Europe's languages, essentially all European citizens. Related umbrella networks and initiatives that are of importance include the ELE consortium partners EFNIL (European Federation of National Institutions for Language), ELEN (European Language Equality Network) and ECSPM (European Civil Society Platform for Multilingualism). Different language communities have different needs, but especially communities with smaller numbers of speakers rely on the support of these federations. Here, the notion of trust again plays a crucial role. These representative bodies give a voice to communities that would otherwise hardly be heard. That having been said, especially these language communities can benefit the most from our mutual goal of establishing digital language equality in Europe. For this reason, having their buy-in and confidence is of special importance.

5.4. Language Technology Providers (Industry)

This stakeholder group contains all European companies that develop Language Technologies and/or offer LT services. ELE partner CROSSLANG represents LT Innovate (of which TILDE, EXPSYS and HENS are members). META was initiated by META-NET (chaired by CUNI and DFKI). Another related initiative is the umbrella industry association GALA (Globalization and Localization Association) to which excellent connections exist. On top of that, the ELE consortium has many good connections to other commercial users of LT. For instance, ELE partner SAP develops and buys LT and LT services. These connections will help ELE when approaching additional industry representatives (e. g., from the automotive, finance, insurance, healthcare, or IT domains) to gather feedback from them for a better assessment of their needs and requirements.

5.5. Language Technology Providers (Research)

Research centres, universities and other academic institutions that do research in Language Technology, Computational Linguistics, Language-centric AI, Knowledge Technologies, Cognitive Science, Linguistics etc. also act as Language Technology Providers. META-NET (EU Network of Excellence that consists of 60 research centres in 34 European countries) was initiated and coordinated by DFKI. It is currently chaired by CUNI together with DFKI and TILDE. Many ELE partners are members of META-NET and the initiative is widely known among researchers in the field. ELG is a direct follow-up project to META-NET. Its annual conference META-FORUM is always well-attended by participants from academia and the con-

² <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/ncp>

tact through various channels, e. g., mailing campaigns, social media posts, but also through events like workshops or conferences, is well established. Another relevant network is CLARIN (European Research Infrastructure for Language Resources and Technology). The CLARIN ERIC itself is represented in the ELE consortium; moreover, a number of partners of national CLARIN consortia are members of the ELE consortium.

5.6. Language Technology Users

This is a diverse target group that can include virtually everyone in Europe. Language technologies are nowadays used by very large segments of the European population, often even unconsciously. Despite the fact that this group is heterogeneous, we want to focus on major subgroups that have been identified, i. e., among others, sectors and industries like media and broadcasting networks, healthcare, banking and insurance, e-commerce, mobility, telecommunications or public administrations.

Many of these industry and public stakeholder groups would highly benefit from LT systems but do not have access to it. Relevant technologies to be explored include LT applications that are specific to a work environment: customer interaction technologies in business and trade, educational applications, e. g. for language training, documentation and support systems in hospitals and care facilities or chatbots for queries in administrations on local, regional and national levels, to name a few. We want to reach out to the different relevant industries through their main umbrella associations, ask for their input with the help of surveys, deep dives or focus interviews and feed the insights gained back into our strategy. This communication is bilateral and needs to be led on different levels. First, on a broad and more general level with a low entry point (channels such as LinkedIn or newsletters and blog posts are suitable for this), and, when the connection is established, via direct communication channels in meetings or workshops.

5.7. Synergies with ELG

European Language Grid (ELG) can be conceptualised as a “sister project” to ELE. ELG will contribute significantly to realising digital language equality in Europe through its community and cloud platform as a European infrastructure for Language Technology service providers and research organisations, which will, in turn, play an important role in the potential ELE Programme (Rehm et al., 2020a, 2021). The ELG platform already makes it possible to share data sets, resources, tools and running services. The concepts and approaches towards collecting, describing, making available and sharing data developed in ELG are directly applicable to the first steps of the ELE Programme (Labropoulou et al., 2020).

One of the main pillars of the dissemination and communication activities in ELG are the NCCs. This network, represented in 32 European countries, plays a crucial role for ELG’s communication and promotion activities. For each of the NCCs, a lead contact coordinates the activities on the regional and national level. The respective colleagues were selected through their involvement in existing structures and initiatives (such as META-NET, ELRC, CLARIN etc.). The fact that all NCC Leads have good connections to local industry sectors while being part of academic organizations guarantees independence from economic interests, while ensuring sufficient outreach into both commercial fields and academia.

At the same time, the vast majority of the NCCs are part of the ELE consortium. This significant overlap is intended and unleashes great synergies. The NCCs (and simultaneously ELE partners) function as bridges to the national and regional LT communities and they can provide both ELG and ELE with valuable information about services, data sets, resources and technologies from the given region for the respective language(s). Moreover, they know the political as well as economic situation in their countries and are represented in relevant

regional networks. They serve as meaningful and trustworthy multipliers when it comes to informing and promoting the mission of digital language equality locally.

The European LT Council, initiated as a strategic body in ELG, was originally conceived to be a body that brings together all important stakeholders in the wider Multilingual Europe area with the goal of discussing questions concerning technology-enabled multilingualism, paving the way towards influencing national and international decision making. The LT Council was meant to include the 32 ELG NCCs Leads, representatives from LT industry, representatives of national funding agencies and public administrations, i. e., the combination of all stakeholder groups relevant for ELE. With the emergence of the ELE project, the mission and goals originally associated with the LT Council have a dedicated project now – ELE. Later on in the process, we may or may not decide to make use of the self-explanatory label “European LT Council” when communicating the main ELE project results.

6. Channels and Instruments

The channels and instruments used for communication vary, depending on the objectives and stakeholder groups involved (Section 4). Communication channels can make use of written, spoken and visual content. They each have different strengths and weaknesses, and often multiple channels can be used at the same time. Written communication formats are the strongest pillar used in ELE and include social media and website content, newsletters, press releases, email campaigns and promotional materials like flyers or info brochures. Special attention in ELE is also paid to the WP2 surveys with stakeholders who are not represented in the consortium (see Deliverable D2.1).

While communication and dissemination activities are often treated separately, they are typically carried out concurrently. Dissemination activities help the project and its results to become known by certain target audiences (one-way communication), communication activities enable a project to receive feedback (two-way communication) to maximise its impact.

6.1. European Language Technology

Since the communication and dissemination activities of ELG and ELE are closely intertwined, we decided to combine the two projects and initiatives (and any other upcoming projects) under the more general *European Language Technology* (ELT) umbrella; the pros far outweigh the cons, as can be seen in Table 2. ELT will be used as an umbrella channel both on Twitter and on LinkedIn. A joint ELT website will have the sole purpose of redirecting users either to the ELE or to the ELG website.

The aim of using ELT as an umbrella channel that combines and expands upon the communication and dissemination activities of ELG and ELE is to address, inform and appeal to a broad, all-encompassing European LT community and to establish itself in the European LT, AI, language and tech community and industry. The individual ELE project brand will be kept and ensured in each post either by the respective hashtag or project logo. Combining the social media presence of both projects in a joint channel offers the chance to address a wider public in a more approachable and also more coherent way.

We perform social media monitoring via tools provided by the platforms. Third-party monitoring services allow us to keep track of our accounts, engagement, queries, keyword usage, hashtags and trends related to the project goals and target groups relevant to the project and its objectives. Section 8 outlines the measurements and key performance indicators.

We prepared a list of the social media accounts operated by all ELE partners on Twitter, LinkedIn and Youtube (Appendix B), including contact details and data on the audience and reach of each channel, which allows a realistic approximation of the number of impressions

Pros	Cons
<ul style="list-style-type: none"> • One presence instead of two separate, yet similar sounding channels, helps to create communication synergies between the two projects • Topical approach creates wider reach and interest that is not limited to the projects and also more interaction • The approach of having a combined channel for two projects immediately signals that this is a bigger initiative, not only to the European Union but also to members of our own community, preparing all stakeholders for the ELE Programme • Once a follower is generated, the channel name becomes irrelevant • “European Language Technology” is a strong word brand with a clear message that combines the least common denominator of ELE and ELG • The joint channels are helpful for follow-up projects or initiatives interested in aligning themselves with the wider European Language Technology brand 	<ul style="list-style-type: none"> • Combining two separate projects decreases differentiation (can be addressed by pointing out the project relevant for a specific post) • Possible perception as a topic-focused channel instead of an EU project (can be addressed by including the EU flag and funding sources in the profile header images, for example) • Adding a third brand to the two existing projects with similar names could increase confusion with stakeholders, project partners and the public, but the idea is to use this joint umbrella brand only in the way indicated here, i.e., as a joint marketing and communication channel that is being fed with content from both ELE and ELG • Both Twitter and LinkedIn only allow a single website link to be displayed (will be addressed by creating one new website for the umbrella brand that will link to the two projects involved in the wider umbrella brand ELT)

Table 2: European Language Technology as an umbrella brand (pros and cons)

if all partners support the effort. The consortium counts more than five million followers across the three aforementioned platforms. Even if duplicates are subtracted and some partners remain inactive in the communication efforts, the targeted KPIs are well within reach.

6.2. Social Media

Social media is a powerful tool that enables people to network, allowing them to exchange information with each other and to create and share media content individually, in a defined community or openly in public. The ELE project mainly focuses its social media activities upon LinkedIn (Section 6.2.1), Twitter (Section 6.2.2) and YouTube (Section 6.2.3). Figure 1 shows selected templates that we plan to use for social media posts on Twitter and LinkedIn.

6.2.1. LinkedIn

LinkedIn³ is the world’s biggest social network with a business focus. Today, LinkedIn is available in 24 languages and used by professionals around the world. With a total of 722 million members, wide yet focused reach can be achieved. Although US-Americans make up the largest user base, the majority of total users resides outside of the USA. Nearly 200 million users of LinkedIn are based in Europe (Figure 2).

LinkedIn is used not only for professional positioning, but also as an interaction and information platform for work-related, academic and personal interests. It offers the possibility

³ <https://www.linkedin.com>

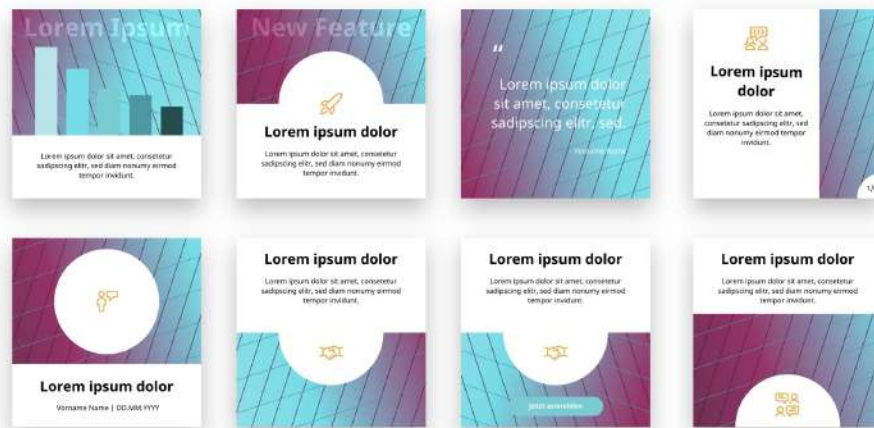


Figure 1: Templates for social media posts

to reach all of the above-mentioned stakeholder groups. Official sites of initiatives, institutions and industry stakeholders can be addressed and involved in communication activities, smaller interest groups can be made aware of the project and its goals and individuals receive the opportunity not only to be informed about the economic, scientific and political aspects of ELE, but also to interact, ask questions and demonstrate interest.

LinkedIn makes it possible to connect and network with key people and opinion leaders in one's own industry. ELE can thus strategically position itself as an important influencer in industry, academia and politics by approaching and interacting with relevant individuals, related initiatives and projects as well as in topical groups of interest. ELE will benefit from the LinkedIn contacts that members of the consortia already have, as well as from already existing LinkedIn Interest Groups such as "Computational Linguistics" (more than 10,000 members) or "Natural Language Processing People" (approx. 40,000 members). Premium account options such as InMail allow to send messages directly to other LinkedIn members to expand one's network. Figure 3 shows the ELT LinkedIn page, combining ELE and ELG.

6.2.2. Twitter

Twitter⁴ is a popular micro-blogging service with more than 350 million users globally. While the platform is most popular in the USA and Japan, significant use can be seen in Europe. Twitter is used in particular by journalists, politicians and other public figures, but also corporate and public entities that we would like to address. Twitter offers the possibility to disseminate current news and project-related content or to respond to conversations and interact with target groups. The platform also offers space for discussions and contrary opinions. The rapidness of interactions on Twitter makes it an indispensable networking tool to keep in touch with a vast array of representatives from our target groups as well as a necessary public appearance for an initiative such as ELE that aims at bringing together a diverse set of stakeholders. Figure 4 shows the ELT Twitter page.

⁴ <https://twitter.com>

756 million members in 200 countries and regions worldwide*

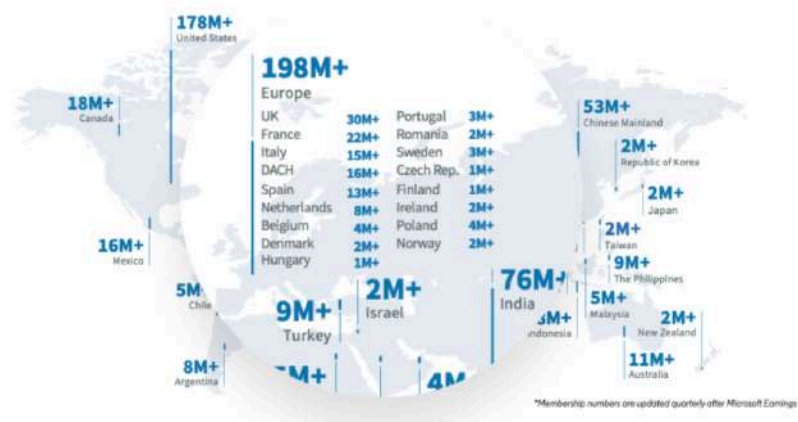


Figure 2: LinkedIn users worldwide

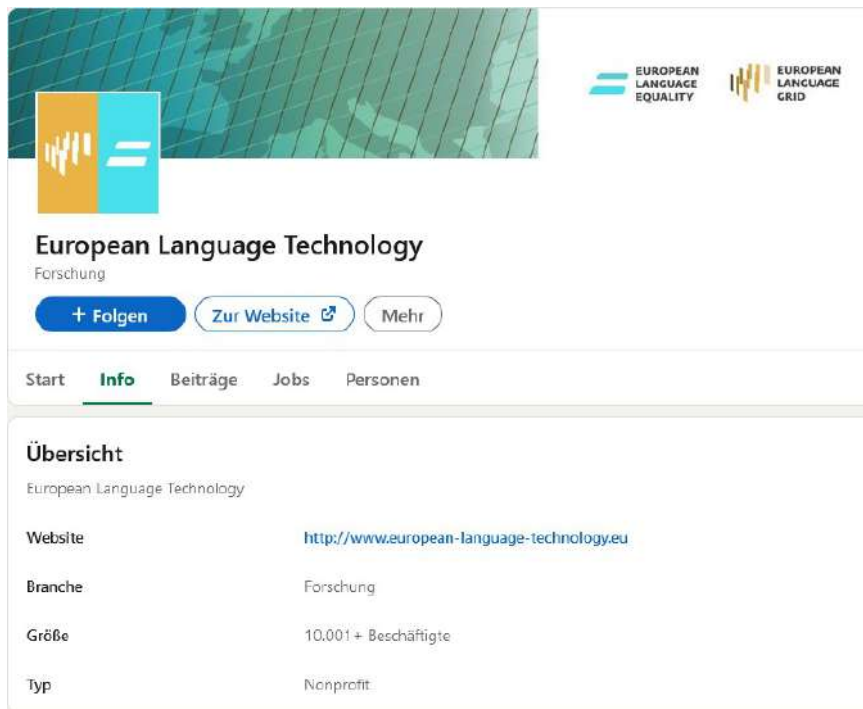


Figure 3: ELT LinkedIn page



Figure 4: ELT Twitter page

6.2.3. YouTube

YouTube⁵ is a portal on which users can watch, rate, comment and upload videos. It is an important tool for cross-channel communication, allowing for video content to be uploaded in a user-friendly and durable environment, from which it can be shared via the various aforementioned tools and networks. While there are no plans to create a separate channel for ELE, content such as conference contributions, interviews conducted and created by partnering institutes or promotional material for the initiative or events at which it is present can be shared via the ELG channel established in 2020.⁶ The ELE session held at META-FORUM 2020 has already been shared on the ELG YouTube channel.⁷ Later in the project we will examine if it makes sense to revise the ELG YouTube channel so that it also adheres to the ELT brand.

6.3. Website

The ELE website is a crucial part of the dissemination strategy (Figure 6). It provides access to information about the project, especially the latest news and current status of the various documents and reports. The ELE project is accessible via <https://www.european-language-equality.eu>. It includes a number of pages that are constantly updated and that are also part of in our communication and dissemination activities.

- **Strategic Agenda:** This page will eventually present the final strategic research agenda. The current version of the page shows the planned key components.

⁵ <https://www.youtube.com>

⁶ <https://www.youtube.com/channel/UCarEHmsWT2JslcvvWkbhL4A>

⁷ <https://www.youtube.com/watch?v=DqYe-3wiK8o>

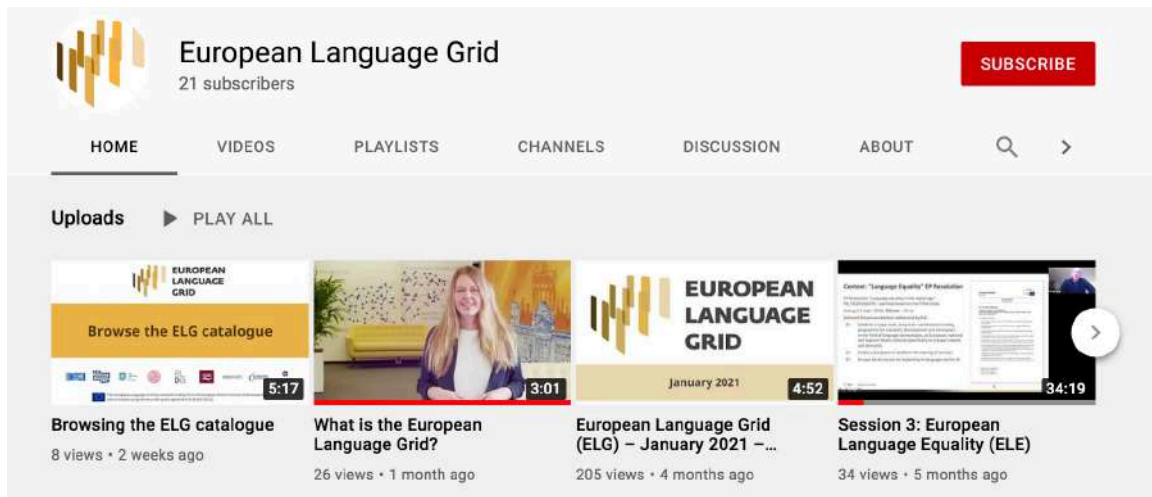


Figure 5: ELG YouTube channel (launched in late 2020)

- **Deliverables:** This page provides a list of all deliverables that have been submitted to the EC and it links to those that are publicly available.
- **Events:** This page shows information about the events organised by ELE (online and in-person). META-FORUM 2022, to be co-organised by ELG and ELE, will be featured on this page (also see Section 6.6).
- **News:** This is the ELE blog. Users can also subscribe to the ELE newsletter here (see Figure 7). A newsletter allows for different forms of communication and can inform stakeholders and important multipliers about crucial information. Newsletters allow outreach activities regarding a committed audience driven by interest and therefore ready to engage with relevant content.

In compliance with GDPR, the newsletter subscription mechanism was implemented using double-opt-in. When subscribing to the newsletter, users must actively agree to the ELE data policy. Then they receive an e-mail with a confirmation link. The subscription is only activated when this link is clicked. In the e-mail, the option for opting out (e.g., in case of misuse by a third party) is provided, again via a link. An opt-out link will also be included in each newsletter circulated to the subscribers. Furthermore, the data policy provides a contact address in the event that subscribers wish to have personal data removed.

Newsletter issues and blog posts will feature news, stories and informative segments on the ongoing development and intermediate results of the ELE project, the achievement of milestones, relevant activities of its partners and related news from political, societal and industrial sectors that contribute to the goals of ELE. The content is curated by media experts.

6.4. Email campaigns

Communication by e-mail is an effective and fast way to inform an audience on latest news and ongoing developments. Both ELG and ELE use Mailchimp,⁸ a highly customisable cloud-based service for email campaigns and newsletter management. With Mailchimp, emails and newsletters can be created, sent and managed. In addition, Mailchimp gives access to analytics and reporting tools to monitor how individual campaigns perform.

⁸ <https://mailchimp.com>

EUROPEAN LANGUAGE EQUALITY About Strategic Agenda Deliverables Events News Consortium Contact

Developing an agenda and a roadmap for achieving full digital language equality in Europe by 2030

ELE

Overview

With a large and all-encompassing consortium consisting of 52 partners covering all European countries, research and industry and all major pan-European initiatives, the European Language Equality (ELE) project develops a strategic research, innovation and implementation agenda as well as a roadmap for achieving full digital language equality in Europe by 2030. The whole project is designed in such a way that all individual work streams create input for the strategic agenda, for example, in terms of empirical evidence, desk research or technology deep dives.

Despite the META-NET White Paper series reporting on this issue almost ten years ago, technology support for Europe's languages is still characterised by a stark imbalance. While many resources and technologies exist for English, the majority of other languages suffer from a lack of technology support. As the META-NET White Papers reported, more than 21 European languages are in danger of digital extinction. We will develop a strategic plan and roadmap to address this situation in a comprehensive way by establishing full digital language equality in 2030.

Results

The main tangible results to be produced by the ELE project are as follows:

- The research partners will prepare updates of the 32 META-NET White Papers, which will also include the results of an enormous and exhaustive data collection procedure that will provide a detailed, empirical and dynamic map of technology support for our languages.
- A number of networks and initiatives (CLAIRE, CLARIN, LT Innovate, META-NET, ELG, ECSPM, EFNIL, ELEN, LIBER, NEM and Wikipedia) will produce one report each in which they collect, consolidate and present their own position, needs, wishes, demands and visions with regard to Language Technology and the idea of establishing digital language equality in Europe.
- The industry partners will produce four technical deep dives for the main areas of Language Technology: Machine Translation, Speech Technologies, Text Analytics and Natural Language Understanding as well as Data.
- These, and a number of additional reports, will be used as input for the strategic agenda and roadmap, which will be consolidated in early 2022.
- The ELE project will take into account more than 70 languages.

Motivation

The ELE project is a direct response to the resolution "Language equality in the digital age", which was passed by the European Parliament in a landslide vote – 592 votes in favour and only 45 against – in September 2018. The report provides more than 40 recommendations, including:

25. Establish a large-scale, long-term coordinated funding programme for research, development and innovation in the field of language technologies, at European, national and regional levels, tailored specifically to Europe's needs and demands
27. Europe has to secure its leadership in language-centric AI

ELE will develop a strategic plan that will provide concrete steps to put these recommendations, and others, into action.

Collaboration with ELG

ELE started on 1 January 2021 and runs for 18 months. The project will end in June 2022, just like its sister project European Language Grid (ELG), with which ELE closely collaborates, especially with regard to the ELG NCCs, the network of National Competence Centres, and through using and promoting the European Language Grid cloud platform itself for several purposes in ELE. Both projects will organise a joint final conference, META-FORUM 2022, to be held in Brussels in June 2022.

ELE Consortium

Updates and Events

Subscribe to the ELE newsletter

Consortium

Figure 6: ELE website – landing page



Figure 7: ELE website – news section with blog entry

To reach a significant number of stakeholders, we will make use of the many strong networks and connections the partners of the ELE consortium already have. The processing of personal data (if needed) will be done in compliance with GDPR, under the legal basis of “a task carried out in the public interest”. Newly collected contact data, especially email addresses, will be stored in contact databases following the GDPR guidelines.

6.5. Surveys

Surveys are a proven instrument to gather opinions. The objective of WP2 is to collect input for the strategic agenda by a broad spectrum of stakeholders – from research through industry to users – about their views, needs and perspectives related to language technologies and digital language equality. Various surveys, such as the two large-scale surveys for LT developers and LT users/consumers implemented using the EU Survey platform⁹ (see Figure 8), are currently distributed to the relevant networks. The results will be described and summarised as part of the respective WP2 deliverables and serve as important input for the strategic research agenda and roadmap developed in WP3. Due to the Covid-19 restrictions, we envision additional, smaller scale external consultations to be conducted remotely, either as interviews, small brainstorming sessions or online surveys. In the past, similar surveys have shown to be an effective way to collect input, feedback and ideas from the European LT research and innovation community (Rehm and Hegele, 2018).

6.6. Events

The ELE consortium makes use of conferences and other events (such as scientific and industrial conferences, EU events etc.) in order to carry out communication and dissemination

⁹ <https://ec.europa.eu/eusurvey/>

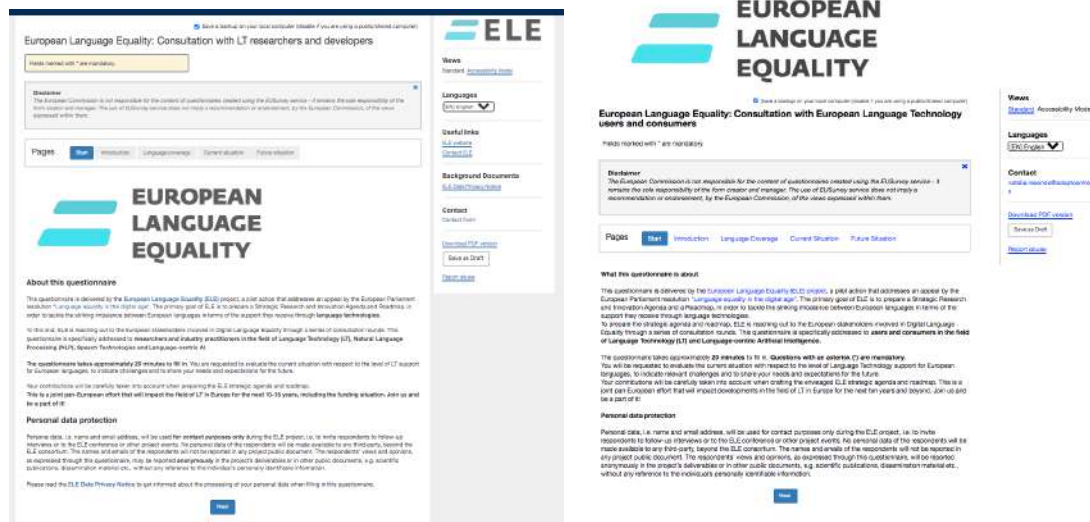


Figure 8: Surveys for LT developers and LT consumers

activities. To share and present the project's work, we plan to use presentations, posters, expo booths and visual displays.

An important event that attracts many ELE stakeholders is the META-FORUM series. META-FORUM is the international conference series on powerful and innovative Language Technologies for the multilingual information society. At META-FORUM attendants can learn about the most recent developments in European LT industry and research. Since 2010, it has been the annual conference of the META-NET Network of Excellence whilst also relating to follow-up projects such as CRACKER (Rehm et al., 2016; Rehm and Hegele, 2018) and ELG.

Both META-FORUM 2020 (Section 6.6.1) and META-FORUM 2021 (Section 6.6.2) are organised as virtual conferences. META-FORUM 2022 (Section 6.6.3) is currently foreseen to be an in-person event, organised jointly by ELG and ELE. Other events include the national and regional workshops organised under the umbrella of ELG (Section 6.6.4) and a number of relevant conferences, workshops, symposia etc. (Section 6.6.6).

6.6.1. META-FORUM 2020 – ELE Session

Due to Covid-19, META-FORUM 2020 was held online as a three-day event with sessions taking place in the morning. A wide variety of presentations, panel discussions and virtual expo booths made the event a success, attended by approx. 350 people. The second day of the conference included a session on ELE in which the five Work Package leaders presented the project (Figure 9). The session is available on YouTube¹⁰ and the slides on the ELG website.¹¹

6.6.2. META-FORUM 2021 – ELE Conference 2021

Similar to the 2020 conference, META-FORUM 2021 will be held online on three consecutive days (15-17 November 2021). While the conference intends to demonstrate and showcase the most recent developments of the ELG project, ELE will also play a prominent role. November 2021 marks Month 11 of the ELE project. By that time the results of the surveys performed in

¹⁰ <https://www.youtube.com/watch?v=DqYe-3wiK8o>

¹¹ <https://www.european-language-grid.eu/wp-content/uploads/2020/12/03-01-ELE-Session.pdf>

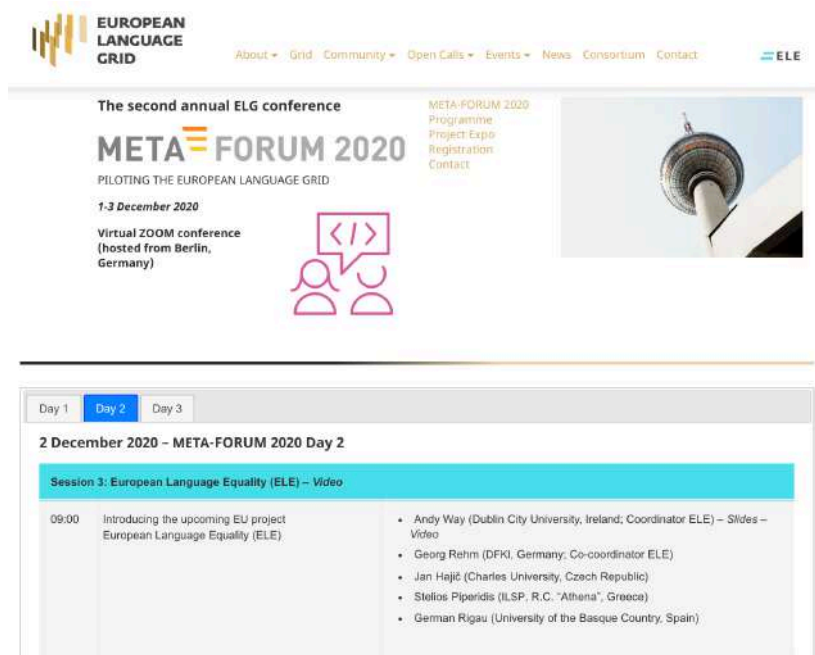


Figure 9: META-FORUM 2020 – programme

Tasks 2.1 and 2.2 will be analysed and first conclusions drawn. Also, the report on the state of the art in LT and Language-centric AI (D1.2) will be available. Among other ELE topics, findings of this work will be presented at META-FORUM 2021.

6.6.3. META-FORUM 2022 – ELE Conference 2022

The final ELE conference, scheduled to take place on 8-10 June 2022, will be co-located with META-FORUM 2022, to be jointly organised by ELG and ELE. Co-locating both events minimises travel effort for those participants who intend to attend both events, which is a significant number due to the high overlap of stakeholders in both projects. While META-FORUM typically attracts between 200 and 300 participants, with META-FORUM 2022 taking place in Brussels and marking the end of the official activities of both ELG and ELE, we expect the conference to be attended by more than 400 participants.

6.6.4. National and Regional ELE Workshops

The European Language Grid initiative has successfully formed a strong and broad network of 32 NCCs, almost all of which are also members of the ELE consortium. Many ELG NCCs have already successfully organised a number of national and regional events. Their goal is to promote ELG and establish closer relationships with stakeholder groups. ELE will also make use of this existing infrastructure to promote the project. In addition, PR materials will be offered and sent to the NCCs according to their needs once the ELG workshops are organised as face-to-face events again.

6.6.5. EP Workshop 2022

WP4 organises a workshop in the European Parliament to present the outcomes of the project to discuss the next steps towards the goal of establishing European Language Equality by 2030. WP4 has already started discussing the workshop with their EP contacts and will start with the workshop organisation by the end of August 2021. The workshop is foreseen to take place in March 2022.

6.6.6. Other Events and Conferences

Given the importance of the ELE project, we expect to see a large number of presentations and invited keynotes about ELE and its goals at scientific conferences, industry and political events as well as other types of symposia, workshops and panels (see Appendix C). The consortium plans to co-locate consultation meetings with external stakeholders at these events. PR materials will be handed out if these presentations take place at face-to-face events.

6.7. Press Releases

Even though social media is outpacing more traditional marketing tools such as press releases, they are still a relevant medium for outreach and can have a sustainable impact on reported activities and initiatives if they manifest in print publications. The ELE partners can make use of their established communication departments and the relevant press release networks they work with to share press releases and news pieces on current activities. This includes not only national and international outlets of broad topical range, but also industry and special interest media reporting on technology developments, language-related topics and intercultural exchange. The communication and dissemination plan also foresees the collection of contacts and approaching relevant outlets for joint press and networking activities. We currently plan to publish several press releases in order to generate articles in widely read newspapers, professional journals or trade magazines.

6.8. Strategic Research Agenda and Roadmap

The ELE project develops a strategic research agenda and roadmap setting out actions, processes, tools and actors to achieve full digital language equality of all languages used within the EU through the effective use of LT. For the development of the research agenda, WP3 takes on board all reports produced by WP1 and WP2 in order to consolidate them into a coherent strategic agenda with the eight key components outlined above. There will be one initial and one final version. In addition, numerous other existing reports will be consolidated, curated, summarised and structured. To support the content further, WP3 also performs desk research for various purposes and organises feedback rounds. Based on this content collection, WP4 will produce one static PDF version of the strategic agenda (that can be downloaded and printed) and also one interactive online version (a series of web pages).

6.9. Final ELE Book

The strategic agenda and roadmap will be published as a scientific book (Gold Open Access), not only to document the results, but also to use printed copies of the book to maximise the impact of the project, especially vis-à-vis politicians (both national and regional representatives and also Members of the European Parliament) and other key decision makers, especially from the European Commission. The book will include the agenda and roadmap, but also additional articles and reports prepared during the runtime of the project, especially

the language reports. The ELE project will also produce abridged versions of the strategic agenda and roadmap, which will be packaged in a way that is compatible for politicians and decision makers in public administrations. The final publication will be ready in June 2022, at the latest.

7. Plan and Timeline

The milestones and deliverables as specified in the ELE grant agreement serve as a basis for the planned communication and dissemination activities and will be used for content production and distribution. Table 3 gives an overview of the already specified dates for outputs and the planned forms, channels and distribution to target groups, which also serves as a long-term plan and overview of our communication activities.

Table 4 shows the different types of social media posts we plan to publish with a brief description of the type, channel, main goal and KPI we use to measure success (see Section 8).

The communication and dissemination activities will start in M7 (July 2021), i. e., after the submission of D4.2. To coordinate our communication and dissemination activities, a calendar will be shared with all consortium partners, in which conference dates, plans for weekly activities, blog posts, new videos in the YouTube channel, milestones and also more spontaneous activities are collected and shared to allow for a well-organised yet flexible approach to the various content categories addressing various stakeholders, published through various channels. Towards the beginning of 2022, as the number of milestones, conferences and publications increases, the consortium expects to have established a sound network in the aforementioned channels by fine-tuning the dissemination and communication activities in the upcoming months, thus reaching a wide yet relevant audience with the most important project messages. Figure 10 shows the social media editorial calendar.

2021		Twitter	LinkedIn	Youtube	WebSite	Events
September 2021		GW	DAY OF WEEK			
Continuous Social Media Activity: Sharing of LT news; Posting in LT and AI groups; Engaging with partner and stakeholder accounts; Responding to user queries						
CW 35						
Mo	Tu	We	Th	Fr	Sa	Su
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3
CW 36						
Mo	Tu	We	Th	Fr	Sa	Su
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3
CW 37						
Mo	Tu	We	Th	Fr	Sa	Su
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

Figure 10: Social media editorial calendar

	Milestone/Deliverable	Output	Channel/Instrument	Stakeholders
M07	LT developers survey published	Analysis of survey results	Mailchimp, Twitter, LinkedIn, news entry website	LT developers
M08	LT users survey published	Analysis of survey results	Mailchimp, Twitter, LinkedIn, news entry website	LT users
M09	Report on state of the art (D1.2)	Announcement of report	Twitter, LinkedIn, news entry website	National and international funding agencies and administrations, language communities Language communities, LT providers, LT users (industry and research)
M10	External consultation and brainstorming meetings	Invitations, meeting notes, meeting slides, meeting reports	Mailchimp, Twitter, LinkedIn, news entry website, conferences	National and international funding agencies and administrations, language communities, LT providers, LT users
M11	META-FORUM 2021	Invitations, meeting notes, meeting slides, meeting report, session recordings	Website, YouTube, Mailchimp, Twitter, LinkedIn, news entry website	National and international funding agencies and administrations, language communities, LT providers, LT users
M13	Digital Language Equality – full specification (D1.3)	Announcement of report	Twitter, LinkedIn, news entry website	National and international funding agencies and administrations, language communities
M14	Reports on 31 European languages (D1.4-D1.34)	Announcement of published reports	Twitter, LinkedIn, news entry website	National and international funding agencies and administrations, language communities Language Communities
M15	Reports from relevant European initiatives (D2.2-D2.12) Technology deep dives (D2.13-D2.16) ELE EP workshop (D4.3) Report on all external consultations and surveys (D2.17)	Announcement of published reports Announcement of published reports Invitations, meeting notes, meeting slides, meeting report, session recordings Announcement of published report	Twitter, LinkedIn, news entry website Twitter, LinkedIn, news entry website Twitter, LinkedIn, news entry website YouTube, Mailchimp, Twitter, LinkedIn, news entry website	LT providers Representatives of the EP, European administrations, national administrations
M16	Database and dashboard with the empirical data collected in D1.4-D1.34 Report on the state of Language Technology in 2030 (D2.18)	Dashboard Announcement of published report	Mailchimp, Twitter, LinkedIn, news entry website YouTube, Mailchimp, Twitter, LinkedIn, news entry website	National and international funding agencies and administrations, LT developers, LT users, LT communities National and international funding agencies and administrations, LT developers, LT users, LT communities
M17	Report on the final round of feedback collection (D3.3)	Announcement of published report	Twitter, LinkedIn, news entry website, conferences	National and international funding agencies and administrations, Language communities, National and international funding agencies and administrations, Language communities
M18	Strategic agenda including roadmap – final version (D3.4) META-FORUM 2022, ELE conference (D4.4) ELE book publication (D4.6)	Announcement of published report Invitations, meeting notes, meeting slides, meeting report, session recordings Announcement of book launch	Press release, Twitter, LinkedIn, conferences, Mailchimp, news entry website Website, YouTube, Mailchimp, Twitter, LinkedIn, news entry website, press release Press release, Twitter, LinkedIn, news entry website,	National and international funding agencies and administrations National and international funding agencies and administrations, Language communities, LT providers, LT users National and international funding agencies and administrations, LT developers, LT communities

Table 3: Overview of main communication and dissemination activities

Infographics	
Post Type	Image + text, carousel
Channels	LinkedIn, Twitter
Main Goal	Inform public about insights
KPIs	Engagement rate
Note: <i>Internal content can be reused to develop posts of this category</i>	
Feature Update	
Post Type	Image + text
Channels	LinkedIn, Twitter
Main Goal	Inform LT users and stakeholders about the project and its results
KPIs	Link clicks, engagement rate
Note: <i>We showcase the results of ELE to prove that we are moving towards a strategic research, innovation and implementation agenda</i>	
Deep Dive into ELE	
Post Type	Carousel, slides etc.
Channels	LinkedIn, Twitter, newsletter
Main Goal	Offer LT users deep dives on important features
KPIs	Engagement rate
Note: <i>In this category we offer LT users a deep dive into our project and explain it in depth.</i>	
Quote	
Post Type	Image + text
Channels	LinkedIn, Twitter
Main Goal	Inspire, community building
KPIs	Engagement rate
Note: <i>In this category we publish quotes from events, publications and other sources we have access to.</i>	
Event	
Post Type	Carousel
Channels	LinkedIn, Twitter
Main Goal	Engage
KPIs	Link clicks (sign ups), reach, engagement rate
Note: <i>In this category, we tease events, report as they happen and summarise after in order to engage the community.</i>	
Community	
Post Type	Image + text, Slideshare
Channels	LinkedIn, Twitter, newsletter
Main Goal	Engage the community
KPIs	Engagement rate
Note: <i>In this category, we showcase interesting activities from the ELE and ELG community.</i>	
Blog and News	
Post Type	Image + text
Channels	LinkedIn, Twitter, newsletter
Main Goal	Drive traffic to news
KPIs	Link clicks
Note: <i>News are posted frequently in order to share them and gain more traffic, they will be posted on LinkedIn and Twitter and will be compiled in a newsletter.</i>	

Table 4: Types of social media posts

8. Measuring Success

8.1. Key Performance Indicators

The successful implementation of the ELE project is based on a set of key performance indicators (KPIs) that specify what the ELE project intends to achieve. Table 5 shows the KPIs regarding communication, dissemination and collaboration and the KPIs regarding the ELE website and social media channels.

Key Performance Indicator	Target Number
Number of meetings with (project-external) stakeholders (both virtual and face-to-face)	50
Number of scientific conferences at which the ELE project was presented	40
Number of industry conferences at which the ELE project was presented	15
Number of high-level EU political events at which the ELE project was presented	1
Number of political events in Member States at which the ELE project was presented	10
Number of participants of the final ELE conference (the ELE part of META-FORUM 2022)	200
<i>KPIs regarding the ELE website and social media channels</i>	
Number of unique visitors of the ELE website	20,000
Number of Twitter followers	2,500
Number of LinkedIn followers	1,500

Table 5: KPIs regarding communication and dissemination activities

8.2. Monitoring KPIs

We will monitor the KPIs specified in Section 8.1 on a regular basis. The number of meetings and number of relevant stakeholders involved will be monitored and shared with all consortium partners. Section 6.6 outlines the conferences and events that the ELE consortium either organises or plans to attend. Given the current Covid-19 restrictions, it still remains uncertain if all events will take place. Should certain events or conferences be cancelled, the consortium will ensure that all communication and dissemination goals are met anyway.

To integrate Google Analytics into the ELE website, we currently use the account we created for ELG. The privacy statement used on the ELE website was adapted, so that it reflects the use of Google Analytics. As Google Analytics requires the use of cookies, a cookie banner was integrated into the website.

Other measures we consider using to analyse content shared via the website, LinkedIn and Twitter as well as press releases and media contacts include the following:

- **Reach:** Number of people reached through content
- **Link clicks:** Number of clicks on links embedded in content
- **Engagement rate:** Metric to assess the average number of interactions
- **Hashtag performance:** Metric to analyse performance and popularity of a hashtag

- **Followers:** Number of people following the social media channels or subscribed to the newsletter
- **Unique visitors:** Number of unique users of the ELE website
- **Media monitoring services:** Used for the collection of press clippings including their KPI in terms of readership, but also social media analytics represented in visualizations

9. Summary

This report describes a number of measures relevant to get the key messages of ELE, its goals and its emerging visions across to the various stakeholder groups. For this multifaceted communication activity, we use a number of communication tools and channels tailored to the respective stakeholders. We follow a highly targeted approach to address the specific needs of each target audience. One of the most important milestones is the planning and organisation of a successful META-FORUM 2021 and – even more crucial – META-FORUM 2022, where we will present all results of the ELE project. The participation in and promotion of ELE at relevant events and conferences is an ongoing task performed by all members of the ELE consortium. The next important step with regard to the successful implementation of efficient communication and dissemination activities will be the preparation of additional relevant content that will be used for channels such as website pages, blog posts, newsletters, social media posts, press releases as well as promotional materials like leaflets, flyers, etc. (see D4.1). Moreover, we plan to prepare visuals on the most important messages and results in ELE that can be published via various channels to inform about the topic of digital language equality in a concise and easily digestible way. To address the challenges of the various communication tasks, we are working with internal and external communication professionals who help with rolling out our communication plan and strategy in the most efficient way.

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Appendix

A. Stakeholders

Table 6: Stakeholders involved in ELE Task 2.1 and Task 2.2 (LT developers and users)

Acronym	Full Name	Number and Type of Members
CLAIRE	Confederation of Laboratories for Artificial Intelligence Research in Europe	394 members from 36 countries
CLARIN	European Research Infrastructure for Language Resources and Technology	21 national consortia, 3 observers
LT Innovate	The language technology industry association	170 member companies from 30 countries
META-NET	Network of Excellence forging the Multilingual Europe Technology Alliance	60 research centres from 34 European countries
ELG	European Language Grid	approx. 950 company participants and 600 research organisations
HAI-Net	HumanE-AI-Net	53 partners from 20 countries
BDVA	Big Data Value Association	>200 member organisations from 27 countries
AI PPP	Public-Private Partnership on AI	
AI4EU	European AI on Demand Platform	84 partners from 20 countries
ELEXIS	European lexicographic infrastructure	17 partners and 52 observer institutions from 35 countries
NEXUS	Nexus Linguarum	137 members from 42 countries
AI4Media	AI technology for an ethical and trustworthy European media landscape	30 partners from >15 countries
ELISE	European Learning and Intelligent Systems Excellence	23 partners from 10 countries
TAILOR	Foundations of Trustworthy AI - Integrating Reasoning, Learning and Optimization	54 partners from 23 countries
VISION	Value and Impact through Synergy, Interaction and cooperation of Networks of AI Excellence Centres	11 partners from 6 countries
AIPlan4EU	Bringing AI Planning to the European AI On-Demand Platform	16 partners from 7 countries
BonsAPPs	AI-as-a-Service for the Deep Edge	8 partners from 7 countries
DIH4AI	AI on-demand platform for regional interoperable Digital Innovation HubsNetwork	12 partners from 6 countries
I-ENERGY	Artificial Intelligence for Next Generation Energy	17 partners from 10 countries

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Table 6 – Continued from previous page

Acronym	Full Name	Number and Type of Members
StairwAI	Ease the Engagement of Low-Tech users to the AI-on-Demand platform through AI	11 partners from 9 countries
AI4Copernicus	Reinforcing the AI4EU Platform by Advancing Earth Observation Intelligence, Innovation and Adoption	11 partners from 7 countries
ECSPM	European Civil Society Platform for Multilingualism	25 member organizations
EFNIL	European Federation of National Institutions for Language	42 member organizations
ELEN	European Language Equality Network	62 member organizations
LIBER	Association of European Research Libraries	440 research libraries
NEM	New European Media	1200 member organizations
Wikipedia	The Free Encyclopedia	>3000 members in the network
Europeana		>100.000 companies
Ecommerce Europe	Ecommerce Europe	69 members (broadcasting organizations)
EBU	European Broadcasting Union	35 member states
EUPAN-Network	European Public Administration Network	33 member states
DISPA	Network of Directors of Institutes and Schools of Public Administration	
EASA	European Union Aviation Safety Agency	32 member states
ACI Europe	Airports Council International Europe	>500 airports
EURO-CHAMBERS	Association of European Chambers of Commerce and Industry	45 members (43 national associations of chambers of commerce and industry and two transnational chamber organisations)
EBF	European Banking Federation	32 national banking associations
EPC	European Publishers Council	28 member organizations
ENPA	European Newspaper Publishers Association	Represents over 5,200 national, regional and local newspaper titles
EPSU	European Federation of Public Service Unions	Voice of 8 million European public service workers
EUDMA	European DIGITAL SME Alliance	Representing about 20,000 digital SMEs
IAB Europe	Enterprise Europe Network European Digital Marketing Association Interactive Advertising Bureau Europe A.I.S.B.L.	3000 experts from more than 600 member organisations Coalition of 27 national IABs across Europe, and over 500 companies
EDMP	Translators without Borders European Digital Media Observatory (fact checking and disinformation detection)	>1600 vetted volunteer translators 4 partners from 4 countries

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Table 6 – Continued from previous page

Acronym	Full Name	Number and Type of Members
EPRS	European Parliamentary Research Service	17 organizations
EPD	European Partnership for Democracy	over 70 companies from insurance, finance, telecommunication and employers organization
ERC	European Research Council	>800 universities
ESF	European Services Forum	38 countries
EUA	European University Association	28 countries
COST	European Cooperation in Science and Technology	Represents 29,000 large, medium and small chemical companies
EACEA	Education, Audiovisual and Culture Executive Agency	34 countries + affiliate countries
EJI	Ethical Journalism Initiative	represents 15,000 publishers
Cefic	European Chemical Industry Council	30 European and North American countries
CEN	European Committee for Standardization	>40 countries
FAEP	European Federation of Magazine Publishers	178 companies
NATO	North Atlantic Treaty Organization	37 national insurance associations
PostEurop	Association of European Public Postal Operators	120 companies and organisations
AFME	Association for Financial Markets in Europe	25 national energy agencies
ERTICO	Insurance Europe	33 companies and associations
EñR	European Road Transport Telematics Implementation Coordination Organisation-Intelligent	
EFPIA	European Energy Network	
	European Federation of Pharmaceutical Industries and Associations	
	The Open Group Limited (The Open Group)	>800 members
DIGITAL SME	European DIGITAL SME Alliance	30 national and regional SME associations, representing over 20,000 digital SMEs
EMMA	European Magazine Media Association	36 members
EAA	European Acoustics Association	32 Acoustic Associations
	EuroCommerce	5.5 million companies, 99% of which are small or medium-sized enterprises
ENPA	European Newspaper Publishers' Association	ENPA's members represent over 5,200 national, regional and local newspaper titles
UITP	The International Association of Public Transport	network of 1,800 member companies
ACT	Association of Commercial Television in Europe	29 big media companies
AER	Association of European Radios	Representing interests of more than 4,500 private/commercial radio stations

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Table 6 – Continued from previous page

Acronym	Full Name	Number and Type of Members
EACA	European Association of Communication Agencies	2500 communications agencies and agency associations
FEDMA	Federation of European Direct and Interactive Marketing	>200 members
ACEA	European Automobile Manufacturers' Association	>15 (including BMW, VW etc.)
DTN	Digital Tourism Network	
OASC	Open and Agile Smart Cities	21 members
GDC	Green Digital Charter	53 cities
WGIN	World Green Infrastructure Network	22 national associations
STC	Society for Technical Communication	>4500 members
TAFTE	Applied Research Funders Association	30 members (by country)
DARIAH	Research Infrastructure in Digital Humanities and Arts	25 countries
EHRI	Research Infrastructure for Holocaust Research	12 countries
OECD	Organisation for Economic Co-operation and Development	37 member states
UNESCO	United Nations Educational, Scientific and Cultural Organization	193 member states
WTO	World Tourism Organization	158 member states
WHO	World Health Organization	194 member states
FAO	Food and Agriculture Organization of the United Nations	197 member states
FIT	International Federation of Translators	>100 professional associations
YERUN	Young European Research Universities	19 universities
EPO	European Patent Office	38 member states
WIPO	World Intellectual Property Organization	193 member states
ISO	International Organization for Standardization	165 international standards bodies
EGDF	European Game Developer Association	>11 partners represents game studios from 16 countries, which employ >40,000 people

Table 7: European Skills, Competences, Qualifications and Occupations classification

Sectors	Associations
Agriculture, Forestry, Fishery Arts, entertainment and recreation	Food and Agriculture Organization of the United Nations Research Infrastructure in Digital Humanities and Arts

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Table 7 – Continued from previous page

Sectors	Associations
Hospitality and Tourism	<ul style="list-style-type: none"> Digital Tourism Network World Tourism Organization World Health Organization EuroCommerce International Federation of Translators
Human health and social services activities ICT service activities	
Manufacturing of food, beverages and tobacco Manufacturing of Textile, Apparel, Leather, Footwear and related products	
Mining and heavy industry Transportation and storage	<ul style="list-style-type: none"> Association of European Chambers of Commerce and Industry European Union Aviation Safety Agency Airports Council International Europe European Road Transport Telematics Implementation Coordination Organisation-Intelligent Transport Systems & Services Europe The International Association of Public Transport
Veterinary activities Wholesale and retail trade, renting and leasing Business administration Chemical industry	<ul style="list-style-type: none"> European Public Administration Network European Chemical Industry Council European Federation of Pharmaceutical Industries and Associations Open & Agile Smart Cities
Construction	
Education	<ul style="list-style-type: none"> Translators without Borders European Partnership for Democracy European University Association Education, Audiovisual and Culture Executive Agency Ethical Journalism Initiative Research Infrastructure for Holocaust Research United Nations Educational, Scientific and Cultural Organization Young European Research Universities
Energy and water supply, sewerage and waste management	<ul style="list-style-type: none"> European Energy Network Green Digital Charter
Finance, insurance and real estate	<ul style="list-style-type: none"> World Green Infrastructure Network European Banking Federation Association for Financial Markets in Europe Insurance Europe

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Table 7 – Continued from previous page

Sectors	Associations
<p>Manufacturing of consumer goods except food, beverages, tobacco, textile, apparel, leather</p> <p>Manufacturing of electrical equipment, computer, electronic and optical products</p> <p>Manufacturing of fabricated metal products, except machinery and equipment</p> <p>Manufacturing of machinery and equipment, except electrical equipment</p> <p>Manufacturing of transport equipment</p> <p>Media</p>	<p>European Automobile Manufacturers' Association</p> <p>New European Media</p> <p>The Free Encyclopedia</p> <p>European Broadcasting Union</p> <p>European Publishers Council</p> <p>European Digital Media Observatory (fact checking and disinformation detection)</p>
<p>Personal service -, administrative support service- and security and investigation activities</p>	<p>European Federation of Magazine Publishers</p> <p>European Magazine Media Association</p> <p>Association of Commercial Television in Europe</p> <p>Association of European Radios</p> <p>European Federation of Public Service Unions</p> <p>European Parliamentary Research Service</p> <p>European Services Forum</p> <p>European Cooperation in Science and Technology</p> <p>European Committee for Standardization</p> <p>Association of European Public Postal Operators</p> <p>The Open Group Limited (The Open Group)</p> <p>European Patent Office</p>
<p>Public administration and defence and membership organisations</p> <p>Scientific and technical activities</p>	<p>World Intellectual Property Organization</p> <p>International Organization for Standardization</p> <p>Network of Directors of Institutes and Schools of Public Administration</p> <p>European Research Council</p> <p>European Civil Society Platform for Multilingualism</p> <p>European Federation of National Institutions for Language</p> <p>European Language Equality Network</p> <p>Association of European Research Libraries</p> <p>European Acoustics Association</p>

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Table 7 – Continued from previous page

Sectors	Associations
Wood processing, paper and printing	Interactive Advertising Bureau Europe A.I.S.B.L.
Other	European DIGITAL SME Alliance
	Enterprise Europe Network
	European Digital Marketing Association
	European Association of Communication Agencies
	Federation of European Direct and Interactive Marketing
	Society for Technical Communication
	Organisation for Economic Co-operation and Development

B. Social Media Accounts of the ELE Consortium Partners

Table 8: ELE consortium – Twitter accounts

Partner	Twitter Handle	Followers	Add. Twitter Handle	Add. Followers
DFKI	@dcu	381		
	@dfki	11,200		
Charles University	@UniKarlova	7,640	@LindatClariahCZ	210
ILSP	@athnearICinfo	1,110		
UPV/EHU	@upvehu	30,400		
CrossLang NV	@crosslang	201		
CLARIN	@CLARINERIC	3,760		
Leiden University	@UniLeiden	32	@UniLeidenNews	17,600
Eurescom	@Eurescom	621		
LIBER	@LIBEReuropa	8,165	@LIBERconference	2,040
Wikimedia DE	@WikimediaDE	9,562		
TILDE	@TildeCom	804		
ELRA-ELDA	@ELRAnews	1,226		
EXPERTAI	@expertdotai	2,097		
HENSOLDT	@hensoldt_ai	1,767		

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Table 8 – Continued from previous page

Partner	Twitter Handle	Followers	Add. Twitter Handle	Add. Followers
KantanMT	@KantanMT	1,664		
Pangeanic BI Europa SL	@Pangeanic	1,601		
Semantic Web Company	@semwebcompany	4,972		
Ontotext	@ontotext	5,009		
SAP	@SAP	284,900		
Universität Wien	@univienne	22,800		724
University Antwerpen	@Uantwerpen	13,300	@clipsua	
FFZG (Zagreb University)	@Zagreb_Uni	108		
University of Copenhagen	@uni_copenhagen	12,300	@koebenhavns_uni	11,200
University of Tartu	@unitartu	6,483		
University of Helsinki	@helsinkiuni	46,400		
CNRS	@CNRS	185,900		
SAM	@arnastofnun	132		
FBK	@DH_FBK	2,024		
IMCS	@lvuniversity	1,260	@lufmof	136
LIST	@LIST_Luxembourg	3,863		
University of Malta	@Ummalta	5,020		
INT	@ivdnt	5,272		
LCNOR	@sprakradet	17		
IIPAN	@PAN_akademia	1,277		
FCU Lisbon	@FC_UL	3,349	@Ulisboa_	2,449
University of Cyprus	@UCYOfficial	4,912		
Slovak Academy of Sciences	@AkademiaVied	1,225	@Julsav	228
Jozef Stefan Institute	@JSI_SLO	610		
BSC	@BSC_CNS	11,400		
KTH	@KTHuniversity	7,709		
Universität Zürich	@UZH_ch	19,600		
University of Sheffield	@sheffielduni	125,200	@SheffieldNLP	2,120
Universidad de Vigo	@uvigo	39,700		
Bangor University	@BangorUni	38,700	@prifysgolbangor	4,823
<i>Accumulated numbers</i>		1,365,243		41,530

Table 9: ELE consortium – LinkedIn accounts

Partner	LinkedIn Name	LinkedIn URL	Followers
DCU	Dublin City University	school/dublin-city-university?originalSubdomain=ie	97,921
DFKI	Deutsches Forschungszentrum für Künstliche Intelligenz	company/626,065	12,447
Charles University	Universizita Karlova	school/univerzita-karlova	100,418
ILSP	“Athena” Research and Innovation Center	company/-athena-research-and-innovation-center	5,089
UPV/EHU	University of the Basque Country	company/upv-ehu	3,469
CrossLang NV	CrossLang	company/cross-language	275
CLARIN	CLARIN ERIC	company/clarin-eric	251
Leiden University	Universiteit Leiden	school/leiden-university	240,036
Eurescom	Eurescom GmbH	company/eurescom-gmbh	126
LIBER	LIBER Europe	company/libereurope	1,179
Wikimedia DE	Wikimedia Deutschland e.V.	company/wikimedia-deutschland-e-v-	1,493
TILDE	Tilde	company/tilde-sia/?originalSubdomain=lv	1,764
EXPERT.AI	expert.ai	company/expert-ai	12,874
HENSOLDT	HENSOLDT Analytics	company/hensoldt-analytics	855
KantanMT	KantanAI	company/kantanmt	1,172
Pangeanic BI Europa SL	Pangeanic Language Technologies and Translation Services	company/pangeanic	2,103
Semantic Web Company	Semantic Web Company (SWC)	company/semantic-web-company	4,456
Ontotext	Ontotext	company/ontotext-ad	3,010
SAP	SAP	company/sap	2,466,556
Universität Wien	Universität Wien	school/univienne	115,212

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Table 9 – Continued from previous page

Partner	LinkedIn Name	LinkedIn URL	Followers
University Antwerpen	Universiteit Antwerpen	school/university-of-antwerp	97,382
FFZG (Zagreb University)	University of Zagreb/Sveuciliste u Zagrebu	school/university-of-zagreb	73,484
University of Copenhagen	Koebenhavns Universitet - University of Copenhagen	school/university-of-copenhagen	211,601
University of Tartu	University of Tartu	school/university-of-tartu	34,806
University of Helsinki	University of Helsinki	school/university-of-helsinki	124,240
CNRS	CNRS - Centre national de la recherche scientifique	company/cnrs/	256,472
FBK	Fondazione Bruno Kessler - FBK	company/fbkresearch	17,123
IMCS	University of Latvia	company/university-of-latvia	3,351
LKI	Institute of the Lithuanian Language	company/institute-of-the-lithuanian-language	52
LIST	Luxembourg Institute of Science and Technology (LIST)	company/luxembourg-institute-of-science-and-technology-list-	14,029
University of Malta	University of Malta	school/university-of-malta	43,575
INT	Instituut voor de Nederlandse Taal	company/instituut-voor-de-nederlandse-taal	870
LCNOR	Sprakradet	company/sprakradet	1,604
IPIPAN	Instytut Podstaw Informatyki Polskiej Akademii Nauk	company/instytut-podstaw-informatyki-polskiej-akademii-nauk	132
FCU Lisbon	Akademia Nauk Faculdade de Ciências da Universidade de Lisboa	school/cienciasulisboa	12,916
University of Cyprus	University of Cyprus	school/university-of-cyprus	21,150

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Table 9 – Continued from previous page

Partner	LinkedIn Name	LinkedIn URL	Followers
Slovak Academy of Sciences	Slovenská akadémia vied / Slovak Academy of Sciences	company/akademiavied	103
Jozef Stefan Institute	Jozef Stefan Institute	company/jozef-stefan-institute	4,568
BSC	Barcelona Supercomputing Center	company/barcelona-supercomputing-center	13,770
KTH	Kungliga Tekniska högskolan	school/kth	154,814
Universität Zürich	Universität Zürich University of Zurich	school/uzh	6,814
University of Sheffield	The University of Sheffield	school/university-of-sheffield	206,546
Universidad de Vigo	Universidade de Vigo	school/uvigo	59
Bangor University	Bangor University	school/bangor-university	47,550
<i>Accumulated numbers</i>			4,476,658

Table 10: ELE consortium – YouTube accounts

Name	YouTube Name	YouTube URL	Subscribers
DCU	Dublin City University	user/dublincityuniversity	3,010
DFKI	German Research Center for Artificial Intelligence	channel/UCvY5Q4sIRXThujf6uqRE7-Q	34,300
Charles University	Univerzita Karlova	user/UniKarlova	7,700
ILSP	“Athena” Research Center	channel/UCpURwhS3yBMQtVVDZy9TRSQ	152
CLARIN	CLARIN ERIC	channel/UCJPks1mzsqS4NrBFKIWag	6,360
Leiden University	Universiteit Leiden	user/UniversiteitLeiden	10
Eurescom	Eurescom	user/Eurescom	320
LIBER	LIBER Europe	channel/UC7kWA9GFJ03nBmys428gYww	909
Wikimedia DE	wikimediaDE	user/wikimediaDE	

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Name	YouTube Name	YouTube URL	Subscribers
TILDE	TILDE	user/tildeLV	210
EXPERTAI	expert ai	c/expertai	593
HENSOLDT	HENSOLDT Analytics	channel/UC13z_IeY5o-cy7D8A9Ru4SA	31
KantanMT	KantanMT	user/KantanMT	96
Pangeanic BI Europa SL	Pangeanic BI Europa SL	channel/UCiQ63u68T3EflsTFM9Lr8g/	
Ontotext	Ontotext	/ontotext	900
SAP	SAP	user/SAP	80,100
Universität Wien	Universität Wien	channel/UCghguDKOKiOCBdKfCtmE4A	6,720
University Antwerpen	UAntwerpen	user/UAntwerpen	2,270
FFZG (Zagreb University)	UniZg	channel/UCGUEln0apOuxottQQApBcPw	323
University of Copenhagen	University of Copenhagen UCPH	c/universityofcopenhagenucph	2,620
University of Tartu	University of Tartu	user/tartuuniversity	3,270
University of Helsinki	University of Helsinki	user/universityofhelsinki	8,970
CNRS	CNRS	channel/UCRHBpvcASQs852H0t4mt1zA	29,800
FBK	FBK - Fondazione Bruno Kessler	user/comunicazionefbk	1,500
LIST	LIST Luxembourg	c/LISTLuxembourg_RTO	464
University of Malta	University of Malta	user/universityofmalta	2,460
INT	INT - Instituut voor de Nederlandse Taal	channel/UCVE7pEu3DEl4gR5gJVBy9kg	
LCNOR	Sprakradet	user/Sprakradet	157
FCU Lisbon	Ulisboa	user/ulisboa	2,760
University of Cyprus	Πανεπιστήμιο Κύπρου University of Cyprus	user/UNIVERSITYOFCYPRUS	1,680
BSC	BSC CNS	channel/UC-iQw5yJjnUTRag4DwOY4aA	1,610
KTH	KTH Royal Institute of Technology	user/kth	8,800
Universität Zürich	Universität Zürich	channel/UCFOGlrWJ_HTObjxzLajAVA	3,100
University of Sheffield	The University of Sheffield	user/uniofsheffield	18,500
Universidad de Vigo	uvigo	user/uvigo	26,100
Bangor University	Bangor University	channel/UC2IW_EM-VqVnQ5U1VrJjwJg	7,990
<i>Accumulated numbers</i>			263,785

C. Lists of Events

Date	Event	Main ELE Contact
27/10/2020	National ELG Workshop: Poland	IPPAN
05/11/2020	Translating Europe Forum	DFKI
02/12/2020	META-FORUM 2020	DFKI, DCU
09/12/2020	ECSPM Symposium	DFKI, DCU
11/12/2020	Basque Country Conference: Digital Strategy of Basque	DFKI
15/12/2020	National ELG Workshop: Finland	UHEL
28/01/2021	DanNLP Network Events	DFKI
11/02/2021	QURATOR 2021	DFKI
26/02/2021	TECHNOLOGY AND THE WELSH LANGUAGE CONFERENCE 2021	DCU, ELEN
03/03/2021	AI4EU Web Café Series	DFKI
16/03/2021	ELG Meeting with all NCCs	DFKI
19-23/04/2021	16th Conference of the European Chapter of the ACL (EACL 2021)	DFKI
20/04/2021	National ELG Workshop: Germany	DFKI
11/05/2021	National ELG Workshop: Austria	UVIE
18/05/2021	LT Industry Conference: Iceland	SAM
31/05/2021	CLARIN Café Series	DFKI
02/06/2021	Conference Latvian language resources and tools for education	DFKI
14/06/2021	Regional ELG Workshop: Germany, Austria, Switzerland	DFKI, UVIE

Table 11: Past events in which ELE participated

Date	Event	Main ELE Contact
23-25/06/2021	LIBER 2021	UPV/EHU
23-25/06/2021	Parallel Corpora: Creation and Applications PaCor 2021	WMDE
24-25/06/2021	Arctic Knot Conference - Wikimedia Language Conference	ECSPM
29/06/2021	ECSPM Symposium	DFKI
30/06/2021	ICT-48 Community Workshop	UANTW, LIST
08/07/2021	Regional ELG Workshop: Belgium Luxembourg	WMDE
13-16/08/2021	Wikimania	
16-20/08/2021	MT Summit XVIII 2021	
21-26/08/2021	30th Int. Joint Conference on Artificial Intelligence	
30/08-03/09/2021	INTERSPEECH 2021	

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Date	Event	Main ELE Contact
01-03/09/2021	Recent Advances in Natural Language Processing RANLP 2021	Ontotext
06-09/09/2021	Text, Speech and Dialogue 2021	
07-11/09/2021	EURALEX XIX 2020	
20-22/09/2021	Languages & the Media GALA 2021, Globalization and Localization Association	BSC
22-24/09/2021	National ELG workshop: Spain	
27-29/09/2021	CLARIN Annual Conference 2021	
29/09/2021	National ELG Workshop: Romania	ICIA
09/2021	National ELRC Workshop: Austria	UVIE
06-08/10/2021	EFNIL Conference	LKI
07/10/2021	National ELG Workshop: Bulgaria	IBL
29-31/10/2021	WikidataCon	WMDE
10/2021	European Big Data Value Forum 2021	SAP
7-11/11/2021	EMNLP 2021	
10-12/11/2021	BNAIC/BENELEARN 2021 3rd Benelux Conf. on AI and the 30th Belgian Dutch Conference on ML	
15-17/11/2021	META-FORUM 2021	DFKI
15-19/11/2021	Depling, TLT, Universal Dependencies Conference	
11/2021	National ELG and ELRC workshops in conjunction with Danish LT Conference	UCPH
11/2021	National ELG Workshop: Serbia	
Fall 2021	National ELG Workshop: Netherlands	INT
Fall 2021	NEM Summit 2021	ERSCM
01/2022	National ELG Workshop: Hungary	NYTK
01-02/2022	National ELG Workshop: Slovenia	JSI
02/2022	National ELG Workshop: Norway	LCNOR
23-28/05/2022	ACL 2022: Dublin	DCU
08-10/06/2022	META-FORUM 2022: Brussels	DFKI
20-25/06/2022	LREC 2022: Marseille	ELDA
04-06/07/2022	NeTTT New Trends in Translation and Technology	
2021/2022	National Workshop: Lithuania	LKI
2022	National ELG Workshop: Greece	ILSP
2022	National ELG Workshop: Croatia	FFZG
2022	National ELG Workshop: Ireland	DCU
2022	National ELG Workshop: UK	USFD
2022	National ELG Workshop: Malta	UM