



# EUROPEAN<sup>2</sup> LANGUAGE EQUALITY

## D4.1

### Communication and dissemination plan

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## List of Acronyms

AI	Artificial Intelligence
CLARIN	Common Language Resources and Technology Infrastructure
CRACKER	Cracking the Language Barrier (EU project, 2015–2017)
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
ELE1	European Language Equality (preceding project)
ELE2	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
ELG	European Language Grid (EU project, 2019-2022)
ELRC	European Language Resource Coordination
ELT	European Language Technology
EP	European Parliament
GDPR	General Data Protection Regulation
LT	Language Technology/Technologies
META	Multilingual Europe Technology Alliance
META-NET	EU Network of Excellence to foster META
NCC	National Competence Centre
NCP	National Contact Point
NLP	Natural Language Processing
SRIA	Strategic Research and Innovation Agenda
STOA	Science and Technology Options Assessment

## Abstract

A number of activities revolving around communication, dissemination and stakeholder engagement need to be carried out in the European Language Equality (ELE) 2 project, in parallel to the main goal of the extension and revision of the strategic agenda and roadmap for Digital Language Equality (DLE) in Europe by 2030. These activities are addressed in WP4. This Deliverable, D4.1 “Communication and dissemination plan”, is an update of the communication and dissemination plan produced in the first ELE project and focuses on strategic measures and tools related to all communication and dissemination activities in ELE 2. 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, with the assistance of WP4 lead DFKI.

## 1 Introduction

While the main goal of the European Language Equality (ELE) 2 project is the extension and revision of the strategic agenda and roadmap for Digital Language Equality (DLE) in Europe by 2030, activities revolving around communication, dissemination and stakeholder engagement need to be carried out in parallel. These activities are addressed in WP4 and further specified in this deliverable, D4.1. This document is an update of the communication and dissemination plan compiled during the preceding ELE project (Hegele et al., 2021).

WP4 contains all activities related to communication, dissemination and awareness raising both in the European Institutions and in the Member States. Its main objective is to increase visibility of the topic of DLE and help to involve more stakeholder groups in the revision of the agenda developed in ELE. This is achieved by (1) setting up an effective strategy and plan to support all communication and dissemination activities in ELE 2 (this deliverable), (2) helping to organise focused consultations and dialogue (together with WP1), (3) leveraging existing structures to reach related stakeholder groups, (4) organising one large conference (i. e., META-FORUM 2023), and smaller outreach events as well as a targeted European Parliament workshop, and (5) preparing publications with the main results of the project including the ELE book (Rehm and Way, 2023) that will be published early next year.

The document is structured as follows. After this brief introduction and overview (Section 1), we outline the goals (Section 2) and challenges (Section 3) as well as the communication 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 concludes with a summary (Section 9) and an appendix with an initial list of events of interest that will be targeted for communication and dissemination purposes between 2022 and 2023.

## 2 Goals

All communication and dissemination activities of WP4 are set out to support the goal of the ELE 2 project, i. e., the maintenance, refinement, revision and extension of the Strategic Research and Implementation Agenda (SRIA) and roadmap that was initiated in the preceding project ELE. The agenda and the roadmap describe and specify how DLE in Europe can be achieved by 2030. The strategic recommendations specified in the agenda describe the ELE

Programme as a scientifically, economically, socially and politically relevant strategic plan jointly endorsed by the EU and the Member States towards the realisation of DLE.

ELE 2 consists of various objectives to reach the main goal. In order to include as many different perspectives as possible into the SRIA, additional stakeholders will be identified and involved in the process. Moreover, a joint ELE programme needs to liaise with national and international funding agencies and policy-makers. In addition to the feedback already collected in ELE 1, another feedback round will be organised. SRIA contribution projects will be financially supported to extend and revise the agenda by way of showcasing best practices and use cases, in order to motivate and facilitate the buy-in from funding agencies and implementing parties. A list of missing language resources and technologies for each language covered in the project will be prepared to improve the technological support by highlighting the current gaps. Furthermore, the ELE/ELG dashboard, developed in ELE, will be maintained.

Since ELE 2 is not a research project, work focuses on collaboration, coordination, desk research, strategy and further development of the SRIA and the roadmap, making communication and dissemination a crucial, almost mission-critical pillar of the project. Communication and dissemination activities are closely inter-linked (see Section 6).

To illustrate some of the interconnections between the goals of the ELE 2 project and the communication and dissemination work, the further development of the strategic agenda is executed jointly with the whole European Language Technology (LT) community through consultation rounds and the support of the contribution projects.

Especially the tasks of WP1 will be supported by dissemination activities. As explained in D1.1 “Specification of approach for consultations and for documentation of stakeholder commitment”, an important part of ELE 2 is the identification of and the reaching out to additional stakeholder groups which were not focused on in ELE 1. Moreover, the goal of the dissemination activities is to persuade these stakeholders to support the mission of ELE through their participation in the consultation rounds, their commitment to the ELE programme, and, if they have the authority to do so, help launch new funding schemes.

### 3 Challenges

One of the main objectives of ELE 2 is to revise and extend the SRIA and roadmap to make DLE a reality in Europe by 2030. To communicate the messages of ELE and the SRIA, the project has to carry out a number of communication and dissemination activities and is, as was its predecessor ELE, confronted with a number of very specific challenges:

- A severe fragmentation of the extensive European LT landscape makes it difficult to reach a large proportion of the community through a limited number of channels.
- Although political support is much better than five years ago, it remains severely limited and needs to be significantly increased during the restricted runtime of ELE 2.
- Two separate but inter-linked goals (political-societal goal and scientific goal) need to be communicated as interwoven goals rather than two parallel strands.
- While the close connection to AI is helpful to position the project, our overall topic is in danger of being dwarfed by AI on the political level and in terms of funding, which would demote the crucial importance of European languages in the digital age.

The fragmentation of the European LT landscape is still one of the main challenges. While projects and initiatives such as META-NET, CRACKER, 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 large consortium of 52 partners in the first ELE project ensured the participation of a high number of stakeholders including research, academia and language communities in the process of developing the SRIA. Besides the Computational Linguistics, Language Technology and Language-centric AI community, also the representation of neighbouring fields and communities needs to be strengthened in the SRIA. In the revision and extension of the agenda, the consultation rounds and the FSTP projects give the possibility to include stakeholders which were not involved yet. Therefore, the communication and dissemination activities are especially needed to reach stakeholder groups not represented yet in the SRIA and motivate them to take a part in the ELE programme.

The communication and dissemination plan was adapted as effectively as possible to the limited runtime of the project (12 months). However, the communication channels set up in the preceding ELE project and the operational experiences gained in META-NET, CRACKER, ELG and ELE give us a valuable head-start. ELE 2 can rely upon established communication channels, such as social media, and relationships with the relevant stakeholders that will help build trust and ensure involvement.

Another challenge that arises is the combination of the two goals the community is working on. While the ELE Programme focuses first and foremost on the societal goal of achieving DLE, 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 interlinked. 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; Aldabe et al., 2021). 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 significant messages that the ELE 2 project wants to bring across to a wide and diverse audience of stakeholders, including policy- and decision-makers at local, regional, national and European level.

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 the relevant stakeholder groups to deliver specific messages and to achieve outlined objectives. Given the continued use of already well-established channels from the preceding ELE project, it was decided to stick with the objectives outlined in the first communication and dissemination plan. Our main objectives are as follows:

- To inform stakeholders about the issue of DLE in Europe and the challenges that come with it
- To explain 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 consultation meetings, workshops and conferences

- To discuss opportunities for funding the ELE Programme at various levels

Due to the variety of stakeholders to be targeted and to the specific nature of the messages to be conveyed, various dissemination methods are needed to be applied to the different scenarios. We need to distinguish between the target groups and identify the best communication goals and channels. While we can approach groups developing LT directly because we have established contacts with most, if not all, relevant research groups in Europe, for LT users in specific domains e.g. in the media industry, we must identify more relevant industries and contacts (as outlined in Deliverable 1.1) and explain why DLE in Europe is a relevant issue to them. Once engaged, we can also discuss how LT can help with this and how they can benefit from advanced and easily accessible LTs.

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.

Table 1 shows an overview of the ELE 2 communication and dissemination plan for the different stakeholder groups, including messages and objectives, key measures, channels and instruments. In the following Sections, we address the different stakeholder groups and present which channels are suitable for which output to reach the respective groups.

<b>International Administrations and Funding Agencies</b>	
Priority for ELE 2	Very high
Priority Phase	Q1-Q4
Messages/Objectives	Inform about ELE and ELE vision Inform about benefits of technology enabled multilingualism Collaborate on measures towards DLE Coordinate between the national and the international level
Key ELE Measures	Discuss opportunities for funding the ELE Programme ELE conference (META-FORUM 2023) ELE strategic agenda and roadmap (final) Face-to-face meetings
Channels/Instruments	Conferences, face-to-face meetings, presentations, keynotes, publications, etc.
<b>National Administrations and Funding Agencies</b>	
Priority for ELE 2	Very high
Priority Phase	Q1-Q4
Messages/Objectives	Inform about ELE and ELE vision Inform about benefits of technology enabled multilingualism Collaborate on measures towards DLE Coordinate between the national and the international level
Key ELE Measures	Discuss opportunities for funding the ELE Programme ELE conference (META-FORUM 2023) ELE strategic agenda and roadmap (final) Face-to-face meetings
Channels/Instruments	Conferences, face-to-face meetings, presentations, keynotes, publications, etc.
<b>Language Communities</b>	
Priority for ELE 2	Very high
Priority Phase	Q1-Q4



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 2023)
Channels/Instruments	Presentations at scientific conferences, workshops, keynotes, publications, face-to-face meetings, email campaigns, newsletters, press releases, social media etc.
<b>Language Technology Providers (Industry)</b>	
Priority for ELE 2 Priority Phase	Very high Q1-Q4
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 2023)
Channels/Instruments	Presentations at scientific conferences, workshops, keynotes, publications, face-to-face meetings, email campaigns, press releases, social media, etc.
<b>Language Technology Providers (Research)</b>	
Priority for ELE 2 Priority Phase	Very high Q1-Q4
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 2023)
Channels/Instruments	Presentations at scientific conferences, workshops, keynotes, publications, face-to-face meetings, email campaigns, press releases, newsletters, social media etc.
<b>Language Technology Users (identified and not yet identified)</b>	
Priority for ELE 2 Priority Phase	Very high Q1-Q2
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 2023)
Channels/Instruments	Presentations at conferences, tech expos and industry fairs, workshops, keynotes, publications, face-to-face meetings, email campaigns, newsletters, press releases, social media, interviews, etc.
<b>The European Citizen</b>	
Priority for ELE 2 Priority Phase	High Q1-Q2

Messages/Objectives	Inform about ELE Invite them to participate in consultation meetings
Key ELE Measures	Interviews Consultation Meetings
Channels/Instruments	Email campaigns, newsletters, press releases, social media, interviews, etc.

Table 1: Communication and dissemination plan

## 5 Stakeholders involved in Digital Language Equality

In ELE 2, 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 ELE 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 (EC), the European Parliament (EP) and the Council, are important stakeholders. They have the capacity and the opportunity 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. Members of the ELE 2 consortium have strong working relationships with many relevant committees, groups and units in the EP and the EC which will help to bring the ELE programme to the attention of political decision-makers.

### 5.2 National and Regional Administrations and Funding Agencies

Just like the international administrations, the 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 who present to the European Institutions 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). In that regard, ELE 2 especially relies on the relationships built within the former ELE consortium in which many of the 52 members maintained direct contacts with the various National or Technical Contact Points of their country. Most former members of the ELE consortium were also involved in ELG (as National Competence Centre leads), META-NET (as members) and ELRC (as National or Technical Anchor Points). These already established contacts will pave the way towards working with the national ministries and funding agencies, due to strong direct professional relationships with the relevant contact persons in the individual countries (Rehm et al., 2020b).

### 5.3 Language Communities

Language communities include all speakers of Europe's languages, essentially all European citizens. The inclusion of ELE 2 consortium partners, EFNIL (European Federation of National Institutions for Language) and ELEN (European Language Equality Network) ensures that such communities can be accessed through these important umbrella networks and initiatives. Furthermore, ELE 2 will also continue to liaise with the former ELE consortium member, ECSPM (European Civil Society Platform for Multilingualism) which is also considered to be another important contact in this field. Different language communities have different needs, but communities with smaller numbers of speakers particularly rely on the support of these federations. Here, the notion of trust again plays a crucial role to ensure involvement and participation. These representative bodies give a voice to communities that would otherwise hardly be heard. However, it can also be noted that these language communities can benefit the most from our mutual goal of establishing DLE in Europe and so for this reason, having their buy-in and confidence is of special importance.

### 5.4 Language Technology Providers (Industry)

This stakeholder group includes all European companies that develop LTs and/or offer LT-related services. META was initiated by META-NET (EU Network of Excellence that consists of 60 research centres in 34 European countries) and contains a considerable number of industry members. Another related initiative is the umbrella industry association GALA (Globalization and Localization Association) to which excellent connections exist. On top of that, the ELE 2 consortium has many good connections to other commercial users of LT due to the established relationships with the former ELE consortium. For instance, the former ELE partner SAP develops and buys LT and LT services and CROSSLANG represents LT Innovate (of which TILDE, Expert System and Hensoldt Analytics are members). These connections will help ELE 2 when approaching additional industry representatives (e. g., from the automotive, finance, insurance, healthcare, or IT domains) to gather feedback from them.

### 5.5 Language Technology Providers (Research)

Research centres, universities and other academic institutions that do research in LT, Computational Linguistics, Language-centric AI, Knowledge Technologies, Cognitive Science, Linguistics etc. also act as LT providers. META-NET was initiated and coordinated by DFKI, it is currently chaired by CUNI together with DFKI and TILDE, which shows the very strong links with ELE. In addition, many ELE 1 partners are members of META-NET and the initiative is widely known among researchers in the field. Its annual conference META-FORUM which will be organised by ELE 2 in 2023 is always well-attended by participants from academia. Another relevant network is CLARIN (European Research Infrastructure for Language Resources and Technology). CLARIN itself is not represented in the ELE 2 consortium, but effective communication channels were established within ELE 1 and can be successfully used going forward.

### 5.6 Language Technology Users

This is a diverse target group that can include virtually everyone in Europe. Nowadays, LTs are used by very large segments of the European population, often taking them for granted, given how deeply embedded they are in everyday activities. 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, transport, telecommunications or public administrations. Many of these industry and public stakeholder groups would highly benefit from LT systems but do not have access to them. 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 learning, 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 involved the different relevant industries through their main umbrella associations in ELE, asked for their input with the help of surveys, deep dives or focus interviews and fed the insights gained back into our strategy. This procedure was successful in ELE 1 and will be continued within the additional feedback gathering activities to be conducted in ELE 2.

## 6 Channels and Instruments

The channels and instruments used for communication vary, depending on the objectives and stakeholder groups that are specifically targeted (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 2 and include social media and website content, newsletters, press releases and email campaigns. Special attention in ELE 2 is also paid to the WP1 consultation round with stakeholders whose perspective is not represented in the SRIA yet.

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

During the runtime of ELE 1, the dissemination activities were closely intertwined with its “sister project” European Language Grid (ELG). ELG contributes significantly to realising DLE in Europe through its community and cloud platform as a European infrastructure for LT service providers and research organisations, which will, in turn, play an important role in the large-scale ELE Programme (Rehm et al., 2020a, 2021). The ELG project ended in June 2022. At the moment, ELG is transforming from a research and innovation project into a legal entity ensuring a sustainable maintenance and further development of the platform. Still, synergies exist which are needed to be taken into account while disseminating information about the progress and the main outcomes of ELE 2 such as the ELE dashboard developed in ELE 1. It is implemented as a part of ELG and its data in the visualisations are dependent on the metadata records in ELG.

In ELE 1, 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 outweighed the cons, as can be seen in Deliverable 4.2 of the ELE 1 project (Hegele et al., 2021). ELT was and will be further used as an umbrella channel both on Twitter and on LinkedIn, because the ELT channels are well established by now, with 685 followers on Twitter and 843 followers on LinkedIn. The joint ELT website<sup>1</sup> has 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 builds upon the communication and dissemination activities of ELG and ELE is to address, inform and appeal to a

<sup>1</sup> <https://www.european-language-technology.eu>

broad, all-encompassing European LT community and to establish itself in the European LT, AI, language and tech community and industry. The individual ELE brand will be kept and ensured in each post by the respective hashtag and/or project logo. Combining the social media presence of both initiatives in a joint channel offers the chance to address a wider audience 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 goals and target groups relevant to the project and its objectives. Section 8 outlines the relevant measurements and key performance indicators.

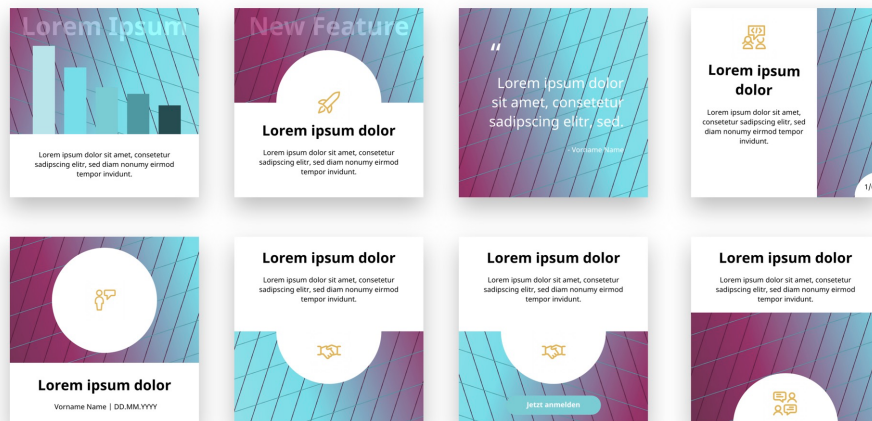


Figure 1: Templates for social media posts

## 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 2 project mainly focuses its social media activities on LinkedIn (Section 6.2.1), Twitter (Section 6.2.2) and YouTube (Section 6.2.3). Figure 1 shows selected templates that we are using for social media posts on Twitter and LinkedIn.

The channels are used to spread multimodal content produced in ELE 2 to the different stakeholder groups. Planned content is, among others, videos and photos produced during the META-FORUM 2023 (see Section 6.6.1) and the EP Workshop (see Section 6.6.2), information about the open call for the FSTP projects and the interactive online version of the SRIA.

### 6.2.1 LinkedIn

LinkedIn<sup>2</sup> 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 810 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).

<sup>2</sup> <https://www.linkedin.com>

810M members in 200 countries and regions worldwide\*

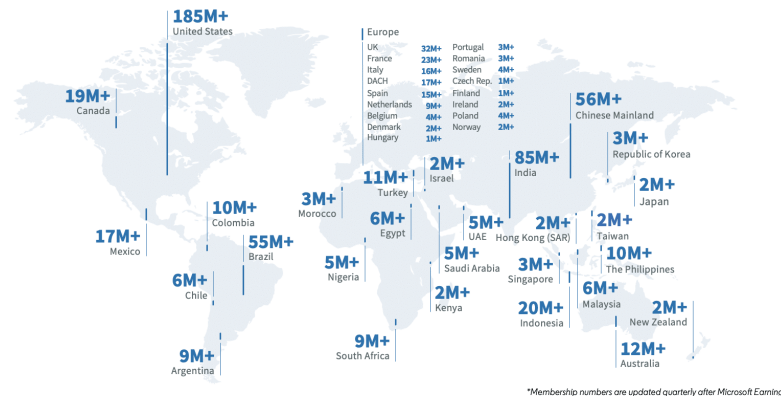


Figure 2: LinkedIn users worldwide

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 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 2, 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 2 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 2 will benefit 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

Twitter<sup>3</sup> 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 also 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, along with individuals posting in a personal capacity. 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 dialogue and to discuss any issues with different opinions and points of view. The rapidity of interactions on Twitter makes it an indispensable networking tool to keep in touch with a vast array of representatives from our target groups. It also provides the necessary public presence for an initiative such as ELE that aims to bring a diverse set of stakeholders together. Figure 4 shows the ELT Twitter page.

<sup>3</sup> <https://twitter.com>



**European Language Technology**  
Research Services  
Fostering the European Language Technology community towards digital language equality in Europe by 2030!

**About us**

This is the combined channel of the EU projects European Language Equality (ELE) and European Language Grid (ELG) – together working towards a joint network of language technology for Europe's languages and digital language equality by 2030. Follow us for project updates, events and news from the European artificial intelligence, language technology and NLP community.

About ELE: Multilingualism is a key cultural cornerstone of Europe, but many studies have found an imbalance in its support through language technologies. ELE lays the foundations for a strategic agenda and roadmap for making digital language equality a reality in Europe by 2030 – by preparing the European Language Equality Programme, a strategic research, innovation and implementation agenda. The programme is developed with the entire European Language Technology, Computational Linguistics and language-centric AI community. Ensuring appropriate support for all European languages will create jobs, growth and opportunities in the digital single market as well as a more inclusive society – for unity in diversity. Learn more at [www.european-language-equality.eu](http://www.european-language-equality.eu).

About ELG: An inclusive European digital single market can only be realized by language technology, which is provided by European SMEs and large players of world class. However, the European LT business is also fragmented by nations and languages, which hinders its potential. The European Language Grid is the primary platform for Language Technology in Europe, providing access to hundreds of commercial and non-commercial Language Technologies for all European languages. It allows the sharing and connecting of LT tools for the Multilingual Digital Single Market in Europe. The ELG is coordinated by 32 National Competence Centers and financially supports 20 pilot projects for the demonstration of its service. Learn more at [www.european-language-grid.eu](http://www.european-language-grid.eu).

This profile is hosted by the German Research Center for Artificial Intelligence (DFKI).

**Website** <http://www.european-language-technology.eu>

**Industries** Research Services

**Company size** 10,001+ employees

**Headquarters** Brussels

**Type** Nonprofit

**Founded** 2021

**Specialties** Language Technology, Natural Language Processing, Multilingualism, Artificial Intelligence, Speech Technology, Machine Learning, Translation, Man-Machine-Interaction, Language Equality, and European Diplomacy

**Similar pages**

- Language Technology Solutions  
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- expert.ai  
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Boston, MA
- LIBER Europe  
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Den Haag, Zuid Holland

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- English Instructor jobs**  
14,636 open jobs
- Associate jobs**  
1,094,512 open jobs
- PHD jobs**  
122,227 open jobs
- Writer jobs**  
32,916 open jobs
- Scientist jobs**  
59,545 open jobs

Figure 3: ELT LinkedIn page



Figure 4: ELT Twitter page

### 6.2.3 YouTube

YouTube<sup>4</sup> is a portal on which users can watch, rate, comment and upload videos of variable length. 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 additionally 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 with experts 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 with 116 subscribers.<sup>5</sup> The ELE sessions held at META-FORUM 2020/2021/2022 have already been shared on the ELG YouTube channel.<sup>6</sup>

### 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 2 project is accessible via <https://www.european-language-equality.eu>. It includes a number of pages that are constantly updated and plays a central role in a number of 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 key components.

<sup>4</sup> <https://www.youtube.com>

<sup>5</sup> <https://www.youtube.com/channel/UCarEHmsWT2JslcvvWkbhL4A>

<sup>6</sup> <https://www.youtube.com/watch?v=DqYe-3wiK8o>



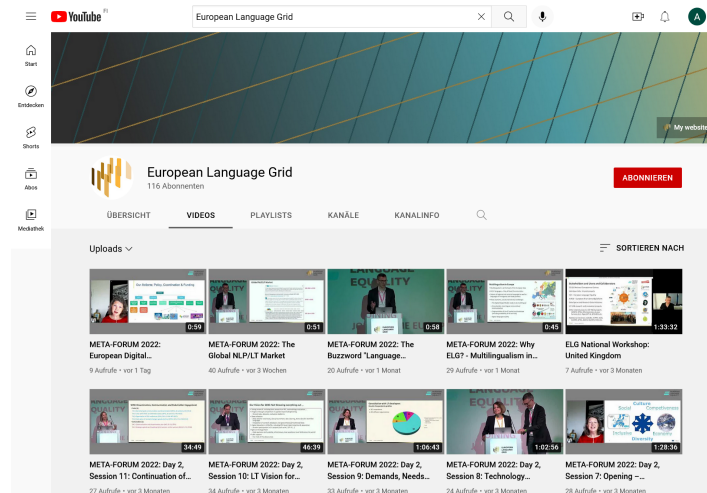


Figure 5: ELG YouTube channel (launched in late 2020)

- **Open Call:** This page presents information about the SRIA contribution projects and the organised open call.
- **Deliverables:** This page provides a list of all deliverables that have been submitted to the EC, including those that were produced as part of ELE 1, and it links to those that are publicly available (the vast majority).
- **Events:** This page shows information about the events organised or attended by ELE 2 staff (online and in-person). META-FORUM 2023, to be organised by ELE 2, will be featured on this page (also see Section 6.6).
- **News:** This is the ELE blog. Users can also subscribe to the newsletter here (see Figure 7). A newsletter allows for different forms of communication and can inform stakeholders about crucial information. Newsletters facilitate outreach activities as relevant content is provided to a committed audience driven by interest.

Newsletter issues feature news, stories and informative segments on the ongoing development and intermediate results of the ELE 2 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 2. The newsletter is circulated every month, but allows for flexibility for more frequent dissemination rounds, e. g., in the run-up to or during high-profile events of particular interest to the community of stakeholders gathered around ELE 2.

## 6.4 Email Campaigns

Communication via e-mail is an effective and fast way to inform an audience on latest news and ongoing developments. ELE uses Mailchimp,<sup>7</sup> 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.

To reach a significant number of stakeholders, we will make use of the many strong networks and connections which were established in the preceding ELE project, resulting in

<sup>7</sup> <https://mailchimp.com>

**EUROPEAN LANGUAGE EQUALITY**

About • Strategic Agenda • Open Call • Deliverables • Events • News • Contact

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

**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 developed a strategic research, innovation and implementation agenda as well as a roadmap for achieving full digital language equality in Europe by 2030. The primary goal of the follow-up project ELE 2 is to revise, extend and further promote the strategic agenda and roadmap.

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. The results of the ELE project based on various examination methodologies also indicate the existing imbalance between the European languages. In ELE, we have developed a strategic plan and roadmap to address this situation in a comprehensive way by establishing full digital language equality in 2030 and will revise and extend the strategic plan in the current project ELE 2.

**Results of ELE**

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

- The research partners prepared updates of the 32 META-NET White Papers including the results of an enormous and exhaustive data collection procedure that provides a detailed, empirical and dynamic map of technology support for our languages.
- A number of networks and initiatives (CLAIRE, CLARIN, LT Innovate, META-NET, ELL, ECSP, EFNIL, ELEN, LIBER, NEM and Wikipedia) produced one report each in which they collected, consolidated and presented their own positions, needs, wishes, demands and visions with regard to Language Technology and the idea of establishing digital language equality in Europe.
- The industry partners produced 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, were used as input for the strategic agenda and roadmap, which will be consolidated in the second half of 2022.
- The ELE project took into account more than 80 languages.

**Results of ELE 2**

The main tangible results to be produced by the ELE 2 project are as follows:

- Additional feedback from relevant stakeholder groups will be gathered to extend and revise the strategic research and innovation agenda.
- The research partners will liaise with national and international funding agencies as well as policy makers to prepare the ground for a joint ELE programme.
- The consortium will launch an open call for SRA contribution projects, which will be financially supported by the ELE 2 project through the Financial Support to Third Parties mechanism; we expect a total number of 8-12 such projects to produce, among others, clearly defined and potentially also implemented use cases and best-practice examples of language resource development and language technology implementations in relevant industry sectors and other areas of life.
- A prioritised list of missing language resources and tools that are needed to level up the technological support for each language covered will be prepared.
- The communication and dissemination activities established in ELE will be continued.
- The ELE dashboard will be further maintained.
- The ELE 2 project will take into account more than 80 languages.

**Motivation**

The ELE and ELE 2 projects are 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 has developed a strategic plan that provides concrete steps to put the drafted recommendations into action.

**Collaboration with ELG**

ELE started on 1 January 2021 and ran for 18 months. The project ended in June 2022, just like its sister project European Language Grid (ELG), with which ELE closely collaborated, 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 organised a joint final conference, META-FORUM 2022, held in Brussels in June 2022. ELE 2 started on 1 July 2022 and will run for 12 months. Further collaboration with ELG are foreseen.

**ELE Consortium**

Members of ELE:

**ELE 2 Consortium**

Institute for Language and Speech Processing

**Updates and Events**

Subscribe to the ELE newsletter

**Consortium**

**Legal** **Data Protection**

European Language Equality has received funding from the European Union under the grant agreements No LC-0164340 - 101078106 (ELE 1) and No LC-01684166 - 101075356 (ELE 2).

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ELE

Figure 6: ELE website – landing page



Figure 7: ELE website – news section with blog entry

3,862 subscribers of the newsletter. The processing of personal data (if needed) is done in compliance with GDPR, under the legal basis of “a task carried out in the public interest”.

Mailing campaigns are planned for the dissemination of events like the EP workshop and the META-FORUM 2023, as well as of the publication of the ELE book and of the SRIA.

## 6.5 Consultation Rounds

The objective of WP1 is to collect input about the first version of the strategic agenda by different stakeholders identified in D1.1. We envision smaller scale external consultations to be conducted remotely, either as interviews or small brainstorming sessions as carried out in the preceding project. In ELE 1, we were able to collect elaborated feedback from different stakeholders using external consultations. In the past, similar methods have also 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 2 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 activities. To share and present the project’s work, we plan to use presentations, posters, expo booths and visual displays.

Within WP4, a slide master set for the presentations of the results will be prepared and updated as needed, to be used by project partners as a shared basis when giving talks. The slides will be designed according to the ELE corporate identity and ensure a consistent message is delivered during the different events and presentations.

An important event that attracts many ELE stakeholders is the META-FORUM series. META-FORUM is the international conference series on powerful and innovative LTs 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 (mentioned in Section 5.4 and 5.5) whilst also relating to projects such as CRACKER (Rehm et al., 2016; Rehm and Hegele, 2018) and ELG.

META-FORUM 2023 (Section 6.6.1) is currently foreseen to be an in-person event, organised by ELE 2. Another event organised within the runtime of ELE 2 is the EP Workshop in November 2022 (Section 6.6.2). Other events include a number of relevant conferences, workshops, symposia etc. (Section 6.6.3).

### 6.6.1 ELE Conference: META-FORUM 2023

The final ELE conference, scheduled to take place in June 2023, will be part of the META-FORUM 2023. The META-FORUM typically attracts between 200 and 300 participants, thus we expect the conference to be attended by roughly the same number of visitors. However, in post-pandemic times, the participation habits of conference attendees have changed significantly and many prefer digital participation to face-to-face meetings - for example, in order to save on travel costs and environmental impact, or because of the greater flexibility with regard to time. Therefore, the conference will most probably take place as a hybrid event. While this makes it more difficult to predict the number of participants, it also offers the opportunity to address stakeholders who would not have come to a solely face-to-face event.

In addition to that, we plan to leverage the presence of different stakeholders at the event by leading interviews with them and by recording their key statements and opinions about

the ELE programme and the vision of DLE by 2030. That way, we will produce video content that can be used in different dissemination channels.

### **6.6.2 European Parliament Workshop 2022**

Due to COVID-19 restrictions, the EP Workshop planned for spring 2022 did not take place. It was postponed to autumn 2022 and is now organised for the 8 November, 2022. In two hours, the outcomes of the project so far will be presented to members of the European Parliament in a very condensed manner, while also leaving room for discussion about the next steps towards the goal of achieving European Language Equality by 2030.

### **6.6.3 Other Events and Conferences**

Given the importance of the ELE 2 project, we plan to give a number of presentations and invited keynotes about ELE 2 and its goals at scientific conferences, industry and political events as well as other types of symposia, workshops and panels (a tentative list of relevant events scheduled in 2022 and 2023 is provided in Appendix A). PR materials will be handed out at events taking place face-to-face.

## **6.7 Press Releases**

Even though social media is outpacing more traditional marketing tools such as press releases, the latter 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 2 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 more focused industry and special interest media reporting on technology developments, language-related topics and intercultural exchange. In the ELE 1 project, contacts were collected and an approach established 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, both printed and online.

## **6.8 Strategic Research Agenda and Roadmap**

The ELE projects' aim is to develop a strategic research agenda and roadmap setting out actions, processes, tools and actors to achieve full DLE of all languages used within the EU through the effective use of LT. For the development and extension of the research agenda, WP3 takes on board all reports produced in order to consolidate them into a revised coherent strategic agenda. To support the content further, WP3 also performs desk research for various purposes and WP 1 organises another feedback round. 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).

## **7 Plan and Timeline**

The milestones and deliverables as specified in the ELE 2 grant agreement serve as a basis for the planned communication and dissemination activities and will be used for content production and distribution. Table 2 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 3 shows the different types of social media posts we plan to publish with a brief description of the type, channel, main goal and measure of success (see Section 8).

The communication and dissemination activities started in M1 (July 2022), i. e., directly after the beginning of the project using the channels established in ELE 1. 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. This will allow for a well-organised yet flexible approach to the various content categories addressing various stakeholders, published through various channels. Figure 8 shows the social media editorial calendar.

## OCTOBER 2022

## Content Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
2	3 National Holiday	4 Newsletter Weekly Series: Short Videos about MF22	5 Update Website: Open Call	6 Announcement of Open Call	7	8
9	10 Weekly Series: Short Videos about MF22	11	12 Update Website STOA Workshop	13 Announcement STOA Workshop	14	15
16	17 Weekly Series: Short Videos about MF22	18	19	20 Announcement of Open Call	21	22
23	24 Weekly Series: Short Videos about MF22	25	26	27 Announcement STOA Workshop	28	29
30	31 Weekly Series: Short Videos about MF22	1	2	3	4	5

Figure 8: Social media editorial calendar

	Milestone/Deliverable	Output	Channel/Instrument	Stakeholders
M3	Open Call for FSTP projects published	Announcement of open call	Twitter, LinkedIn, Newsletter, news entry website	LT Providers
M5	FSTP projects contracted	Announcement of projects	Twitter, LinkedIn, news entry website	LT Providers
M6	Stakeholder registry is set up	Announcement of set up	Twitter, LinkedIn, news entry website	National and international funding agencies and administrations, language communities
M6	Revised new strategic documents and technology in the LT area	Announcement of published document	Twitter, LinkedIn, news entry website	National and international funding agencies and administrations, language communities
M6-10	External consultation and brainstorming meetings	Invitations, meeting notes, meeting slides, meeting reports	Mailchimp, Twitter, LinkedIn, news entry website, conferences	Language communities, LT providers, LT users and the European Citizen
M9	Report about missing resources and relevant stakeholders	Announcement of report	National and international funding agencies and administrations, language communities, LT Providers	
M10	Report on consultations with funding agencies, policy makers and language institutes	Announcement of report	Twitter, LinkedIn, news entry website	Language communities, LT providers, representatives of the EP, European administrations, national administrations
M12	External consultation and brainstorming sessions completed and published as reports	Announcement of published reports	Twitter, LinkedIn, news entry website	Language communities, representatives of the EP, European administrations, national administrations
M12	META-FORUM 2023	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
M12	Revised Strategic Agenda and Roadmap	Announcement of published document	Press release, Website, Mailchimp, Twitter, LinkedIn, news entry website and conferences	National and international funding agencies and administrations, representatives of the EP, language communities, LT providers, LT users

Table 2: Overview of main communication and dissemination activities



<b>Infographics</b>	
Post Type	Image + text, carousel
Channels	LinkedIn, Twitter
Main Goal	Inform public about insights
Measure	Engagement rate
Note: <i>Internal content can be reused to develop posts of this category</i>	
<b>Feature Update</b>	
Post Type	Image + text
Channels	LinkedIn, Twitter
Main Goal	Inform LT users and stakeholders about the project and its results
Measure	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>	
<b>Deep Dive into ELE</b>	
Post Type	Carousel, slides etc.
Channels	LinkedIn, Twitter, newsletter
Main Goal	Offer LT users deep dives on important features
Measure	Engagement rate
Note: <i>In this category we offer LT users a deep dive into our project and explain it in depth.</i>	
<b>Quote</b>	
Post Type	Image + text
Channels	LinkedIn, Twitter
Main Goal	Inspire, community building
Measure	Engagement rate
Note: <i>In this category we publish quotes from events, publications and other sources we have access to.</i>	
<b>Event</b>	
Post Type	Carousel
Channels	LinkedIn, Twitter
Main Goal	Engage
Measure	Link clicks (sign ups), reach, engagement rate
Note: <i>In this category, we report on events, as they happen and summarise after in order to engage the community.</i>	
<b>Community</b>	
Post Type	Image + text, Slideshare
Channels	LinkedIn, Twitter, newsletter
Main Goal	Engage the community
Measure	Engagement rate
Note: <i>In this category, we showcase interesting activities from the ELE and ELG community.</i>	
<b>Blog and News</b>	
Post Type	Image + text
Channels	LinkedIn, Twitter, newsletter
Main Goal	Drive traffic to news
Measure	Link clicks
Note: <i>News articles 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 3: Types of social media posts



## 8 Measuring and Monitoring

The successful communication, dissemination and collaboration of and within the ELE 2 project will be measured via a set of different indicators listed in the following.

- Number of meetings with stakeholders (both virtual and face-to-face)
- Number of scientific conferences at which the project was presented
- Number of industry gatherings at which the project was presented
- Number of high-level EU political events at which the project was presented
- Number of political events in Member States at which the project was presented
- Number of participants of the ELE conference (META-FORUM 2023)

We will monitor the indicators specified in the list above on a regular basis. The number of meetings and number of relevant stakeholders involved will be shared with all consortium partners. Section 6.6 and the Appendix A outline the conferences and events that the ELE consortium either organises or plans to attend.

Other measures we consider using to analyse the effectiveness and impact of the content shared via the project 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 channels and methods that the ELE project will use to get across its key messages, 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 2023, where we will present all results of the ELE 2 project. The participation in and promotion of ELE 2 at relevant events and conferences is an ongoing task performed by all members of the ELE consortium. The next important steps involve increasing our audience to include stakeholders within the LT community which were not reached yet and the dissemination of the consultation rounds conducted by WP1.

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## Appendix

### A Lists of Events

Table 4: Events in which ELE 2 will participate

Date	Place
4-6/06/2022	New Trends in Translation and Technology, NeTTT 2022
9/9/2022	LITHME 2nd Roadshow
6-7/10/2022	Human Language Technologies - the Baltic Perspective
10-12/10/2022	CLARIN Annual Conference
11-13/10/2022	19th Annual conference of EFNIL
26/10/2022	Irish Language Technology workshop
7-9/11/2022	The 34rd Benelux Conference on Artificial Intelligence
7-9/11/2022	31th Belgian Dutch Conference on Machine Learning
9-11/11/2022	Translating Europe Forum 2022
21-23/11/2022	European Big Data Value Conference
30/11-2/12/2022	LIPP Symposium: Sprache in der digitalen Welt – Vermittlung, Variation, Politik
1-3/12/2022	Digital Research Data and Human Sciences – Diversity of Methods and Materials
7-14/2/2023	The Thirty-Seventh AAAI Conference on Artificial Intelligence
9-11/2/2023	World AI Cannes Festival
22-15/3/2023	Languages & the Media GALA 2023, Globalization and Localization Association
4-9/6/2023	Int. Conference on Acoustics, Speech and Signal Processing (IEEE ICASSP)
6/2023	META-FORUM 2023
5-7/7/2023	LIBER 2023
20-24/8/2023	INTERSPEECH 2023
8/2023	Int. Joint Conference on Artificial Intelligence (IJCAI 2023)
4-6/9/2023	RANLP 2023
2023	ECSPM Symposium
2023	Wikimania 2023
2023	MT Summit 2023
2023	Text, Speech and Dialogue 2023
2023	Celtic Knot Conference
	Rhodes, Greece
	Bangor, Wales
	Riga, Latvia
	Prague, Czech Republic
	Vilnius, Lithuania
	Dublin, Ireland
	Mechelen, Belgium
	Mechelen, Belgium
	Brussels, Belgium
	Prague, Czech Republic
	Munich, Germany
	Jyväskylä, Finland
	Washington DC, USA
	Cannes, France
	Dublin, Ireland
	Dublin, Ireland
	Varna, Bulgaria

*Please note that this is a preliminary, non-exhaustive list that will be updated on a regular basis.*