COMPRISE

Cost effective, Multilingual, Privacy-driven voice-enabled Services

https://project.inria.fr/comprise/

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Document summary

This deliverable is related to the tasks T7.3 "Dissemination and Collaboration" and T7.4 "Communication Activities" of the Work Package 7 "Dissemination Communication and Exploitation" of the COMPRISE project. The main objective of these tasks is to maximise the impact of COMPRISE results worldwide through the execution of dissemination and communication activities.

The purpose of this document is to define the dissemination and communication strategy, its goals, and the activities carried out to fulfil them.

In this document we will identify the main stakeholders, define the communication and dissemination activities and channels, and provide guidelines to reach the goals. We also include the communication materials already approved by the partners.

This document will be updated during the project in the following deliverables:

- "First dissemination and communication report" (month 17),

- "Second dissemination and communication report" (month 35).

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1 Introduction

In order to warrant intensive, highly visible and fruitful dissemination and exploitation actions, COMPRISE has a specific Work Package (WP), namely WP7, on exploitation, dissemination and communication involvement. The main objective of this WP is to define dissemination, communication and exploitation activities with the purpose of making COMPRISE a reference crossroad on the broad topic of "software engineering for multilingual voice-enabled applications".

This Communication and Dissemination Plan is the first deliverable of WP7: "Communication exploitation and dissemination" and is directly related with the tasks 7.3 "Dissemination and Collaboration" and 7.4 "Communication activities"

The purpose of this document is to define the dissemination and communication activities that will be carried out to maximise impact of the COMPRISE activities worldwide. Additionally, stakeholders are identified, as well as the channels and tools that will be used to reach the expected goals, and communication materials are provided.

2 Dissemination and communication strategy

This section includes the main aspects of the dissemination and communication strategy, as well as the objectives, the contributions of the partners in order to reach these objectives. and the stakeholders to whom the external dissemination and communication actions will be addressed.

2.1 Objectives

A central goal of the dissemination and communication strategy is to maximise the impact of the results generated during the lifetime of the COMPRISE project.

Dissemination and communication activities pursue the main following objectives:

- Raise awareness amongst identified stakeholders, including academic and industry researchers and engineers in the field of speech and language technology and in related fields, industry users (i.e., developers and companies aiming to develop or purchase products based on COMPRISE technology), end-users (i.e., citizens, businesses, and administrations interested in using these products), and policy makers in the area of data protection and privacy.

- Elaborate training and consultancy support both from the academic side and the industrial side.

- Create, organise and coordinate a community of professionals and researchers around software engineering devoted to privacy-driven voice-enabled applications.

- Relay COMPRISE results as ready-to-use information, software components, etc., or any evolution/integration of these within and outside Europe.

- Reach out to the general public.

2.2 Contribution of the partners

In order to warrant intensive, highly visible and fruitful dissemination and communication actions all the partners in the Consortium will be involved and will contribute and provide the resources needed to carry out the dissemination and communication activities. The partner contributions will be either individual or common contributions.

2.2.1 Individual contributions

The individual partner contributions are listed in Table 1 below.

Table 1: Individual partner contributions.

COMPRISE partner	Individual contributions
INRIA	- Distribute software in Open Source. - Publish results in top international journals and conferences in the field of speech processing and machine learning as well as in specialised workshops. - Organise an evaluation challenge on privacy-driven speech transformation for researchers and engineers in the speech processing and machine learning communities. - Teach project results in the MSc programs in "Computer science" and "Natural language processing" at Université de Lorraine and in "Mathematics and computer science applied to humanities" at Université Lille 3, and in summer schools. - Disseminate the results to the industry (participation in tradeshows, partnership with Station F, the world biggest start-up campus and innovation hubs such as Euratechnologies, etc.). - Disseminate project activities in the following Big Data Value Association (BDVA) task forces: "Legal and Policy", "Data Protection and Pseudonymisation Mechanisms", "Business".
USAAR	- Participate in conferences, exhibitions and events that allow to present the project results. - Disseminate project outputs through conference publications in the field of dialog interaction, articles in top-tier scientific journals. - Organise two workshops on the topic of privacy in speech and language processing that will target researchers and engineers in the speech and language processing and machine learning communities and be held as satellites of a major conference in order to maximise audience.
NETF	- Utilise existing channels in order to ensure the electronic distribution of information via NETF's website, social network profiles, and other media wires/feeds. - Take part in paper preparation (either technical or scientific

	contribution) together with other partners of the consortium. • Plan keynotes (with resulting videos on YouTube for example) in partnership with worldwide IT integrators in summits or professional conferences.
ASCO	• Distribute software in Open Source. • Actively contribute to OISV (Organisation of Independent Software Vendors), the biggest ISV association in the world. • As a member of the Networked European Software and Services Initiative (NESSI ETP) and the European Technology Platform for Communications Networks and Services (Net!Works ETP), promote COMPRISE and its results within those initiatives. • Raise awareness about COMPRISE on its website and within cluster and collaboration meetings.
TILDE	• Make presentations and organise workshops at international and national events related to language technologies, speech and text data processing, machine learning, and artificial intelligence. • Raise awareness about COMPRISE and promote it via its outreach activities. • Disseminate project results among its customers in government and health sectors.
ROOT	• As member of several associations strongly related with new technologies and privacy, help to disseminate the results of the project by getting involved in the organisation of data and privacy related events such as informative talks, round-table discussions and seminars. • Participate in legal events that will offer the opportunity to present privacy-related project results to EU policy makers, besides the legal community. • Issue articles and interesting reading lists out through different social media. • Disseminate COMPRISE related activities through ROOT's website.

2.2.2 Common contributions

Besides the individual dissemination and communication activities that each partner will carry out, there are other activities that will be common to all of them:

- **Website**: All the partners will participate by providing contents to enrich and update the website. Participating in the web blog, updating news related with the project, announcing events, etc.

- **Social media**: All the partners will participate actively, providing contents, retweeting, linking articles related with the project, etc.

- **Media and Press releases:** Press releases will be issued by each partner in its local language. Additionally, every partner will manage the relationship with

local media (TV, radio, press…) and will participate in interviews and write articles for general publications.

- **Generation of communication contents**: It is expected that all the partners contribute in the generation of communication contents like videos, factsheets, and other communication materials.

- **Training and consultancy support**: It is expected that all the partners participate in the elaboration of supports both from the academic side and the industry side (seminars, courses, etc.).

- **Identification of stakeholders:** It is expected that all the partners contribute to identifying concrete stakeholders corresponding to the categories indicated in Section 2.3.

- **Events:** All the partners will check and propose the participation in events where dissemination of results and promotion of the project could be carried out**.**

- **Hunting:** It is expected that all the partners contribute in this activity (see Section 3.1).

2.3 Targeted stakeholders

The dissemination and communication activities described in this document aim to achieve maximum impact of the project results amongst stakeholders. Table 2 below lists the main groups of stakeholders identified and the activities and channels that will be used to reach them.

Table 2: Main groups of stakeholders identified

Stakeholder	Interests in COMPRISE	Activities / Channels
Consortium members	- Acquisition of novel expertise and capabilities in the domain of multilingual voice-enabled software development and operation. - Commercialisation opportunities. - Variety of impacts in terms of teaching, research, consulting and strategic positioning.	- Internal communication tools like e- mail, video- calls - Cloud services like Drive, Partage - Meetings
European research community *Academic and industry researchers and engineers in the field of speech and language technology*	- COMPRISE will help establish a new research field at the intersection of speech and language processing, machine learning, and privacy. - Dissemination of the project's results will help other researchers in the field to start and develop their own research in this new field.	- Website - Social Media - Conferences - Workshops - Publications in scientific journals - Evaluation Challenge - Open source

and in related fields *Other European research projects*		distribution • Courses, lectures and seminars • Training courses
Policy makers	• Privacy related results of the project.	• Web • Social media • Publications • Policy briefs • Legal events
Small and medium Independent Software Vendors (ISVs)	• SMEs are focusing increasingly on adding voice capabilities to the applications of their customers while keeping control of their brands and users. • Using COMPRISE technology and tools will reduce the time and costs of incorporating GDPR compliant and multilingual voice features in their applications. • Thanks to the tight integration between the COMPRISE features, developers without advanced training in all related technologies will be able to focus on productivity and user experience without giving up on offering added value voice-based add-ons.	• Web • Social media • Industry conferences and networking events • Training courses • Interaction with the Advisory Board of companies • Open Source distribution
Large Independent Software Vendors (ISVs) and multinationals	• Increased competitiveness of small and medium ISVs in the domain of privacy-aware voice-enabled applications will foster more attention of large companies towards incorporating voice capabilities in products. • This will provide more partnership opportunities with small and medium ISVs that adopt COMPRISE, a foreseeable increase in the quality of user experience produced by large industry and thus of customer satisfaction, and a generalised growth of the market for multilingual conversational applications, with the resulting indirect benefits.	• Web • Social Media • Industry conferences and networking events • Training courses • Interaction with the Advisory Board of companies • Open Source Distribution
End users	• COMPRISE will promote better quality-	• Website

| *Citizens, businesses, and administrations interested in using products or services that incorporate voice capabilities* | of-experience and develop trust for final users by advancing the state-of-the art in privacy for voice-enabled applications

• COMPRISE will broaden confidence in the emerging class of voice-enabled applications to be applied in domains such as smart homes, e-health, e-commerce, etc.

• Smart services actors will be able to rapidly build these services in a privacy-aware fashion, with support for multiple languages and full compliance with the law. | • Social Media

• Press releases

• Articles in newspapers/ business magazines

• Reports, interviews on radio and TV

• Videos, brochures, leaflets, infographics…

• Industry conferences and networking events |

3 Dissemination and communication activities and channels

3.1 Internal communication

For the internal communication between partners of the consortium several channels and tools will be used. Given the potential sensitivity of data, several of these channels are provided by INRIA. Detailed information regarding internal communication channels and tools can be found in D1.1.

3.2 Hunting

We will initiate a monitoring action to spot different forums related to the project activities (voice recognition systems, data privacy, etc.), where partners can participate actively with the purpose of promoting the COMPRISE project and its results and initiate contact with companies, researchers or professionals active in related fields.

3.2.1 Online monitoring

This includes finding different online forums (social media, web, specialised online forums and blogs, etc.) and participating actively in debates, linking the project website and articles or publications related with the project, promoting related events, etc.

3.2.2 Events monitoring

This also involves spotting events (conferences, congresses, fairs, etc.) related with the project activity, attending these events, and participating actively in networking opportunities. The goal here is to establish strategic alliances or a cooperation between COMPRISE and other projects.

3.2.3 Publication monitoring

In addition to the above, the monitoring activity will be extended to specialised publications in order to keep the project partners updated about the latest results and announcements in the fields and activities related to the project.

3.2.4 Joint actions with other H2020 projects

Cooperation with other ICT-29-2018 H2020 projects is one of the main objectives of the hunting activities. Below a list of possible joint actions with other H2020 projects:

- Organising joint workshops on multilingual speech and language processing,

- Cross-project communication by using common hashtags and links between the various social media accounts (following each other),

- Including a section with highlights from related projects on each project website,

- Inviting speakers from other projects at project meetings.

- Sharing tools and/or datasets across projects.

- Sharing guidelines and legal checklists regarding licensing of tools and models.

- Joint press releases

- Information calls

3.3 Events

With the purpose of ensuring the largest possible dissemination of COMPRISE results the partners of the Consortium will participate in conferences and other events related to the project activities. In addition, it is expected that the partners organise events to engage stakeholders and foster networking and strategic alliances. Here are some of the expected actions to be carried out during the project:

- Organisation of multidisciplinary scientific events.

- Lectures and keynotes in both academic and industry-related conferences.

- Active participation in networking events related with data protection and privacy organised by the European Commission or by relevant associations (META-NET, LT-Innovate, BDVA, OISV, etc.), and in the task forces of those associations.

- Getting involved in the organisation of data and privacy related events such as informative talks, round-table discussions and seminars.

- Demonstrations and presentations at industry-related events (technological summits, exhibitions, etc.).

- Demonstrations to potential B2B and B2C clients through trade fairs, etc.

- Presenting privacy-related project results at legal events and to EU policy makers.

- The academic partners organise or participate in several outreach events every year. These events target undergraduate students and high school, middle school, or elementary school pupils (yearly lab visit and research demonstrations, 1-week stays of middle school students in the lab), and the general public (yearly science festival). These events are designed to increase young people's interest in science.

In addition to the above, COMPRISE will put also focus on dissemination by organising two research workshops in the vicinity of reputable conferences to draw widespread interest in our topics. These efforts will be complemented by an evaluation challenge on privacy-driven speech transformation which we will organise to raise additional interest in the topic and to create scientific competition that will propel the research within and outside of the project even further.

During the first stage of the project all the partners will be involved in the activity of searching for events in which they could participate for dissemination purposes. A living document has been created with the purpose of registering all event proposals including information such as the date on which the event will take place, the location, information about the event, and the link to the event webpage. This document will be updated along all the project. Table 3 below lists some of the potential events targeted.

Table 3: Potential events targeted.

List of potential events targeted
International Conference on Acoustic, Speech and Signal Processing (ICASSP)
Interspeech
Neural Information Processing Systems (NeurIPS)
International Conference in Machine Learning (ICML)
Automatic Speech Recognition and Understanding Workshop
IEE Spoken Language Technology Workshop
Special Interest Group on Discourse and Dialogue (SIGDIAL)
Annual Meeting of the Association for Computational Linguistics (ACL)
Conference on Empirical Methods in Natural Language Processing & International Joint Conference on Natural Language Processing (EMNLP-IJCNLP)
International Association of Privacy Professionals (IAPP) Europe Data Protection Congress.

3.4 Publications

COMPRISE results will be published in international conferences and workshops and scientific journals. Specifically, we intend to publish at least three journal articles and eight papers in top-tier conferences or workshops on average each year of the project. Additionally, white papers will be published in professional magazines or on websites for average professionals like technology-dedicated sites, potential partner sites. Finally, articles will be published in privacy and cybersecurity specialised magazines, or in legal publications. These documents will be available in open access (distributed free of costs and other barriers).

A living document has been created with the purpose of registering all the publication proposals. This document will be updated along all the project. Table 4 below lists some of the potential publications targeted.

Table 4: Potential publications targeted.

List of potential publications targeted
IEEE/ACM Transactions on Audio, Speech, and Language Processing
Computer Speech and Language
Journal of Machine Learning Research
IEEE Transactions on Pattern Analysis and Machine Intelligence
Dialogue & Discourse
Natural Language Engineering
Journal Information Privacy and Security
Privacy & Data Protection Journals
Revista SIC
Neural Information Processing Systems (NeurIPS)
Annual Meeting of the Association for Computational Linguistics (ACL)
Interspeech
International Conference on Acoustic, Speech and Signal Processing (ICASSP)
Annual Meeting of the Association for Computational Linguistics (ACL)

3.5 Website

The COMPRISE website will be one of the most important channels for external communication along the project as a central dissemination and communication portal and as a repository of publications, articles, software components and other contents related to the project activity.

The website has been setup and will be administrated by INRIA, but it is expected that all partners participate providing contents to enrich it. The URL of the website is: https://project.inria.fr/comprise/. A screenshot of the website homepage is provided in Figure 1 below.

The website relies on WordPress (https://wordpress.com/) with the purpose of getting an attractive design and a simple collaborative interface at the same time. A Matomo (https://matomo.org/) interface has further been set up to measure the traffic statistics of the website. Matomo protects user privacy by anonymizing user IP addresses.
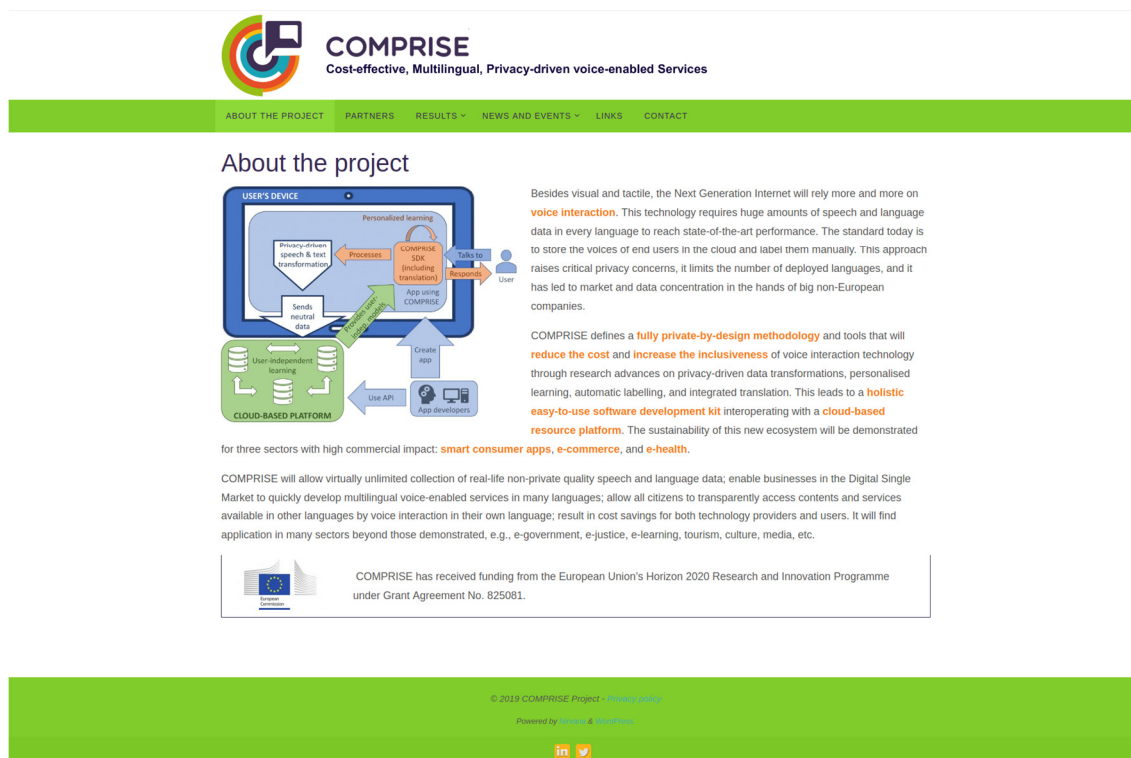
Figure 1: COMPRISE website homepage.

Initially it was agreed that the website will include the following sections, but this can be adjusted:

- **About the project**: General information about the COMPRISE project.

- **Partners**: Information about the organizations involved in the project.

- **Results**: This section will present the deliverables and other results as well as the publications made with dissemination purposes. It will be possible to download all these contents. This section will contain the following subsections:

  o **Deliverables:** Public deliverables of the project**.**

  o **Software:** Public software libraries.

  o **Papers**: Papers related with scientific results.

- **News and events**: This section will contain the following subsections:

  o **Project news**: Short articles related to the progress of the project and news about important facts happening in the fields of voice recognition and data privacy or other fields related to the project.

  o **Events**: Announcement of events in which the partners will participate for dissemination purposes or of other events that could be related with the project. This subsection will also include short articles about presentations, related with the project, made by the partners.

  o **Blog:** A blog that will include contents related to COMPRISE project activities in which all the partners will participate.

  o **Videos:** A repository of the videos produced during the project (training videos, resume of events, presentations, etc.).

- **Links:** This section contains a list of relevant links (including other H2020 projects accepted under the same call).

3.6 Social media

Social media will be key in the COMPRISE dissemination and communication strategy. Social media are currently one of the best channels to spread generated contents or information related with the project and also to approach COMPRISE's stakeholders.

Among the multiple options, it has been decided to create COMPRISE project accounts in Twitter and LinkedIn at the beginning of the project and a YouTube channel later, once the first video is already produced. Twitter and LinkedIn will be used as interactive forums and the YouTube Channel will be used to upload and share videos produced during the project.

It is important to engage social media followers by giving them a quick answer and providing them with relevant information. The number of COMPRISE followers in social media will be tracked with the purpose of evaluating the impact of the actions taken.

3.6.1 Twitter

A Twitter account (https://twitter.com/compriseh2020) has been created with the username @COMPRISE H2020, as illustrated in Figure 2. ROOT will manage this account, but it is expected that all the partners participate actively (i.e., retweeting the contents of the COMPRISE profile).

Figure 2: COMPRISE Twitter account.

The main actions to be performed through the Twitter account will be:

- Posting and sharing relevant contents related with COMPRISE (posts, articles, videos).

- Adding effective hashtags to our tweets, for example: #privacy, #voicerecognition, #GDPR.

- Retweeting contents, articles, and news that could be related with COMPRISE activities.

- Announcing upcoming events.

- Collaborating with the partners' Twitter accounts.

- Inviting contacts from organisations (companies, associations, universities) with a potential interest in the project.

- Directing followers to the COMPRISE project website.

3.6.2 LinkedIn

A LinkedIn account (https://www.linkedin.com/company/comprise-h2020) has been created with the username COMPRISE H2020, as illustrated in Figure 3. ROOT will manage this account, but it is expected that all the partners participate actively.
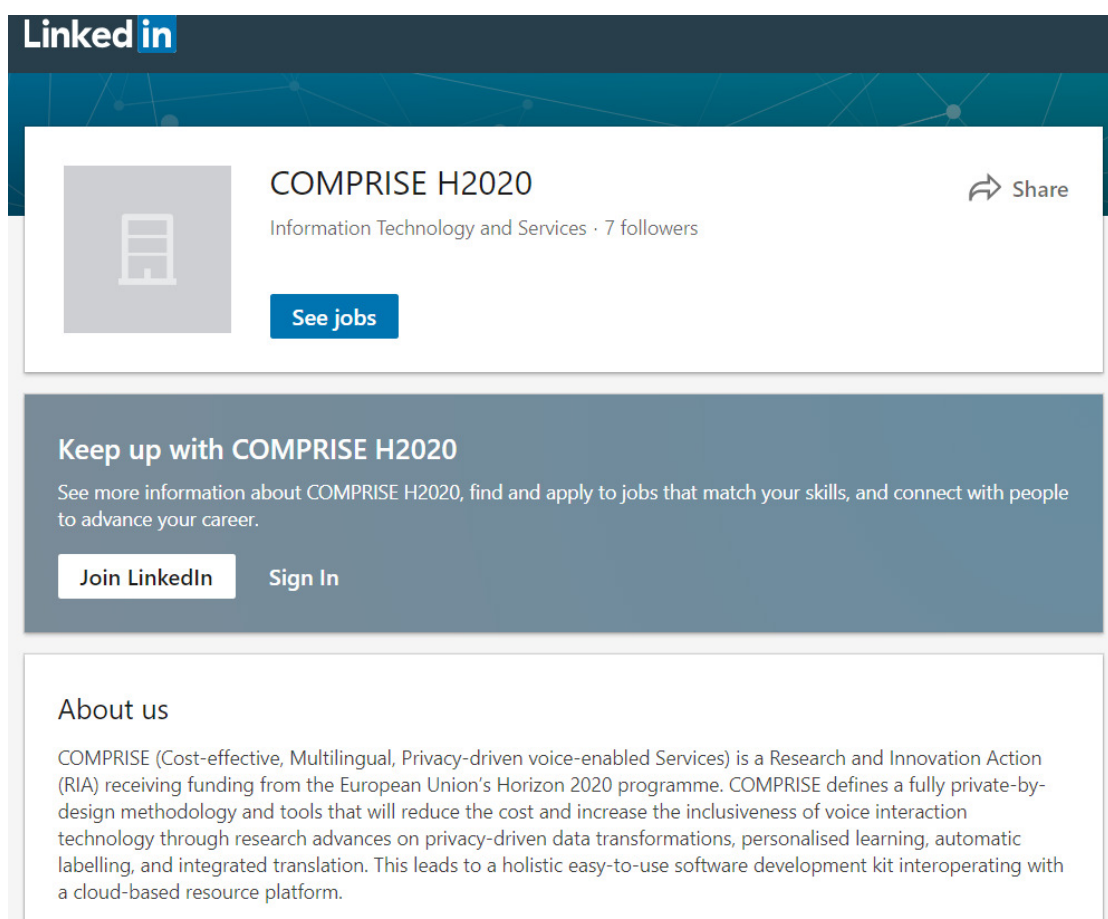
Figure 3: COMPRISE LinkedIn account.

The main actions to be performed through the LinkedIn account will be:

- Creating a COMPRISE discussion group.

- Joining other discussion groups related with COMPRISE activities (voice recognition systems, privacy.) and participating in the discussions.

- Posting and sharing relevant contents related with COMPRISE (posts, articles, videos).

- Announcing upcoming events.

- Inviting contacts from organisations (companies, associations, universities) with a potential interest in the project.

3.6.3 YouTube

A YouTube channel will be created with the purpose of uploading the videos produced during the project. All the videos will be shared also in the other social media. We have issued a consent form for the cases in which any of the partners upload a photograph a video or a voice recording to social media, with the purpose of complying with the GDPR.

3.7 Generation of contents

High-quality contents will be disseminated and communicated easily. It is essential to generate quality contents during the project, based on the results and knowledge acquired.

3.7.1 Videos

Relevant and useful videos will be created. The contents will be based on the results and the knowledge acquired during the project. The videos will be made with training purposes, and also to promote the project results and to spread information related with the project (for example resume videos of an event, presentation of a partner, etc.).

3.7.2 Other communication materials

Other communication material such as leaflets or story factsheets will be generated and used along the project. These materials will be designed to inform stakeholders and other interested people about the project's objectives and main activities.

3.8 Press releases and media activities

With the aim to raise awareness of the H2020 outside the local research and innovation community, and to further increase the awareness of the general public about privacy-related risks of current speech and language technology, the partners will issue press releases in their local languages. The press releases will contain short communications or announcements related with the project.

Additionally, the partners will target their local press. They will contribute to articles in scientific popularization media or general public technical magazines, as well as interviews on local radio/TV or newspapers.

4 Communication materials

4.1 Logo

The COMPRISE logo is a unique brand designed to identify COMPRISE project. This logo will be used in all dissemination and communication materials and channels, such

as the project website, the COMPRISE profiles in social media, etc. The two designs of the logo (light vs. dark background) are shown in Figure 4.

Figure 4: COMPRISE logo.

4.2 Word template for deliverables

The Word template for deliverables has been already created and approved. For this template it has been decided that the font used will be Arial 11. The template is illustrated in Figure 5.

Figure 5: COMPRISE Word template for deliverables.

4.3 PowerPoint template

A PowerPoint template for presentations has also been created and approved. The template is illustrated in Figure 6.
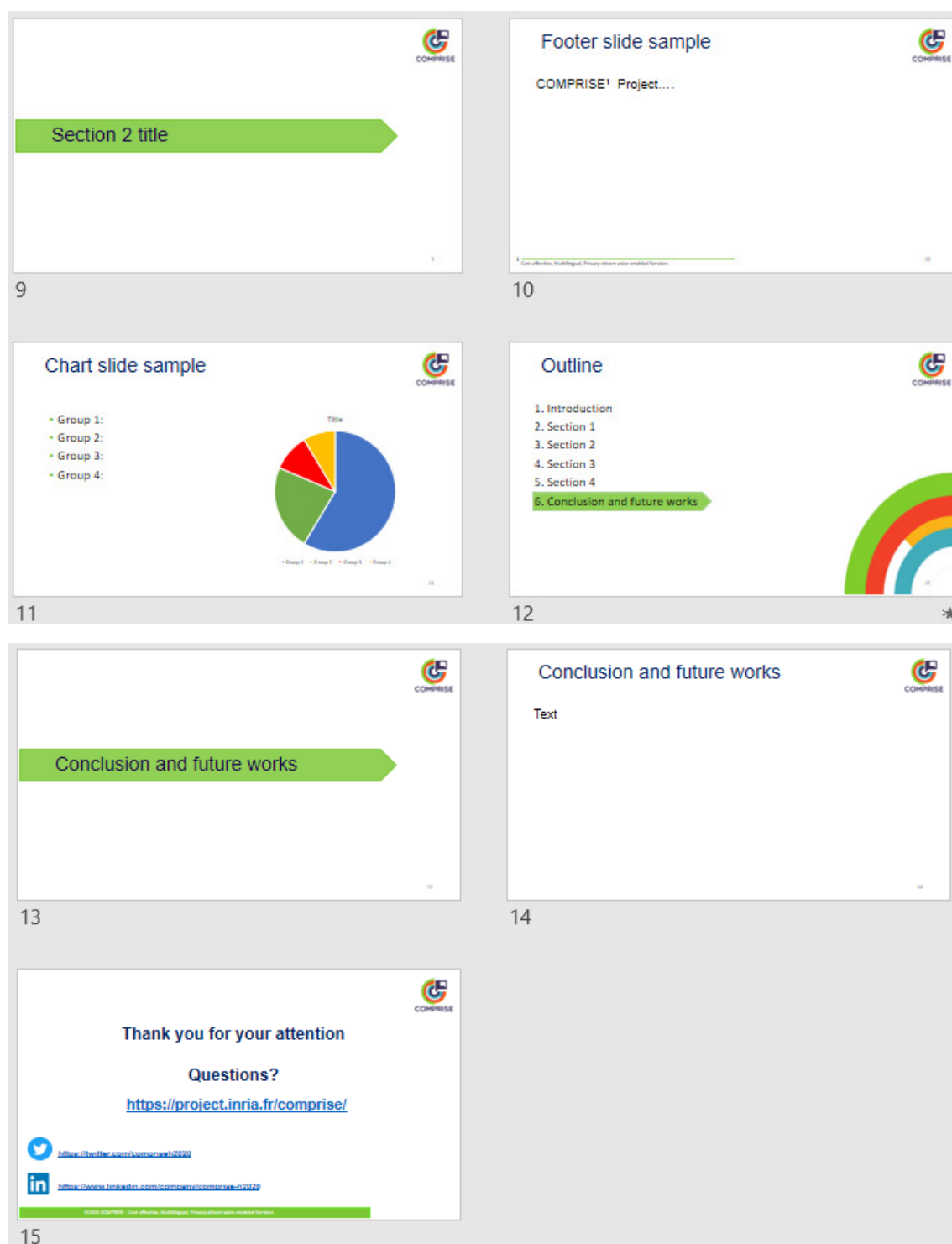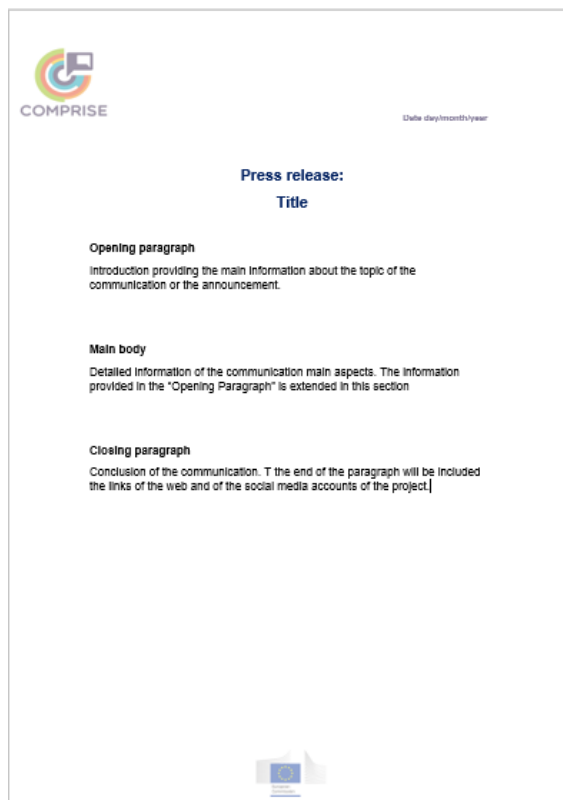
Figure 6: COMPRISE PowerPoint template for presentations.

4.4 Press release template

Finally, a Press release template has been created and approved. This template is shown in Figure 7.

Figure 7: COMPRISE Press release template.

5 Key performance indicators

The measurable key performance indicators (KPIs) that will be used to ascertain the success of the dissemination and communication activities, along the project, achieving to the objectives set, are listed in Tables 5 and 6.

Table 5: Dissemination KPIs.

Dissemination KPIs
KPI-DISS-1: At least **3 journal papers per year** on average
KPI-DISS-2: At least **8 conference or workshop papers per year** on average
KPI-DISS-3: At least **1 collaboration with another H2020 project** under this call
KPI-DISS-4: At least **500 downloads** for public deliverables and prototypes
KPI-DISS-5: At least **1 public communication in a networking event** organised as part of relevant associations, for example META-NET, BDVA
KPI-DISS-6: At least **1 public communication in an EC event on data protection and privacy**
KPI-DISS-7: **2 workshops** organised

Table 6: Communication KPIs.

Communication KPI's
KPI-COMM-1: Web presence: at least **5000 new visitors per year** to project website
KPI-COMM-2: Project story factsheets: at least **10 story factsheets**
KPI-COMM-3: Press releases: at least **10 press releases**
KPI-COMM-4: Media materials: at least **5 project videos**
KPI-COMM-5: Twitter activity: at least **4 tweets per month**

6 Conclusions

To maximise the impact of the project, it is necessary to put efforts and resources into dissemination and communication activities.

The dissemination and communication of the project's results is one of the main requirements for the European Commission for the approval of H2020 projects. In fact, the description of these tasks is one of the fundamental points when proposals submitted to the European Commission are evaluated.

This deliverable describes the main communication and dissemination activities, as well as the main contributions of the partners, either individually or jointly. It is important that all consortium partners contribute in carrying out these tasks to ensure their impact. Some of the activities will be carried out by specific partners depending on their profile, their specialization, or their relationship with stakeholders or organizations that can benefit the project, but other activities will be driven by the common effort of all the partners involved in the project.

As we are at a very early stage of the project, many of the activities described have just been initiated and some others will begin in later phases of the project when results will start.

Also, during the project, new communication materials will be developed, besides the ones that are already included in this deliverable.