

D7.3 COMMUNICATION PLAN

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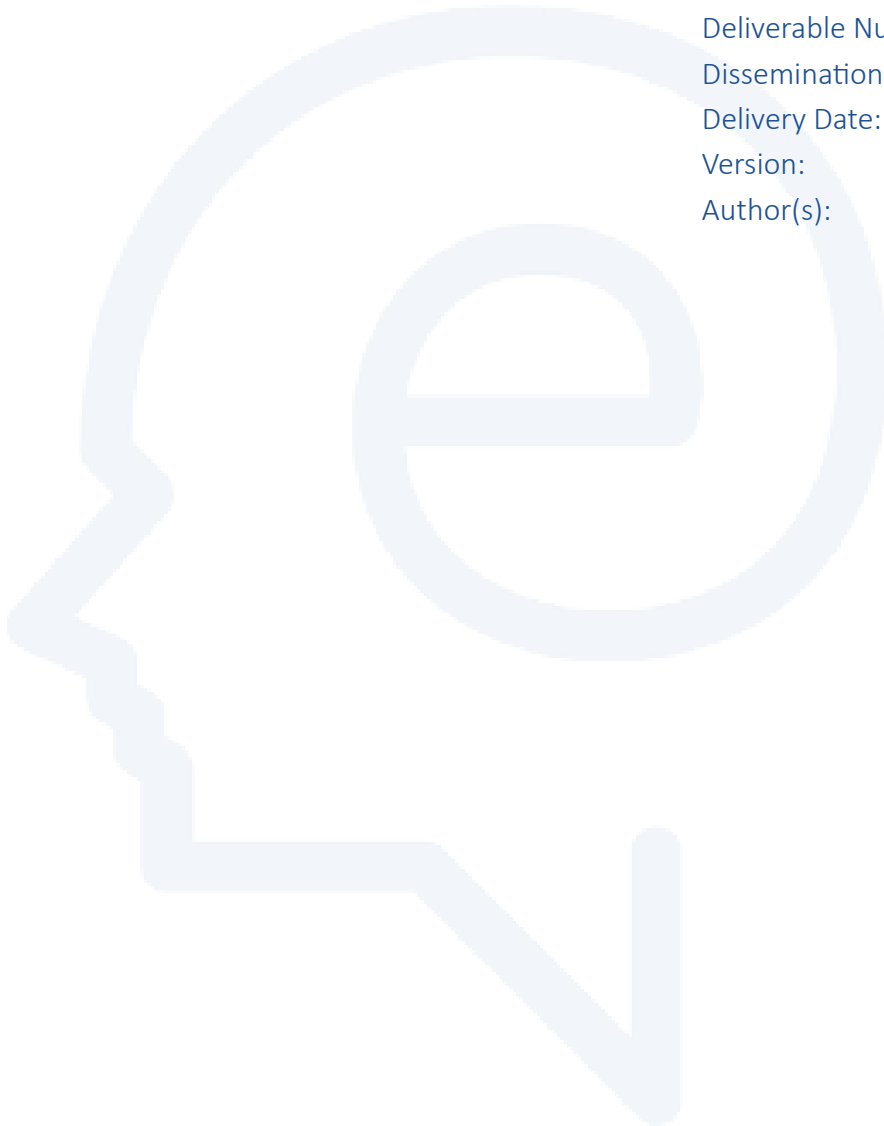
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1. Executive Summary

This communication and dissemination plan ensures that the results of ELEXIS are exploited at partners' level, at consortium level and by external communities.

The activities will not be limited geographically and will address users world-wide because the outcomes of ELEXIS can realistically aspire to set universal standards for lexicography as well as for tools and applications to process these data.

The strategic ELEXIS communication plan will be set up with a broad audience in mind, and will build an offline and online presence of the project with the aim to:

- disseminate the project goals and outcomes effectively
- roll out efficient tools for communication with different stakeholders (online and offline)
- build a loyal community of stakeholders to serve as intermediaries for reaching other communities
- exploit synergies in liaisons and collaborations with other infrastructures
- recruit new users
- promote organised events.

Since target-oriented and efficient communication needs to be strategic, integrated and participative, suitable measures will be planned and implemented to realize the strategic development of the communication in order to transport the **identified image of ELEXIS** to the target audiences.

The current communication and dissemination plan is based on the description already contained in the Grant Agreement and has been adapted and extended as follows.

2. WHY: Introduction and Background – Analysis of the Situation

Reliable and accurate information on word meaning and usage is of crucial importance in today's information society. Traditionally, dictionaries – be they monolingual, bilingual or multilingual – have functioned as sources of consolidated and refined knowledge on word meanings.

Dictionaries are not only vast, systematic inventories of information on words, they are also important as cultural and historical artefacts. In each and every European country, elaborate efforts are put into the development of lexicographic resources describing the language(s) of the community. Although confronted with similar problems relating to technologies for producing and making available these resources, cooperation on a larger European scale has long been limited.

Consequently, the lexicographic landscape in Europe is currently rather heterogeneous. On the one hand, it is characterised by **stand-alone lexicographic resources**, which due to the isolation of prior efforts are typically encoded in incompatible data structures, prohibiting reuse of these valuable data in other fields, such as Natural Language Processing, Linked Open Data and the Semantic Web, as well as in the context of digital humanities. On the other hand, there is significant **variation in the level of**

expertise and quality of resources available to lexicographers across Europe. This constitutes a major obstacle to more ambitious, innovative, transnational, data-driven approaches to dictionaries, both as tools and objects of research.

In 2013, the European lexicographic community was brought together for the first time in the European Network of e-Lexicography (ENeL) COST Action (www.elexicography.eu). This initiative was set up to improve general public access to scholarly dictionaries and make them more widely known to a larger audience. This networking initiative, which ended in 2017, started with 34 members from 20 countries but currently counts 254 members from 31 countries. In the context of this network, a clear need for a broader and more systematic exchange of expertise, for the establishment of common standards and solutions for the development and integration of lexicographical resources, and for broadening the scope of application of these high quality resources to a larger community, including the Semantic Web, Artificial Intelligence, NLP and digital humanities has become apparent.

Therefore, ELEXIS aims to develop strategies, tools and standards for extracting, structuring and linking lexicographic resources to unlock their full potential for Linked Open Data and the Semantic Web, as well as in the context of digital humanities.

ELEXIS intends to take an innovative approach of the production and development of lexico-semantic resources by creating intelligent applications for crucial tasks such as linking lexical resources, word sense disambiguation and cross-lingual mapping on the basis of applied methods and techniques in NLP and Artificial Intelligence fields.

In order to ensure the sustainability of the technical infrastructure after the end of the project, the created infrastructure will be integrated into the existing infrastructures CLARIN and DARIAH, since most of the partners are either National Coordinators or members of CLARIN and DARIAH national consortia.

Besides the technical infrastructure, ELEXIS will also create a social infrastructure by establishing a network for knowledge exchange and by providing free training measures (onsite and online) for lexicography and for the use of the infrastructure. Furthermore, ELEXIS will give researchers and research teams transnational access to research facilities and lexicographical resources, which are not currently fully accessible online or where professional on-the-spot expertise is needed. In order to ensure and optimise mutual knowledge exchange, travel grants for research visits will be offered. The transnational access will especially impact and improve the situation for under-resourced languages and will all in all strengthen the (social) infrastructure and collaborative network provided by ELEXIS.

Even though the infrastructure has been set up as a European infrastructure according to current plans, there are thoughts to expand it beyond the European sphere in order to cater for the needs of researchers around the globe. As stated above, the need for an infrastructure which provides a 'hybrid' resource connected to other data structures, and a high level of expertise for more ambitious,

innovative, transnational, data-driven approaches to dictionaries was formulated. ELEXIS' interdisciplinary approach links existing lexicographic resources on a significantly higher level compared to their availability as stand-alone resources: These resources are in fact results of long-term projects, and in most cases they represent the most consolidated and refined sets of knowledge on word meanings in individual languages. Regarding the need for a common platform for building, sharing and utilizing knowledge and expertise between the field of technology (e.g. computational linguistics, NLP, knowledge extraction, artificial intelligence) and lexicography, figure 1 visualizes the outstanding character of ELEXIS and the position it is going to strive for in (applied) research, compared to other relevant, existing initiatives in these fields. As illustrated in figure 1 below, there are a couple of initiatives that focus on standardisation of language data (e.g. ISO, TEI) and/or the provision of access to language data (e.g. CLARIN, META SHARE). However, most of these initiatives are concerned with language data in general and do not focus specifically on lexicographic data. Initiatives, that deal with lexicographic data, especially validated high quality data, are rare. Most of these offer access to one specific resource only (e.g. WordNet). Furthermore, most initiatives that are providing free and open access to lexicographic data are based on crowdsourcing activities (e.g. Wiktionary) or contain machine translations (e.g. BabelNet) and therefore have their issues. Other initiatives only provide restricted access or payed access to the available data (e.g. ELRA catalogue). Since ELEXIS aims to link, share, distribute and store high quality data on a massive scale, existing linked open data shall be included seamlessly.

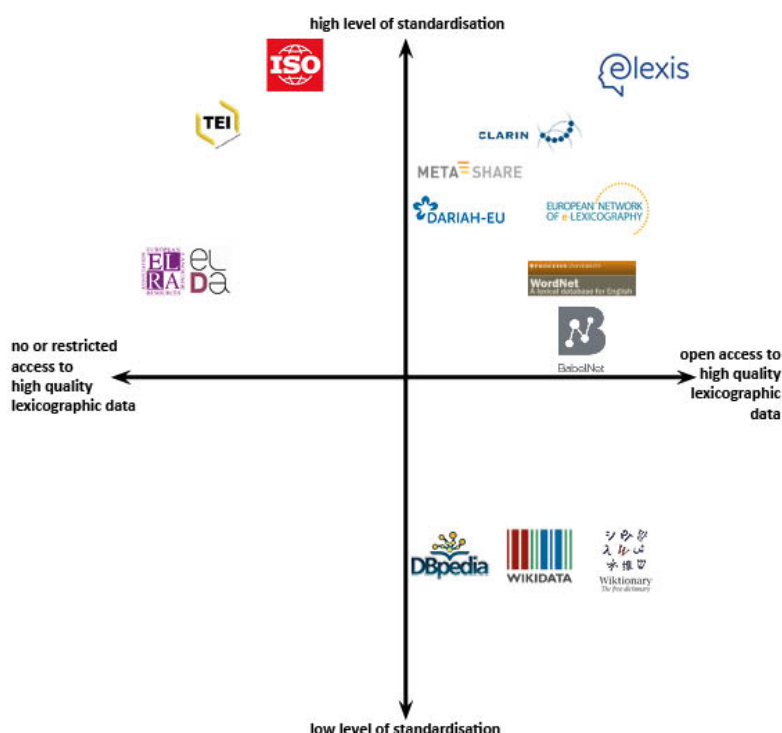


Figure 1: Positioning - ELEXIS

3. HOW: Determination of the Targets

3.1. Overall Objectives

ELEXIS aims to develop an infrastructure which will foster cooperation and knowledge exchange between different research communities in order to bridge the gap between lesser-resourced languages and those with advanced e-lexicographic experience.

Table 1 shows indicators how the accomplishment of this objective shall be measured:

OBJECTIVE 1		
To foster cooperation and knowledge exchange between different research communities in lexicography		
Target outcome	Indicator	Target
Research visits (Transnational Access)	Yearly number of visits accomplished (from M6-M48)	= 10
Use of online training modules (#dariahTeach, Videolectures.net etc.)	Number of users in mid-term (M24)	<= 500 (not satisfactory) >= 500 (satisfactory)
Use of online training modules (#dariahTeach, Videolectures.net etc.)	Number of users at the end of the project (M48)	<= 2.000 (not satisfactory) >= 2.000 (satisfactory)
Attendance at ELEXIS training events	Number of registrations per event	<= 40 (not satisfactory) >= 40 (satisfactory)
Attendance at ELEXIS community building events	Number of registrations per event	<= 100 (not satisfactory) >= 100 (satisfactory)
Forming international alliance for lexicography (institutes, universities, industry)	Number of institutions in the alliance (end of project)	<= 70 (not satisfactory) >= 70 (satisfactory)
Social media engagement	Number of followers/likes (end of project)	<= 5.000 (not satisfactory) >= 5.000 (satisfactory)
Promotional activities	Website analytics (after M24) - daily visits	<= 50 (not satisfactory) >= 50 (satisfactory)

Table 1: Objective 1

ELEXIS wants to establish common standards and solutions for the development of lexicographic resources. Table 2 explains the realization of the second target:

OBJECTIVE 2		
To establish common standards and solutions for the development of lexicographic resources		
Target outcome	Indicator	Target

Publication of standardisation document for lexicographic resources	Developed standard included in ISO or OASIS (end of project)	>= 1 new standard
Use of Data Seal of Compliance	Number of lexicographic resources with the Seal (end of project)	< 100 (not satisfactory) > 100 (satisfactory)
Use of conversion tools to harmonise the different data formats of lexicographic resources (Virtual Access)	Number of resources using API pipeline in LEX1 and LEX3 platforms Number of languages (X)	< 500 (not satisfactory) > 500 (satisfactory) X < 10 (not satisfactory) 10 < X < 20 (satisfactory) X > 20 (very satisfactory)
Scientific output on standardisation in lexicography	Number of scientific journal articles Number of scientific conference papers	< 3 (not satisfactory) > 3 (satisfactory) < 15 (not satisfactory) > 15 (satisfactory)

Table 2: Objective 2

ELEXIS intends to develop strategies, tools and standards for the extracting, structuring and linking of lexicographic resources. Table 3 shows how this objective shall be achieved.

OBJECTIVE 3 To develop strategies, tools and standards for the extracting, structuring and linking of lexicographic resources		
Target outcome	Indicator	Target
Publication of documentation on best practices for lexicography	portion of lexicographic resources using suggested solutions (end of project)	< ⅓ (not satisfactory) > ⅓ (satisfactory)
Use of linking tools for lexicographic resources (Virtual Access)	Number of resources using API pipeline in LEX1 and LEX3 platforms (end of project) Number of languages (X)	< 500 (not satisfactory) > 500 (satisfactory) X < 10 (not satisfactory) 10 < X < 20 (satisfactory) X > 20 (very satisfactory)
Scientific output on linking in lexicography	Number of scientific journal articles Number of scientific conference papers	< 5 (not satisfactory) > 5 (satisfactory) < 25 (not satisfactory) > 25 (satisfactory)

Table 3: Objective 3

ELEXIS aims to enable access to standards, methods, lexicographic data and tools for scientific communities, industries and other stakeholders. Table 4 shows in detail how objective 4 shall be implemented:

OBJECTIVE 4 To enable access to standards, methods, lexicographic data and tools for scientific communities, industries and other stakeholders		
Target outcome	Indicator	Target
Use of tools for semantic processing of corpus data and corpus analysis tools (Virtual Access)	Number of users of LEX2 platform (M24)	users > 10.000 requests per day > 100.000
Use of tools for semantic processing of corpus data and corpus analysis tools (Virtual Access)	Number of users of LEX2 platform (M48)	users > 50.000 requests per day > 500.000
Creation of "Dictionary-on-the-fly" lexicographic data for different languages	Number of languages	< 30 (not satisfactory) > 30 (satisfactory)
Scientific output on automatic creation of lexicographic content (dictionary-on-the-fly)	Number of scientific journal articles	< 5 (not satisfactory) > 5 (satisfactory)
	Number of scientific conference papers	< 25 (not satisfactory) > 25 (satisfactory)

Table 4: Objective 4

ELEXIS promotes an open access culture, in line with the European Commission *Recommendation on access to and preservation of scientific information*. Table 5 points out the necessary outcomes, indicators and absolute numbers to compass:

OBJECTIVE 5 Promote an open access culture in lexicography		
Target outcome	Indicator	Target
Publication of guidelines on solving IPR issues in lexicography	Number of lexicographic resources using solutions from guidelines (end of project)	< 500 (not satisfactory) > 500 (satisfactory)
Lexicographic resources (individual data sets) available	Number of lexicographic resources (end of project)	< 100 (not satisfactory) > 100 (satisfactory)

under open access licenses		
Meta-data from lexicographic resources available under open access licenses (Linguistic Linked Open Data)	Number of lexicographic resources (end of project)	< 500 (not satisfactory) > 500 (satisfactory)

Table 5: Objective 5

3.2. Overall Impact

ELEXIS is informed by the conviction that lowering the barrier for retrieving and analysing multilingual lexicographic data across Europe cannot be accomplished in the long term without lowering the barrier for providing lexicographic data to research infrastructures. As a result, the following impacts are to be achieved:

- a) Efficient (open) **access to high quality lexicographic data** for researchers, institutions and stakeholders from different fields;

Through ELEXIS *lexicographic communities* working on scholarly dictionaries, language description and standardisation will gain access to:

- modern and retro-digitized historical lexicographic data,
- large amounts of linked and integrated semantic data and extracted structured data from text corpora and multimodal resources,
- tools for processing language data and for supporting
- training measures
- networking events (meetings, conferences, workshops)

Computational linguistics and language resources communities will gain access to currently inaccessible data from quality lexicographic resources and interlinked semantic data, as well as extracted data from corpora and multimodal resources.

Digital humanities communities will gain user-friendly and efficient access to modern and historical lexicographic resources as cultural and historical artefacts, supporting research in a wide area of humanities disciplines such as history, religion, gender studies, literature and education.

Industrial partners in ELEXIS will be able to take the role of intermediaries between research and industry in language technology and language learning, as well as lexicography and lexical content publishing in general. The interest of the industry is evident from participating partners and from the letters of interest by important stakeholders in the field.

- b) A common **platform** for building, sharing and utilizing knowledge and expertise between lexicography and computational linguistics which will facilitate **cross-disciplinary fertilization** and a wider sharing of information, knowledge and technologies across and within these fields. The platform will thus bridge the gap between lesser-resourced languages and those with advanced e-lexicographic and/or computational linguistic experience;

Language resources used for natural language processing which were also funded by European Structural and Investment Funds, particularly in the case of lesser-resourced languages (e.g. Slovenia - <http://eng.slovenscina.eu/>) will be enhanced by linking them with results of nationally funded (long-term) lexicographic projects, encouraging synergetic processes between the two types of funding.

Previously inaccessible lexicographic data will be made available for research through virtual access platforms and through visiting grants in transnational access: ELEXIS trans-national access (TNA) activities aim to promote access to researchers or research teams for research facilities and lexicographical resources, which are not fully accessible online or where a professional on-site expertise is needed, in order to ensure and optimise mutual knowledge exchange and cross-fertilisation.

Online training materials and on-site training measures on innovative e-lexicography (e.g. with suggested ECTS) produced by education partners (at universities) will be incorporated into existing curricula.

Language teaching and language learning communities will be able to develop and use new improved training materials, based on the (open) access to lexica interlinked on a large scale.

Both *computational linguistics and lexicography* will be able to achieve a higher level of language description and text processing in a virtuous cycle of cross-disciplinary knowledge and data exchange. In *humanities disciplines* (e.g. history, religion, gender studies, literature, education) new resources and services can be used for cross-lingual studies, based on interlinked and integrated semantic data; Artificial intelligence systems will be able to make use of lexicographic data in repositories, interlinked semantic data and extracted data from multilingual and multimodal resources.

- c) The creation of a **scalable, multilingual and multifunctional language resource**. By integrating and linking lexical content and interlinking it with other structured or unstructured data – corpora, multimodal resources, etc. – on any level of lexicographic description, a multilingual and multifunctional language resource will be created incrementally enriching the available information;

Stand-alone modern and historical lexicographic resources available as isolated incompatible data will be linked, integrated and enriched on different levels. A scalable, multilingual and multifunctional language resource will be created by:

- linking resources: providing links between different elements of dictionary entries (lemmas/headwords, senses, definitions, multi-word expressions, etymologies, etc.) enabling any dictionary(-element) to be linked with all other dictionaries (or dictionary elements). As a result, a growing network of existing dictionaries linked across common concepts via a huge (multilingual) index will be available.
- integrating resources: information from individual resources will be taken and put together in a new resource or rather aligned to create a combined resource. Hence, any combination of existing (linked) resources resulting in a new resource will be available for immediate use and provides accordingly a starting point for creating a novel individual lexicographic resource.
- enriching resources: with multimodal data (image, sound, video) and unstructured text (corpora, news feeds, social media, etc.) A portal with cross-lingual and cross-media information on word usage will be created;

A universal (integrated and enriched) registry/network of semantic relations used as a semantic intermediary language for global knowledge exchange will be created, which focuses on difficult polysemous vocabulary (single-word and multi-word), both modern and historical. The realisation of an universal lexicographic metastructure shall be approached, implementing a matrix dictionary spanning across languages and time.

Information from quality lexicographic resources and interlinked semantic data will be opened up and made available for use in commercial scenarios, based on ELEXIS work on IPR issues currently hindering the accessibility of the data.

Lexicographic data will be evaluated by an industry-supported data seal of compliance.

Thus the use of this new technology and data in industry shall be enabled.

- d) a new type of lexicography that no longer views languages as isolated entities, but fully embraces the **pan-European nature of** much of the **vocabularies of languages** spoken in Europe;

Currently isolated European language infrastructures working on lexical description of individual languages in national language institutes and standardisation bodies will be joined in one pan-European infrastructure.

Close links and synergies will be established between CLARIN and DARIAH, with ELEXIS working on top of existing services as a new user community.

Hence, inter-infrastructure synergies and optimisation shall be established.

- e) The inter- and multidisciplinary nature of lexical data will help researchers ask new questions and pursue new avenues of research.

Research or study of lexica in linguistic studies and related disciplines will be enabled by massive interlinking of previously isolated lexicographic resources, which can lead to new discoveries, particularly in the semantic domain.

3.3. Dissemination Activity Impact

In order to educate a new generation of researchers who understand the full potential of digital research infrastructures and know how to use them in their research, who optimally exploit the existing state-of-the-art tools and who are able to create open, standards-compliant lexical datasets, tools and applications that can be fed back into the infrastructures and shared with other researchers, ELEXIS will:

- Create robust **documentation, guidelines and collections of best practices** in order to promote clearly defined workflows for producing, describing and annotating lexicographic research outputs in accordance with international standards and interoperable formats;
- Organize **workshops, seminars, and conferences** in order to support dynamic knowledge exchange across national borders about
1) harmonizing access to resources by developing joint conceptual and metadata models for advanced data exchange, large-scale data mining and enhanced discoverability; and
2) preventing a duplication of services by fostering better coordination of activities between national and transnational efforts in the field of lexicography;
3) developing new tools, applications and APIs etc. to support the processing of lexicographic data
- Provide **online training modules** with suggested ECTS credits that can easily be incorporated into existing curricula, in partnership with #dariahTeach, an Erasmus+ funded Strategic Partnership for developing, maintaining and delivering modular, extensible and localizable training materials in Digital Humanities and related fields, now a DARIAH Working Group.
- Set the groundwork and launch a campaign for the establishment of academically recognized and industry-supported **data seal of compliance** for lexicographic data (similar to CoreTrustSeal for certification of Trustworthy Data Repositories (<https://www.coretrustseal.org/>) but focusing exclusively on access to high-quality lexical data);
- Establish an **international forum** with both academic and industry stakeholders to explore the **socio-economic challenges** of lexicographic data as open data and provide innovative solutions for bridging the gap which currently divides academic from commercial lexicography, both in terms of copyright issues and sustainability models;

- Pursue a **dynamic communication strategy** using a dedicated website, newsletters and social media in order to disseminate project outputs to a wide circle of stakeholders within academia, the industry as well as the general public;
- Increase the wider social impact of the digital research infrastructure by **supporting innovative interdisciplinary approaches and partnerships** in analysing, visualising and mapping lexical data in cooperation with various stakeholders from the educational and the cultural heritage sectors as well as the media.

3.4. SWOT Analysis

The way in which the ELEXIS-project was initiated on behalf of the consortium, as well as the context in which the project is going to operate, leads to a number of unique strengths, weaknesses, opportunities and threats regarding its communication and dissemination objectives:

The *strengths* of the project are articulated in the large network of partners, involved in existing research (infra)structures with their communication channels, rather than the existence of representatives from each target audience within the consortium, the projects long term vision, as well as the digitization of analogue resources in a transdisciplinary framework, which promotes a use of the 'state-of-the-art' standardization-tools.

The *weaknesses*, such as the difficulty of tailoring messages to specific target groups in order to reach audiences beyond academia and the downsides of putting too much weight on lexicographic aspects in communication activities should likewise be considered.

On the other hand, ELEXIS offers *opportunities* to support smaller organizations and/or projects, whilst involving lesser resourced languages through linking those and others to a globally rolled out, validated, open data source, which might fertilize other science fields, predominantly the natural sciences, to participate and refine their digital and analogue lexical resources.

Identified *threats* manifest themselves in the targeted (non lexicographical) audiences not being familiar with lexicographic terminologies and concepts, consequently missing out communication and participation approaches specifically addressed to them after losing interest in the project rather than not being aware of the project's existence.

Language institutes might struggle with breaking down established, existing (traditional) practices and standards, whilst other observers might show unwillingness to make their data available under open access.

Another threat-issue is addressed in missing (new) output and outcomes due to a non-efficient collaboration with ELEXIS partners, while they themselves might fail to support the infrastructure's sustainability, by limiting themselves to contributing input but not providing information and tutorials regarding the platforms usability. As a consequence, a non-efficient use of the infrastructure due to a lack of information on how to use it should be considered.

Table 6 visualizes the strengths, weaknesses, opportunities and threats described above:

Strengths	Weaknesses
<ul style="list-style-type: none"> ● large network of partners (and their contacts) ● most partners are involved in existing research structures with multiple communication channels ● representatives from each stakeholder group and user community are present in the consortium ● project's long-term vision ● old, analogue knowledge will be reanimated and made digitally available ● transdisciplinarity – linking different research fields digitally/online ● partners actively involved in using and promoting state-of-the-art lexicography 	<ul style="list-style-type: none"> ● tailoring messages to diverse audiences/target groups may be difficult ● difficulty reaching audiences beyond academia ● too much weight on lexicographic aspect in communication activities
Opportunities	Threats
<ul style="list-style-type: none"> ● support smaller organizations/projects by engagement and support ● involvement of lesser resourced languages – giving them a spotlight ● natural sciences may be fertilized by the infrastructure provided, developing/updating their digital cyclopaedia/dictionary (e.g. animals and plants) ● infrastructure may be rolled out beyond European borders ● linking different languages (and researchers) ● establishing common standards across languages and countries ● Increasing the availability of validated open data 	<ul style="list-style-type: none"> ● target audience not familiar with lexicographic terminology and concepts ● missing output due to non-efficient collaboration with partners ● not making infrastructure sustainable due to project focus of the partners ● difficulties with breaking down existing (traditional) practice of established language institutes ● unwillingness of observers to make data available under open access ● non-efficient use of infrastructure due to lack of knowledge of how-to-use

Table 6: SWOT - Analysis

3.5. Communication and dissemination principles

A set of basic principles will ensure, that the projects strengths and opportunities are rolled out during its evolution, whilst the above mentioned weaknesses and threats shall be diminished, managed and faced with awareness.

1. *Adaptability*: Given the scope of the project and the specific themes involved, the communication strategy needs to be comprehensive enough to cover the project as a whole,

while being adaptable to other parties and stakeholder communities, which could benefit from the project discoveries, infrastructures and outcomes. For example, specific channels will be used to reach particular target groups, and dissemination materials may have to be tailored to the needs of different end users.

2. *Flexibility*: ELEXIS' communication through its distribution channels needs to be flexible and open in order to create a responsive framework for being aware of needs and challenges in its attempt to address audiences through its communication activities.
3. *Dynamism*: Adaptability and flexibility combined generate a dynamic element. A dynamic strategy is a key to maximise the impact of ELEXIS.
4. *Wording*: On the one hand, ELEXIS speaks to academic users (researchers, students, etc.) in lexicographic and technical (NLP, machine learning, open data) fields as well as the field of Digital Humanities on the other hand, it addresses decision makers (e.g. standardisation bodies), the industry and the public at large.

Therefore, ELEXIS will follow a multi-layered communication strategy that uses proper language with tailored messages (specialised, technical/linguistic vocabulary vs. jargon-free language) to speak to its audiences.

5. Embracing *synergies*: ELEXIS is a project that spans beyond existing research infrastructures, integrating initiatives and e-infrastructures in the fields of Digital Humanities, Linguistic Studies, Lexicography, Computational Linguistics and all fields related to technological research aspects like machine learning, (linked) open data, artificial intelligence, language technology etc., involving industrial partners and publishers. Given the fact that networks, communication channels and dissemination at partner institutions, related research infrastructures (e.g. DARIAH, CLARIN at national as well as European level) or related projects (e.g. Parthenos, dariaHTeach) are already in place, specific communities of interest can be reached.

ELEXIS dissemination project members will be encouraged to intercommunicate transnationally, to exploit to the fullest the synergy that can be achieved by building bridges between these existing resources and must avoid a duplication of effort. Therefore, the coordination and cross-fertilisation of existing and new communication and dissemination activities and channels is central.

4. WHO: The Audience - Target Groups

Various types of users and external audiences will benefit from the scalable project outcomes. The project addresses not just a direct audience but also reaches out to intermediaries on a pan-European level.

In order to reach different target groups, multi-channel dissemination actions will be carried out, with information adjusted to the level of needs and involvement of the targeted audience.

Several major target groups have been identified¹:

4.1. Target Group 1: Lexicographers & Linguists

This audience might be the group most interested in realizing this project: This group includes lexicographic professionals and all those, who undertake lexicographic-related projects and researching in the fields of Lexicography, language studies, translation studies, literature, cross lingual studies and so forth. This group comprises:

- Professionals doing large - and small-scale lexicography, teams, researchers, teachers, trainers and students
- Professionals and practitioners like language professionals, translators, terminologists, proofreaders and others who use or produce linguistic resources in their daily professional life

This target group contains both providers and consumers of language and lexicographical data and users of the tools related to the processing for such data.

4.2. Target Group 2: Technology Experts

This audience is determined by undertaking research in the IT - technology sector, in fields such as the semantic web, computational linguistics, language technology, artificial intelligence or NLP.

Especially those, who are both producers and consumers of (big) data, the “prosumers”, are addressed: the lexical, linked open data provided by ELEXIS can be exploited for IT applications. Since the infrastructure offers an enormous, multilingual database, a set of high quality data (data seal of compliance) will be made available.

4.3. Target Group 3: Digital Humanities Experts

ELEXIS offers an enormous quality data resource, which will function as a reference and linking source for researchers, students and professionals in the field of digital humanities. ELEXIS’ infrastructure provides a sense registry that can be used as a reference-resource for any Digital Humanities-related research field, such as history, political science, religion, gender studies, education, etc. Furthermore, especially the retrodigitised sources can be used as primary resources to answer new research questions in Digital Humanities.

¹ Since the target groups described in the GA were quite heterogeneous, we organized them in more homogeneous groups in this communication and dissemination plan in order to be able to target them with tailored messages. However, the usage scenarios for professional large scale /small scale and spontaneous small scale lexicography are still covered.

4.4. Target Group 4: Internal Stakeholders

Within this target group, professional organisations, associations, authorities and non-profit organisations are addressed, which are related to the project. The common denominator of this audience is its federal character:

In this group organizations like language standardisation bodies and their umbrella organisation EFNIL (European Federation of National Institutions for Language), members of the consortium, the International Alliance for Lexicography, the Global WordNet Association and lexicographical projects like CLARIN and DARIAH are addressed.

4.5. Target Group 5: External Stakeholders

This group includes institutes and/or departments undertaking projects and research carried out on a high level of profession, which are connected to lexicography-related/ language-related fields indirectly. Nevertheless they articulate an interest in learning about the project and its outcomes and services provided. The educational aspect of ELEXIS, learning materials and training measures represent points of interest for the interested academia, which is addressed in:

- national language institutes
- universities
- research institutions
- academia
- cultural heritage institutions (e.g. museums)

Many institutions are existing members of already established (lexicographic) networks (e.g. ENeL) and platforms (e.g. Sketch Engine), which will be used additionally to address this audience.

Since this group is attributed an influential potential on a regional/national level, an added value represents the observer status, which will be offered to them.

Furthermore, representatives of this user group might be invited to join ELEXIS as an observer.

Furthermore, they will be invited to contribute to the evaluation of user satisfaction and usability for improvement of the infrastructure provided.

4.6. Target Group 6: Commercial Entities

ELEXIS and its outcomes are also of interest for the industry, such as publishing houses, software/app developers, data experience designers and the language industry (- also in connection with large lexicographic projects).

ELEXIS' industrial partners provide a large network of business partners, which will be updated of relevant information about the outcomes of and innovative services provided by the project. Industrial

partners will act as intermediaries between research and industry in language technology and language learning, as well as lexicography and lexical content publishing in general.

Furthermore networks such as LT-Innovate - The Language Technology Industry Association or local and national association of publishing houses as well as the International Publishers Association (IPA), the world's largest federation of national, regional and specialist publishers' associations, can be targeted as part of this user group.

Representatives of this group might be invited to become observers in ELEXIS.

4.7. Target Group 7: Language and Technology Aficionados

This group addresses semi-professionals, amateurs and all associates, who are affected by language(s) and/or technology in any way possible. People of interest in this group are:

- poets, authors, language artists, lay translators, lay interpreters
- private individuals of lesser resourced languages
- gamers and programmers

Therefore, this group will be provided with information on the solution in LEX2 infrastructure that are suitable for non-professionals: online dictionary-writing systems, gaming and crowdsourcing/gamification software, etc. as well as dictionary data.

To summarise, target group 1 – 3 and target group 7 are individuals and target group 4 to 6 are entities like academic institutions, networks, professional associations, companies, the media etc.

The following table summarises the communication policies that ELEXIS participants will undertake in correspondence to the target audience:

Target group	Description/example	Dissemination approach	Activities/channels
Lexicographers & Linguists			
Researchers Research Teams	<ul style="list-style-type: none"> - Researchers/ - research teams doing lexicography on a highly professional level (e.g. professional large scale lexicography, professional small scale lexicography) - Regional, national and global associations of lexicographers (e.g. Euralex, Globalex, 	This group is interested in the sharing their resources and enhancing their resources, in accessing high quality language data and in using the tools provided in the infrastructure. Furthermore the group is interested in the educational aspects, such as learning materials and training events. Dissemination to this group will focus on disseminating the solutions in LEX2 and LEX3	<ul style="list-style-type: none"> ● website ● social media ● mailing lists ● scientific papers/dissemination ● targeted workshops, scientific events ● online training courses, training measures

	Asialex, Afrilex, Australex)	infrastructures. This will be done through European and international	
Teachers/ Trainers, Students	Students/teachers of: - Lexicography - Language Studies - Translation Studies - Literature - Cross Lingual Studies	conferences/workshops, scientific newsletters, magazines, websites, etc. Special effort will be made in relation to individuals working on lesser-resourced languages.	
Professionals and Practitioners	- language professionals - translators - proofreaders - users/producers of linguistic resources - terminologists		
Technology Experts			
Researchers Research Teams	Researchers in technology sector: - semantic web - artificial intelligence - NLP - computational linguistic - language technology	This group is interested in: - generating and processing (big) data - access to (high) quality data (monolingual, bilingual, multilingual); ELEXIS offers this audience to exploit the lexical data provided for IT applications.	<ul style="list-style-type: none"> ● Website ● Social media ● Mailing lists ● Scientific papers/dissemination ● Targeted workshops, scientific events ● Online training courses, training measures
Teachers, Students	of the fields mentioned above		
Professionals and Practitioners	- generating and processing big data and high quality data - “prosumers” of data		
Digital Humanities Experts			
Researchers Research Teams	researchers and students in digital humanities, such as:	Digital Humanities will benefit from the infrastructure provided in many ways, since ELEXIS offers them	<ul style="list-style-type: none"> ● Website ● Social media ● Mailing lists ● Scientific papers/dissemination ● Targeted workshops, scientific events ● Online training courses, training measures
Teachers, Students	- history - religion - gender studies	- reference (re-)sources - linking sources - sense registry	
Professionals and Practitioners	- education		
Internal Stakeholders			
Professional organisations,	- Consortium Members	Since the EFNIL-website (http://www.efnil.org/) is part	<ul style="list-style-type: none"> ● Website ● Scientific papers

<p>Associations, Authorities, Non-profit organisations</p>	<p>themselves</p> <ul style="list-style-type: none"> - Organisations and networks the consortium members are part of: <ul style="list-style-type: none"> - EFNIL - International Alliance for Lexicography - Research Infrastructures within the arts and humanities (CLARIN, DARIAH...) - wordNet community 	<p>of the ELEXIS-communication network, notes regarding ELEXIS' results and outcomes will be disseminated there;</p>	<ul style="list-style-type: none"> ● Targeted workshops, scientific events ● Online training courses, training measures ● Brochures, publicity material ● International Lexicographic Alliance (long-term community building) ● Measuring user satisfaction and usability
External Stakeholders			
<p>Institutes/ departments undertaking projects and researching on a high level of profession</p>	<ul style="list-style-type: none"> - National language institutes - Universities - Research institutions - Academia - Cultural heritage institutions 	<p>These stakeholders are interested in ELEXIS services: LEX1, LEX2, LEX3; this group is relatively influential on national or regional level; Individual institutions will be approached and offered observer status in ELEXIS. Many institutions are existing users of the Sketch Engine tool and other established (lexicographic) networks (e.g. ENeL) and will be approached through these channels.</p>	<ul style="list-style-type: none"> ● Website ● Scientific papers ● Targeted workshops, scientific events ● Online training courses, training measures ● Brochures, publicity material ● International Lexicographic Alliance (long-term community building) ● Contribution to evaluation of user satisfaction and usability
Commercial Entities			
<p>Industry</p>	<ul style="list-style-type: none"> - Publishing houses - Software/app developers - Data experience designers - Data protection officers - Language industry (especially companies who are involved in large lexicographic projects) / language learning industry - Business partners of 	<p>Dissemination will focus on large dictionary publishers, content providers and other businesses interested in lexicography and (open, linked) data, as well as tool providers who would benefit in testing their tools and algorithms on big language data. The two industrial partners in ELEXIS (LC, KD) have a large network of business partners. Representatives of this group might be invited to become observers in ELEXIS;</p>	<ul style="list-style-type: none"> ● Website ● Targeted workshops, training measures ● Online training courses ● Brochures, publicity material ● International Lexicographic Alliance (long-term community building) ● Contribution to evaluation/ measurement of user satisfaction and

	industrial partners - Local, national and global associations of publishing houses, language technology industry etc.		usability
Media	- Media as data provider of language data (e.g. corpora of news articles)	Dissemination will focus on the already available network within the consortium to the media to approach the media as data provider for the ELEXIS infrastructure	<ul style="list-style-type: none"> Personal contacts to press agencies due to former projects by consortium members
Language and Technology Aficionados			
Semi-professionals, Language amateurs, Individuals affected by language(s) and/or technology, Users of lesser resourced languages	<ul style="list-style-type: none"> Poets Authors Language artists Gamers Language aficionados Technology aficionados 	Dissemination to this group will focus on disseminating the solution in LEX2 infrastructure that are suitable for non-professionals: online dictionary-writing systems, gaming and crowdsourcing/gamification software, etc. and the available dictionaries	<ul style="list-style-type: none"> Website Social Media Mailing lists Online training courses (tutorials) Public events such as European Researchers' Night

Table 7: Target groups and dissemination policies

6. WHAT: The Tailored Messages

ELEXIS aims to address each group of interest with a specific, tailored message, which will build and foster a loyal community and encourage organic dissemination - a vital prerequisite for effective exploitation of the project results by the widest community possible.

It should be noted, that the following messages are not prescriptive, therefore they can be adapted and changed if needed (as described in chapter 4).

5.1. General Message

The general message represents the official definition of the project, displayed on the project's website (www.elex.is) and will be used on official dissemination materials:

Opening up dictionaries, linguistic data and language tools for European communities.

5.2. Message for Lexicographers & Linguists (Target Group 1):

The key points of interest for this group are

- Sharing and enriching language (especially lexicographic) data;
- Using the infrastructure to process data;
- Learning about new methods, best practices and standards in the field of lexicography;
- Exchanging knowledge and experience with a community;

On the one hand, lexicographers are addressed to *use* the infrastructure provided, on the other hand they will be encouraged to *contribute and share* their data to enrich the infrastructure with lexicographical data input. Special attention will be drawn to researchers working with lesser-resourced languages.

Furthermore the educational aspects provided by the infrastructure, such as learning materials and training measures, especially regarding the solutions provided by LEX2 and LEX3 services are of interest for this user group as well as the knowledge exchange with a whole community. Therefore, two messages are formulated:

- a) to incite lexicographers to *use* the infrastructure

Join ELEXIS to get free access to a lexico-semantic infrastructure providing multilingual data!

- b) to invite lexicographers to *contribute and share* their data within the infrastructure

Join ELEXIS to enrich your own lexicographic data and benefit from a whole community.

- c) to invite lexicographers to *exchange knowledge* with a whole community and to learn about new developments in the field.

Join ELEXIS to exchange knowledge and learn about new tools, best practices and standards.

5.3. Message for Technology Experts (Target Group 2):

High quality language data is hard to get. ELEXIS offers this audience to exploit the lexical data provided for IT applications under the umbrella of a validated *data seal of compliance*. The data, where possible, will be provided with open access. Thus, better availability of validated, high quality data especially for minority and under-resourced languages will increased.

By improving large scale resources such as BabelNet and the sense disambiguation tools and resources, NLP is better able to understand large texts. Technology Experts can train their algorithm on large validated high quality data and improve the performance of their tools and applications. In analogy to “garbage in, garbage out” we could say “high quality in, high quality out”.

Therefore this audience will be approached with the following message:

Join ELEXIS to improve the quality of your algorithms and applications with validated, (linked open) language data.

5.4. Message for Digital Humanities Experts (Target Group 3):

ELEXIS offers this audience a huge data resource, they can refer and link to and therefore use it in many different ways and projects. Furthermore through the retrodigitization component of ELEXIS they will have access to a treasury of lexicographical data treasury of historical lexicographical data that can be used as a basis for future research projects for example in history, linguistics, sociology, literary studies, history of science. Furthermore this user group will benefit from the discussion on legal issues and standards. Accordingly, this audience will be addressed with the following messages:

a) to incite Digital Humanities experts to use the infrastructure and its data

Join ELEXIS to get free access to a treasury of historical lexicographical data and reference resources.

b) to stimulate knowledge exchange

Join ELEXIS to exchange knowledge and learn about best practices and standards.

5.5. Message for Internal Stakeholders (Target Group 4):

The internal stakeholders are the ELEXIS consortium partners and the associations, networks and research infrastructures, the consortium partners are part of. They were supporters of ELEXIS right on from the beginning, since they were involved for smoothening the way to realize this project.

They have had articulated issues and points of interest regarding

- a Data Seal of approval for valid data and its establishment
- intellectual property rights (IPR) / copyright legal issues and how to deal with those for opening up the data source digitally
- the need to establish new lexicographic standards
- the support of lesser-resourced languages

Since already the consortium itself is a very big group and not everybody is involved at the same level, internal stakeholders will be kept in the loop regarding ELEXIS' news, results and outcomes (e.g. scientific papers, internal meetings, events) through the internal ELEXIS mailing lists, internal meetings

and events, the ELEXIS Event calendar, the ELEXIS website, the ELEXIS social media channels and the ELEXIS newsletter. The communication to this target group is reciprocal, transparent and dynamic: Members will be encouraged to follow ELEXIS' communication channels (online) and participate in ELEXIS events (offline) and workshops (online and offline) in order keep track of the progress of the project and to be able to communicate the latest developments to the outside. It is important, that new colleagues entering the project will be pointed to the different ELEXIS communication channels in order to learn about the project and its developments.

Individual internal stakeholder - members shall be empowered to act as intermediaries to reach out to new communities, organisations, researchers and business partners of interest and therefore they have to be up to date with the latest developments.

ELEXIS will follow internal stakeholders on social media and ELEXIS consortium members will attend relevant events organized by ELEXIS partners (list of events: chapter 8) in order to reach out to and interact with new regional and international players.

For the internal stakeholders the following message will be used:

Stay informed. Subscribe to our mailing lists, newsletter and follow us on Twitter and Facebook and join our events!

5.6 Message for External Stakeholders (Target Group 5):

Since this audience is represented by institutes and departments undertaking projects and research on a high level of profession, as well as associations and networks, this group is relatively influential on a international, national or regional level.

Therefore individual institutions will be approached and offered observer status in ELEXIS to provide them with information about the LEX1, LEX2 and LEX3 services.

Many institutions are part of already established (lexicographic) networks (e.g. ENeL, Sketch Engine) and will be approached through these channels as well to create awareness for ELEXIS.

For this target group the following message will be used:

Join ELEXIS with an *observer status* and get access to a scalable, multi-lingual and multifunctional infrastructure with validated high quality data as well as benefit from innovative teaching activities in the field..

5.7. Message for Commercial Entities (Target Group 6):

This target group includes the industry, such as large dictionary publishers, language technology companies, companies in the field of semantic web technologies, businesses and their representatives interested in lexicography and (open, linked) data, like data experience designers, data protection officers, software and app developers etc. The target group includes also professional associations and networks. Furthermore the media, as data provider (e.g. corpora of news articles) will be targeted.

The two industrial partners in ELEXIS (LC, KD) have already established a large network of business partners, ELEXIS can benefit from.

Accordingly representatives of this group will be invited to become observers in ELEXIS:

Join ELEXIS with an *observer status*, enhance your data by accessing our infrastructure, our tools and services based on validated high quality data.

5.8. Message for Language and Technology Aficionados (Target Group 7):

Communication to this audience will focus on the solutions provided in LEX2 infrastructure that are suitable for non-professionals: online dictionary-writing systems, gaming and crowdsourcing/gamification software, etc.

Private individuals, especially those who are speakers of lesser-resourced languages, those who show an interest in the fields of technology and language in general, citizen science and crowdsourcing, shall be addressed with the following messages:

- a) for language lovers, language artists, poets and authors:

It's all Greek to you? ELEXIS can help you by providing multilingual language resources.

- b) for gamers, programmers and individuals affected by technology, the message formulated to address the audience of technological experts will be re-used:

Join ELEXIS to improve the quality of your algorithms and applications with validated language data.

- c) for individuals interested in crowdsourcing and citizen science:

Got a solution? - Join ELEXIS to be a part of an international crowdsourcing-community.

6. WHEN: Multi-level Communication

One of the main challenges for ELEXIS - communication is to address appropriately all of its stakeholder communities and target groups.

This implies that ELEXIS needs to support communication and dissemination activities to satisfy the needs of professional and research communities as well as the general and "jargon-free" interested public, in order to attract attention.

The way, in which the audiences shall be addressed (online and offline), varies, depending on the target group itself:

Audiences, such as lexicographers & linguists, technology experts, Digital Humanities experts, internal and external stakeholders, shall be addressed in an educational, informative, institutional way.

The adequate target-oriented wording should be enriched for example with videos and photos in order to attract attention.

The interested public shall be addressed in a entertaining and infotaining, way. To get the attention of speakers of under resourced-languages, ELEXIS is providing the option to publish postings not only in English but also in other languages, especially under-resourced languages (or at least parts of it), to draw attention and get this community on board.

Given the fact that all online and offline communication and dissemination activities aim to create awareness about and interest in ELEXIS in the first place, all used (social media) platforms aim to be connected in their output whilst providing specific information, addressing different audiences of interest.

In order to interact and communicate with the different target groups, different communication tools, such as framing and storytelling will be adopted and used and tailored for the specific platform and audience.

Furthermore, call-to-actions will be initiated, e.g. grants for research visits, to encourage researchers to participate and optimise mutual knowledge exchange and to strengthen the social layer of the ELEXIS infrastructure.

7. WHERE: Communication Channels

Since each project partner was committed to create a high level of publicity for the project right from the beginning, the launch and objectives of ELEXIS are communicated through partners' communication channels (e.g. press releases, newsletters, news-related media, website, social media etc.) - to generate broad public awareness of ELEXIS activities.

Nevertheless, ELEXIS is also establishing its own communication channels, to bundle partner activities and produce its own output, whilst *collaborating* with its partners to foster community building by generating awareness (online and offline) and stimulate participation.

ELEXIS can count on a variety of available (communication) channels and resources (listed below in Table 8)), that are managed either by ELEXIS, ELEXIS consortium partners or third parties. It is important not only to use our own channels and resources but also third party channels in order to raise the projects reach. The list is not exhaustive and will be expanded during the lifetime of ELEXIS.

ELEXIS - channels	ELEXIS - partner channels	3rd party channels
Facebook: @elexis.official Twitter:	OeAW/ACDH: - Twitter (@ACDH_OeAW, @oeaw) - Homepage(s): https://www.oeaw.ac.at/acdh/	<ul style="list-style-type: none"> Channels (e.g. website, social media) of national

<p>@elexis_eu #elexis_eu</p> <p>YouTube (upcoming)</p> <p>Homepage: https://elex.is/</p> <p>E-mail: info@elex.is elexis.eu@gmail.com</p> <p>Mailing lists</p> <p>Newsletter</p> <p>ELEXIS events</p> <p>ELEXIS training measures</p>	<p>https://www.oeaw.ac.at/</p>	<p>press agencies (e.g. APA, STA)</p> <ul style="list-style-type: none"> • Third party events/ joint events (chapter 7) • Channels (e.g. websites, mailing lists, social media) of lexicographic associations (e.g. EURALEX http://euralex.org/, globalex, http://globalex.link/, EFNIL http://www.efnil.org/, Lexonomy Homepage www.lexonomy.eu, DARIAH https://www.dariah.eu/) • Publication in scientific journals • Press releases to agencies in European countries, e.g. APA (Austrian press agency), STA (Slovenian press agency) • Channels (website, mailing lists, social media accounts, events) of Research Infrastructures in the arts and humanities (CLARIN, DARIAH at national and European level) • Channels (especially mailing lists) of Linguist List • Corpora mailing list • Channels (website mailing lists, social media. events) of regional and global DH networks and associations (e.g. DHd, DHA, EADH,
	<p>INT:</p> <ul style="list-style-type: none"> - Twitter (@ivdnt) - Homepage https://ivdnt.org/ - INT Newsletter 	
	<p>DSL</p> <ul style="list-style-type: none"> - Homepage: https://dsl.dk/ - Facebook (@DetDanskeSprogogLitteraturselskab) - Twitter (@DenDanskeOrdbog) 	
	<p>UCHP:</p> <ul style="list-style-type: none"> - Homepage: https://cst.ku.dk/ https://leksikografer.dk/ledanyt/ - Danish Lexicographers' Newsletter <i>LedaNyt</i> 	
	<p>KD:</p> <ul style="list-style-type: none"> - Homepage: https://lexicala.com/ - Twitter https://twitter.com/kdictionaries 	
	<p>IBL:</p> <ul style="list-style-type: none"> - Homepage http://ibl.bas.bg/en/ 	
	<p>RILMTA:</p> <ul style="list-style-type: none"> - Homepage http://www.nytud.hu/eng/ 	
	<p>CNR/ILC:</p> <ul style="list-style-type: none"> - Homepage(s) http://www.ilc.cnr.it http://lari.ilc.cnr.it http://www.clarin-it.it https://ilc4clarin.ilc.cnr.it https://www.cnr.it - Facebook (@ClarinIT) - Twitter (@CLARIN_IT) 	
	<p>FCSH-UNL:</p> <ul style="list-style-type: none"> - Homepage(s) http://www.clunl.edu.pt/pt/home.asp?lang=pt-pt 	

	<p>http://www.fcsh.unl.pt/ https://www.linkedin.com/in/centro-de-lingu%C3%ADstica-da-nova/ http://new.condillac.org/</p> <ul style="list-style-type: none"> - Facebook (@TOTH2018, public group: https://www.facebook.com/groups/130850356936096/about/) - Twitter (@CLUNL_) 	<p>ADHO)</p> <ul style="list-style-type: none"> ● Channels (website, social media, mailing lists) of the Research Data Alliance ● Channels (especially mailing lists and websites) of other associations and networks (e.g. International Publishers Association, Language Technology Industry Association (LT-Innovate), International Association for Advancement in Language Technology (AsLing), ● Channels of the European Commission in the fields of Research and Innovation/ Multilingualism/ Education, Training and Youth ● Channels of H2020 <p>This list is not exhaustive and will be expanded during the lifetime of ELEXIS and its communication activities.</p>
BCDH:	<ul style="list-style-type: none"> - Homepage https://github.com/BCDH 	
JSI:	<ul style="list-style-type: none"> - Homepage(s) videlectures.net http://ailab.ijs.si/ 	
UNIROMA1/LCL:	<ul style="list-style-type: none"> - Homepage(s) http://lcl.uniroma1.it http://www.di.uniroma1.it 	
NUIG:	<ul style="list-style-type: none"> - Homepage http://www.insight-centre.org - Twitter: @unlp_nuig 	
UT/TCDH:	<ul style="list-style-type: none"> - Homepage: http://kompetenzzentrum.uni-trier.de/en/ - Twitter: @CDHTrier 	
LC:	<ul style="list-style-type: none"> - Homepage(s) https://www.lexicalcomputing.com https://www.sketchengine.eu/ - Twitter (@SketchEngine) - Facebook (@SketchEngine) - LinkedIn https://www.linkedin.com/groups/4293299 - Youtube https://www.youtube.com/channel/UCo2fn2SNxCikCSAFBcWBw 	
EKI	<ul style="list-style-type: none"> - Homepage www.eki.ee - Facebook (@Eesti.Keele.Instituut) 	
RAE		

	<ul style="list-style-type: none"> - Homepage http://www.rae.es - Twitter (@RAEinforma) 	
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Table 8: Communication Channels

7.1. Website

A website has been created (<http://www.elex.is/>), hosted and maintained by the OEAW, on behalf of the consortium. The ELEXIS website is the central pillar of the ELEXIS communication and dissemination strategy.

The website serves as the main hub for all ELEXIS stakeholder communities and anyone else interested in ELEXIS. It provides information on the project, the infrastructure with its tools and services, and its activities & events, and serves as a networking platform within the community.

Apart from directly hosting a wealth of content that will constantly grow, it will also link to relevant content stored elsewhere, for example publications in repositories etc.

As such, the website serves as a one stop access point to information about ELEXIS, its background, ambition and results, as well as the infrastructure with its tools, services and data.

An overview of upcoming ELEXIS events and workshops will be implemented in an event-calendar on the page, informing the interested user of past and upcoming events, linking to the Facebook-Profile of ELEXIS.

The project website will be maintained at least three years after the duration of the project. In addition to the actual project website domain, platforms providing virtual access (LEX1, LEX2, LEX 3) will be available on separate domains, e.g. the Sketch Engine (<http://www.sketchengine.co.uk>) in LEX2.

The website was built by using a well-known modular web content manager system (Wordpress), which allows the page to be fully responsive on all devices (desktop, tablet and smartphone) and browsers. A Matomo tracking snippet is embedded in the website to enable the collection of data for providing insights on usage and traffic on the page. Figure 2 visualizes the design of the ELEXIS homepage.

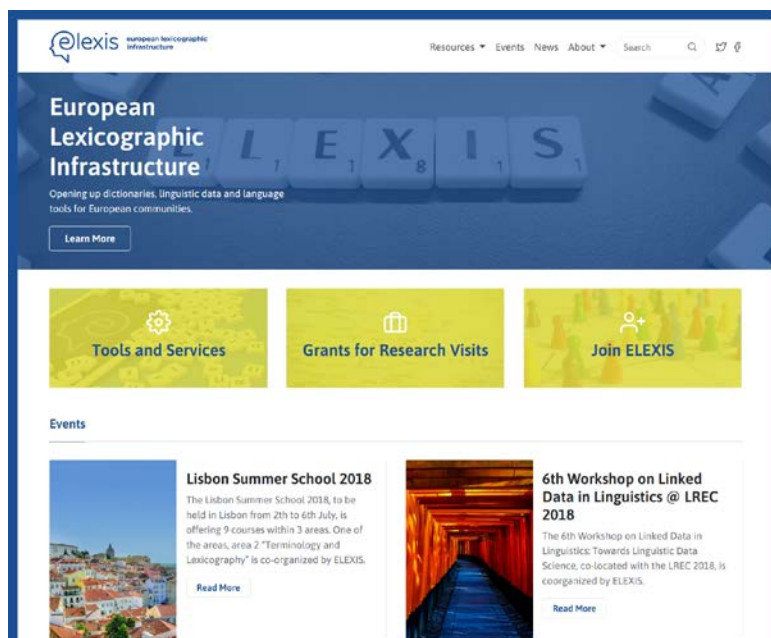


Figure 2: Screenshot ELEXIS website (28.5.2018)

7.2. Internal Communication Platform

Google Drive is used as internal communication platform (with restricted access) and is available to the consortium and associated partners and to the European Commission, with the purpose to share internal documents and files.

This platform will be permanently updated and improved in line with the project results.

7.3. Social Media

In order to generate awareness for ELEXIS and engage with the targeted audiences and support dissemination activities, the project will be present on several social media networks. The main goal of using social media is to significantly expand ELEXIS' organic reach, as well as to keep each account up to date by curating continuous postings and shares on a regular basis.

7.3.1. Twitter

A [twitter-account](#) has been set up, which is used to report on the project's activities, providing electronic news and information gathering on outcomes of events (such as live blogging sessions) and milestones. In addition, followers will be alerted of new content on the website and also relevant content of third parties will be shared.

Due to twitter's news-character, this social network will be used mostly for informational, (highly) specialised, jargon-based tweets.

7.3.2. Facebook

A [Facebook-page](#) has been set up, which will report on the project's activities as well, with a different approach though: Due to Facebook's emotional character, dissemination boundaries can be expanded

mutually, up to the point of posting jargon-free content, whilst implementing other dissemination elements, such as videos and thumbnails.

Given a certain reach of this Facebook page, interaction and engagement with the general public and not highly specialised (academic) users (e.g. high-school graduates, students, poets, etc.) can be undertaken, whilst deterrence of these groups of interest - because of way too specialised messages - can be avoided.

New items and articles available on the website will be shared with ELEXIS' Facebook-community as well.

7.3.3. YouTube

A YouTube channel will be set up, providing interested users with informative videos, e.g. tutorials and training materials on how to use the provided infrastructure, collaborating closely with videolectures.net.

Through this channel additional "behind the scenes" material will be published, e.g. interviews with consortium members, and shared on other ELEXIS channels.

7.4. Email

An email-address has been set up which will be used for sending out newsletters and mailing lists and will be used on social media channels in their contact section, to enable the interested user to ask questions or send feedback.

7.4.1. Mailing Lists

A database of up-to-date contacts, will be available in order to reach the largest audience possible, who will be regularly updated, filtered by audience, using a mass mailing online tool.

Since ELEXIS members will be present at (project relevant) events, interested recipients will be invited to subscribe to the mailing list.

7.4.2. Newsletter

A newsletter template will be set up according to the ELEXIS corporate identity guidelines; subscribers will be updated *regularly*, filtered by audience. Since ELEXIS members will be present at (project relevant) events, interested recipients will be invited to subscribe to the newsletter.

7.5. Events

Organising, promoting and attending events fosters the community, supports networking with other initiatives/infrastructures and creates an opportunity to engage with academia and the general public. Furthermore it generates dissemination output (e.g. papers in conference proceedings).

In order to keep an overview of internal meetings and external events being held, a public ELEXIS event - calendar has been set up ([available here](#)). Any project member can add an event and share detailed information with other members.

In the following the different event types will be described in more details.

7.5.1. ELEXIS Events

A kick-off meeting (hosted by JSI) was held in Ljubljana, Slovenia, at the beginning of the project. In the second, third and fourth year of the project, ELEXIS community fostering events will be initiated in order to strengthen the community by encouraging personal contact.

The annual community events will be organised by the consortium, and hosted by different consortium members:

- First ELEXIS event: two days event in the second year of the project, hosted by OEAW in Vienna
- Second ELEXIS event: two days event in the third year of the project, hosted by CNR in Pisa
- Final ELEXIS event: two days event in the final year of the project, hosted by LC in Brno

7.5.2. ELEXIS Training Measures

A series of workshops will be organised to develop methodological and technological skills needed for the productive use of and contribution to ELEXIS. Furthermore ELEXIS will co-organize ELEXIS related modules at already existing summer schools. For examples at the Lisbon Summer School Area 2 “Terminology and Lexicography” is co-organized by ELEXIS (<https://elex.is/lisbon-summer-school-2018/>).

7.5.3. Third Party Events or Joint Events

Dissemination will be carried out at third party events or joint events (e.g. workshops, conferences, panels, project booth co-located at other international or national events) in order to reach out to other communities and enlarge the community of interest. Single researchers will participate with a talk or a poster and will present specific project results.

Relevant regional, national and international events, grouped according to the target audience, are listed below:

- **Lexicographers & Linguists**

In order to target this user group we would focus on the following events in the following areas:

Lexicography:

- EURALEX (biannual),
- ASIALEX (annual)
- AFRILEX (annual)
- AUSTRALEX (biannual)
- Dictionary Society of North America (DSNA ;biannual)
- eLex conference series (biannual)
- GLOBALEX workshops
- EUROPHRAS

- Regional lexicographic conferences such as: Lexicography in the Nordic countries (<https://www.helsinki.fi/sv/konferenser/15-konferensen-om-lexikografi-i-norden>)

Corpus linguistics:

- International conference on corpus linguistics
- Corpus linguistics (AELINCO)
- Corpus approaches to lexicogrammar
- SlaviCorp
- Text, Speech and Dialogue (TSD)

Translation:

- Using Corpora in Contrastive and Translation Studies
- Language Technology Industry Summit
- EAMT (European Association for Machine Translation)

Terminology and knowledge engineering:

- Terminology and knowledge engineering (TKE) conference
- LSP conferences

- **Technology Experts**

In order to target this user group we would focus on the following events in the following areas:

NLP, Data mining, Machine Learning etc.:

- LREC (language resources)
- Association for Computational Linguistics (ACL) conference, and conferences of NAACL and EACL
- COLING (International conference on Computational Linguistics)
- Global Wordnet Conference
- Conference on Natural Language Learning (CoNLL)
- EMNLP (Empirical methods in Natural Language Processing)
- Special Interest Group on Information Retrieval (SIGIR)
- AAI (Association for the Advancement of Artificial Intelligence)
- ICML (International conference on Machine Learning)
- ICDM (International conference on Data Mining)
- HCOMP (Human Computation)

Standardisation and models

- Ontolex workshop
- ISO TC37 Meetings

Semantics etc.

- SEMANTICS
- Language, Data, and Knowledge (LDK) conference
- International workshop on Semantic Evaluation (SemEval)
- Workshop on the Multilingual Semantic Web

- **Digital Humanities Experts**

In order to target this user group we would focus on the following events:

- Digital Humanities conference
- EADH Day / EADH Conference
- regional Digital Humanities conferences such as DHd, DH Benelux, DHN, DHA, congresso HDH etc.

- **Internal Stakeholders**

In order to target this user group we would focus on the following events:

Events organized by infrastructures and networks the consortium members are part of:

- CLARIN annual meeting, workshops etc.
- Inclusive Infrastructures for the Humanities
- DARIAH Annual Event and associated events (workshops etc.)
- Annual conference of the European Federation of National Institutions for Language (EFNIL)

Furthermore, events organised at local level by the institutions that are part of the consortium will be of interest.

- **External Stakeholders**

In order to target this user group we would focus on events that are organized by different associations e.g. Research Data Alliance (RDA) or organized All European Academies (ALLEA) or events organized by museums in order to reach out also to these institutions. Furthermore we would inform them over ELEXIS Events by using the ELEXIS consortium partner channels and third party channels in order to get them involved.

- **Commercial Entities**

In order to target this user group we would focus on the following events:

- Language Technology Summit
- CeBIT

Some of the events already mentioned above are also relevant for this target group, because they target both scientific and commercial audience: e.g. LREC (targeting commercial entities in the field of language resources and technology), EURALEX (targeting for example also publishing houses.)

- **Language and Technology Aficionados**

In order to target this user group ELEXIS will be present at events and initiatives like:

- European Researchers' Night (in different countries)
- Open house (at different institutions in different countries)
- Lange Nacht der Forschung (in Austria)
- Kinderuni (in Austria)

7.5.4. Events co-organised by ELEXIS or attended by Consortium Members in the First Year of ELEXIS

Besides the ELEXIS Kick-off Meeting, that took place in Ljubljana, Slovenia, from 15-17 February 2018 (<https://elex.is/elexis-kick-off-meeting>), the ELEXIS Consortium was already very active in co-organising and attending third party events in the first months of ELEXIS:

The ELEXIS Consortium co-organized two workshops during the LREC 2018 Conference in Miyazaki (Japan) from 7th - 12th May 2018:

- Globalex 2018 Workshop “Lexicography & WordNets”, co-organized by ELEXIS with GLOBALEX Preparatory Board, the Global WordNet Association (GWA) (<https://elex.is/globalex-2018/>) on 8 May 2018 in Miyazaki (Japan).
- 6th Workshop on Linked Data in Linguistics: Towards Linguistic Data Science (<https://elex.is/6th-workshop-on-linked-data-in-linguistics>), organized by ELEXIS on 12 May 2018 in Miyazaki (Japan).

Furthermore ELEXIS is one of the main sponsors of the EURALEX 2018 Conference (<http://euralex2018.cjvt.si/>), taking place from the 17-21 July 2018 in Ljubljana, Slovenia. In context of the EURALEX 2018 Conference co-located workshops, co-organized by ELEXIS, will take place:

- wnlex Workshop: WordNet as Lexicographical Resource on the 16 July 2018 co-organized by ELEXIS and CLARIN ERIC
- TEI-Lex-0 Workshop: Developing a Baseline Encoding for Lexical Data on the 16 July 2018 co-organized by ELEXIS and the DARIAH Working Group “Lexical Resources”.

The co-organisation of workshops together with already established research infrastructures (e.g. CLARIN and DARIAH) and associations (e.g. globalex) shows that ELEXIS is already using networks and synergies efficiently.

Regarding teaching measures, ELEXIS is co-organising the Area 2 of the Lisbon Summer School 2018 on “Terminology and Lexicography” (<https://elex.is/lisbon-summer-school-2018/>), taking place from the 2nd to the 6th of July in Lisbon.

Besides organising or co-organising events, consortium partners attended the following events in the past months or plan to attend the following events in the next months:

- DHd 2018, 26 February - 2 March 2018, Köln, Germany (<http://dhd2018.uni-koeln.de/>)
- LREC 2018, 7-12 May 2018, Miyazaki, Japan (<http://lrec2018.lrec-conf.org/en/>)
- DARIAH Annual Event 2018 (<https://dariah2018.sciencesconf.org/>)
- LT Innovate Summit, 28-29 May 2018, Brussels (<https://www.lt-summit.com/>)
- DH2018, 26-29 June 2018, Mexico City (<https://dh2018.adho.org/en/>)
- EURALEX 2018, 17-21 July 2018, Ljubljana, Slovenia (<http://euralex2018.cjvt.si/>)
- CLARIN Annual Conference 2018, 8-10 October 2018, Pisa, Italy (<https://www.clarin.eu/event/2018/clarin-annual-conference-2018-pisa-italy>)
- EADH2018, 7-9 December 2018, Galway, Ireland (<https://eadh2018eadh.wordpress.com/>)

A more detailed overview of activities will be provided in *D7.5 First year dissemination and communication report and updated communication plan*.

7.6. Dissemination Material

The dissemination material distributed will follow the corporate design guidelines described below. Afterwards, an overview of online and offline distribution items will be given.

7.6.1. Logo and Visual Style

The ELEXIS logo (figure 3) was created by Tomato Košir for ELEXIS and was the starting point for creating a visual style for ELEXIS. Regarding the colour scheme, starting from the ELEXIS logo and the EU flag, the blue and yellow colours will be used in ELEXIS in combination with white, black and grey. Not only colour but also typography is an essential component of the visual identity of ELEXIS. Within ELEXIS, we use "Calibri" and "Asap" fonts. Further design elements used to create a visual style are the use of

- the ELEXIS "head" of the logo as watermark
- pictures with ELEXIS colour overlay
- Scrabble tiles



Figure 3: ELEXIS full logo in ELEXIS blue

For the specific colour codes, and other details regarding the visual identity of ELEXIS please refer to the D7.1 Visual Identity and Design Manual.

7.6.2. Online Promotion Material

Digital, online marketing activities are undertaken, which will be styled and branded on behalf of the guidelines listed above, such as:

- Regular *news items* on the project website
- Regular *social media posts* on Twitter and Facebook by the project on the ELEXIS account and by the consortium members on their institutional accounts or private accounts, including videos, pictures, figures, photos, tables, etc.
- Since *videos* are the most shared content on the web, self-produced videos will be shared and posted on social media (Twitter, Facebook, YouTube); those videos provide information about the deployment of the infrastructure, mini-interviews with experts from the field, mini-tutorials, as well as hints & tips videos for usability in various scenarios;
- Pictures, photo material and graphics representative for the project will be generated and distributed through the project's channels
- The project will be present on research portals, *linking to the ELEXIS website*
- *Newsletter*
- An online questionnaire will assess the community's experience and opinion of the project's intermediate outcomes

7.6.3. Offline Promotion Material

Print publicity will be used to maximise the impact of the dissemination activity to establish an initial contact with organisations where digital marketing proves unsuccessful.

Print materials will also be available for download from the website (e.g. general info brochure, topic specific one-page inserts, flyers, posters). A limited number of giveaways with project logo, strapline and website URL will be created. Preference will be given to items with long-term and frequent use such as stickers, flash drives, sturdy bags from recycled material or 'hints & tips' booklets.

8. Scientific Dissemination

Papers and articles about the project results will be published in open access journals and conferences. Especially scientific partners will contribute to the scientific dissemination.

Furthermore, information about ELEXIS will be published in Kernerman Dictionary News² and will be available online as well. As project archive, the online-repository *Zenodo* (<https://zenodo.org/>) was chosen to preserve peer reviewed scientific papers published by ELEXIS partners.

9. Evaluation, Monitoring and Reporting

The impact created through the innovations implemented in the *LEX platforms* (LEX 1, LEX2, LEX 3) will be measured, as well as the data gathered from training measures (number of participants, etc.). The *outreach and engagement* will be measured with the help of the reporting system of the mass mailing tool, with website analytics (Matomo, formerly known as Piwik) and with the standard reporting features of social media portals and the figures/data collected at events.

A project survey distributed in month 28 will include evaluation of the dissemination activities.

Measurements to evaluate the outcome of absolute numbers, described in table 1-5, will be taken.

Each year a dissemination and communication report and final communication report will be elaborated which will also include scientific publications and a collection of digital and non-digital media clippings.

² Each issue of Kernerman Dictionary News, being published annually in July, is printed in 1.000 - 1.500 copies and distributed to all participants in all major lexicography conferences worldwide, as well as in other relevant events and venues.