



META-NORD

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Infrastructure**

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EXECUTIVE SUMMARY

During the first six months of the META-NORD project, all the project partners have developed preliminary action plans for awareness, community mobilisation and dissemination to be undertaken in the respective countries during the project period. The goal of these plans is to maximise the impact of the project and to ensure its sustainability. The focus is laid on three groups, the research community, the public sector and the economic sector (the language industry and other business sectors). People from these groups will be contacted by the project partners, the project introduced to them and they asked for input.

The project partners will maintain websites with detailed information on META-NORD, META-NET and language technology in general, in addition to presenting papers and hosting meetings and conferences, sending e-mails, newsletters and brochures, and utilising social media such as Twitter, Facebook and LinkedIn.

META-NORD dissemination activities will then be coordinated and monitored, following a set of measurable qualitative and quantitative indicators that have been set up, such as adherence to the action plan, user feedback, reviews, update frequency and participation in and/or organisation of workshops, seminars, demonstrations, to name a few. LKI is responsible of collecting and managing this data and the project partners will therefore report to them on all their dissemination activities.

As these are just preliminary plans they may change during the project period. However, many of these actions are already well under way and all the participating countries are working on a more detailed plan in order to maximise the impact of the project. A final action plan will be completed towards the end of the project (M24).

The current document contains a summary of the eight different action plans for all the META-NORD countries. It is accompanied by the individual action plans for each country.

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Abbreviations

Abbreviation	Term/definition
DoW	Description of Work
EU	European Union
FP7 ICT	The Seventh Framework Programme Information and Communication Technology
ICT PSP	Information and Communication Technology Policy Support Programme
LT	Language Technology
MT	Machine Translation
NoDaLiDa	Nordic Conference on Computational Linguistics

Table 1 Abbreviations

1. Introduction

This document contains a summary of the preliminary action plans describing awareness, community mobilisation and dissemination actions to be undertaken in the META-NORD countries during the project period, with the aim of maximising the impact of the project and ensuring its sustainability beyond the EU-supported phase. The action plan focuses on three main groups:

- the research community in human language technology and other related domains
- the public sector, government and other public decision makers
- the economic sector, both language industry and other business sectors

The project partners will contact key persons and organisations in the research community, industry, and public sector in their respective countries and introduce the project to them and ask for their input¹. They will maintain websites where various information related to LT can be found. They will also organise meetings and conferences with participants from academia, industry, government, public media and other actors to increase awareness of LT and its importance in the society.

2. Target groups

The project partners have identified a number of target groups, institutions, companies, organisations, and associations in their respective countries which have potential interests in LT. This section lists the main categories of target groups for awareness raising and dissemination actions.

2.1 *Research community*

The size of the LT research communities varies hugely among the eight countries participating in the project. The communities are smallest in Estonia and Iceland, only three universities or institutes participating in each, with Latvia, Finland and Sweden the seemingly biggest.

2.2 *Society, government and other decision makers*

Most of the project partners already have contacted or plan on contacting the ministries in their home countries, relevant to LT. These are usually the ministries for education, culture, communications, science and technology, as well as, in some cases, ministries of finance and ministries of industry.

¹ The description of third parties networks in the participating countries is represented in *D2.5 Description of third parties networks for each language covered in the project* (M6, July 2011/PU).

Just like the size of the research communities differs between countries, there are differently many science foundations within the eight META-NORD countries. These can be institutions that are government-funded or government-run, as well as privately funded institutions and foundations. These institutes and foundations can be hugely important in the development of LT and it is, therefore, vital that they be kept informed and involved.

2.3 Language industry and other business sectors

Again the market in the eight META-NORD countries varies hugely in size. In Iceland there is only one company currently developing revenue-generating LT product whereas in Norway there are about 25 developers or potential users that can be contacted in relation to this project. However, other sectors can benefit hugely from LT, such as publishing houses, newspapers, magazines, translation bureaus, dictionary makers and writers, to name a few.

3. Planned actions

This section summarises the awareness raising and dissemination actions that are planned in the META-NORD countries in the near future. Most of these actions are directed towards one or more of the target groups described in the previous section, but some of them are also directed towards the general public.

3.1 META-NORD websites

Local META-NORD websites/pages already exist for Danish (<http://cst.ku.dk/projekter/metanord/>), Icelandic (<http://vefir.hi.is/metanord>), Latvian (<http://www.tilde.lv/English/portal/go/tilde/3828/en-US/DesktopDefault.aspx>), Norwegian (<http://meta-nord.b.uib.no/>) and Swedish (<http://spraakbanken.gu.se/eng/research/meta-nord> in English, <http://spraakbanken.gu.se/swe/forskning/meta-nord> in Swedish). The Finnish META-NORD website is under construction (<http://www.helsinki.fi/metanord>) and websites are planned for Estonian and Lithuanian.

All the websites do or will include descriptions of the project as well as links to various pages related to LT. Many also plan on listing events and activities related to LT and a list of available language tools and resources. The websites will include many other interesting features. For example, the Danish website will include a discussion forum, the Norwegian website has a blog and the Swedish website has a twitter feed as well as a mind map and a geological map showing the partners. The Icelandic website will host publications related to LT as well as a terminology list and information on licences and legal issues.

Moreover, in the near future (by M8) it is planned to publish the META-NORD project website under www.meta-nord.eu domain². It will become the basic public dissemination channel (together with the META-NET website³) a focus of attention among all groups of stakehold-

² Currently under construction.

³ <http://www.meta-net.eu>

ers in the Nordic and Baltic countries. The website will have separate dynamic and static sections related to META-NORD (latest news, general information about the project, partners, contact information and “members login” – a partner-restricted section), materials for the community (META-NORD flyers, posters, public deliverables, papers accepted/published in conference proceedings/journals, and an overview of upcoming events), META-NET section with the overview of upcoming META-NET events and information about how to join META-NET, as well as EU ICT section with links to the main EC LT-related web resources (LT home⁴, LT & MT Projects⁵, FP7 ICT⁶, ICT-PSP⁷ and others). The META-NORD website will have a similar look and feel as the website of META-NET (colours, logotype adhered to the one shared META-NET brand (see Figure 1) that is essential and mission-critical for the success of the communication strategy and the overall initiative). The catalogue of META-NORD linguistic resources will also be represented on the website.



Figure 1. META-NORD logotype on the project website

The project website will be technically developed and maintained by Tilde and LKI will be responsible for the website content and its update during the project. The project website will be maintained by Tilde for at least 3 years after the official end of the project.

3.2 *Making contacts with target groups*

In addition to the websites every partner already has or will be launching, all participants plan on using different dissemination channels and means to raise awareness about META-NORD in the corresponding countries, for example, publishing articles about LT in papers and journals, producing their own flyers or newspaper where LT could be introduced to those interested, creating forums and holding meetings or conferences, contacting potential stakeholders personally by phone or e-mail. This work has already started in some countries and Iceland has, for instance, already sent e-mail to the target group and plans are for a follow-up e-mail. Some of the partners also plan on hosting private meetings and presenting at conferences. In addition, Finland has created a survey for the target group, used in defining the criteria for selecting most relevant LT resources and tools. Furthermore, plans are on way for utilizing social media and, for instance, both Latvia and Sweden are planning on using Twitter, and Latvia and Denmark are planning on utilizing LinkedIn.

⁴ http://cordis.europa.eu/fp7/ict/language-technologies/home_en.html

⁵ http://cordis.europa.eu/fp7/ict/language-technologies/portfolio_en.html

⁶ http://cordis.europa.eu/fp7/ict/language-technologies/fp7-ict_en.html

⁷ http://cordis.europa.eu/fp7/ict/language-technologies/ict-psp_en.html

3.3 Publications – newsletters, articles, press releases

As mentioned in section 3.2 most of the participants plan on publishing articles in papers and journals and some have already been published. In many countries the plan is to prepare press releases, as has already been done in Latvia, as well as to introduce the project in newspapers or flyers. Some partners are planning to contact business and industry organisations and ask for permission to write introductory articles in their newsletters, whereas other partners plan to publish their own newsletters or flyers to distribute. For instance, the plan is to publish a monthly META-NORD newsletter in Lithuania and in Finland and Sweden that has also been discussed as an option.

3.4 Workshops, conferences, presentations

All the partners plan on presenting META-NORD at both conferences and workshops and in Iceland, Latvia and Norway this has already been done to some extent. Additionally, Latvia has already hosted a workshop in relation to NoDaLiDa where META-NORD was introduced, and there are plans in Iceland, Lithuania and Norway to host conferences or workshops related to META-NORD.

3.5 Other awareness raising and dissemination actions

Many interesting things are planned in the eight countries to raise awareness and to disseminate the message. The Estonians plan to include the logo of META on web pages of ongoing local projects. The Danish META-NORD partner will collaborate and co-organise events with Danish infrastructure projects and is also planning LinkedIn professional group. In Lithuania there are plans to introduce the program on the national television and radio broadcasts and the Swedish META-NORD group is maintaining the META twitter feeds. In Iceland work has already started on building coherent and consistent terminology for the field. The Icelandic LT Terminology Collection will be made available through the Icelandic META-NORD website as well as the ICLT website, and the plan is for it to become a part of larger terminology collections such as the Icelandic Term Bank.

4. Assessment of dissemination activities

META-NORD dissemination activities are coordinated and monitored on a systematic basis by the appointed responsible participant, UHEL according to DoW, implemented by each partner under LKI management, reported to the project officer by the project coordinator (via periodic reports), and reviewed by the review panel, i.e. the project officer and peer reviewers.

A set of measurable qualitative and quantitative indicators have been set up for the evaluation of META-NORD dissemination activities, for example, adherence to the action plan, user feedback, post/letter analysis, reviews, etc. (quality); update frequency of the project website, the project website analytics, a number of accepted/published articles in peer-reviewed con-

ference proceedings and journals, participation in and/or organisation of workshops, seminars, demonstrations and other events, survey respondent number, etc. (quantity).

The project partners will report about all their dissemination activities and corresponding outputs to LKI which is responsible for collecting and managing this data. An analytical record of META-NORD dissemination activities can be ensured with the help of dissemination sheet (to be developed and distributed among partners).

Annex 1 Deliverable D5.1.1 Action plan - Latvia

1. Target groups

This section lists the different categories of target groups for awareness raising and dissemination actions. Different roles and motivations of the groups in awareness raising are outlined and different modes of approaching them and making contacts with them are described.

1.1. Research community

University of Latvia, Institute of Mathematics and Computer Sciences

The [Institute of Mathematics and Computer Science](#), [University of Latvia](#), was established in 1959 as Computing Centre of research character. The founder of the Computing Centre was Prof. E. Arins. At present the director is Dr. R. Balodis-Boluzs.

The staff of the Institute consists of 150 researchers, engineers and software developers, including 7 Dr. habil., 31 Dr. and 20 MSc. Prof. J. Barzdins and Prof. R. Freivalds are Members of the Academy of Sciences of Latvia, but Prof. A. Kalnins and Prof. U. Raitums are Corresponding Members. The main contacts for the META-NORD project are R. Balodis-Bolužs (Director, area of expertise – IT), A. Spektors (Head of Artificial Intelligence Laboratory), I. Auziņa (Senior Researcher, area of expertise – NLP), and N. Grūzītis (Researcher, area of expertise – NLP).

University of Latvia, Faculty of Computing

The [Faculty of Computing](#) ([homepage](#) in Latvian) in cooperation with the [Institute of Mathematics and Computer Science](#), [University of Latvia](#), provides higher academic as well as professional education and conducts research in the fields of computer science and information technologies. The higher education aims to support the development of computing industry by preparing highly skilled, export-capable employees for practical work in private companies and public institutions and by providing the computing industry with academically educated specialists and researchers in Computer science, including mathematical basics of computer science, system modelling and problems of artificial intelligence; Information technologies, including the design and operation of computer networks and clusters as well as sound and image processing; Software engineering, focusing on programming and software development, including embedded systems; Computer engineering, including the design and production of electronic equipment. The main contact for the META-NORD project are J. Borzovs (Dean of the Faculty of Computing, area of expertise – IT).

Terminology Commission of Latvian Academy of Sciences

The [Terminology Commission](#) (TC, [homepage](#) in Latvian) of the Latvian Academy of Sciences was founded in 1946. It supervises and manages the activities of about 25 sub-commissions. The Terminology Commission and sub-commissions' experts edit and expertise terms, translate terms and definitions. The main tasks of the TC of the Latvian Academy of Sciences are stated by the Regulations of the Cabinet of Ministers of Latvia. According to

the Regulations, the TC of the Latvian Academy of Sciences coordinates the development and takes care of the unity of the Latvian multi-branched terminology on national level taking into account requirements for international harmonization of term content. The Terminology Commission publishes official terminology in two large online databases: [Terminoloģijas Portāls](#) (about 150 000 terms) and [Akadēmiskā terminu datubāze AkadTerm](#). The second database is also integrated with the largest European terminology portal [EuroTermBank](#). The main contact for the META-NORD project is V. Skujiņa (Professor, area of expertise – terminology).

Riga Teacher Training and Educational Management Academy

[Riga Teacher Training and Educational Management Academy](#)'s mission is to provide each student with a study process and environment which would favour the development of high professional competence and the ability to set and achieve goals in life, to form a creative, free, enterprising, responsible, independent individual capable of finding his/her identity under the changeable conditions and competing successfully on the labour market. The Academy is conceptually and technically modern professional higher educational institution founded by the state. It started its work in 1994 with 1273 students and now is one of the largest higher educational institutions in Latvia in terms of the number of students. The main contact for the META-NORD project is D. Markus (Rector, area of expertise - phonetics).

University of Liepaja

The main contact at the University of Latvia ([Liepājas Universitāte](#)) for the META-NORD project is I. Ozola (Professor, Vice-rector for research, area of expertise – linguistics).

Rezekne Higher Education Institution

[Rezekne Higher Education Institution](#) (RHEI, Rēzeknes Augstskola) was established on the basis of the branches of the University of Latvia and Riga Technical University. On July 1, 1993 RHEI began to run as an independent higher education institution. Rezekne Higher Education Institution is a state founded higher education and science institution of the Republic of Latvia which implements the study programs as well as is engaged in scientific, research and artistic creative work. The main contact for the META-NORD project is I. Šuplinska (Senior Researcher, area of expertise – linguistics).

Daugavpils University

Daugavpils University (DU) is situated in south-east part of Latvia. It was founded in 1921 and today is the biggest regional state university and the only university in Eastern Latvia. The main research disciplines of DU scientists are Literary Science, Linguistics, History, Biology, Environmental sciences, Physics, Economy, Sociology, Psychology, Education and Art. DU has eight research centres, almost all of them have allocated the means of various EU projects and have purchased modern equipment which allows to conduct high level research in various fields. The main contact for the META-NORD project is I. Saleniece (Professor, area of expertise - history).

Institute of Literature, Folklore and Art

The main areas of research of the [Institute of Literature, Folklore and Art](#), are history of Latvian literature, literary theory, comparative literature, Latvian folklore, Latvian theatre, musi-

cology. The main contacts for the META-NORD project are D. Bula (Director, area of expertise – folklore) and A. Rožkalne (Researcher, area of expertise – literature).

Latvian Language Institute

The main areas of research of the [Latvian Language Institute](#) are dialectology and areal linguistics, onomastics, grammar, lexicology and lexicography, sociolinguistics, terminology and studies of language culture. The main contacts for the META-NORD project are I. Jansone (Director, Professor, area of expertise – linguistics, also at the University of Latvia) and A. Stafecka (Senior Researcher, area of expertise - linguistics).

Ventspils University College

Ventspils University College (VUC) is an accredited state higher school founded in 1997. It offers both academic and professional studies in Business Administration, Electronics, Information Technologies and Interpreting / Translation. There are 2 research centers in Ventspils University College: “Engineering Research Institute „Ventspils International Radio Astronomy Centre” of Ventspils University College” and “[Center of applied linguistics](#)”. The main goal of the “Center of applied linguistics” is to carry out researches in field of applied linguistics, as well as to assist in development of interpreting field in Latvia. The main contacts for the META-NORD project are J. Baldunčiks (Professor, area of expertise - linguistics) and J. Sīlis (Professor, area of expertise – translation studies).

National Library of Latvia

The National Library of Latvia (NLL) was established on August 29, 1919. One of the characteristic cornerstones of the NLL, which characterizes every national library, is the formation of the collection of national literature, its eternal storage and long-term access. The collection of the NLL (4,5 million units) embraces all branches of science, its basic profile being Social Sciences and the Humanities. Pursuant to the status of the state major library the NLL has got the leading role in forming the information society. At present the emphases of the library activities is laid on supporting higher education, research and life-long education. The main contacts for the META-NORD project are A. Vilks (Director), J. Šķilters (Senior Researcher, areas of expertise – philosophy, NLP, also at the University of Latvia), A. Šalme (Associate Professor, area of expertise – linguistics, also at the University of Latvia), and M. Dziļuma.

1.2. Society, government and other decision makers

Saeima (Parliament)

The main contacts at the [Saeima](#) of Latvia for the META-NORD project are I. Druviete (Professor, Parliament member), D. Hirša (Parliament member), J. Kursīte (Professor, Parliament member).

Ministry of Education and Science

The [Ministry of Education and Science](#) of Latvia ensures development and implementation of a policy in the fields of education, science, sports and state language promoting sustainable

growth of welfare of the citizens of Latvia as educated, healthy, physically and mentally developed personalities and integrity of the society of Latvia. The Ministry strengthens and ensures provision of information to the public, explanation of the adopted resolutions and the link with the society by means of implementing the best practice of the administration process and transparent principles of operation of the state administration. The task of provision of information to the public, explanation of resolutions and ensuring the link with the society refers to all the directions of operation defined for the purpose of achieving the goal of the Ministry (programs). The Ministry is implementing its goal by means of the Ministry operational programs. The main contacts for the META-NORD project are R. Broks (Minister), I. Arhipova (Director of the Science, Technology and Innovation Department), and Z. Sneige (Head of State Language Policy Division).

Ministry of Culture

The [Ministry of Culture](#) is the state governing institution, which organizes and coordinates state culture policy and cultural-educational policy. The Ministry of Culture operates pursuant to the regulations of the Ministry of Culture, the declaration of the Cabinet and the basic principles of the State culture policy. The central apparatus of the Ministry of Culture consists of two departments: Cultural Policy Department and European Union Funds Department. The following fields are under the jurisdiction of the Ministry: Copyrights and Neighbouring Rights, Libraries, Museums, Music, Fine Art, Amateur and Folk Art, Theatre, Literature, Film Art, Cultural Education, Protection of Monuments, Archives and Architecture. The main contact for the META-NORD project is S. Ēlerte (Minister).

State Language Commission

The Latvian [State Language Commission](#) was established on January 16, 2002, at the initiative of the then president of Latvia, Vaira Vīķe-Freiberga and the then Prime Minister of Latvia, Andris Bērziņš. The Commission was established with the aim of studying the situation of Latvian as the country's state language and to draft recommendations on how to strengthen its status and develop it further. The Commission's members are specialists in various areas of linguistics, experts from the world of culture, science and education, as well as other members of society. On February 5, 2004, President Vīķe-Freiberga and Prime Minister Einars Repše appointed Andrejs Veisbergs as the panel's chairman. The primary goal for the State Language Commission is to identify strategic directions for language policy, doing so on the basis of all-encompassing research that is based on situational analysis. The commission also supervises the implementation of the State Language Policy Programme, and it takes part in the drafting of legislation in the relevant area. The main contacts for the META-NORD project are A. Veisbergs (Professor, Head, area of expertise – translation, also at the University of Latvia), M. Baltiņa (Professor, area of expertise – linguistics), I. Jansone (area of expertise – linguistics), D. Joma (area of expertise – linguistics), A. Kursītis, B. Metuzāle-Kangere (Professor Emeritus, area of expertise – linguistics), I. Ozola (area of expertise – linguistics), V. Skujiņa (area of expertise – terminology), and V. Rūmnieks.

State Language Center

The State Language Center is a government authority supervised by the Ministry of Justice to implement, within the competence provided for in the law and other normative acts, the basic state budget program “Renewal and preservation of the functions of state language” to participate in the development of state language strategies and support policies, and development

of the legal, normative and linguistic base of Latvian language as the state language; render inquiries and consultation designed to promote the compliance with the Official Language Law, the Law on Enterprise Register, Commercial Law, the Election Law, etc. legal acts; develop the dialogue between the culture environment specialists, municipalities and society concerning the identification and solution of the issues of Latvian culture environment; regulate the use of Latvian language in the spheres of social life; control the compliance with the Law on State Language and other normative acts, and protect the interests of inhabitants in case of non-compliance with the language norms; clarify the basic principles of the Latvian language policy through learning of the language policy experience of the European states; cooperate with international funds and organizations to learn the language policy experience of other countries in the context of requirements of the European Union and the international obligations of Latvia. The main contact for the META-NORD project is M. Baltiņš (Professor, Director, area of expertise – terminology).

Latvian Language Agency

The [Latvian Language Agency](#) is the state regulatory authority. It is supervised by Minister of Education and Science. The Agency promotes consolidation of the status and sustainable development of the Latvian language, which is the official state language of the Republic of Latvia and an official language of the European Union. The Latvian Language Agency was founded on July 1, 2009. It appeared during the reorganization of the State Language Agency and the National Agency for the Latvian Language Training. The Latvian Language Agency implements the state language policy, which is formulated in the Guidelines of the State Language Policy for 2005-2014 and the State Language Policy Programme for 2006-2010. The main contacts for the META-NORD project are J. Valdmanis (Professor, Director, area of expertise – linguistics) and I. Vītola (area of expertise – linguistics).

Cultural Information Systems Agency

Culture Information Systems is a state agency under the supervision of the Ministry of Culture. The goal of the Agency is to provide access of the community to the informational resources and cultural values accumulated in the libraries, archives and museums, establishing an integrated automated information system. The main contact for the META-NORD project is A. Magone (Director, area of expertise – IT).

1.3. Language industry and other business sectors

As the market for language technologies is very small in Latvia, there are only a few industry players providing solutions in this field. Tilde, established in 1991, is the major language technology company in Latvia. Key experience of Tilde is in the three language technology areas: translation tools, proofing tools, and terminology management. Language software by Tilde is widely used in Baltic countries with more than 270 000 licensed users for Latvian language translation and proofreading tools. Tilde develops online and mobile machine translation and terminology systems for Latvian and other European languages. Tilde actively participates in EU research and development collaboration coordinating several large-scale projects: [EuroTermBank](#) (eContent), [ACCURAT](#) (FP7), [LetsMT!](#) (ICT-PSP) and [META-NORD](#) (ICT-PSP). The main contacts for the META-NORD project are I. Samite (Business Development Deirector), area of expertise – localization) and R. Skadiņš (Chief Software

Architect, area of expertise – NLP). Another company developing machine translation solutions is Trident MT – recently opened Latvian branch of the Ukrainian company Trident. This company participates in the ICT-PSP project itranslate4.eu. The Algorego company develops solutions for processing and structuring information of digitized documents. The Datorzinību Centrs develops e-learning applications including solutions for language learning.

The [Latvian Information and Communications Technology Association](http://www.likta.lv) (LIKTA) is a professional non-governmental association founded in 1998. Latvia wholly endorses the objectives of e-Europe and intends to become a full partner of the knowledge based global economy. It has elaborated its own e-Latvia strategy as well as an e-government model. The main contact for the META-NORD project is S. Baliņa (President, area of expertise – IT).

2. Planned actions

2.1 *META-NORD website*

See the description in the summary document.

2.2 *Making contacts with target groups*

The main contacts for the META-NORD project within research, government and industry target groups in Latvia are given in Section 2 “Target groups”.

To approach the stated target groups in the project countries different communication channels and means will be used:

- channels (the project website (to be developed) – the main communication tool; conferences – national and international; scientific journals; workshops; relevant projects under Objective 6.1 (CESAR and META4YOU); joint events with other EU projects (both EC and beyond EC supported), .e.g. CLARIN, ACCURAT, TTC, EuroTerm-Bank and potentially others; mailing lists, e.g. Elsnest list, Corpora-List, etc.; professionals and social networks, e.g. [LinkedIn](https://www.linkedin.com/), [Twitter](https://twitter.com/); mass media – press releases if possible; personal contacts, etc.);
- means (news and events announcements; presentations; papers; posters and leaflets; contribution to discussion at meetings; face-to-face communication; public deliverables; questionnaires; e-mails, etc.).

2.3 *Publications – newsletters, articles, press releases*

A brief [press release](#) on Tilde website has been published.

2.4 *Other awareness raising and dissemination actions*

The [META-NORD webpage](#) describing the scope, the main general objectives of the META-NORD project as established under Objective 6.1, as well as specific META-NORD objectives has been already published on Tilde website.

META-NORD was one of the organizers of the [CHAT 2011](#): Creation, Harmonization and Application of Terminology Resources workshop co-located with the NODALIDA 2011 conference held on May 11 at the University of Latvia, Riga, Latvia. The main idea of the workshop was to focus on the fostering the cooperation between the European Projects and research and development activities in the area of terminology, and bring together academic and industrial researchers, as well as attract and involve postgraduate students and young researchers. Altogether, 11 papers were accepted to CHAT for presentations which cover various topics on automated approaches to terminology extraction and creation of terminology resources, compiling multilingual terminology, ensuring interoperability and harmonization of terminology resources, integrating these resources in natural language processing applications, distributing and sharing terminological data and some others. CHAT was a joint effort of [TILDE](#), Norwegian School of Economics and Business Administration, NHH (Norway), the Seventh Framework Programme [TTC project](#), the Seventh Framework Programme [CLARA project](#), META-NORD, and Programme Committee members from ten countries throughout the world. CHAT started with the TTC, META-NORD and CLARA presentations made by Tatiana Gornostay and Andrejs Vasiljevs (TILDE), and Koenraad De Smidt (University of Bergen, UiB). Two invited speakers kindly accepted the invitation to give their keynote presentations. They were Prof. Gerhard Budin (University of Vienna, Austrian Academy of Sciences) and Prof. Emmanuel Morin (University of Nantes, Computer Science laboratory of the Nantes-Atlantique region of France). Prof. Gerhard Budin gave a keynote presentation on “Terminology Resource Development in Global Domain Communities” with an overview of “Practical Experiences, Case Studies and Conclusions for Future Projects”. Prof. Emmanuel Morin gave a keynote presentation on “Bilingual Terminology Extraction from Comparable Corpora”. Overall, the workshop was truly multilingual, multicultural and multidomain. The participants found the workshop interesting and useful for their further research in the development of terminology resources and services of the future, had fruitful discussions and revealed promising perspectives. [CHAT proceedings](#) have been published in the electronic repository of the University of Tartu Library as NEALT Proceedings Series vol. 12. There are 12 files in the volume: 11 papers as separate files and one file (Proceedings) that contains contents, preface, program of the workshop and all the 11 papers. CHAT was announced on Twitter and LinkedIn.

Two META-NORD papers have been published so far:

- “From Terminology Database to Platform for Terminology Services” prepared by Tilde and discussing among others the concept of terminology resources and services in the European Infrastructure for language resources and services that is under construction by the EU co-funded CLARIN and META-NET initiatives (CHAT 2011 Proceedings). META-NORD will approach holders of terminology resources in European countries, especially in Nordic ones, facilitating the sharing of their data terminological collections through cross-linking and federation of distributed terminology services. In addition mechanisms for consolidated bilingual and multilingual terminology entries will be elaborated. META.

- “META-NORD: Baltic and Nordic Branch of the European Open Linguistic Infrastructure” prepared by META-NORD partners and presenting the META-NORD project ([Workshop on visibility and availability of LT resources](#)).

Raivis Skadiņš from Tilde participated in the seminar “The Latvian language in the digital environment” on March 25, 2011, held at the University of Latvia in Riga, Latvia, and presented the META-NORD project and the concept of a language infrastructure during the discussion panel.

The META-NORD project was presented by Inguna Skadiņa (Tilde) to professionals in LT from the Institute of Mathematics and Computer Science, the University of Latvia, during the internal CLARIN seminar, and also to language workers (translators, editors and terminologist) at Tilde Localization department meeting on May 26, 2011.

Yet before the official project start, META-NORD was presented by Andrejs Vasiļjevs (the coordinator of META-NORD) to the State Language Commission of Latvia and workgroup of the National corpus of Latvian.

Annex 2 Deliverable D5.1.1 Action plan - Denmark

1. Target groups

1.1 *Research community*

Language technology research is performed at several research institutions in Denmark.

Centre for Language Technology at the University of Copenhagen (UCPH) currently collaborates with all involved research institutions (except for Aalborg University) through research and infrastructure projects. Further, all the below mentioned institutions have been engaged in the authoring of the Danish white paper on Language Technology and thus form part of the national META-NORD network.

Centre for Language Technology is the national centre for language technology. The Centre has the mission of carrying out and promoting strategic research and application development in the areas of language technology in Denmark. Apart from the aim of assuring good language technology for Danish users - and other users of the Danish language, the centre aims at bringing new knowledge to Denmark through international co-operation. The Centre's main research topics are language resources and tools such as LSP corpora and wordnets, multilinguality (machine translation, controlled language etc.), multimodality, information retrieval, use of ontologies and incorporation of language technology in other application areas as for example e-learning.

The Department of International Language Studies and Computational Linguistics, Copenhagen Business School, performs research in text technology, computational linguistics including tree banks, statistical machine translation, terminology and speech technology.

At the [Institute of Language and Communication](#), University of Southern Denmark, several researchers work within the field of language technology and computational linguistics, for instance within the VISL project (Visual Interactive Syntax Learning). Aalborg University, Department of Electronic Systems, is a prime mover in research regarding speech technology. The Danish Language Council as well as the Society for Danish Language and Literature are also engaged in language technology-related research, especially with regards to the development of dictionaries and corpora and the corpus-based identification of new words in Danish.

1.2 *Society, government and other decision makers*

Central ministries related to Language Technology are the Ministry of Science, Technology and Innovation and the Ministry of Culture. The Danish Agency for Science, Technology and Innovation is an institution under the Ministry of Science, Technology and Innovation which supervises the independent Research Councils. The mostly applied Research Councils by the Language Technology Community are the Council of Culture and Communication and the Strategic Research Council.

Another institution relevant for Language Technology is the Danish National Advanced Technology Foundation founded by the Danish government. This institution has the general

objective of enhancing growth and strengthening employment by supporting strategic and advanced technological priorities within the fields of research and innovation.

1.3 Language industry and other business sectors

Danish Speech Technology encompasses smaller companies like Max Manus A/S, MIRSK Digital ApS, and Prolog Development Center A/S (PDC). They have specialized in providing speech-based interfaces to a number of applications, e.g. within the health care sector. The systems are powered by either Loquendo or SpeechMagic(TM) (developed by Philips Speech Recognition Systems, which was acquired by Nuance in 2008). PDC and Max Manus A/S provide the speech recognition application that is used for speech recognition-based publishing of parliamentary speeches. Danmarks Radio uses PDC's system for television subtitling. Apart from Acapela, the Danish TTS market is also dominated by Loquendo and Speech Magic.

In the written domain, smaller companies like Ankiro ApS, LAT Consulting, Findwise, RDFined and others successfully develop and apply search technologies which include Language Technology and which are tailored to specific company needs. Focus on development lies, for instance for Ankiro ApS, on providing add-ons and advanced search engines for special-interest portals by exploiting topic-relevant semantics.

With regard to writing aids Mikro Værkstedet is one of the prime players in the market for digital teaching facilities including reading tools for dyslexia clients. Also OpenOffice provides Danish language checking tools to a certain extent; Magenta ApS has integrated several open source Danish lexical resources into the document processing tool including writing aids such as synonymy look-up. Only few Danish companies and Language Service Providers offer products in this area and they are mostly in-house products adjusted to specific company style guides.

With regard to machine translation, early MT systems for Danish, like the SYSTRAN prototype, were primarily developed by foreign companies. All these systems were rule-based. While there is nowadays significant research in this technology in national and international contexts, this situation has not substantially changed even if there are some Danish start-ups (such as Grammar Soft ApS and Languagelens ApS) providing rule-based and statistical machine translation systems for Danish. The majority of the available systems, like, e.g., Google Translate and ESteam Translator, is still developed abroad.

2. Planned actions

2.1 META-NORD website

The Danish META-NORD website <http://cst.ku.dk/projekter/metanord/> has recently been launched in a rather simple fashion. It currently includes basic information about the project, links to METANET and METANET events, as well as a list of Danish Language Technology resources and tools provided by the local META-NORD network (related to the Danish White Paper on Language Technology). During the summer 2011, the website will be ex-

tended to include a discussion forum and an event calendar as well as further information on the national METANET Coordination Council and other related institutions and companies.

2.2 Making contacts with target groups

Danish META-NORD target groups have been and will be approached also in future by means of emails, telephone calls, stand participation at relevant conferences where flyers are distributed, talks and invitations to relevant META-NORD or METANET events.

Recently, all partners have been contacted via email to participate in the writing of the Danish White Paper on Language Technology and a meeting was set up with all partners in order to discuss availability and quality of Danish Language Technology tools and resources (April 11 2011). Further META-NORD has been represented by a talk at the Workshop on visibility and availability of LT resources in relation to the NODALIDA Conference in Riga, Latvia, May 11 2011 (chaired by UCPH) as well as at a stand at the biennale Language Technology Forum arranged by UCPH (May 17, 2011) where also Prof. Hans Uszkoreit, Universität des Saarlandes and DFKI, Germany presented METANET in his invited talk.

The plan is to have half year target group meetings during the META-NORD project, the next meeting in autumn 2011 will be concerned with the planning of a META-NORD workshop in spring 2012.

2.3 Publications – newsletters, articles, press releases

UCPH plans to publish articles on META-NORD at relevant conferences; as mentioned above this work has already been initiated by a co-authored publication presented at the Workshop on visibility and availability of LT resources in relation to the NODALIDA Conference in Riga, Latvia, May 11 2011. LREC 2012 is another event where a META-NORD presentation would be relevant.

In relation to the national workshop in 2012, a press release will be prepared.

2.4 Workshops, conferences, presentations

A national META-NORD workshop including relevant target groups is planned to take place in Copenhagen in spring 2012. The workshop will eventually be co-organised with Dansk Erhvervsakademi and The Danish Language Council.

As mentioned above, we plan to present META-NORD at conferences and workshops, and we have already done so at the Workshop on visibility and availability of LT resources in relation to the NODALIDA Conference in Riga, Latvia, May 11 2011. LREC 2012 is another event where a META-NORD presentation would be relevant.

2.5 Other awareness raising and dissemination actions

The Danish META-NORD partner will collaborate and eventually co-organise events with Danish infrastructure projects such as CLARIN-DK and DigHumLab.

A linkedIn professional group is being planned.

Annex 3 Deliverable D5.1.1 Action plan - Estonia

1. Target groups

1.1 *Research community*

There are three main actors in the HLT research community in Estonia:

University of Tartu (UT), represented mainly by the Research Group on Computer Linguistics (<http://www.cl.ut.ee>). The research areas cover:

- formal descriptions of morphology, syntax and semantics of the Estonian;
- creating Estonian language resources: electronic corpora of written and spoken language, dialogue corpora, parallel corpora, lexical and semantic database (thesaurus, Estonian Word-Net);- software development for morphological, syntactic and semantic analysis and machine translation. In addition, two further groups (bioinformatics and phonetics) contribute to HLT field.

Institute of Estonian Language (IEL) (<http://www.eki.ee>). The research areas cover:

- rule-based morphological systems, lexicons, software for analysis and synthesis.
- language resources: electronic versions of traditional dictionaries and linguistic databases.
- phonetics and speech technology: text-to-speech synthesis (TTS) and related linguistic issues (modelling of speech prosody, relations between syntax and prosody) and speech databases.

Institute of Cybernetics at Tallinn University of Technology (IOC)

(<http://www.phon.ioc.ee>).

The research areas cover:

- experimental phonetics: research on Estonian sound system and prosody, including Estonian as L2.
- speech technology: speech analysis and speech synthesis, automatic speech recognition.
- speech databases: Estonian BABEL, Estonian SpeechDat etc.

UT develops the main resources for written Estonian. The cooperation between other institutes has been fruitful and several joint projects have been conducted.

All three institutions are represented in the steering committee of national programme on language technology.

The issues raised by META-NET project (standardization, availability of resources, legal issues) are well known in the local community. The aim of META-NET project should be well accepted.

1.2 Society, government and other decision makers

Estonian Ministry of Education and Research acknowledges the importance of language technology and its role preserving language in the multicultural world.

Both UT and IOC belong to the Centre of Excellence in Computer Science, doing cooperation with researchers in the field of information technology. The awareness of Estonian IT researchers about the importance of language technology is high.

The localization community of free software in Estonia is small but active. Their resources (lexicons, parallel corpora) should be welcome for language technology researchers. And vice versa, the resources and tools which are freely available would help them to localize software more efficiently.

The awareness of linguists on available resources and tools is sometimes not efficient. Keeping them informed is important.

1.3 Language industry and other business sectors

The Estonian LT industry is small; there are only few active companies. They can be informed privately.

2. Planned actions

2.1 META-NORD website

META-NORD main website will be translated to Estonian, also including the links to the main actors, their projects and resources not yet available through META-SHARE.

2.2 Making contacts with target groups

As the number of target groups is so small, it is most effective to arrange private meetings with the heads or project leaders of other institutions. Also, it is important to distribute the short description of the project and the link to the web site.

The most straightforward approach for informing linguists is to introduce the project in national linguistic conferences (conference on applied linguistics, workshop on Estonian language technology).

2.3 Publications – newsletters, articles, press releases

The first results of the project should be published in local language-related journals (Oma Keel or Keel ja Kirjandus) or in the newspaper for teachers (Õpetajate Leht).

2.4 Workshops, conferences, presentations

We plan to introduce META-NET on annual local conferences on linguistics and language technology: the Annual Conference on Applied Linguistics (<http://www.rakenduslingvistika.ee>) and Workshop on Language Technology (<http://www.keeletehnologia.ee>).

2.5 Other awareness raising and dissemination actions

We plan to include the logo of META to the web pages of on-going local projects which results will be distributed by the project.

Annex 4 Deliverable D5.1.1 Action plan - Norway

1. Target groups

Norway has thus far worked with three main target groups:

- **Industry** (approx. 25 contacts), developers or potential users.
- **Researchers:** a rudimentary categorisation yields six research institutions (including universities) subdivided into eight research groups: we have one contact person per research group.
 - University of Tromsø:
 - Norwegian School of Economics (Bergen)
 - Norwegian University of Science and Technology (Trondheim)
 - University of Oslo
 - University of Bergen
 - Uni Computing (Bergen)
- **State institutions** (the two first are members of META-NET, the latter are not)
 - The *Language Technology Resource Collection for Norwegian—Språkbanken* (henceforth: *Språkbanken*). *Språkbanken* is relevant for META-NORD because it addresses the need for a national infrastructure for language technology resources, addresses licensing issues (which is a major obstacle to integrate existing research-developed resources into *Språkbanken*) and focusses especially on resources relevant to stimulate the industry. They have already received input from META-NORD on resource owners whom they may contact and we also cooperate on metadata standardization.
 - The Norwegian Language Council is commissioned from the Ministry of Culture to implement and follow up the official Norwegian language policy, and is thus an important partner for the Norwegian META-NORD group.
 - The Norwegian Research Council has contributed to the Norwegian language report, and is positive to the META-NET initiative, since it may pave the way for improved contact among researchers and the industry nationally and internationally, which may in turn stimulate new research opportunities.
 - The Norwegian Ministry of Culture has not played any active part thus far, although we have two contacts and we hope to use the language report to raise their awareness towards the need for Norwegian language technology.

All three target groups have contributed in some way to the Norwegian whitepaper (language report).

We will now expand our contact net in the following areas:

- Publishing houses, publisher's associations, newspapers and online journals, translation bureaus (we have some contacts here as a result of the work with the language whitepaper)
- Television and radio stations
- Libraries and museums

In the following, the different roles and motivations of these groups in awareness raising and dissemination are outlined.

2. Planned actions

This section outlines the awareness raising and dissemination actions that are planned in Norway in the near future. Most of these actions are directed towards one or more of the target groups described in the previous section, but some of them are also directed towards the general public.

Thus far:

- META-NORD was heavily represented at the Norwegian Språkbank seminar, with three presentations in June 2011 (Bolette Pedersen—Denmark, Koenraad deSmedt—Norway and Raivis Skadiņš—Tilde). <http://www.nb.no/spraakbanken/seminar-juni-2011>.
- A META-NORD representative will probably give an introductory presentation about META-NET and CLARIN in a national effort towards developing a national metadata standard for electronic research resources; the meeting is to be held in Oslo on August 17. 2011.

2.1 *META-NORD website*

The Norwegian META-NORD website, to be available from <http://www.meta-net.eu/>, follows the guidelines from the META-NET and is expected to be ready in tandem with the other languages. Our national website and blog, used thus far, is found at <http://meta-nord.b.uib.no/>

Furthermore, we have translated the most important META-NET web pages into Norwegian.

2.2 *Making contacts with target groups*

We have so far contacted our target groups primarily by phone and mail. Some of these we have met in personal meetings and some of these we have met at seminars. We have distributed the META-NET flyers to everyone and invited all except researchers to META-FORUM 2011. Many of them are also members of META (21 Norwegian members, as of July 29 2011), which makes these contacts visible and available for future contacting directly from META-NET.

In the future we intend to uphold the contact with our target groups by posting news, updating our META-NORD blog (thus far this is located at <http://meta-nord.b.uib.no/>), and we will continue to make contacts register at META-NET.

We will also be looking for national seminars/workshops where META-NORD may be made visible or be co-organizers, especially we want to target the industry.

In the autumn, we will start contacting more people from the list by e-mail or telephone and arranging personal meetings. We expect to continue such meetings throughout the META-NORD project period.

2.3 Publications – newsletters, articles, press releases

We understand from META-NET (through mail communication) that we may adapt/“localise“ the national contents slightly in the national translation, thus making it even more attractive to read nationally. We intend to invite at least one distinguished researcher and/or an industry name (we have more or less a confirmed author in the latter group) to write a chronicle in a large newspaper in tandem with the publication of the national-language version of the language report. We propose to accomplish this by offering that the META-NORD group may assist the writer in fact finding, background sections etc.

We also will try to make the media aware of the need for national language technology by presenting “success stories” and “bad stories” (for the latter we have a concrete candidate; a physically impaired who needs to speak in English to her dialogue system because there is no adequate Norwegian one).

As for press releases, we have published and will continue to publish online (translated, if deemed appropriate) flyers/press releases/invitation created centrally at META-NORD/META-NET.

In the autumn we need to establish more contact with journalists in newspapers and radio stations. These contact persons may contribute to the promotion of LT in their media, by writing articles, making radio programs and interviews, etc.

2.4 Workshops, conferences, presentations

META-NORD in Norway contributed to the META-NORD presentation at NoDaLiDa in May 2011 and to the Språkbank seminar in Oslo in June 2011 (three presentations by META-NORD members: <http://www.nb.no/spraakbanken/seminar-juni-2011>)

In 2012 we intend to invite to a seminar/workshop, when more results from the META-NORD project are ready. We also will approach Innovasjon Norge and Bergen Teknologioverføring, who both work towards companies, to coordinate a seminar/workshop together (to save expenses).

We will also use every opportunity to present META-NORD and Norwegian LT at workshops and conferences, both nationally and internationally.

Annex 5 Deliverable D5.1.1 Action plan - Finland

1. Target groups

1.1 Research community

The FIN-CLARIN consortium is the Finnish part of the international project CLARIN building an infrastructure for language resources and technology. The consortium is open to all Finnish institutions, and the current participants either already members, or in the process of joining the consortium, are

- Aalto University
- University of Eastern Finland
- University of Helsinki
- University of Jyväskylä
- University of Oulu
- University of Tampere
- University of Turku
- Åbo Akademi
- CSC IT Center for Science
- Research Institute for the Languages of Finland, KOTUS

Language Technology at the Department of Modern Languages at the University of Helsinki led by prof. Kimmo Koskenniemi has had a central role in creating the language technology community in Finland, and in enhancing collaboration and cooperation between the actors in HLT research. Several research projects at the department operate in close collaboration with FIN-CLARIN, e.g., the Finnish Treebank, the Finnish WordNet and the Helsinki Finite-State Transducer Technology. Several other HLT projects carried out in at the department include work on ontology, machine translation and finite state technology. The FIN-CLARIN universities have ongoing projects where the research community is actively involved and easily reached by META-NORD, such as the TAUCHI (Tampere Unit for Computer Human Interaction) research group.

As part of the preparation for the dissemination work within META-NORD, the project group at UHEL did a survey on research groups working on various fields in HLT and several potentially interesting projects were identified. These projects will be contacted for purposes of collaboration, and some discussions have already taken place. These research groups include VARIENG and the project for the Bank of Finnish Terminology in Arts and Sciences, both at the University of Helsinki. Research groups in other universities will also be contacted. HIIT (Helsinki Institute of Information Technology), a joint research institute of University of Helsinki and Aalto University, will be included as well.

Language technology is a sub-programme at the Finnish doctoral programme in language studies Langnet (<http://www.joensuu.fi/fld/langnet/>), which offers an option for META-NORD to contribute via the leaders of the sub-programme with information on language re-

sources available for research at the Language Bank of Finland, and also with providing information how the researcher can make resources created by his/her available to the HLT community. Other graduate schools in HLT such as HeCSE will be contacted for the same purposes. HeCSE is a doctoral programme in computer science, hosted jointly by Aalto University and the University of Helsinki (<http://www.cs.helsinki.fi/hecse/>)

1.2 Society, government and other decision makers

The target groups for dissemination activities identified outside the research community are mostly governmental bodies, such as the Ministry of Education and Culture and the Finnish National Board of Education.

Recently, the funding organisations in Finland have started to require that the HLT resources created in projects with public funding are made available for the research community. This requirement coincides with the aims of META-NORD. These science foundations include

- The Academy of Finland
- The Finnish Funding Agency for Technology and Innovation, Tekes
- Finnish Cultural Foundation
- Finnish Literature Society, and Svenska Litteratursällskapet i Finland
- Foundations: KONE Foundation, Emil Aaltonen Foundation

Kites is an association for multilingual communication and content management.

Finnish Strategic Centres for Science, Technology and Innovation (SHOKs) include enterprises such as Tieto- ja viestintäteollisuuden tutkimus TIVIT Oy seeking to "implement innovation policy, combine and systematise research and at the same time ensure that the results flow on to be used in the business world more rapidly than has previously been possible." (<http://www.tivit.fi/en/>).

"COSS (the Finnish Centre for Open Source Solutions), founded in 2003, is a national development agency for open source business ecosystem in Finland and number one gateway to Finnish open source. COSS promotes the development and adoption of managed and sustainable open source solutions in various industries and public sector. COSS provides its members with high-quality business and competence development services and represents an emerging business community. The members of COSS include more than 140 open source vendors, solution providers and public and private organizations deploying and using open source solutions and innovation models." (<http://www.coss.fi/en>)

1.3 Language industry and other business sectors

The dissemination actions to reach the language industry and other business sectors have not been the priority of the UHEL team so far. The SMEs operating on the field have been identified and some of them have been contacted for interviews. The needs of the sector have thus been initially identified, but the plan for dissemination and activation has not taken shape yet.

Sources of information on various SMEs and larger scale enterprises have been collected, and they include reports on financed USIX and FENIX projects where SMEs have been involved

in developing products and services using HLT resources. Game developers have been mentioned as a potential contact group and this option will be investigated.

2. Planned actions

2.1 META-NORD website

Local website at UHEL is under construction. It will be released during summer 2011 at <http://www.helsinki.fi/metanord>

The website will contain:

- basic information about META-NET (from the project website)
- description and goals of META-NORD
- links
- events.

2.2 Making contacts with target groups

The LT community has been described in the FiLT Language Technology Documentation Centre in Finland. The information on the FiLT website will be used as basis for the dissemination actions and it will be consequently updated. The groups to be contacted are the Content Providers (projects, individual researchers, institutions) on one hand and the potential Users of the resources on the other.

The Content Providers will be contacted in order to offer services to them. The services META-NORD can provide include technical support or information on standards and schemes, such as metadata, IPR and resource documentation. The FIN-CLARIN board meetings will be held regularly and the issues discussed will be taken further in the participating institutions.

Private meetings with copyright owners have already started and the UHEL project team will continue this work in order to promote the deposition of new resources and tools in the Language Bank of Finland.

Negotiations are currently taking place between the UHEL team and the National Library of Finland and similar negotiations will take place with other relevant Content Providers for large amounts of data, such as publishing houses and the Finnish Broadcasting Company.

The Language Bank User Community will be best activated by creating a forum for networking, discussion and community building via discussion boards, blogs etc. The possibilities of different social media platforms will be studied for this purpose.

A survey will be conducted in order to identify the needs of actual and potential Language Bank users. The results of the survey will be analysed and used for defining the criteria for selecting the most relevant LT resources and tools for the uploads M18 and M24. The users will also learn about the project and its outcomes by attending courses on data gathering methods, annotation tools etc. to be created in cooperation with the language studies.

The Decision makers will be contacted in order to find out their needs related to LT resources.

2.3 Publications – newsletters, articles, press releases

Dissemination actions will include articles in the relevant journals and conference proceedings as well as periodicals and other publications. The journals include e.g. *Virittäjä*, and the other publications include e.g. the periodical of the University of Helsinki (Yliopisto) as well as CSC News and newsletters of other FIN-CLARIN universities.

Information officers both at the department level and the faculty level will be contacted for assistance in distributing press releases once there is relevant information to provide, such as uploads, standards or technical requirements agreed upon.

As an option for disseminating information, the possibility of an electronic newsletter will be studied. The UHEL team will need to make specific plans on how to separate the different project levels (CLARIN - FIN-CLARIN; META-NET - META-NORD) and how to ensure that the information is efficiently distributed to all of the different target groups.

2.4 Workshops, conferences, presentations

The UHEL team has started to collect a list of relevant conferences and other events where the project can be presented either by a presentation or a stand / poster. The following events have been confirmed so far:

Metodifestivaali (Method Festival, University of Tampere) Aug 29-30, 2011 (Stand)
 Helsinki Corpus Festival Sept 12-13, 2011,
<http://www.helsinki.fi/varieng/festival/index.html> (Poster)

Metadata Workshop, Helsinki, September 30 (META-NORD & FIN-CLARIN)

The annual conferences where the team members can promote META-NORD include

SKY, The Linguistic Association of Finland

AFinLA Symposium (Applied Linguistics, Association Finlandaise de Linguistique Appliquée), Joensuu Nov 11-12, 2011

Symposium on Translation and Interpretation KäTu

Langnet doctoral school seminars (e.g., opening seminar Jan 26-27, 2012, Jyväskylä)

IRISC Workshop 12-13 Sep 2011 Identity in Research <http://irisc-workshop.org/irisc2011-helsinki/> Infrastructure and Scientific Communication

Presentations will be given at the research seminar and the FIN-CLARIN seminars at the Department of Modern Languages. The UHEL team will visit the consortium universities and present the aims of META-NORD at suitable occasions (seminars, workshops, or the like).

Annex 6 Deliverable D5.1.1 Action plan - Iceland

1. Target groups

We have identified a number of target groups, institutions, companies, organisations, and associations which have potential interests in LT. Our target groups include the following:

- MinistriesThe ParliamentResearch funds, The Science and Technology Policy Council, Innovation Center Iceland, ICT companiesInstitutions in the health and social sectors
- Publishing houses and publisher's associations
- Newspapers and online journals, The Icelandic Language Council, Writers' and copyright owners' associations
- Translation bureaus
- Dictionary makers
- Television and radio stations
- Libraries and museums
- Icelandic Standards
- The Organization of Disabled in Iceland and its member associations

In the following, the different roles and motivations of these groups in awareness raising and dissemination are outlined.

1.1 Research community

The Icelandic research community in Language Technology is very small. The researchers are based at three different institutions; the University of Iceland (HI), Reykjavik University, and the Árni Magnússon Institute for Icelandic Studies. In 2005, researchers from these institutions who had been involved in LT R&D projects decided to join forces in a consortium entitled Máltæknisetur (Icelandic Centre for Language Technology, ICLT, <http://iclt.is>). The Icelandic META-NORD partner, HI, is a member of this consortium and hence we have a very good relationship with the research community as a whole.

Language Technology is a highly interdisciplinary field and the members of the ICLT come both from linguistics and computer science. The University of Iceland has a strong linguistic community, whereas Reykjavik University is strong in computer science. One of the main departments of the Árni Magnússon Institute works on lexicography and has developed many valuable language resources. The Icelandic META-NORD participants from these institutions will take measures to make their colleagues interested in LT and encourage LT related research in both linguistics and computer science. Many of these colleagues have developed language resources which we hope can be made accessible through META-SHARE.

The Icelandic LT research community has good international connections, both through META-NORD and other channels. The researchers have been active in presenting papers at international conferences, taking part in Nordic research projects and networks, and cooperating with prominent international researchers. Many of the basic resources and tools that have

been developed in recent years for Icelandic are available under open source licenses, which have given a boost to R&D work on Icelandic LT.

1.2 Society, government and other decision makers

In order to increase awareness and disseminate knowledge it is important to locate people and groups who have potential interests in LT or could benefit – financially, physically, mentally, culturally, etc. – from the development and use of LT products and services. We have identified a number of target institutions, organisations and associations both in the public sector and in society.

We will contact at least three ministries; the Ministry of Education, Science, and Culture, the Ministry of Industry, and the Ministry of Finance. Two representatives from the Icelandic Centre for Language Technology who both also work on META-NORD (Eiríkur Rögnvaldsson and Sigrún Helgadóttir) are already members of an LT committee appointed by the Minister of Education, Science, and Culture. The role of this committee is to come up with ideas on how to implement the recently adopted Icelandic Language Policy in regards to software translation and localisation and the development of LT tools and resources.

We will also approach the Icelandic Research Fund and the Science and Technology Policy Council to try to influence their policy. In the Science and Technology Policy for Iceland 2010-2012 (http://www.vt.is/files/S&T%20policy%202010-2012_302180683.pdf), strong emphasis is laid on the building of research infrastructures and open access to databases. This is of course much in line with the main motivation behind META-NORD and we will discuss possible cooperation with META-SHARE with the Science and Technology Policy Council.

One important target group are people who are physically disabled. It is obvious that LT tools such as speech synthesisers, speech recognisers, etc., can drastically improve the life of blind and deaf people, to name two examples. We cooperate already with the Icelandic Organization of the Visually Impaired and the Icelandic Library for the Blind on the development of a new text-to-speech system for Icelandic. We have on our mailing list the Organization of Disabled in Iceland and several of its member associations, and plan to approach these associations directly to discuss with them the potential usefulness of LT for their members. The same applies to several public institutions in the health and social sectors.

1.3 Language industry and other business sectors

At the beginning of the century, the Icelandic Government established a special Language Technology Program with the aim of making Icelandic LT self-sustained. Institutions and companies received financial support for building basic language resources and tools. During the lifetime of this program, a number of commercial companies were active in the LT industry, such as Síminn (Iceland Telecom), Hex Software, Frisk Software, Nýherji (IBM Iceland), Spurl, and a few others. Both an isolated word speech recogniser and a text-to-speech system for Icelandic were developed in cooperation between the University of Iceland, commercial companies, and Nuance Inc. The plan was to use these applications in commercial products and services, but due to lack of interest among the companies, this has only been done on a very small scale.

There are only about 320,000 people speaking Icelandic and this is not enough to sustain costly development of new products. The companies do not see LT as a profitable field and as a result, the number of commercial companies in the language technology industry in Iceland is close to zero. The only company in Iceland currently developing revenue-generating LT products is Clara, a recent start-up company, which, by using the techniques of opinion mining, provides service to companies that want to know what people think of their products and services.

Publishing houses, newspapers, magazines, translation bureaus, dictionary makers and writers are among potential users of LT products and services. They could benefit greatly from the use of various kinds of authoring and translation software. Good connections with these groups are also extremely important for META-NORD since they own a lot of valuable language resources that can either be used directly or as training material for LT tools – monolingual texts, parallel texts, dictionary databases, etc. We will negotiate the possibilities of making some of these resources accessible through META-SHARE under some standard licenses.

2. Planned actions

2.1 META-NORD website

We have established a website at <http://vefir.hi.is/metanord>. This website contains information on both META-NORD and META-NET, as well as information on Icelandic resources and tools, the language whitepapers, licences and legal issues, dissemination, publications, LT terminology, etc. Articles that we write in newspapers and journals to propagate information on META-NORD will be accessible through the website, and the same goes for press releases and all other published material.

We will update the web regularly and report on the progress of the project, LT related events, etc. The website has an RSS feed which we will encourage our contacts to use. In the next couple of weeks, we will send out an e-mail to all our contacts in academia, society, government, business, and industry, letting them know about the website and encouraging them to subscribe to its RSS feed.

Furthermore, we have translated the most important META-NET web pages into Icelandic. We plan to translate the whole META-NET web and the META-SHARE web in the near future.

2.2 Making contacts with target groups

Our first dissemination action was to send e-mails to almost 90 persons – directors, CEOs, or representatives of commercial companies, public organisations, research funds, ministries, etc. The purpose of this e-mail was to tell the recipients about META-NORD and META-NET, encourage them to join META, and informing them about the importance of LT for the future of the Icelandic language. Attached to this e-mail was a flyer with Icelandic translation of a few of the META-NET web pages.

During the summer, we plan to expand our contact list and send another e-mail in the autumn. There we will advertise our web page, in addition to providing a link to the Language white-paper for Icelandic, which will have been translated into Icelandic by then. Furthermore, we will provide the Icelandic translation of the META-NET flyer. In 2012, we plan on sending e-mails to our contacts every three months or so to inform them about the progress of META-NORD and to encourage them to engage in LT work.

We have already established personal contacts with several people on our contact list. In the autumn, we will start contacting more people from the list by e-mail or telephone and arranging personal meetings. We expect to continue such meetings throughout the META-NORD project period.

2.3 Publications – newsletters, articles, press releases

META-NORD has already been introduced in an article in *Hugrás*, the online journal of the School of Humanities at the University of Iceland (<http://www.hugras.is/2011/05/margmala-evropskt-malt%C3%A6knisamstarf/>). The Icelandic National Broadcasting Service recently broadcast a short program on Language Technology (<http://podcast.ruv.is/malstofan/2010.11.02.mp3>) and we hope to get the opportunity to make or contribute to more radio programs in the future.

We are also planning to write introductory articles on LT in the largest Icelandic newspapers and have started establishing contacts with journalists at a number of newspapers and radio stations. We hope these contact persons will contribute to the promotion of LT in their media, by writing articles, making radio programs and interviews, etc.

Furthermore, we will contact business and industry organisations such as the Federation of Icelandic Industries, the Icelandic Chamber of Commerce, Innovation Center Iceland, etc., and ask for permission to publish introductory articles on LT in their newsletters or on their websites.

2.4 Workshops, conferences, presentations

META-NORD and related activities have already been introduced at a workshop at the annual Humanities Conference arranged by the Institute of Humanities at the University of Iceland (http://stofnanir.hi.is/hugvisindastofnun/stefnumot_morkum_malfraedi_og_tolvutaekni). We expect that a similar workshop will be held at the Humanities Conference in 2012.

Since its establishment in 2005, the Icelandic Centre for Language Technology has held biennial conferences on Icelandic LT with the participation of both researchers and industry. The next conference is scheduled in 2012 and will serve the role of a national META-NORD workshop (deliverable D5.4). We will invite representatives from government, industry, and other target groups to the conference and try to make it a big event which captures the attention of the media.

We will also use every opportunity to present META-NORD and Icelandic LT at workshops and conferences, both nationally and internationally, and have already started. Eiríkur Rögnvaldsson gave a talk (with Koenraad de Smedt) at the Workshop on Visibility and Availability of Language Resources (<http://nordisksprogkoordination.org/astin>), held in connection

with the NODALIDA conference in Riga in May and he also wrote a short overview of Icelandic LT in a recent issue (11-12) of the CLARIN Newsletter (<http://www.clarin.eu/news-letter/3431>).

2.5 Other awareness raising and dissemination actions

Language Technology is a relatively unknown field in Iceland and Icelandic terms for LT concepts and applications either do not exist or sound unfamiliar to most people. There is also a strong resistance in Iceland against adopting international terms for new concepts. Instead, new words are coined from domestic material – roots, prefixes and suffixes. In order to raise awareness of language technology among the general public, it is thus of utmost importance to build coherent and consistent terminology for the field.

We have initiated such work, with support from the Icelandic Student Innovation Fund. A graduate student of linguistics is collecting Icelandic terms that have been coined in the past few years, and selecting terms that need to be translated and defined. The student works in close cooperation with the META-NORD team and this groundwork will be essential in the translation of the Language whitepaper into Icelandic. The Icelandic LT Terminology Collection will be made available through the Icelandic META-NORD website and the ICLT website, and hopefully also become a part of larger terminology collections such as the Icelandic Term Bank (<http://www.ordabanki.hi.is>).

Annex 7 Deliverable D5.1.1 Action plan - Lithuania

1. Target groups

1.1 Research community

One of the target group of Meta-NORD project is: scientists, investigators, language technology specialists, science and research staff, association members and staff, public agencies, employees of budgetary institutions. The following are the potential stakeholders on the society level with relevance to the project in Lithuania: The Lithuanian State Language Commission (<http://www.vlkk.lt/eng/2>); Association of Lithuanian Language and Information Technology; Institute of Mathematics and Informatics at the Vilnius University (<http://mif.vu.lt/en/>); Vytautas Magnus University (<http://www.vdu.lt/en>); Kaunas University of Technology (<http://en.ktu.lt/>).

1.2 Society, government and other decision makers

The public is an important subject for the purposes of identifying project stakeholders. To obtain all-round support, valuable feedback and suggestions and to get people interested in the idea of the project, as many members of the public need to be introduced to the activities of the META-NORD project as possible. The following are the potential stakeholders on the society level with relevance to the project in Lithuania:

Committees of the Parliament (http://www3.lrs.lt/pls/inter/w5_show?p_r=6115&p_k=2), **Members of the Seimas** (http://www3.lrs.lt/pls/inter/w5_show?p_r=6113&p_k=2) and so on.

The public consists of groups of people that share common values, geographical proximity and services or bodies (ministries, counties, municipalities, etc.) that represent their interests. Therefore, the authorities are an important aspect for the purposes of stakeholder analysis.

The authorities encompass national, regional and local governance bodies. They shape the politics of the state, and hence the needs of the whole of the public as well. The level of information available to them as well as their attitude may affect the project's success. The project is inevitably linked with the authorities. The following authorities might have relevance to this project:

Parliament of the Republic of Lithuania

(http://www3.lrs.lt/pls/inter/w2008_home.home?p_kalb_id=2),

Government of the Republic of Lithuania (<http://www.lrv.lt/en>),

Information Society Development Committee under the Ministry of Transport and Communications (<http://www.ivpk.lt/en/enhm/about-isdc>),

Ministry of Transport and Communications of the Republic of Lithuania (<http://www.transp.lt/en>),

The Republic of Lithuania Ministry of Education and Science

(<http://www.smm.lt/en/index.htm>).

The social groups that are important for the dissemination of this project are union, councils, associations, societies, associations, forums:

Association of Lituanists (<http://www.samburis.flf.vu.lt/>),

The Lithuanian Association of Literary Transla

tors (<http://www.llvs.lt/?item=45&lang=lt>),

Lithuanian Union of Journalists (http://www.lzs.lt/lt/titulinis_puslapis.html).

1.3 Language industry and other business sectors

The following authorities might have relevance to this project:

TILDE IT (<http://www.tilde.lt/en/>),

Fotonija (<http://www.fotonija.lt/lt/>),

Electronic Publishing House (http://www.eln.lt/index_flash.html).

All these institutions work for the purpose of integrating the Lithuanian language into information technologies.

2. Planned actions

2.1 META-NORD website

On-line publicity can be attained in two ways: information on the META-NORD project could be made available on the websites of the institutions in charge of delivering it, and the whole information can be published on the project's website. Links to the project website could be placed on other popular national information websites.

Information about META-NORD project is in LKI website (http://www.lki.lt/LKI_EN/index.php?option=com_content&view=article&id=311&Itemid=44). The Lithuanian Meta NORD website would contain a description of the project (its parties, goals, progress), project activities, partners in Lithuania, language resources used as well as the possibilities for the application of the deliverables. The website would also provide links to the relevant websites of other countries and contact details of the institution in charge of the project delivery. There are plans to publish Lithuania's LR on the website in order to promote a political discussion over the types of activities that would benefit the strengthening of the Lithuanian language within the information society the most. There would be continuous updates on project progress as well as information about working meetings, seminars and conferences published as well.

To attract as many visitors to the on-line project presentation as possible, we have to disseminate the project information to the maximum extent possible.

2.2 Making contacts with target groups

Just as it was mentioned above, there are main three groups of people that can be interested in the Meta NORD activities: researchers, the public and politicians and industries/business. As all three groups have differing needs, we intend to work with them separately to accentuate the aspects of the project that concern each respective group the most. With researchers, this will be the fact that project deliverables can further research activities and that the project will provide instruments for research. These highlights will be introduced at science seminars and conferences. When it comes to the public and politicians, the things to stress will be that the deliverables will have a practical application as they will facilitate communication in different languages and will expand Internet functionalities in national languages. These things will be brought to attention in press releases, newsletters and such. Industries/business is concerned about the profitability and marketability of products. The aptitude of the deliverables to serve as a basis for potentially marketable derivative products will be underlined during stand-alone informational events, seminars and in press releases.

2.3 Publications – newsletters, articles, press releases

Newsletters, press releases and in-depth articles could help spreading the information across the three target groups faster and would draw people's attention to the website that provides detailed information. A Meta NORD newsletter

(http://www.lki.lt/LKI_LT/images/naujienlaskiu%20archyvas/naujienlaskis_37.pdf; http://www.lki.lt/LKI_LT/images/naujienlaskiu%20archyvas/naujienlaskis_39.pdf) will be sent out to the target groups each month to introduce the activities of both Lithuania and other countries in the region as well. The newsletter of the Institute of the Lithuanian Language is issued once a fortnight. According to the agenda, the newsletter will constantly update its readers about the META-NORD project, just as it has done so far.

2.4 Workshops, conferences, presentations

The project and its deliverables can be introduced to the target groups at an appropriate event, a seminar or a discussion. The media can be invited to attend all of the events to secure a broader range of dissemination of info.

In August, Lithuania will be hosting a Meta NORD assembly.

In autumn is planned seminar for delivery of the project in Lithuania. It would be invited teachers, journalists, translators.

2.5 Other awareness raising and dissemination actions

Could be allowed informative brochure; the project would be delivered on national television and radio broadcasts.

Annex 8 Deliverable D5.1.1 Action plan - Sweden

1. Target groups

1.1 Research community

The role of the research community is vital to the advancement of LT. This group generally raises awareness through publications in peer-reviewed journals and at national and international LT conferences. The task of approaching the research community in Sweden may be accomplished e.g. by organising workshops, holding seminars and distributing information in newsletters or articles in LT journals.

In Sweden there is a clear national academic network for LT research that commenced in the late 1960s, and after a slow but steady progress through the 1970s and 1980s, quite a lot of resources were invested in LT research in the 1990s. The investments have contributed to a relatively well-developed Swedish research community with good organisation.

In 2001 the National Graduate School of Language Technology (GSLT) was established by the Swedish government as one of sixteen national graduate schools. The graduate school is hosted by the University of Gothenburg, but is a collaboration between the following centres:

- University of Gothenburg
- University College of Borås
- Chalmers University of Technology (Gothenburg)
- KTH (Royal Institute of Technology; Stockholm)
- Linköping University
- Lund University
- Stockholm University
- Uppsala University

Supervision is also available from SICS (Swedish Institute of Computer Science; Stockholm)⁸. Between 2001 and 2010 the University College of Skövde and Linnaeus University (Växjö University) were part of GSLT. At the time of writing, almost 30 PhD degrees have been awarded in the framework of GSLT, in a number of academic subjects, but with a concentration in Linguistics, Computer Science, and Speech Processing. GSLT has contributed significantly to the development of LT in Sweden bringing different research centers and researchers together. It has made it possible to hold national courses and provide high-quality supervision. The PhD courses have also been offered to Nordic and Baltic PhD students through the NGSALT (Nordic Graduate School of Language Technology) network, funded by NorFA in the years 2004–2009. Through its national networking aspect GSLT has also contributed to several new research collaborations and joint proposals to national research funding agencies.

⁸ <http://www.sics.se/>

Currently there are two master's programs in LT, one in Gothenburg and one at Uppsala University. Up until recently several universities also had undergraduate programs in computational linguistics (for example Lund University, University of Gothenburg, Uppsala University, Stockholm University) but the number of students has been dropping for several years, which is why new initiatives have been taken with the master's programs.

Sweden has a number of excellent LT research centres:

Speech and Dialogue Technology:

- KTH, Royal Institute of Technology
 - CTT (Centre for Speech Technology),
 - School of Computer Science and Communication (department of Speech, Music and Hearing)
- 1. University of Gothenburg
 - CLT (Centre for Language Technology),
 - Dialogue Lab, mainly at Department of Philosophy, Linguistics and Theory of Science

Text Based Language Technology Research:

- University of Gothenburg, CLT, including several departments and units:
 1. Faculty of Arts
 - The Swedish Language Bank (Språkbanken)
 - Department of Swedish
 - Department of Philosophy, Linguistics and Theory of Science
 2. IT faculty
 - Department of Applied IT
- Chalmers University of Technology
 - Department of Computer Science and Engineering (also part of CLT)
- University of Borås
 - The Swedish School of Library and Information Science
- Linköping University
 - Department of Computer and Information Science
- Lund University
 - Department of Linguistics and Phonetics
 - Department of Computer Science
- Stockholm University
 - Department of Computer and Systems Sciences
 - Department of Linguistics
- Royal Institute of Technology (KTH)
 - School of Computer Science and Communication
- Uppsala University
 - Department of Linguistics and Philology

Research Institutes:

- Swedish Institute of Computer Science (SICS)

Language Technology Consortia:

- Centre for Language Technology, University of Gothenburg (CLT)
- The Human Language Technology Center, Uppsala University, Stockholm University, KTH
- Graduate School of Language Technology (GSLT)

Language Council:

- The Swedish Language Council (Språkrådet)

The different research centers are very active in both international and national conferences creating national meeting points. In 2012 the fourth Swedish Language Technology Conference (SLTC)⁹ will be held in Lund, gathering representatives from most of the language technology centers in Sweden. META-NORD will promote and present META work here as well as organize a workshop on standards and resources. Through different networks such as GSLT, the research groups already have tight connections and communication strategies, which make the promotion of META rather easy.

1.2 Society, government and other decision makers

The existing decision maker bodies in Sweden are well aware of the domestic language technology community. However, when it comes to awareness on a more general political level, the importance needs to be stressed and applications made to push the development further with guidance of the META-NET goals, since the decision makers are generally leading legislation and funding regarding LT.

Examples of modes for approaching this target group could be holding presentations, demonstrating what is missing for Swedish LT to move forward, suggesting to the group how and where their efforts to fortify the Swedish language might be best recognised with newsletters, emails and private meetings where possible. Suitable target groups and individuals are currently being investigated.

1.3 Language industry and other business sectors

The existence of a comparatively lively LT industry in Sweden can in part be traced back to major national LT programs organized in the last decades. For some years the Swedish Language council and GSLT have cooperated in building and maintaining sprakteknologi.se¹⁰, a web portal for Swedish LT about activities, resources, products and actors, both academic and commercial.

The business sectors have benefited from the initial push from the research community, but are no less an important factor in the field of LT. This target group is generally more attuned

⁹ http://nlp.cs.lth.se/events/sltc_2012/

¹⁰ <http://sprakteknologi.se/>

to the necessity of raising awareness but is often more reluctant to relinquish their efforts without compensation. Therefore, besides emailing and contacting important actors in the decision making part of the society, attempts will be made to organise information meetings with both political and commercial actors for them to see the benefit of exchange.

2. Planned actions

2.1 META-NORD website

The website provides information regarding the objectives of the META-NORD project, who the project partners are and links to their respective organisations and a geological map displaying the partners' locations. A mind map of UGOT's level of involvement in the project's work packages, a calendar indicating META-NORD activities and a timeline for UGOT's participation are also available here. Furthermore, META-NET twitter feeds are updated and displayed on this website.

2.2 Making contact with target groups

The task of approaching the research community in Sweden will be accomplished by organising workshops, holding seminars, distributing information in newsletters and articles in LT journals and other directed media.

Examples of modes for approaching society, government and public decision makers will involve presentations, demonstrating what is missing for Swedish LT to move forward, suggesting to the group how and where their efforts to fortify the Swedish language might be best recognised, perhaps with newsletters, emails or private meetings where possible.

Besides emailing and contacting important actors in the decision making part of the society, attempts will be made to organise information meetings with both political and commercial actors for them to see the benefit of exchange.

2.3 Publications – newsletters, articles, press releases

UGOT aims to raise awareness of the META-NORD project with publications in any of the indicated media above, targeting milestones in the project.

2.4 Workshops, conferences, presentations

META-NORD will have coverage at The Fourth Swedish Language Technology Conference, which will be held in Lund, Sweden in October 2012.

2.5 Other awareness raising and dissemination actions

The Swedish META-NORD group is maintaining the META twitter feeds. We will also promote both META and the available resources locally.