



D5.1 Awareness raising activities

WP5 – Dissemination and Exploitation – T5.1 Building Awareness

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1. INTRODUCTION

The objective of this document is to create a general awareness about the project and its expected results among participating and other companies and other actors in relevant sectors and countries, and to publish results as soon as they become available.

Awareness building will be done by establishing a web-site, through activities in social media, by preparing project leaflets and posters, participation in seminars as speakers and using booths, publishing project news, and sending member newsletters and organising events for the SoMeDi member and target groups. Articles will be published in relevant trade magazines.

The initial iteration covers the activities carried out during the first year of execution for promoting the project launching. There will be a final release at the end of the project (M36) covering all the awareness activities performed along the project execution.

2. TARGET AUDIENCE

2.1. Target Audience Groups of the SoMeDi project

RESEARCH COMMUNITIES

Several research areas can be identified inside the fields within which this project operates. In particular, communities focused on Social Media analytics, Natural Language Processing, Human Computer Interaction and Machine Learning areas will be taken into account in order to disseminate the results obtained by the adaptation and user interaction and feedback analysis layers.

The project results will address the research community active in the area of Natural Language Processing, and specifically in text topic detection and clustering. This will be done at the national level and the EU level, participating to scientific conferences and workshops.

Industrial partners as well are working on the possibility to have research outcomes published in some research for a plan to do so during the course of the project.

SMEs AND LARGE INDUSTRY

SMEs are the core targeted potential customer of SoMeDi results and so the project results will be disseminated among local SMEs and other companies through some local associations and contacts with companies. SMEs participating in the project, have large networks of fellow SMEs through different communities e.g.:

- Companies whose main focus sell products or services that are marketed on the social media such as the target of the Spanish use case, the Lateral restaurant chain. These companies are not so interested in the technical details but more in the
- Companies that can be technology partners and which may either directly deploy instances of SoMeDi or also adapt, extend and customize the technology. These companies will be contacted both during the project's execution to foster internally a design open to collaborations, and also nearing the end of the project to search for concrete exploitation pathways.

POLICY MAKERS

Policy makers at the national and EU level will be addressed when project results are mature enough, in order to offer recommendations on how to create the conditions to promote the adoption of social media analytics by companies and also to study the legal and ethical framework that supports the analytics in the project. Of particular importance is the study of the compliance with the General Data Protection Regulation which is scheduled to enter into force in early 2018, thus impacting the very execution of the project.

INDEPENDENT EXPERTS

The project team may involve independent experts to peer review specific outcomes and/or to receive suggestions on project pathway.

OTHER RESEARCH PROJECTS

The project team is planning to contact other research projects (funded by ITEA3 or other bodies) to seek alliances and joint proofs of concept that can lead the way to new exploitation or technology developments of the core SoMeDi concept.

2.2. Definition of messages for each audience target group

In the following table, a summary of the target dissemination groups and messages to convey is given.

Stakeholders	Dissemination message
Research communities	<ul style="list-style-type: none"> To promote of any scientific or technical progress by SoMeDi via the participation to events such as conferences.
SMEs and ICT industry	<ul style="list-style-type: none"> To inform them about the findings made by the project. To invite them to consider recommendations and to exploit results made by the project.
Policy makers	<ul style="list-style-type: none"> To inform them about the policy issues addressed by the project. To have early checks of the project's compliance with regulation, especially the upcoming GDPR.
Independent Experts	<ul style="list-style-type: none"> To ask them to peer review specific outcomes. To involve them as key note speakers in project events.
Other research projects	<ul style="list-style-type: none"> To foster the sharing of contents, results and approaches: data sets, architectures, software modules. The goal is to maximize the use of technology for both parts.

TABLE 1 - AUDIENCE TARGET GROUPS

3. BUILDING AN INFORMATION AND COMMUNICATIONS INFRASTRUCTURE FOR SOMEDI

SOMEDI project will establish an infrastructure for communications (and therefore dissemination) by building a robust framework in which dialogue and interaction take place. This applies equally to internal and external communication.

3.1. Establishing stable conduits within and without the SOMEDI community

These will be used to disseminate information about and solicit input into the SOMEDI project work. Contact can be maintained and facilitated by:

ELECTRONIC MAILING LISTS

- **Internal Lists.** An electronic mailing list has been established for the SOMEDI project which aims to provide a mechanism for internal project communications (somed@hi-iberia.es). Currently, this includes members of the project team from each partner site.

3.2. Developing effective mechanisms for disseminating material

PROJECT WEBSITE

In addition to the use of electronic mailing lists, there is a general project website (hosted by HIB), available in English, Romanian and Spanish (<http://somed.hi-iberia.es>). This website contains different sections:

- Overview of the project objectives and service description
- Consortium, including a brief description of each of the partners
- News and publications, with all the news related with the project constantly updated, as well as references to publications produced in the project
- Contact, with the email and location where everybody could ask for information of the project

The project website is compliant with all the dissemination requirements including a reference to the funding agencies.

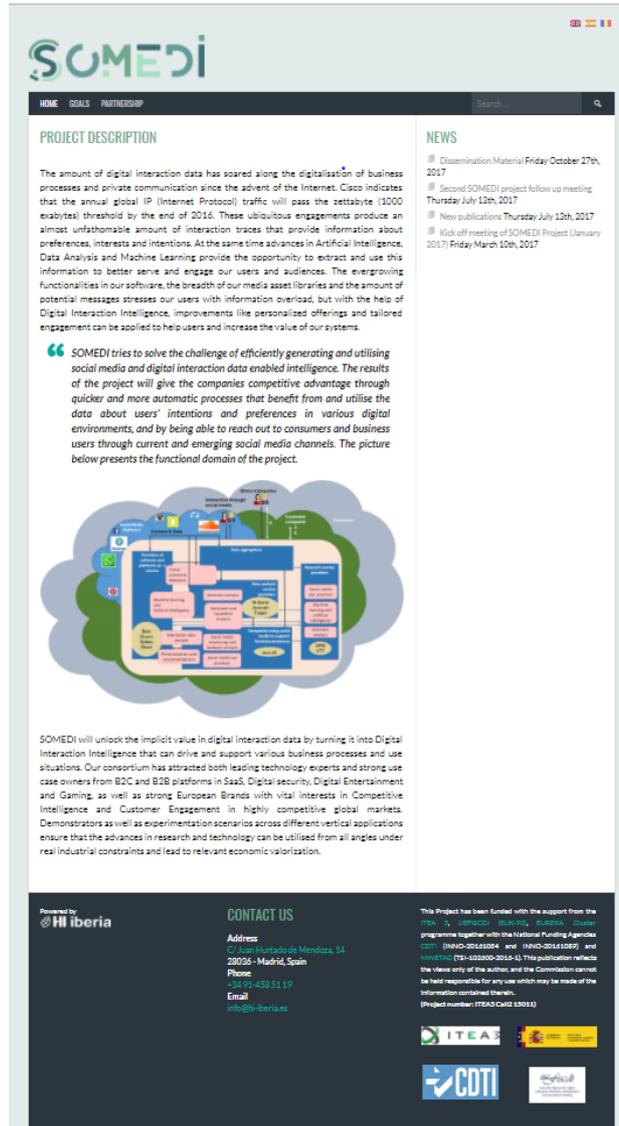


FIGURE 1 - SOMEDI WEBSITE

INDIVIDUAL PARTNERS WEBSITE

HI-IBERIA

Hi-Iberia has also a mention of SOMEDI project in its website together with a link to the project website (<http://hi-iberia.es/hiResearchProyectos.php>):

SOMEDI *Medios Sociales e Interacción Digital Inteligente*

SOMEDI "Medios Sociales e Interacción Digital Inteligente" es un proyecto subvencionado bajo el marco del programa ITEA3 Segunda llamada, dentro del cluster EUREKA (Ref.num 15011). SOMEDI es un proyecto subvencionado a nivel nacional por el Ministerio de Energía, Turismo y Agenda Digital bajo el marco del programa Acción Estratégica de Economía y Sociedad Digital, dentro del Plan de Investigación Científica, Técnica e Innovación 2013-2016, como un proyecto internacional. **HI-Iberia** es el coordinador del proyecto ITEA, y coordinador del consorcio Nacional.

SoMeDi trata de resolver el reto de generación y utilización eficiente de los medios sociales utilizando la interacción digital de los datos que permiten inteligencia. Los resultados del proyecto proporcionarán a los socios ventaja competitiva mediante procesos automáticos y rápidos que se beneficiaran de los datos sobre intención de los usuarios y preferencias en distintos entornos digitales, así como siendo capaces de llegar a los consumidores mediante las redes sociales actuales y emergentes. El objetivo de SOMEDI es desbloquear el valor escondido en los contenidos digitales y las trazas de las acciones humanas mediante la aplicación de inteligencia artificial y técnica de aprendizaje máquina.

Para más información:
<http://somedhi-iberia.es>

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 UNIÓN EUROPEA FONDO EUROPEO DE DESARROLLO REGIONAL
 "Una manera de hacer Europa"

ITEA3

TSI-102600-2016-1

FIGURE 2 - HI-IBERIA WEBSITE

TAIGER

Taiger mentions the SOMEDI project in official website and keeps separate project website with all the information about the project. The project website can be accessed from Research and Development page of Taiger official website (<http://www.taiger.com/rd/>).

TAIGER

a content source for improving intelligent services in IoT.

FEDER
 GOBIERNO DE ESPAÑA MINISTERIO DE ENERGÍA, TURISMO Y AGENDA DIGITAL
 UNIÓN EUROPEA FONDO EUROPEO DE DESARROLLO REGIONAL
 "Una manera de hacer Europa"

SOMEDI

Social Media and Digital Interaction Intelligence. The amount of digital interaction data has soared along with the digitization of business processes and private communication since the advent of the Internet. The increased amount of data will produce an almost unmanageable amount of interaction traces. The goal of this project is to research machine learning and artificial intelligence techniques that can be used to turn digital interaction data into Digital Interaction Intelligence and approaches that can be used to effectively enter and act in social media, and to automate this process.

CDTI Centro para el Desarrollo Tecnológico Industrial
 LPS-BIGGER

FIGURE 3 – TAIGER WEBSITE

The project website particularly created by TAIGER and due to its funding authority requirements (CDTI) is directly accessible by following the link (<http://www.taiger.com/somed/>). It includes information about work packages, milestones, consortium and contact.

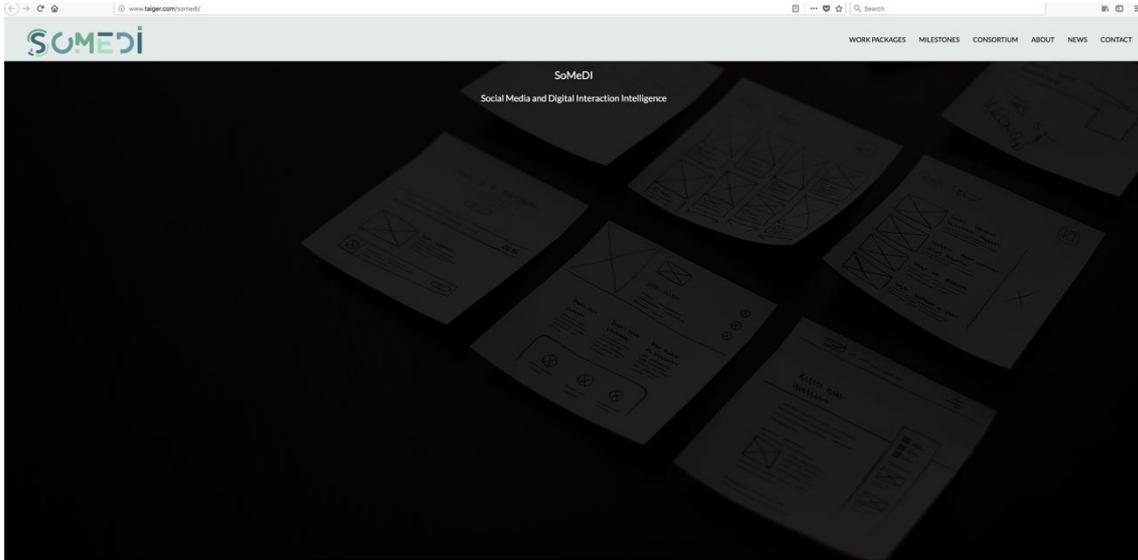


FIGURE 4 – SOMEDI PROJECT WEBSITE (TAIGER)

SIVECO

SIVECO mentions the SOMEDI project in its website together with a link to the project website (<http://rd.siveco.ro/portal/web/guest/60>):

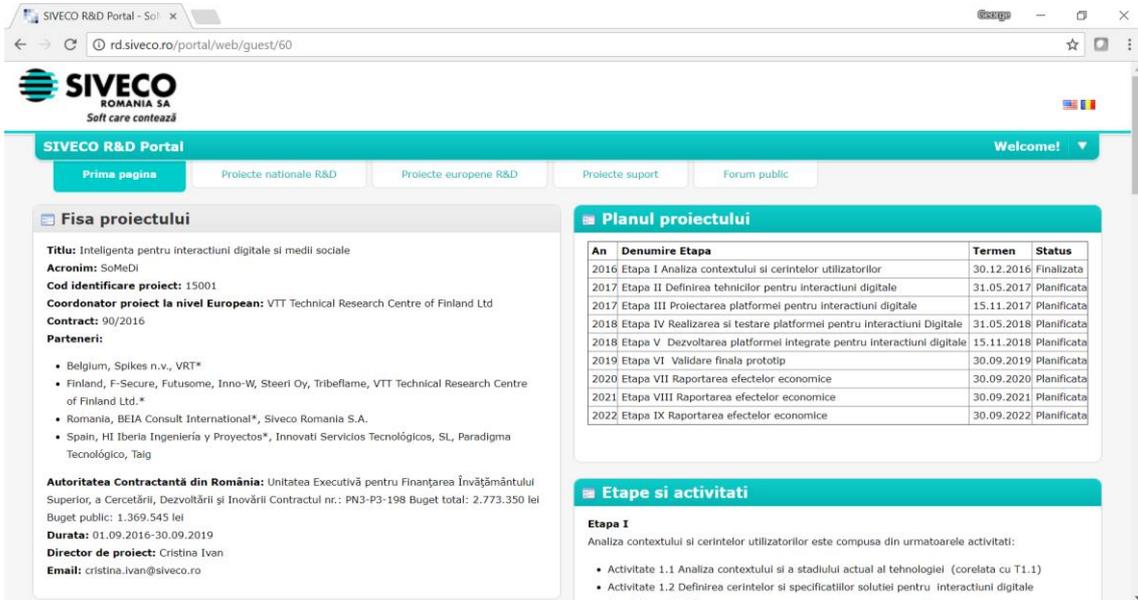


FIGURE 5 - SIVECO WEBSITE

BEIA

In order to make the objectives and results of the project known, BEIA has updated the dedicated project website available at <http://www.beiario.eu/somedi/>, including the following sections:

- Project sheet containing: title of the project, partners at European level, budget, duration, project director;
- Brief description of the project that includes project objectives and benefits;
- Announcements about the project meetings and events dedicated to the project;
- Project plan that includes project phases and progress on them.



FIGURE 6 - BEIA WEBSITE

PRINTED PUBLICATIONS:

FLYER

SOMEDI has its own flyer with a brief of project details as well as a list of the main goals and the initial project architecture. It also includes the consortium partners' logo and the funding authorities.

SOCIAL MEDIA and Digital interaction intelligence

The SOMEDI project explores how interaction data generated by users on digital systems, such as social networks, SMS, games, media services as well as content created and shared in social media services, can be turned into Digital Interaction Intelligence (DI).

DI can be used to provide insights for market and product development, improve the efficiency of business processes like CRM, recruiting and personalise interactions and services.

This way there will be added value both for companies and their clients. The SOMEDI project will also explore how current and emerging social media services can be effectively and efficiently used to promote and market new products and services and improve innovation processes both in B2C and B2B markets.

SOMEDI tries to solve the challenge of efficiently generating and utilising social media and digital interaction data enabled intelligence.

The results of the project will give the companies competitive advantage through quicker and more automatic processes that benefit from and utilise the data about users' intentions and preferences in various digital environments, and by being able to reach out to consumers and business users through current and emerging social media channels. The picture below presents the functional domain of the project.

SOMEDI's goal is to unlock the value hidden in the digital content and traces of human (litter) actions through the application of advanced artificial intelligence and machine learning techniques. To reach this goal, SOMEDI will:

1. To develop novel methods and tools on top of general machine intelligence toolboxes, frameworks and services to efficiently analyse digital interaction data including social media.
2. Connect the value mined through these methods with a company's production and business processes, to improve offers and personalize service or content configurations.
3. Explore how to use social media actively and efficiently growth hacking and marketing both in B2C and B2B markets, developing a methodology for effectively entering and acting in social media and use it for growth hacking, customer support and marketing in connection to both business users and consumers.
4. Produce a guidebook introducing a practical Digital Interaction and Social Media intelligence methodology with techniques, illustrated by the project's use cases.

This Project has been funded with the support from the ITEA 3 LIFE0201 (EUK-01), SINUSA Cluster programme together with the National Funding Agency (COP) (2010-2013/028) and MIND-2014/089) and MINISTRO (13-120400-2014-1). This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein. (Project number: ITEA C402_15011)

FIGURE 7 – SOMEDI FLYER

LEAFLET

SOMEDI has its own leaflet with contact details, partners' logos and location, and a summary of the aim of the project including the addressed challenge, the proposed solutions and the envisaged project results and impact.

15011
SoMeDi

ITEA 3

Project Profile
SoMeDi
Social media and digital interaction intelligence

The ITEA SoMeDi project aims to unravel the implicit value in digital interaction data by turning it into Digital Interaction Intelligence that can drive and support various business processes and use situations, resulting ultimately in relevant economic valorisation.

ADDRESSING THE CHALLENGE
The digitalisation of services, media consumption and communication provides new opportunities and challenges to companies. Digitalisation and cloud based services make it possible to offer services to a huge, even global customer base. The challenge lies in offering customers with different needs and preferences optimal configuration, automatically. The opportunity lies in Digital Interaction Intelligence (DII), the application of advanced data mining techniques to extract information and the value hidden in the digital information generated by humans in digital interactions with and through computer systems. SoMeDi will apply advanced artificial intelligence and machine learning techniques to unlock that value.

PROPOSED SOLUTIONS
SoMeDi will develop novel methods and tools that supplement general machine intelligence to address, frameworks and services to efficiently analyse digital interaction data including social media. These include methods to produce improved sentiment analysis and opinion mining to increase perception of the user's attitude towards topics and concepts at aspect level, methods that analyse user activities and online phenomena, and methods for providing decision support of the analysed data for different purposes of use. Connecting the value mined through these methods with a company's production and business processes will improve offers and personalise service or content configurations. How to use social media actively and efficiently will be explored along with a methodology for effectively entering and acting in social media, and use this for growth hacking, customer support and marketing in B2C and B2B scenarios.

PROJECTED RESULTS AND IMPACT
The project partners will produce two (integrated and validated) demonstrators (a prototype user interface and a platform prototype offering content planning and personalised recommendations) and a guidebook to introduce a practical Digital Interaction and Social Media Intelligence methodology with techniques, illustrated by the project's use cases. The two demonstrators will prove SoMeDi capabilities and features through the analysis of social media in two domain areas: marketing and recruiting purposes. The IP generated in the project will be utilised in various ways, either by publishing as open source or through other licenses. SoMeDi will allow companies and organisations to improve the overall customer experience by enabling faster, more targeted and personalised interaction.

SoMeDi transforms the social media information into useful and actionable knowledge for companies

Map of Europe: Shows project partners in Spain (innovati, HI iberia, TAIGER) and Romania (Beia, SIVECO).

Project start December 2016	Project leader Inmaculada Luengo, HI Iberia	Project website http://somed3.ji-iberia.es/
Project end November 2019	Project email luengo@hi-iberia.es	

ITEA is the EURIMA Cluster programme supporting innovative, industry-driven, pre-competitive R&D projects in the area of Software-Intensive Systems & Services (SISS). ITEA stimulates projects in an open community of large industry, SMEs, universities, research institutes and user organisations. As ITEA is a EURIMA Cluster, the community is founded in Rampe based on the EURIMA principles and is open to participants worldwide.
<https://itea3.org>

FIGURE 8 – SOMEDI LEAFLET

SOCIAL MEDIA

As the project deals with social media, SoMeDi project has also its Facebook and Twitter pages. Taiger maintains a Facebook page which can be accessible by visiting the link (<https://www.facebook.com/Somedi-146060299492427/>)



FIGURE 9 – FACEBOOK PAGE OF SOMEDI

HI-Iberia maintains a Twitter profile which can be accessible by visiting the link (https://twitter.com/SoMeDi_project)



OTHER PUBLICATIONS

BEIA participated at the following events, publishing and presenting scientific papers:

- G. Suciu, M. Anwar, R. Conu, “Social Media and Digital Interactions using Cloud Services for orienting Young People in their Careers”, In The International Scientific Conference eLearning and Software for Education (ELSE), “Carol I” National Defence University, Vol. 2, pp. 419-427, 2017, paper published and presented;
- G. Suciu, A. Pasat, T. Usurelu, “Social Media Cloud Contact Center using ChatBots”, Fabulous 2017; paper presented and accepted for publishing;
- G. Suciu, C. Boscher, L. Prioux, A. Pasat, C. Dobre, “Insights into Collaborative Platforms for Social Media Use Cases”, Studies in Informatics and Control Journal (SIC); paper accepted for publishing.

3.3. Project Meetings and KOM Press-Release

SOMEDI consortium holds meetings (almost every 6 months) in which all the participants from all the partner sites are present, discussing in details the project progress so far and future steps planned to ensure the success of the project. The following meetings have been planned along the execution of the project:

- 23rd January: Kick-off meeting (KOM) in Madrid (hosted by HIB).



FIGURE 10 – NEWS OF THE MEETING IN THE PROJECT WEBSITE

- 13th July 2017: First technical meeting in Madrid (hosted by HIB)



FIGURE 11 - FIRST TECHNICAL MEETING

- Further planned meetings include at least 4 more face to face technical meetings and the end-of-project meeting.

4. CONCLUSIONS

This document serves to create general awareness about the project and its expected results among participating and other companies and other actors in relevant sectors and countries, and to publish results as soon as they become available. This is an iterative document, so it will be in M36, including all the project awareness activities for the whole project execution.

ANNEX – TEMPLATE FOR REPORTING ENGAGEMENT ACTIVITIES

This annex include a skeleton of the template that partners should use for reporting the engagement activities carried out along the project execution:

Introduction and Background

This section provides details about the context of the project that have been shown in the engagement activity

Purpose and Objectives

This section describes the purpose of stakeholder engagement and the specific objectives of the working session

Methodology

This section describes the approach and presents how the working session was structured. The objective is to highlight the various activities performed with stakeholders.

Stakeholder participation

This section presents the stakeholders involved in the session. It also provides details about the roles and responsibilities of each stakeholder, as well as their involvement.

Overview of outcomes

This section outlines the main results obtained from the working sessions with stakeholders. Also, it includes photos of the activity for evidence.

INPUT / FEEDBACK FROM STAKEHOLDERS

This section summarizes the main comments and feedback gathered from participants during the session.

ANALYSIS OF RESULTS

This section provides brief statistics and analysis of the main outcomes and suggests recommendations to take into account in the project and in future activities.

Material distributed (If any)

This section provides a copy of materials (questionnaires, presentations, project results...), if any, provided to stakeholders during the session.