12-MONTHLY REPORT
Publishable summary

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Project acronym: PROMISLingua

Project title: PeR**formance O**perational and **M**ultilingual **I**nteractive **S**ervices to support Compliance for SMEs in Europe

Project type: ☐ **Pilot A**   ☒ **Pilot B**   ☐ **TN**   ☐ **BPN**

Periodic report: 1ˢᵗ ☒   2ⁿᵈ ☐   3ʳᵈ ☐   4ᵗʰ ☐

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PUBLISHABLE SUMMARY

PROMISLingua is a 30 months ICT Policy Support Programme (CIP ICT-PSP) Project (Pilot B), under the domain of Language Technologies, which started in April 1st 2011.

The PROMISLingua Pilot Project aims at translating, localising and rolling out the existing PROMIS® online service (at present available in English, German and Italian) in six additional languages (Spanish, French, Portuguese, Greek, Romanian and Hungarian), in order to deliver a cost-efficient and easy-to-use Internet based service enabling SMEs to comply with Health and Safety (H&S), Environment and Quality Regulations at European and international level.

As a highly intuitive integrated compliance management framework, the innovation of PROMIS® is raising the interest of PROMISLingua Project in the additional countries, and the substantial market demand that already exist in the target countries. The main barriers to enter to these markets are the lack of translation and localisation of the broad range of PROMIS® services, and also the lack of semi-intelligent ICT tools to support structuring, filtering and optimizing data and content in a way that SMEs can communicate in their own language and get answers to their needs online 'at a fingertip' in the same language.

Relevant work areas

The course of action within the PROMISLingua Project is structured on the following components, which are closely interlinked:

- A market needs and competitors analysis, investigating the opportunities and threats for the PROMISLingua pilot and looking up the encompassing market offering, commercial solutions and key players.

- An enhanced translation technology component to provide tools and the necessary resources for localisation efforts of PROMISLingua, end-user communication, cross-lingual search support, and machine translation.

- Translation and localization of content and current technology in French, Spanish, Portuguese, Rumanian, Greek and Hungarian, to provide localised content and services for the different territories and define, as well as update, supplementary services to be delivered to PROMISLingua users and PROMISLingua system administrators.

- Pilot testing and validation of the PROMISLingua pilot, so pilot users can provide feedback from potential issues prior to adoption this technology.

- Awareness raising of the existence, activities, outputs and benefits of the PROMISLingua Pilot Project.

- Deployment and roll out plan that ensures further sustainability including standardisation procedure.

Target outcomes and expected impact

PROMISLingua expects to contribute to the consolidation of a Pan-European Digital Single Market by stimulating cross-lingual communication, collaboration and participation; while reaching the six targeted national markets in the target domains of health and safety beyond the pilot phase for the enhanced multilingual PROMIS® service.

Main outcomes of the PROMISLingua Pilot at the end of the project comprise:

- Market needs, benchmarking and competitor analysis reports;
- Machine translation components and tools for the needed resources;

- Collection of parallel corpora in the health and safety domain;
- Translated and localised data/information, as well as needed technology components;
- Beta-testing of PROMISLingua in Greece, France, Portugal, Romania, Hungary and Spain;
- Roll out plan/s and standardisation.

PROMISLingua will overcome language barriers and extend the existing PROMIS$^{®}$ service to other European markets by enhancing its multilingual dimension and providing language tools for Machine Translation and multilingual human translation in the targeted domains with particular focus on health and safety and related issues like maintenance. It will also provide the foundation for semiautomatic structuring of content: norms and legislation (towards EU harmonisation), eLearning and expert's knowledge components.

Progress to date

Main achievements of PROMISLingua during the first year of the project are:

- The PROMISLingua Project was successfully set into motion and successfully launched during the kick-off-meeting in April 2011 in Luxembourg.

- The consortium has confirmed their strong commitment to the roll-out of PROMISLingua and is consolidating the common understanding on the strategic and operational details of the PROMISLingua Project. This has been supported by setting up project management and coordination procedures to achieve the project objectives.

- The work performed since the beginning of the project successfully achieved stated objectives, including:

  o Define and analyse market needs for multilingual H&S services at national level, i.e. France, Greece, Portugal, Romania, Spain and Hungary, as well as set the precise market segments for the PROMISLingua services and field work.

  o Start the process of benchmarking analysis based on market needs research for regulatory compliance at national and European level, as well as the capability of PROMIS$^{®}$ services to meet H&S regulatory compliance needs. This will feed the pilots´ user needs and requirements.

  o Competitor analysis: Plan for fieldwork to identify major competitors in the area of online multilingual services dealing with compliance and integrated management systems for SMEs, knowledge structuring and sharing, as well as online collaboration.

  o Collect available resources in the H&S domain, for terminology extraction, translation memory import, and automatic translation. It includes the collection of bilingual corpora, the collection of monolingual corpora and clean-up and bilingual alignment and the creation of parallel corpus.

  o Structuring collected data, creation of translation memories and extraction and compilation of glossaries. It includes the extraction of parallel sentence pairs from the collected in-domain corpora, terminology acquisition by using a bilingual term extraction component to extract dictionary entries, collection of other available domain-specific and general terminology and compilation of resources.

  o Design and creation of a lookup and navigation tools for terminology exploration. The lookup tool allows combined information retrieval in different data sources (lexicon, translation memories, concordances) in one single step: in bilingual dictionaries, containing domain-specific translation, as well as general vocabulary; in translation memories, where the user can search through a large number of already translated bilingual texts and look for appropriate words and expressions; in bilingual concordances, which allow the user to sort all

occurrences of the search word and its translations in a very structured vertical form, in order to examine their immediate contexts.

- o Select relevant content, review it for adaptation needs in the target culture and language and content translation into the additional PROMIS® languages (French, Greek, Portuguese, Romanian, Spanish, Hungarian). Translation includes a pack of 84 files of several types related to PROMISLingua domain.

- o Further develop and adapt the existing online translation tool of the PROMIS® technology system, supporting the new languages and start the translation of different PROMIS® modules into French, Greek, Portuguese, Romanian, Spanish and Hungarian. Translation includes: PROMIS® Graphical Users Interphase (GUI); Health & Safety codes; Handbook (user manual for the service); and Structural tree (tree-organised text entries used in the GUI).

- o Start the definition of the PROMISLingua pilot and the criteria and procedures for Quality Assurance, both for translation of content and for the localisation of the PROMIS® platform.

- o Editing and implementing the PROMISLingua dissemination plan to raise awareness of the project, including dissemination activities at national and European level. The PROMISLingua website was launched and advertisement materials (logo, brochure, poster, ppt. presentation, project factsheet) were printed for distribution. Translation of the project's brochure in 6 languages.

- o Start the standardisation procedure with CEN. With this standardisation procedure PROMISLingua aims at targeting the wide European audience, as well as specific target groups such as the SME industry, stakeholders, policy makers and civil society for whom the results of the research will be surely highly relevant since it decreases the language barriers.

- o Assess and register the existing IPRs within the consortium, as well as analysis and report on technology assessment for the technological partners to lay a basis for a commercial agreement on future licences and a successful common deployment of PROMISLingua. Bilateral negotiations towards licencing agreements and the preparation of rollout at national level between P@S and the other partners have started.

Dissemination and awareness raising

During the first year of the project the Dissemination Plan was delivered. It defines the steps to be taken in order to communicate the project results and increase PROMISLingua visibility in the perspective of market entry. It also explains the dissemination strategy and the target audiences, as well as the communication channels to be used depending on the audience.

The PROMISLingua website www.promislingua.eu has been set up, and advertisement materials, such as the project brochure, poster, factsheet and presentations also support the promotion of the project.

As part of the dissemination activities, the PROMISLingua Project has been presented to targeted users, stakeholders and policy makers in more than 30 events all over Europe, including the European Parliament, CeBIT 2012, conferences, round tables and meetings with SMEs Associations.

PROMISLingua Project website www.promislingua.eu