12-MONTHLY REPORT
Publishable summary
Period 2

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Project acronym: PROMISLingua

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

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

Periodic report: 1ˢᵗ ☐   2ⁿᵈ X   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.

- 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 integrated in the PROMIS® platform.

- Collection of parallel corpora in the health and safety domain.

- Translation and localization of content and technology in French, Spanish, Portuguese, Rumanian, Greek and Hungarian, to provide localized 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.

- Beta-testing of the PROMIS® service in Greece, France, Portugal, Romania, Hungary and Spain.

- Awareness raising of the PROMISLingua solutions, outputs and their benefits for European SMEs.

- Deployment and roll out plans to ensure sustainability and business success after the project's phase and also including standardisation procedure.

PROMISLingua helps to 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 second year of the project are:

- Identifying major competitors of PROMISLingua and setting-up the benchmarking analysis (WP1). This activity comprised:
  - The analysis of market competitors for multilingual H&S services at national level; i.e. France, Greece, Portugal, Romania, Spain and Hungary and definition of market segments for the PROMISLingua services from demand perspective.
  - Product benchmarking of competitors in the field of online multilingual services dealing with compliance and integrated management systems for SMEs, knowledge structuring and sharing, online collaboration.
- Creation of MT systems in twelve language directions (WP2), which covered the collection of available resources in the Health and Safety and Maintenance domain for terminology extraction, translation memory import, and automatic translation. This activity also included the collection of bilingual corpora, the collection of monolingual corpora and clean-up and bilingual alignment and the creation of parallel corpus.
- Technical integration of the machine translation into the PROMIS® platform and its components.
- Completion of the translation and revision of content and system into the additional PROMIS® languages, French, Greek, Portuguese, Romanian, Spanish, Hungarian (WP3 & WP4). This activity mainly embodied two tasks:
  - Overhaul and improvements needed for the localisation of relevant content and system variables in the new targeted cultures and languages, i.e. the additional PROMIS® languages (French. Greek, Portuguese, Romanian, Spanish, Hungarian).
  - Further developments and adaptations of existing online translation tool of the PROMIS® technology system, needed for supporting the new languages and start the translation of different PROMIS® modules into French, Greek, Portuguese, Romanian, Spanish and Hungarian.

- Testing and evaluating the technical performance and the multilingual components integrated into the system and definition of pilots, criteria and procedures of Quality Assurance; covering both, the translation of content and the localisation of the PROMIS® technology (WP5).

- Implementing the dissemination activity plan at national and European level to raise awareness of the project. Continuous update of the website and distribution of advertisement materials (logo, brochure, poster, ppt. presentation, project factsheet) during national and international conferences and events (WP6).

- Continue with the preparation of the standardisation procedure with CEN, later transformed in a CEN-CWA. With this pre-standardization 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 (WP7).

- Preparation of, and stipulation of contracts with first interested parties (WP7).

- Bilateral negotiations towards licencing agreements and the preparation of rollout at national level between P@S and the partners (WP7).

- High level Public Relation activities to increase the brand and image of PROMISLingua (WP7).

- Continue activities to prepare the rollout in the countries involved: Greece, Spain, France, Portugal, Romania, Hungary(WP7).

- Project management activities (WP8) progress in parallel.

Dissemination and awareness raising

During the second year of the project, dissemination activities continued to different target areas and through different channels, in order to communicate the project outcomes and increase PROMISLingua visibility in the perspective of market entry.

The PROMISLingua website www.promislingua.eu has been regularly updated with news and events, as well as newsletters. Its technical maintenance was regularly performed by P@S. The main upgrades were the integration of the text to speech functionality into the web site and the availability of new languages, so the website can be now browsed in 7 languages, i.e. in the six project languages and in English. A demo of multilingual Industrial Safety and Maintenance pilot solutions are available in English, Spanish, French, Greek, Hungarian, Portuguese and Romanian at the PROMISLingua website http://www.promislingua.eu/en/the_project-solutions.html.

As part of the dissemination activities, the PROMISLingua Project has been presented to targeted users, stakeholders and policy makers in more than 20 events all over Europe, including eChallenges 2012, CeBIT 2013, conferences and meetings with SMEs Associations.

PROMISLingua Project website www.promislingua.eu