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PROMIS[®]Lingua

PeRformance Operational and Multilingual Interactive Services to support Compliance for SMEs in Europe

Annual Report 2011

PROMISLingua is a 30 months ICT Policy Support Programme (CIP ICT-PSP) Project (Pilot B), under the domain of Language Technologies, 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 Safety, Health, 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.

IMPORTANT WORK AREAS

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

- A market need and competition analysis, analysing the opportunities and threats for the PROMISLingua pilot and looking up the encompassing market offering, commercial solutions and players.
- An enhanced translation technology component to provide tools and the necessary resources for localisation efforts of PROMISLingua, end-user communication, crosslingual 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 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:

- A market needs and benchmark analysis report;
- 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. It will also provide semiautomatic structuring of content: norms and legislation (towards EU harmonisation), eLearning and expert's knowledge components.

PROGRESS TO DATE

Among the main achievements of PROMISLingua Project reached along 2011 are:

- The PROMISLingua Project was successfully set into motion and successfully launched during 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 project work carried out during 2011, successfully achieved stated objectives, including:
 - 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.
 - Start the process of identifying major competitors in the field of online multilingual services dealing with compliance and integrated management systems for SMEs, knowledge structuring and sharing, online collaboration.
 - Collect available resources in the Health and Safety 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.
 - Select relevant content, review it for adaptation needs in the target culture and language and start the process of content translation into the additional PROMIS[®] languages (French, Greek, Portuguese, Romanian, Spanish, Hungarian).
 - 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.
 - Start the definition of the PROMISLingua pilot and define the criteria and procedures for Quality Assurance, both for translation of content and for the localisation of the PROMIS[®] technology.
 - 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.
 - Start with 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.
 - 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.

DISSEMINATION AND AWARENESS RAISING

During 2011, 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 a market entry; and defines the dissemination strategy and the target audiences, as well as the communication channels to be used depending on the audience.

As part of the dissemination activities PROMISLingua Project has been presented to targeted users, stakeholders, policy makers in the following events:

- Guimarães INOVAÇÃO em ACÇÃO (Portugal)
- Net-Eucen (Portugal)
- Researchers' Night 2011 (Portugal)
- Dusseldorf A+A fair (The largest Health and Safety exhibition in Europe – Germany-)
- InterRisk Conference 2011 (Germany)
- Jornada de Transferencia de Tecnología en TIC - SIMO 2011 (Spain)
- High level conference at the European Parliament on the benefits of the Digital agenda for SMEs in the frame of European SME Week 6/10/2011 (Belgium)

Advertisement materials (project brochure, poster, factsheet and presentation) are available online for download from the [PROMISLingua website](#).

FUTURE WORK









During 2012 the efforts will be focused on two directions. On one hand, actions will be centred in securing, consolidating, integrating all translation work performed into the PROMIS[®] service platform, as well as, assuring quality of all the work done before starting the deployment and roll-out of the PROMISLingua pilot. On the other hand efforts will be driven to build the competitive position for future exploitation, taking into account existing business model components and the competitive market watch to be performed in 2012. In addition to this, also an essential component will be to finalize the bilateral licensing agreements for the national rollout with each partner.

Main activities will include: completing the cross-lingual search support and machine translation, completing the translations and localisations of the additional PROMIS[®] languages and services, starting PROMISLingua pilot deployment including validation and testing processes, analysing PROMISLingua competitors to generate the competitors watch and securing a proper dissemination of the project.

FURTHER INFORMATION

- EC ICT Information and Communication Technologies, Language Technologies Projects: [PROMISLingua Project](#)
- **PROMISLingua Project website:** www.promislingua.eu
- **Project Co-ordinator:** Yolanda Ursa, INMARK
- **Technical Manager:** David Darcangelo, PROMIS@Service

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ANNEX

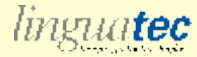
- PROMISLingua Brochure and Poster



INMARK, Spain
<http://www.grupoinmark.com>



PROMIS@Service Sarl, Luxembourg
<http://www.promisatservice.eu>



LINGUATEC GmbH, Germany
<http://www.linguatec.net>



ATLANTIS, Greece
<http://www.atlantisresearch.gr>



INOVAMAIS, Portugal
<http://www.inovamais.pt>



INCDPM, Romania
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UEAPME, Belgium
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R-TECH, Germany
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We speak your language !



PROMIS[®]lingua

Performance Operational
 and Multilingual Interactive Services
 to support Compliance for SMEs in Europe

www.promislingua.eu

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The Challenge

Small and Medium Enterprises (SMEs) need tailored business services to help them to comply with the challenging requirements of the complex regional, national and European Safety, Health, Environment and Quality regulations.

Any failure to fulfill these compliance requirements involves significant risks for their business. Furthermore increased demands from public authorities, funding agencies, insurers and customers are generating increasing pressures. For Europe it is crucial to meet such challenges to sustain its competitiveness with regard to developing economies and low-wage countries.

The Innovative Response

PROMISLingua (www.promislingua.eu) is a pilot project that translates, localises and rolls out the existing 3-lingual (English, German and Italian) PROMIS[®] online service in additional six languages: Spanish, French, Portuguese, Greek, Romanian and Hungarian, making use existing language technologies, like Machine Translation, new ways of structuring of content and cross text retrieval. PROMIS[®] (www.promis.eu) is a highly intuitive, cost-efficient and easy-to-use integrated single entry point compliance management framework, which provides a full range of solutions for SMEs. Substantial market demands exist already in the existing target countries for pilot installations, but substantial interest is also rising in additional countries.

However, there are barriers to penetrate these markets, like the need for translation and localisation of the broad range of PROMIS[®] services, as well as the lack of semi-intelligent ICT tools to support structuring, filtering and optimizing data and content. The solution of these obstacles would allow SMEs to communicate in their own language and to get answers to their needs online 'at a fingertip' in the same language.

PROMISLingua will deliver a multilingual solution enabling SMEs to comply with Safety, Health, Environment, Quality and other regulations at national, European and global level, and thus shorten the time-to-market for PROMIS[®] unique offerings.

The Solution

PROMISLingua provides a comprehensive multilingual, multinational and multipurpose eBusiness solution which offers compliance management services that assists SMEs in fulfilling legal requirements by providing:

- An instrument that supports the structuring of organizational, as well as individual knowledge at sector, theme and domain level;
- An integrated management system, that helps keeping order in the organisation thanks to an adequate documentation and integrated electronic handbook which conforms with ISO 9000, 14000, OHSAS 18000 and other requirements.

PROMIS is provided as Software as a Service; it is inexpensive, intuitive and user friendly.

Expected Outcome

PROMISLingua pilot will overcome language barriers and extend the existing PROMIS[®] service to additional European markets by enhancing its multilingual dimension and providing:

- Enhanced translation technology components, cross-language communication among end-users, cross lingual search support, and machine translation in the target domains of health and safety.
- Semiautomatic structuring of content: norms and legislation (towards EU harmonisation), eLearning and expert's knowledge components.
- Pilot testing and validation of the PROMIS[®] service in the six target languages, building also upon the concept of offering both free and paid for contents through public private partnerships (PPP).
- Awareness raising and dissemination of the PROMISLingua activities, outputs and benefits at policy and market level.
- Deployment and roll out plans for the six additional countries to ensure success and take up of innovation at European level.

Performance Operational and Multilingual Interactive Services
to support Compliance for SMEs in Europe

PROMIS[®]lingua

We Speak Your Language!

Our Mission

To provide European SMEs and consultants with tailored business services and eTraining in the field of Environment, Health&Safety and Quality (SHE-Q).

Objectives

1 Translating, localising and rolling out the existing 3-lingual PROMIS[®] online service in six additional languages: Spanish, French, Portuguese, Greek, Romanian and Hungarian.

2 Enhancing the PROMIS[®] technology system and customising it to multiple languages with online automated translation support, Machine Translation, structuring of content, cross text retrieval.

3 Deployment and roll out plans for the six additional countries to ensure take up of innovation at European level.

Key Impact Areas:

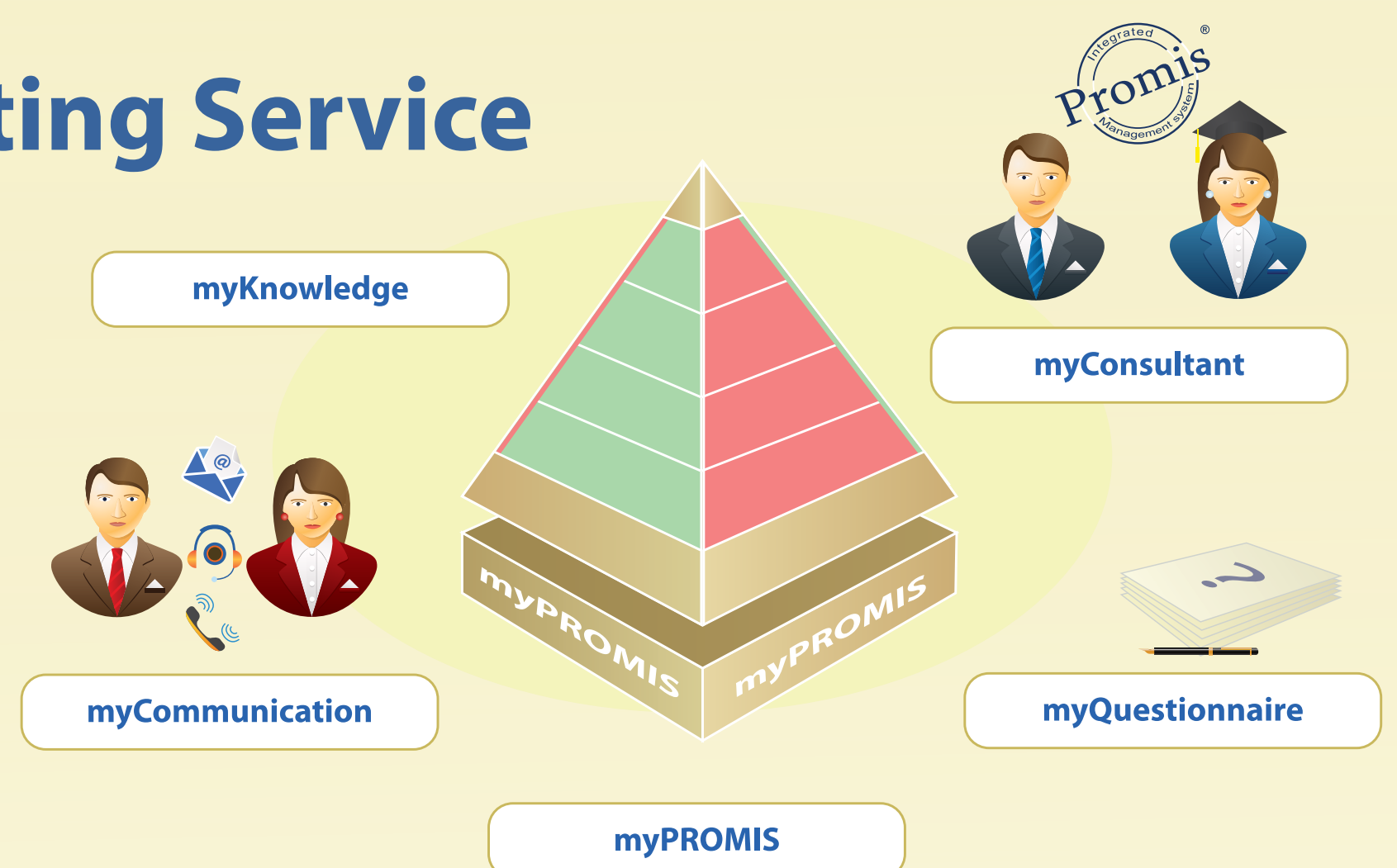
Lowering language barriers and improving the quality and effectiveness of cross-lingual communication

Structuring of content, norms and legislation towards EU harmonisation

Stimulating new business opportunities

Sector- and theme-oriented turn key solutions for micro SMEs, with a high level of trust and confidence based on security, high quality and reliable community building

Existing Service



PROMIS[®] is a comprehensive multilingual, multinational and multipurpose eBusiness solution which offers compliance management services that assists SMEs in observing legal requirements through:

- An instrument that supports the structuring of organizational, as well as individual knowledge at sector, theme and domain level
- An integrated management system, that helps keeping order in the organization thanks to an adequate documentation and integrated electronic handbook which conforms with ISO 9000, 14000, OHSAS 18000 and other requirements.



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