

D10.1 IMPACT CREATION STRATEGY AND PLAN

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Authors	Klaudia dos Santos (Martel Innovate)
Reviewers	Eleni Efthimiou, Evita Fotinea (Athena Research Center - ATHENA) Frankie Picron, Tina Sioen, Davy Van Landuyt (European Union of the Deaf - EUD)

Abstract	This document presents a sound and well-articulated communication strategy that has been developed to increase awareness of the EASIER vision, objectives, and achievements and a stakeholders engagement strategy for an open, participatory, and sustainable community for an empowering and inclusive NGI. The document describes the strategic approach, sets the overall framework, and provides directions regarding all planned communication and engagement activities and will be regularly updated to match the evolving needs and opportunities.
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Nature of the deliverable	R*	
Dissemination Level		
PU	Public, fully open, e.g., web	✓
CL	Classified, information as referred to in Commission Decision 2001/844/EC	
CO	Confidential to EASIER project and Commission Services	

* R: Document, report (excluding the periodic and final reports)
 DEM: Demonstrator, pilot, prototype, plan designs
 DEC: Websites, patents filing, press & media actions, videos, etc.
 OTHER: Software, technical diagram, etc.

EXECUTIVE SUMMARY

The document at hand presents a comprehensive communication, dissemination, and community-building strategy that has been developed to maximize the impact of EASIER and ensure that the following communication-related project objectives are met:

- Establishing a distinctive and recognizable brand identity that will support promotional and marketing efforts.
- Achieving broad visibility and raising awareness about EASIER and its results.
- Ensuring uptake by European Deaf communities, particularly those using the core project languages.
- Reaching and engaging a critical mass of relevant stakeholders to effectively showcase the project results.
- Establishing liaisons with relevant initiatives.

In addition to setting the communication framework, the strategy provides clear directions for the consortium and can be viewed as a guiding document for project partners, so that they can better align on the communication objectives and planned dissemination activities.



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ABBREVIATIONS

API	Application Programming Interface
DCAL	Deafness Cognition and Language Research Centre
EC	European Commission
EDF	European Disability Forum
EDSO	European Deaf Sports Organization
EFSLI	European Forum of Sign Language Interpreters
EFTA	European Free Trade Association
ELG	European Language Grid
EU	European Union
EUDY	European Union of the Deaf Youth
GDPR	General Data Protection Regulation
ICT	Information and Communications Technology
KPIs	Key Performance Indicators
L2	Second Language
LT	Language Technologies
M	Month
MT	Machine Translation
NAD	National Association of the Deaf
NGI	Next Generation Internet
NGO	Non-Governmental Organization
NLP	Natural Language Processing
SDO	Standards Developing Organization
SL	Sign Language
SMEs	Small and Medium-Sized Enterprises
WFD	World Federation of the Deaf
WP	Work Package



1 INTRODUCTION

1.1 PURPOSE OF THE DOCUMENT

This document, prepared in the context of WP10 (Outreach and Impact Creation), defines the communication, dissemination, and community building strategy and describes the activities EASIER is (or will be) pursuing to guarantee broad visibility, adequate promotion, and uptake of project results. The plan provides a framework for different outreach activities that will be carried out throughout the project by different project partners with the ambition of achieving the following objectives:

- ➔ Defining and implementing a comprehensive and effective set of dissemination and communication activities to create awareness about project activities and results.
- ➔ Facilitating exploitation and sustainability of project outcomes.
- ➔ Designing, establishing, and implementing a framework for the monitoring and assessment of the impact created by the project.
- ➔ Creating and growing the community around the project activities and foster interactions with other initiatives and EU-funded projects on similar topics.
- ➔ Creating liaisons with the Next Generation Internet (NGI) community.

This document is dynamic and can be edited by all project partners within the framework for updates and adjustments overseen by Martel Innovate. The plan will be periodically evaluated and adjusted throughout the project. Major results and updates will be included in periodic reports.

1.2 STRUCTURE OF THE DOCUMENT

The sections of this deliverable are organized in the following manner:

- ➔ Section 1 introduces EASIER, its vision and mission, and provides insights into the technological environment in which the project operates.
- ➔ Section 2 presents project objectives and target stakeholders and outlines the partner's individual communication plans.
- ➔ Section 3 presents the fundamental aspects of EASIER communication, dissemination, and community building strategy and describes the various types of dissemination tools and activities in more detail.
- ➔ Section 4 is dedicated to liaisons and collaboration with relevant projects and initiatives.
- ➔ Section 5 describes the indicators that will be used to assess the impact of project achievements.
- ➔ Section 6 concludes the document.

1.3 BACKGROUND AND TECHNOLOGICAL CHALLENGES

In the past, the education of deaf children was concentrated on teaching them to speak as it was broadly believed that only a spoken language would allow them to function within society. With time, that speech-exclusive approach started changing. Now, it is widely recognized that only sign languages can be natural first languages for deaf persons. However, despite the growing awareness and advancements in science, a number of technical challenges still

prohibit the full inclusion of deaf individuals in many aspects of everyday life. There are several gaps in enabling technology that must be addressed:

- ➔ There are no robust machine translation systems to and from sign languages capable of dealing with language content outside of very narrow domains that could facilitate barrier-free participation of deaf individuals in various activities and situations.
- ➔ There are no systems for sign language animation (signing avatars) that go beyond the typical grammar representation for clause formation.
- ➔ There are no robust sign language recognition systems that can handle big data, e.g., sign language videos.
- ➔ The demand for signed content continues to grow worldwide but the sign language media content creation industry (broadcasters, as well as interpreters and translators) is not adequately supported, which hinders the acceleration of sign language content creation.
- ➔ There is an absence of standards for creating new resources to be consumed by the developing sign language technologies. The same goes for standards on efficiency and the naturalness of signing avatars.

1.4 PROJECT VISION AND MISSION

EASIER is a user-centric and community-driven project that proposes a systematic approach to existing technical challenges. The project intends to address the communication gap between users of spoken and sign languages by providing a bidirectional translation system for a large variety of specific contexts. EASIER's goal is to develop an ecosystem that incorporates a robust translation service supplemented by numerous tools that will support equal participation of deaf individuals in the whole range of everyday-life activities. The project aims to facilitate the exchange of information among deaf and hearing persons across Europe, targeting English, French, German, Italian, Greek, Dutch, and Swiss-German languages. Besides, EASIER aims to accelerate the incorporation of less-resourced sign languages into sign language technologies to leverage the sign language content creation industry. Figure 1 presents the EASIER avatar, Paula facilitating communication among users of different European languages.



FIGURE 1 EASIER AVATAR FACILITATING COMMUNICATION

2 DISSEMINATION AND COMMUNICATION STRATEGY

Communication, dissemination, and value creation are central to the overall EASIER effort and will be closely monitored and coordinated to ensure an effective engagement of all targeted stakeholders in the project ecosystem and the broader NGI context. To maximize the impact of EASIER, the consortium developed a comprehensive and well-structured communication, dissemination, and stakeholders' engagement strategy. Its execution began at the very early stages of the project and will continue throughout its duration. A set of dedicated outreach and communication activities will ensure that the below project objectives are met.

1. Establish a distinctive and easily recognizable identity that will support promotional and marketing efforts.
2. Raise awareness about EASIER results and benefits and ensure the project's broad visibility and uptake among the European deaf communities, particularly those who use the core project languages.
3. Reach, stimulate, and engage a critical mass of relevant stakeholders to ensure that the project results are effectively showcased, leading to validation, improvement, and possible further adoption of the developed technologies and concepts.
4. Facilitate sustainability and exploitation of the project's outcomes and promote the development of innovative solutions based on the EASIER technologies and concepts.
5. Support the key players' engagement strategies and activities, while providing visibility and echo to the entire community within the NGI ecosystem and beyond.
6. Foster impactful contributions to relevant scientific domains and standardization bodies as appropriate.
7. Create and grow the community around the project and foster interactions with other initiatives and EU-funded projects on similar topics facilitating discussion, scaling up, and experience sharing.
8. Design and implement a framework for the monitoring and assessment of the impact created by EASIER.

2.1 COMMUNICATION AND DISSEMINATION PHASES

EASIER's Impact Creation Strategy and Plan includes offline and online communication, digital presence, participation in and organization of events, interaction with other research and innovation projects within the domain, as well as liaisons with relevant stakeholders and related EU research and innovation initiatives. The core structure of the envisaged plan has been broken down into three stages.

➔ Stage 1 – Awareness creation and communication foundation (M01-M06)

Scope: The development of dissemination, communication, and community building strategy and plan, including the refinement and mapping of target groups, selection of dedicated communication tools and community building activities, and informing all relevant stakeholders about the EASIER scope and objectives. This phase is also dedicated to defining the liaisons and interaction mechanisms with targeted projects, ELG, and the NGI community.

Measures: bespoke brand identity and project website, outreach and impact creation strategy and plan, event calendar, project introduction flyer, project presentation (slides), project social media channels, and sending out the first edition of the EASIER e-newsletter.



➔ Stage 2 – Dissemination of initial results (M07-M12)

Scope: Run stakeholders' engagement campaigns to generate interest in EASIER activities and outcomes and set a solid foundation for the planned dissemination activities and encourage them to provide support in promoting the project. Plan event participation and organization including the first project workshops.

Measures: slide-based presentations of first project results, first project video, regular animation of social media channels, publishing news items, sending out periodical newsletters, and participation in selected events.

➔ Stage 3 – Global outreach and sustainable impact (M13-M36)

Scope: Engaging and supporting the adoption and deployment of the concepts and tools offered by EASIER through dedicated promotional activities.

Measures: Promotional materials in various forms, online publications, established liaisons with relevant initiatives, news items, press releases, technical reports, additional editions of the e-newsletter, interviews, videoclips, dedicated webinars, training materials, participation in events, infographics presenting project results, organization of three training and two evaluation workshops.

2.2 STAKEHOLDERS

EASIER targets a large community of stakeholders whose needs and wishes will be taken into account throughout the duration of the project to ratchet up their interest in EASIER activities and the technology that is being developed by the consortium. The communication and dissemination activities have been targeting these stakeholders from the early stages of the project to raise their awareness about the project mission and results and spark a conversation about the benefits and potential drawbacks of the EASIER technology.

Figure 2 presents the current list of identified stakeholders (the consortium will be updating the list throughout the project), while Table 1 lists the rationale and the corresponding ongoing and planned activities.



FIGURE 2 EASIER STAKEHOLDERS

TABLE 1 EASIER STAKEHOLDERS

Description	Rationale/EASIER impact	Planned activities
Society, end users		
<p>Sign language users,</p> <p>Relevant communities and associations,</p> <p>NGOs.</p>	<p>Inform about project advancements, focusing on the EASIER application.</p> <p>Liaise with relevant stakeholders (national and international initiatives, associations, communities, etc.).</p> <p>Raise awareness about the benefits of technology in several social aspects/interactions.</p>	<ul style="list-style-type: none"> - Press and media communication: SL video production, publications in relevant magazines and newspapers, - Organization and participation in domain- focused events/networking sessions, showcasing activities, - Online communication: social media, website, - Production of online and offline promotional materials (including materials in SL).
Researchers		
<p>Industry and academia researchers.</p>	<p>Benefit from the project results, newly suggested solutions and models, and publications.</p> <p>Engage in networking events.</p> <p>Liaise with innovators and service providers.</p> <p>Share achievements within the community to facilitate know-how and technology transfer.</p> <p>Link research results to specific use-cases and domains/verticals/applications.</p>	<ul style="list-style-type: none"> - Distribute invitations for participation in project events, - Engage in selected scientific events, - Amplify knowledge transfer (e.g. publication repository; participation in working groups), - Target online communication campaigns.
Policy makers		
<p>National and EU authorities, policy-making bodies, and initiatives,</p> <p>Actors committed to supporting the development of the EU's full economic potential.</p>	<p>Make informed strategic decisions and plan activities and investments according to the needs of EU economy and society, especially for the benefit of the people with hearing impairments.</p>	<ul style="list-style-type: none"> - Amplify knowledge transfer (participation in working groups and policy debates), - Participate in dedicated policy events,

		<ul style="list-style-type: none"> - Promote the outputs of the impact assessment in various forms, - Target online communication campaigns.
Industry/assistive technology providers		
Industry players: SMEs, start-ups, ICT professionals.	<p>Benefit from suggested and related solutions and combined technologies and resources to minimize the time-to-market for new applications and services.</p> <p>Enjoy increased market visibility and liaisons with industry.</p> <p>Develop new business models.</p>	<ul style="list-style-type: none"> - Participate and present during targeted events and networking sessions, - Promote outputs (newsletters, social media, news, blogs, and reports) and their possible uptake, - Distribute invitations for participation in project events.
Standardization bodies		
SDOs, Pre-standardization groups, Working groups, Research groups, Open-source communities.	<p>Support technology transfer liaising with the private sector, innovators, researchers, and policy makers.</p> <p>Share/promote standards, relevant strategies, and success stories.</p>	<ul style="list-style-type: none"> - Distribute invitations for participation in project events, - Attend and network at selected relevant events, - Amplify/promote knowledge transfer towards standardization bodies and open-source communities.
Accessibility service providers		
Sign language professionals and accessibility service providers (e.g., interpreters).	<p>Exploit the delivered results to offer better services.</p> <p>Liaise with innovators from industry and academia to increase the awareness of social aspects related to hearing impairments.</p>	<ul style="list-style-type: none"> - Distribute invitations for participation in project events, - Attend and network at selected events/exhibitions, - Promote project outputs in various forms, - Online communication: social media, newsletter.

2.3 PARTNER'S INDIVIDUAL COMMUNICATION PLANS

All EASIER consortium members are equally committed to promoting the project and use their respective channels to maximize the project's communication and dissemination efforts. In this context, all partners are building their own communication plans, exploiting their unique expertise, networks, and partnerships. The engagement of all project partners will guarantee a wide reach of EASIER activities and achievements. The initial individual plans are presented below.

➔ Martel Innovate (Martel)

As a WP leader and project coordinator, Martel uses several of its resources, namely:

- Company website with 1,5K unique visitors/month and 3K pages views/month.
- Company social media channels: Twitter with 1,3K followers, LinkedIn with 1K followers, and the newsletter with 1,5K subscribers.
- NGIs: Martel runs the NGI Outreach Office through NGI4ALL CSA and leads the NGIoT's outreach activities and communication channels, including the LinkedIn group with 11.7K members and the newsletter with 2K subscribers.
- Other networks maintained through Martel's participation in other relevant R&D initiatives: at the moment, Martel maintains 35 project websites, 41 social media channels, and a database of 2,000 journalists.

➔ Athena Research Center (ATHENA)

The Institute for Language and Speech Processing (ILSP) uses all ATHENA's dissemination channels to inform the Greek and international general public on project scope and outcomes. Regarding the dissemination in Greek society, different stakeholder groups will be approached through events like The Researchers' Night, the Athens Science Festival, the Thessaloniki International Fair, and open doors events targeting awareness of the local deaf community, deaf schools, Greek SL Interpreters' Association, Greek SL L2 schools, and the younger generation. The project has already been promoted on ILSP and ATHENA websites in three languages: Greek SL, Greek, and English.

➔ University of Hamburg

To grow awareness and interest in EASIER, the University of Hamburg will communicate the project results through scientific and conference papers and use its German network of higher education institutions that are researching and interpreting SL and its connections within the SL interpreters community. The cooperation with the DGS-Korpus project will allow EASIER to be present at deaf events throughout the country, reaching a wider group of German Deaf community members.

➔ Radboud University

Radboud University will communicate the project results to academics, the Deaf community, and the general public via participation in deaf events, such as the annual World Deaf Day, language events, such as the Drongo Festival, the NGT knowledge website Gebareninzicht.nl, and Radboud University's outreach channels, such as Radboud Recharge.

➔ University of Surrey

As an academic partner responsible for technological development within EASIER, the primary dissemination route will be via international journal papers and conference presentations. Research has a wider impact within education by encouraging student participation through student project work and Ph.D. study aligned with research. Technology transfer to wider broadcast and related industries will also be pursued via

conference and trade show demonstration, trade publications, licensing, and, potentially, via spin-out companies and licensing.

➔ **University of Zurich (UZH)**

UZH will communicate the results of its research to the scientific community via publications in international journals and proceedings volumes, a SL research network with members from four Swiss universities, the Zurich Center for Linguistics (LiZZ) that brings together all linguistics departments at the University of Zurich, and the MT and NLP Meetups. The Swiss deaf community will be informed about the project via the scientific advisory board of the Swiss Federation of the Deaf (SGB-FSS) of which UZH is part via an annual symposium hosted by SGB-FSS, booths at the annual Deaf Fair Basel, and in the printed journal of SGB-FSS. Besides, UZH's social media channels will be leveraged and EASIER will be presented at Scientifica, the joint research fair of UZH and ETH Zurich, and the Zurich Computer Science Days. In addition, in close cooperation with the scientific coordinator of EASIER, UZH will take the lead in publishing a book about SL technology with contributions from EASIER partners and additional SL technology experts. UZH will also exploit its close ties with the University of Applied Sciences of Special Needs Education (HfH Zurich) to promote the EASIER tools to students and alumni of the DSGS interpreter training program.

➔ **French National Centre for Scientific Research (CNRS)**

CNRS's main targets for dissemination are the scientific community for the fundamental aspects and the professional user base for the software results. To reach both audiences, CNRS plans to disseminate through publications in academic journals, conferences, and professional congresses, like "Translating and the Computer." Besides, to showcase and discuss EASIER results, CNRS intends to organize an international workshop on graphical representations and computer-assisted translation building on two national workshops already held in France.

➔ **German Research Center for Artificial Intelligence (DFKI)**

DFKI will attend national and international conferences and workshops on the use of affective cues to enhance the social interaction with virtual agents and the animation of virtual interpreters for SL. News about EASIER will be published on the research group pages, social media accounts, and in the DFKI self-published monthly newsletter.

➔ **audEERING (AUD)**

AUD uses its social media channels (LinkedIn, Instagram, Facebook) to publish news related to EASIER. The company newsletter and dedicated company blog entries will also spread the news about the project results. The scientific dissemination will mainly happen by publishing project results in international scientific conferences and workshops, such as Interspeech or ICASSP, ideally together with other consortium technical partners.

➔ **Nuromedia**

Nuromedia has an extensive press network and direct collaboration with German press and public media institutions. With a global network of alliances with various development partners, distributors, and media companies and as part of Enterprise Europe Network and Big Data Value Association, among others, Nuromedia participates in key industry events, often delivering keynote speeches. When participating in conferences, workshops, and trade shows, the Nuromedia team will promote and disseminate EASIER to attract interest from the start of the project. More specifically, Nuromedia plans to present the EASIER results and the end solutions at industry events, such as CeBIT in Hannover, Medica in Dusseldorf, and MedTech.

➔ **SWISS TXT AG (STXT)**

STXT provides human-based SL interpretation for TV, education, and parliaments and is, therefore, part of the community with direct communication channels. As a subsidiary of the Swiss public broadcaster (SRG), STXT promotes EASIER to Swiss Deaf Organizations. In addition, STXT uses its social networks, such as the company website and LinkedIn channel to promote the EASIER solution through videos and posts. As an established accessibility provider, STXT exhibits at trade shows and conferences (e.g., Post-NAB-Zurich, International Broadcasting Convention in Amsterdam, International Conference on Language Transfer in Audiovisual Media in Berlin) and will promote EASIER at these events. Besides, STXT provides the communication system SILAS to organizations and will use its established customer relations to further promote new developments and innovation stemming from EASIER.

➔ **European Union of the Deaf (EUD)**

EUD disseminates the project results through social networks (Facebook, Instagram, website) and events. EUD will notably inform all of its member National Associations of the Deaf (NADs) in the European Union, in addition to the member NADs of the United Kingdom, Norway, Iceland, and Switzerland, and partners such as European Union of the Deaf Youth (EUDY), European Disability Forum (EDF), European Forum of SL Interpreters (EFSLI), European Deaf Sports Organization (EDSO), and World Federation of the Deaf (WFD). EUD also takes the opportunity to communicate to the European institutions whenever the subject arises.

EUD social media channels in details:

- Twitter with 6,5K followers,
- Instagram with 3K followers,
- LinkedIn with 195 followers,
- Facebook with 59K followers,
- EUD's website with an average of 155K users annually.

➔ **Interpretis**

Interpretis takes advantage of their participation in the large national network of interpreters (Trait d'union network) to present EASIER end user tools to the French SL professionals. The functionalities and professional uses will be highlighted during a workshop, followed by a discussion on professional innovation opportunities. Interpretis also aims to present the results and the end user tools to the French Association of Sign Language Interpreters and Translators (AFILS). Finally, Interpretis, which wishes to make its research activities more visible, communicates its participation in EASIER on the company website and its Instagram account ([scop.interpretis](https://www.instagram.com/scop.interpretis)).

➔ **University College London (UCL)**

UCL will communicate about EASIER with the British deaf community, including participation in Deaf community events, such as the British Deaf Association Congress and DCAL's membership of the UK Council on Deafness, the national umbrella group for deaf organizations in the UK. The technological advances will be described in several new British SL movies targeting British Deaf communities and related interested parties, publicized via the DCAL and BSL Corpus Project websites and social media channels.



2.4 INTERNAL COMMUNICATION

Effective internal communication and efficient information flow are a crucial part of any project's operational process. EASIER recognizes that and has therefore implemented tools to ensure a smooth and effective exchange of information among project partners.

- **Repository** – to facilitate the dissemination of information between project partners and foster effective and successful collaboration among them, a private, password-protected area has been established on Google Drive. This repository serves as a library and stores all relevant documents, distribution lists, electronic bulletin boards, and information about project-related meetings. It also enables the generation of highlights, presentation of management data (manpower, finances, deliverables, partner contacts, GANTT charts, etc.), and the organization of meetings. One part of the site is dedicated to giving the EC and reviewers access to project documents prior to each project review. The repository is managed by Martel who has a corporate subscription to Google services. This allows to increase the level of encryption, and therefore, privacy and data protection.
- **Mailing lists** – to facilitate the communication among project partners, several mailing lists have been created. One list includes all the individuals involved in the project and is used to share general updates. In addition, each work package has its own mailing list dedicated to the specific activities performed within it. There is also a mailing list dedicated to all financial matters of the project. All mailing lists are managed by Martel.
- **Messaging platform** – as a privacy-conscious consortium, EASIER opted for Mattermost – an open-source, self-hostable online chat service. Mattermost has been selected as the project messaging platform because it offers enterprise-grade security and privacy for full ownership and control of data. In addition to the web, Mattermost can be used on mobile and desktop applications, offering seamless communication service thanks to organized conversations in teams and channels; fully searchable message history; one-on-one and group messaging; voice, video, and screen sharing; as well as file, image, and link sharing.
- **Monthly consortium meetings** – as project coordinator, Martel Innovate hosts monthly Project Management Board meetings where the work performed by all WPs is being discussed. The minutes including relevant action points are shared on the repository after each meeting.

3 MEANS AND ACTIVITIES

3.1 EASIER BRAND IDENTITY

Brand identity consists of visible assets, such as logo, color palette, and typography that are created to portray a certain image and distinguish the brand. It defines how those who come in contact with the brand perceive it and influences their opinion about it. Good brand identity provides unique and memorable assets and a unified and consistent ‘look and feel’ across all outlets (electronic and printed visual media).

The design of the EASIER brand identity began during the proposal preparation. The following assets have been developed as part of the EASIER brand:

- Color palette,
- Logo and icon with different variations,
- Typography,
- Templates for deliverables and presentations.



FIGURE 3 EASIER LOGO

3.1.1 Color palette

There is no doubt that first impressions count. The main reason why they are so important is that they last well beyond the first time we come in contact with something new. This is due to the primacy effect, which is the tendency to remember the first things in a sequence best. The term, coined by Hermann Ebbinghaus, refers to the finding that the recall accuracy varies as a function of an item's position within a study list. It is natural for humans to make quick judgments on a subconscious level based on what they see, hear, and sense; ergo, creating a positive visual impact is vital to making a good first impression.

Having this in mind, the creative team leveraged the findings of color psychology and color theory and started with a foundational element of any brand identity – color, as this is usually the first thing stakeholders see. To determine the palette that works best for EASIER, the team looked at the emotional associations of colors to clearly convey EASIER brand personality and showcase optimism, creativity, and the project's commitment to inclusiveness. When choosing the colors, it was also important that they worked together in harmony, which is why the team opted for an analogous brand color palette. Yellow was picked because it is an uplifting color that evokes happiness and optimism, but also because it is attention-grabbing; red orange because it is invigorating and engaging and because it symbolizes health and vitality; and grey because it stands for neutrality. With the support of white and black, this palette is characterized by high contrast between the colors, making it more accessible to visually impaired persons.

3.1.2 Logo

The main idea behind the logo (Figure 3) was to synthesize sign language communication through an ideogram that recalls the hand movement of sign spelling. A textual part with the name of the project and the tagline have been added to support the ideogram.

3.1.3 Typography

EASIER's brand uses Google Fonts' open-source font Montserrat for headings and body copy. Montserrat is one of the most popular fonts due to a geometric sans-serif that features a unique style with a particular underlined style. All the letterforms and letters are based on the lettering and scriptures found within the Montserrat neighborhood of Buenos Aires. The Montserrat font features nine different weights and spacing between the letters. These features guarantee excellent readability and versatility, making this font perfect for both editorial and corporate projects.

3.1.4 Templates

To ensure that all deliverables produced within the scope of the project follow the same structure, a Word document template has been created. The template will be used by all partners to guarantee visual consistency of the layout, format, and boilerplate text across all deliverables. The document at hand also follows the defined template.

In addition, a PowerPoint presentation template has been created to be used by all partners when preparing their presentations for external events, meetings, etc.

3.1.5 Brand guidelines

Brand guidelines are a book of rules as to how the brand should appear, which is important for consistency. Building and maintaining a strong brand identity helps to be recognizable and remembered. EASIER brand guidelines consist of the following components:

- the logo variations with the 'dos and don'ts',
- color palette (PMS, CMYK, RGB, and HEX),
- typography/font for use in emails, print, and websites.

The detailed brand guidelines can be found in Appendix A.

3.2 ONLINE TOOLS AND CHANNELS

3.2.1 Website

Launched at the beginning of March 2021, the [EASIER website](https://www.project-easier.eu/)¹ (see Figure 4) has been developed to act as an information hub presenting the project's goals, activities, and achievements, and it provides the following content:

- General information about the project, its vision, and objectives,
- A brief introduction to all members of the consortium,

¹ <https://www.project-easier.eu/>

- News items, including multi-language press-releases in the form of sign language videos,
- A library of resources, such as public deliverables, scientific publications, videos, and presentations,
- Information on events organized/attended within the framework of the project,
- Contact information,
- The acknowledgment and reference to the European Union's Horizon 2020 Framework Program funding.

Having the users' needs in mind, the creative team opted for a light and responsive web design characterized by high contrast. To further enhance user experience and website readability, the team integrated a keyboard navigation bar and a dedicated accessibility plug-in that facilitates accessibility for deaf, hard of hearing, and visually impaired persons. The plug-in provides the following accessibility tools: resize font (increase/decrease text to make it readable on any device), readable font, grayscale, high contrast, negative contrast, light background, and links underline. The users can customize the toolbar by selecting the accessibility features that are most important to them. The website will save their accessibility preferences and store them for a month.

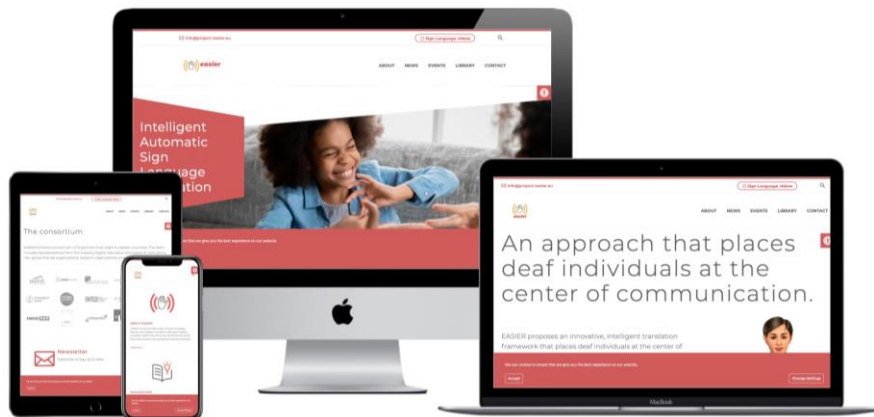


FIGURE 4 PROJECT WEBSITE

The website is currently available in English, Greek, French, and German with translation to Italian and Dutch underway. The landing page features a signing avatar, Paula, who signs the name of the project. Page updates will be applied as necessary throughout the project.

At the time of writing, the website counted 154 unique visitors, who generated 1104 page views and an average visit duration of 4 minutes and 7 seconds, as shown in Figure 5.



FIGURE 5 WEBSITE ANALYTICS

As one of the main dissemination channels and dynamic tools, the website will undergo major streamlining, and it will be continuously updated throughout the lifetime of the project. Since its inception, Martel is working on supporting the traffic to the website through:

- ➔ **SEO** – the website traffic will increase progressively throughout the project thanks to the implementation of techniques oriented at driving organic traffic, such as the use of appropriate keywords and the production of engaging and shareable content.
- ➔ **Link building** – synergies between the project's website and the partners' websites, as well as with other relevant agents of the sector (targeted stakeholders) will be created, encouraging the exchange of links.

It should be noted that all the information and e-mails collected are protected under the General Data Protection Regulation (GDPR). EASIER will only contact those who have submitted their inquiries and send newsletters only to those who have explicitly requested to receive them. Any person who has subscribed will be allowed to remove their e-mail address from the list upon request. Additionally, the website provides information on the stored data and how they are used in alignment with the GDPR under the Privacy policy link (footer of the webpage).

Last but not least, EASIER opted for an environmentally responsible website hosting platform, which has been designed to be as energy-efficient as possible to limit the unnecessary waste of resources. The web hosting provider, GreenGeeks, puts back three times the power consumed into the grid in the form of renewable energy.

3.2.2 Social media

Various social networks have been established as marketing tools and linked to the project website. Their goal is to promote the activities and outputs of the project and build a network around the project's work while encouraging a discussion on inclusive communication, technological developments, and other related topics. Below is an overview of the social media channels created for EASIER.

➔ Twitter

Twitter is a dynamic social network that covers the news in real-time at a global level. EASIER Twitter account, [@EASIERproject](https://twitter.com/EASIERproject)², has been established in November 2020, before the official start of the project. At the time of writing, it counts 82 followers.

The Twitter account is used to promote the project, as well as to share relevant news and events. EASIER uses Twitter to establish meaningful connections with an active and relevant audience, such as academics, policymakers, and the general public. By following relevant users throughout the duration of the project, EASIER will not only gain access to relevant content and updates but also acquire more followers. Examples of appropriate hashtags: #SL #inclusivecommunication #deaf #EC #H2020.

To maximize the visibility of the project on social media channels, EASIER follows the accounts of relevant initiatives and projects and retweets their updates when appropriate. Below is the list of Twitter accounts of some of the relevant initiatives.

- @EUInterpreters
- @WFDeaf_org

² <https://twitter.com/EASIERproject>

- @NGI4eu
- @DigitalEU

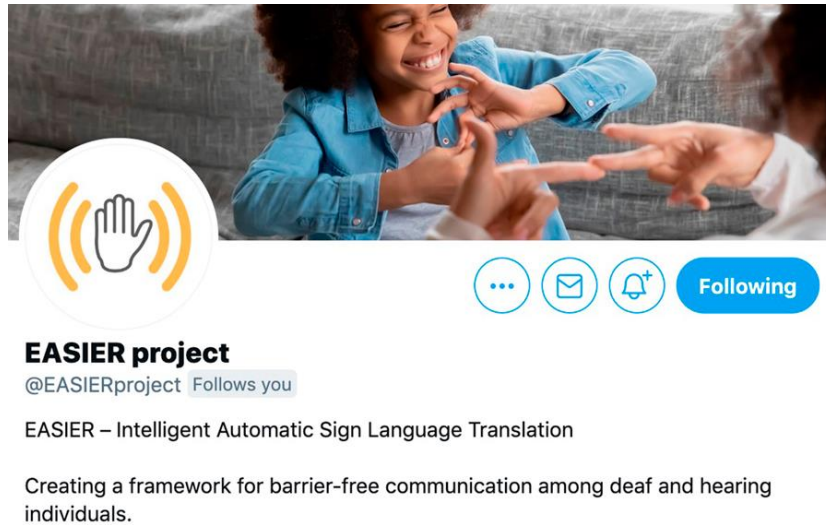


FIGURE 6 EASIER TWITTER ACCOUNT

➔ LinkedIn

LinkedIn is currently the main business network in the world with more than 150 million users. EASIER has established its [LinkedIn profile](#)³ in November 2020, before the official start of the project. At the time of writing, the account has 53 followers. The profile supplements the website by helping to drive traffic to the site and offers a way to promote the project to a broader audience. Partners' LinkedIn pages will be mentioned when appropriate to create positive visibility exchanges. Besides, Martel intends to promote EASIER across relevant LinkedIn groups to grow the project's audience.

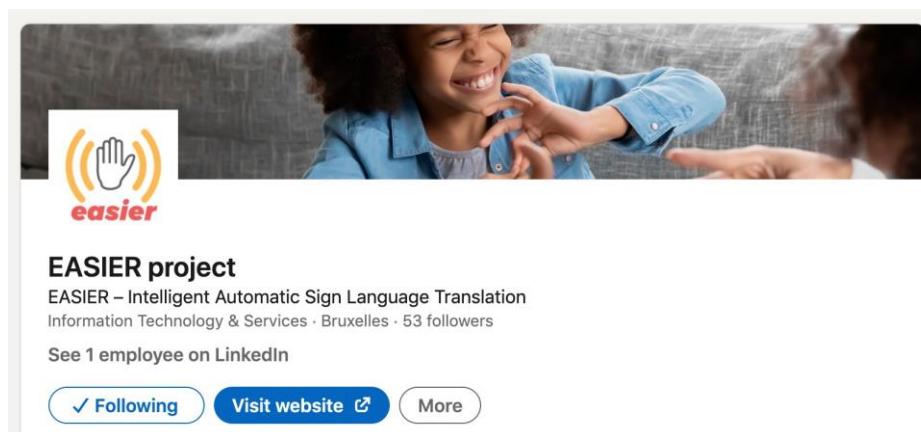


FIGURE 7 EASIER LINKEDIN ACCOUNT

➔ YouTube

YouTube is one of the leading video-sharing platforms. It allows not only to upload videos but also to create a community of subscribers. [EASIER YouTube channel](#)⁴ was created at the

³ <https://www.linkedin.com/company/easierproject>

⁴ https://www.youtube.com/channel/UCOVQGqSzmz42l6ln_zBFuqg/

beginning of the project to host the press releases in the form of SL videos. The project will maintain its YouTube channel to disseminate the project vision, concepts, and objectives, and to provide visibility to the experts and other engaged stakeholders participating in interviews and project events.

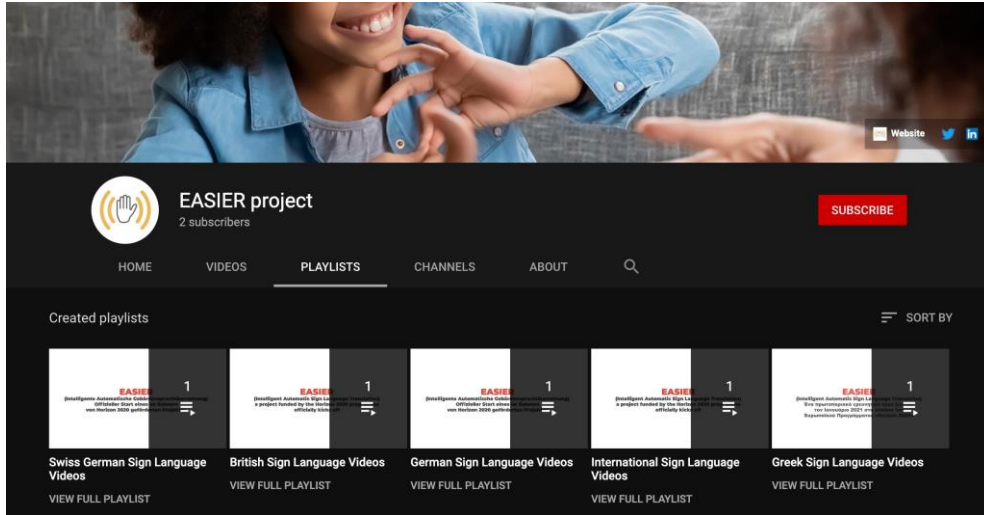


FIGURE 8 EASIER YOUTUBE ACCOUNT

Table 2 presents EASIER partners’ social media accounts that are mentioned in relevant project posts to maximize the outreach.

TABLE 2 PARTNER'S SOCIAL MEDIA CHANNELS

Partner	Twitter account	LinkedIn account
Martel Innovate	@martel_innovate	www.linkedin.com/company/martel-gmbh/
Athena Research Center	@athenaRICinfo	https://www.linkedin.com/company/-athena-research-and-innovation-center/
University of Hamburg	@unihh	https://www.linkedin.com/school/university-of-hamburg/
Radboud University	@Radboud_Uni	https://www.linkedin.com/school/radboud-university-nijmegen/
University of Surrey	@cvssp_research	https://www.linkedin.com/school/cvssp/
University of Zurich	@UZH_en	https://www.linkedin.com/school/uzh/
The French National Centre for Scientific Research	@CNRS	https://www.linkedin.com/company/cnrs/
German Research Centre for Artificial Intelligence	@DFKI	https://www.linkedin.com/company/dfki/



audEERING	@audeering @AffectiveG	https://www.linkedin.com/company/audeering-gmbh/
Nuromedia	-	https://www.linkedin.com/company/nuromedia-gmbh/
SWISS TXT	@rribback	https://www.linkedin.com/company/swiss-txt/
European Union of the Deaf	@EUD_Brussels	https://www.linkedin.com/company/european-union-of-the-deaf/
Interpretis	-	https://www.linkedin.com/company/interpretis/
University College London	@UCL	https://www.linkedin.com/company/university-college-londo/

3.2.2.1 Consortium introduction series

The first EASIER social media campaign focused on introducing the project consortium via weekly posts on Twitter and LinkedIn started on April 13. Posts within this campaign cover one partner at a time and include a brief presentation of the organization, a description of its role in EASIER, and a supporting graphic. The aim of this campaign is to shed light on the individual roles of all project partners, build awareness, and spark traffic to the project website. Figure 9 presents the Twitter post that introduced Martel Innovate.



9:22 AM · Apr 13, 2021 · Twitter Web App

FIGURE 9 CONSORTIUM INTRODUCTION SERIES CAMPAIGN



3.2.3 Newsletter

The newsletter is published every quarter providing updates on project activities and results. More specifically, the newsletters will contain information on the upcoming tasks, attended and organized events, as well as any relevant news and announcements from individual partners. All consortium members will provide relevant information to ensure that the content of the newsletter is engaging, accurate, and timely.

The design of each newsletter will be aligned with EASIER brand identity and will be fully responsive to ensure its full readability on any device. The technology behind the newsletter will provide enough flexibility to be adapted to the communication needs of the project. All issued newsletters will be uploaded on the website.

A mailing list based on subscription has been created, giving the possibility to share the newsletter via mass mailing. A registration functionality allowing interested visitors to subscribe to the newsletter is already available on the project website. Martel will ensure that the abovementioned actions comply with the requirements of the GDPR. Mailings with invitations to relevant workshops and webinars, consultations, and any other information that cannot wait for the newsletter publication will be sent to the same database used for the newsletter.

The first edition of the newsletter⁵, presented in Figure 10, was published on April 30 and featured an interview with Mark Wheatley, the Executive Director of EUD, among other news items.



FIGURE 10 EASIER NEWSLETTER - FIRST EDITION

⁵ <https://mailchi.mp/f6080d7e910f/easier-takes-off>



3.2.4 Videos

As mentioned in section 3.1.3, EASIER opened its [YouTube channel](#)⁶ in January 2021 to publish multi-language press releases in the form of sign language videos announcing the project launch. In addition to sharing the press releases, EASIER plans to publish additional videos to provide updates on the project, disseminate its vision and achievements, and promote the experts and other stakeholders involved. Producing and sharing such content will support awareness creation, stakeholder engagement, and the uptake of project results and the developed technology.

3.2.5 Press releases

Press releases are to be published on a regular basis coinciding with key activities and achievements of the project (e.g., participation in international events, technological developments, etc.). They will be distributed to various European media outlets, contributing to the wider dissemination of the project results. All partners are responsible for engaging with their local media outlets to ensure a wider reach of EASIER press releases. The first multi-language press release informing the public about the project kick-off meeting has been published in two formats (written and sign language videos) and it is available on the project [website](#)⁷.

3.2.6 Publications

Table 3 presents targeted publication venues.

TABLE 3 TARGETED PUBLICATION VENUES

Name	Type
IEEE Transactions on Knowledge and Data Engineering (TKDE)	Peer-reviewed journal
IEEE Intelligent Systems	Bimonthly peer-reviewed academic journal
Machine Translation	Peer-reviewed hybrid journal
Multimedia Tools and Application	Peer-reviewed hybrid journal
IEEE Transactions on Affective Computing	Archive journal
IEEE Transactions on Signal Processing	Biweekly peer-reviewed scientific journal
Physiology & Behaviour	Peer-reviewed journal
Universal Access in the Information Society (UAIS)	Peer-reviewed hybrid journal

⁶ https://www.youtube.com/channel/UCOVQGqSzmz42l6ln_zBFugg/

⁷ <https://www.project-easier.eu/press-releases/>

ACM International Conference on Computer-Human Interaction	Conference proceedings
IEEE Transactions on Pattern Analysis and Machine Intelligence	Monthly peer-reviewed scientific journal
IEEE Transactions on Image Processing	Monthly peer-reviewed scientific journal
International Journal of Computer Vision (IJCV)	Peer-reviewed hybrid journal
Computer Vision and Image Understanding	Peer-reviewed journal
Image and Vision Computing	Peer-reviewed journal
IEEE International Conference on Big Data Analysis	Conference proceedings
Language Resources and Evaluation Conference SL-Workshop series	Conference proceedings
Sign Language Translation and Avatar Technology Workshop series	Conference proceedings
IEEE Conference on Computer Vision and Pattern Recognition (CVPR)	Conference proceedings
IEEE International Conference on Acoustics, Speech, and Signal Processing (ICASSP)	Conference proceedings
International Conference on Ambient Computing, Applications, Services and Technologies	Conference proceedings
Human-Computer Interaction International Conference	Conference proceedings
International Conference on Computational Linguistics (COLING)	Conference proceedings
Annual Meeting of the Association for Computational Linguistics (ACL)	Conference proceedings
Conference of the European Chapter of the Association for Computational Linguistics (EACL)	Conference proceedings
Conference of the North American Chapter of the Association for Computational Linguistics (NAACL)	Conference proceedings
Conference on Empirical Methods in Natural Language Processing (EMNLP)	Conference proceedings

ACM Transactions on Accessible Computing (TACCESS)	Quarterly peer-reviewed journal
International ACM SIGACCESS Conference on Computers and Accessibility (ASSETS)	Conference proceedings

3.2.7 Community building

EASIER's main vision, planned activities, and project outcomes regard a large community of users and require bringing together citizens with and without hearing impairments, as well as stakeholders from the human sciences and innovative technologies domains from academia and the industry. Effective collaboration among these groups of key players is necessary to ensure the design of an effective, user-driven, inclusive, human-centric, and open-source solution aligned with the NGI initiative values. Although initially, EASIER will draw on the existing deaf and SL communities that project partners are part of, the consortium aims to create a new community around the EASIER application users. To achieve that, the focus will be on:

1. Engaging a first group of end users to better understand their needs and expectations. This will be achieved by surveying and interviewing hearing and deaf application users.
2. Engaging a core group of community members and strengthening their dedication. Once the test version of the application is released, the consortium will engage with the selected group of end users to gather their initial feedback. This co-creative approach will ensure that the users feel personally invested in the project, leading to the consolidation of an active and dedicated EASIER community.
3. Growing the community. As the platform advances, the consortium will continue to expand the EASIER community by engaging with new end users and heavily promoting the platform across different media outlets to attract new users.

In addition to the above, a dedicated feedback channel will be created on the website, allowing users to communicate their observations regarding the developed technology, project website, and the general project activity.

3.3 OFFLINE TOOLS AND CHANNELS

3.3.1 Promotional materials

EASIER will produce a variety of dedicated promotional materials presenting the project and its achievements, e.g., slide-based presentations, posters, roll-ups, flyers, brochures, multimedia content, videos, photo galleries, and giveaways. All materials will be developed in alignment with the planning for presentations and events and adapted in relation to specific target groups and types of events in terms of style, content, and messages.

3.3.2 Events

3.3.2.1 Events organization

The organization of events in the form of webinars, sessions, workshops, and demos will play a crucial role throughout the duration of the project. The consortium plans to organize three workshops. The first one, scheduled for M18 will be held online, while the other two, planned for M24 and M36 will most likely be physical events. The workshops will be organized with the

goal of supporting under-resourced languages to develop their own sign language resources, pursuing co-location with events at local and national levels, and coordinating with related national and international initiatives.

Besides, EASIER has been invited to co-organize the First International Workshop on Automated Translation for Sign and Verbal Languages (AT4SVL 2021) by the SignON project. The workshop proposal (prepared by SignON) has already been accepted. The event will be co-located with the MTSummit2021, which takes places in August 2021.

3.3.2.2 Targeted external events

Table 4 presents relevant conferences where the consortium intends to promote EASIER. At the moment, the list includes the events organized within the first year of the project. Project partners will be regularly expanding this list to include conferences beyond 2021. More details on the attended events will be provided in D10.2 *Dissemination, communication, and community engagement report* due at M36.

TABLE 4 TARGETED EVENTS

Event name	Date and place	About	Target audience
IEEE International Conference on Acoustics, Speech, and Signal Processing (ICASSP)	June 6-11, 2021 Toronto, Canada	ICASSP is the IEEE Signal Processing Society's flagship conference on signal processing and its applications, providing a great networking opportunity with a wide range of like-minded professionals from academia, industry, and government organizations.	Researchers, academics, industry representatives, policy makers.
IEEE Conference on Computer Vision and Pattern Recognition (CVPR)	June 19-25, 2021 Virtual Event	CVPR is the premier annual computer vision event comprising the main conference and several co-located workshops and short courses.	Researchers, academics.
MWC Barcelona	28 June - 1 July, 2021 Barcelona, Spain	MWC Barcelona is an annual trade show organized by GSMA, dedicated primarily to the mobile communications industry.	Industry representatives, policy makers.
International Conference on Human-Computer Interaction (HCI International)	July 24-29, 2021 Virtual Event	The event addresses challenging and innovative topics in HCI theory, methodology, and practice.	Researchers, academics.
Machine Translation Summit (MT Summit)	Aug. 16-20, 2021 Orlando, FL, USA	The biennial MT Summit brings together the American (AMTA), Asian-Pacific (AAMT) and European (EAMT) branches of the	Machine translation researchers, developers,

		International Association for Machine Translation (IAMT).	providers, and users.
devcom	Aug. 23-27, 2021	Established in 2017, devcom is the official game developer event of gamescom, the world's largest computer and video games event, and Europe's annual "must attend" developer's conference. Originally a five-day umbrella framework for a series of events, devcom is now a full-year experience focused on game development, game publishing, networking, and community building.	Industry representatives.
International Broadcasting Convention (IBC)	Sept. 10-13 Amsterdam, Netherlands	IBC is an annual trade show aimed at broadcasters, content creators/providers, equipment manufacturers, professional and technical associations, and other participants in the broadcasting, entertainment, and technology industry. IBC's tagline is "The World's Most Influential Media, Entertainment and Technology Show".	Industry representatives.
International Conference on Ambient Computing, Applications, Services, and Technologies (AMBIENT)	Oct. 3-7, 2021 Barcelona, Spain	The event seeks to provide a high-level forum for experts, researchers, professionals, innovators, and practitioners in the field of ambient computing.	Researchers, academics, industry representatives.
Munich Media Days	Oct. 25-29, 2021 Munich, Germany	Munich Media Days is an annual conference of the communications industry with an associated trade fair.	Industry representatives, policy makers.
IEEE International Conference on Big Data (IEEE BigData series)	Dec. 15-18, 2021 Orlando, FL, USA	The IEEE Big Data conference series started in 2013 has established itself as the top tier research conference in the field of big data, providing a leading forum for disseminating the latest results in big data research, development, and applications.	Researchers, academics.

4 COLLABORATION AND LIAISONS WITH RELATED PROJECTS AND INITIATIVES

Several consortium members take part in related ongoing projects (e.g., [SignON](#), [DGS-Korpus](#)), associations, initiatives, and networks. To ensure a broad project outreach and its successful uptake and validation, liaisons and synergies with these projects, initiatives, and organizations will be fostered. The initiatives, such as [NGI](#) and [ELG](#), among others will constitute the basis of the broader EASIER ecosystem.

➔ Collaboration with SignON

Similarly to EASIER, the SignON project is a user-centric and community-driven project that aims to facilitate the exchange of information between deaf and hearing individuals across Europe. SignON targets Irish SL, British SL, Dutch SL, Flemish SL, and Spanish SL, in addition to English, Irish, Dutch, and Spanish. Two members of the EASIER consortium are also involved in the SignON project, namely Radboud University and the European Union of the Deaf.

As both EASIER and SignON will last 36 months, the consortia hope to closely collaborate and exchange knowledge throughout the whole duration of the projects. The introductory meeting between the project coordinators took place on April 1, 2021 and provided an opportunity to exchange the initial plans for both projects. A potential collaboration on the workshop on automated translation for sign and verbal languages, which will be co-located with the MTSummit2021, has also been discussed. In addition, the projects' communication and dissemination teams were put in contact. They are now planning a virtual meeting to discuss potential joint outreach activities.

➔ Liaisons with NGI

NGI aims to shape the development and evolution of the internet into an Internet of Humans – an internet that responds to people's fundamental needs, including trust, security, and inclusion while reflecting the values and the norms all citizens enjoy in Europe. Its ambition is to ensure that the development and progressive adoption of advanced technologies, concepts, and methodologies contributes to making the future internet more human-centric. Martel Innovate runs the NGI Outreach Office through NGI4ALL CSA and leads the NGIoT's outreach activities and communication channels, and will use this network to promote EASIER and engage with potential stakeholders.

➔ Liaisons with the European Language Grid

The ELG project addresses the fragmentation of the European language technologies (LT) landscape by establishing a scalable cloud platform for LT in Europe. The platform will provide access to hundreds of commercial and non-commercial LT for all European languages, including running tools and services, as well as data sets and resources. EASIER is tightly connected with ELG at the infrastructural level and will extend the ELG portfolio to SL Technology, Application Programming Interfaces (APIs), and standards. The liaisons with ELG will be mostly performed by ATHENA, DFKI, and Nuromedia in the context of WP8 (Application Development).

5 IMPACT ASSESSMENT

To assess the impact of EASIER achievements, a number of indicators will be measured and evaluated in different phases of project implementation with the following objectives:

- ➔ Evaluating the degree of end users' satisfaction with the EASIER solution and components,
- ➔ Updating and assessing the detailed indicators with qualitative and quantitative measures,
- ➔ Assessing the impact of the final outcomes of the project.

The abovementioned work will be carried out by WP1, WP9, and WP10.

5.1 COMMUNICATION KPIS AND TARGET VALUES

EASIER *Impact Creation Strategy and Plan* will be closely monitored throughout the duration of the project. The evaluation will be carried out on a regular basis to ensure the success of the project. A set of KPIs has been defined to measure the impact and conduct the most accurate assessment of the communication and dissemination activities. Table 5 presents the KPIs, their relevance to the tools/channels used, and the estimated target value, while Table 6 lists the deliverables within WP10.

TABLE 5 COMMUNICATION KPIS

Measure	Indicator	Target at M36	Source and methodology	Status at M4
Flyers	No. of flyers.	>3	Physical copies distributed at dedicated events.	n.a.
Posters/roll-ups	No. of posters/roll-ups.	>3	Electronic distribution via the project website.	
Project website	Yearly average number of unique visitors to the website.	> 1500	News items, Publications, Videos, Newsletter, Deliverables.	Website launched in March 2021. 154 visitors as of 30.04.21.
Social networks	Yearly average number of followers on: - Twitter - LinkedIn	> 200	Keeping EASIER profiles active through regular monitoring and posts.	82
		> 100		53
Press releases/ press publications	No. of press releases issued to specialized and general media	>4	A press/media kit will be developed containing press releases, videos,	1 (project launch)

	channels at key project milestones.		publishable images, and flyers.	
Quarterly newsletter	No. of distributed newsletters.	12	Recording of subscribers to the electronic newsletter.	1
Videos	No. of videos published on the EASIER website and social media channels. Average number of views.	4 videos per year 100 views/video	Press releases in forms of videos and introduction and training videos supporting awareness creation, stakeholders' engagement, and the use of applications.	8 press releases in forms of videos as of 30.04.21.
Workshops (at least two by the end of the project)	Average number of participants per workshop.	15-25 participants per event	Attendance proof, presented materials, photos, animation of social media channels, and event reports depending on scope and co-location.	n.a.
Participation in events and presentations	Number of external events EASIER partners attended to promote the project, including scientific conferences, demos, and/or presentations.	At least 5 events per year (including virtual events)	Attendance proof, presented materials, photos, animation of social media channels, and event reports.	n.a.
Webinars (one by the end of the project)	Average number of participants.	At least 20 participants	Attendance proof, video streaming, presented materials, photos, animation of social media channels, and event reports.	n.a.
Scientific publications	Number of published or submitted publications by the end of the project.	At least 10	Publication number, link to repository.	n.a.
Presentations	Number of presentations,	At least 10	Attendance proof, video streaming, presented	n.a.

	keynotes, and invited lectures.		materials, photos, animation of social media channels, and event reports.	
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TABLE 6 WP10 PUBLIC DELIVERABLES

Deliverable	Name	Lead	Description	Due date	Submission date
D10.1	Impact Creation Strategy and Plan - current document	Martel	This document will define the communication and dissemination strategy and describe the activities EASIER will pursue to guarantee broad visibility, promotion, and uptake.	M4	30.04.2021
D10.2.x	Dissemination, Communication, and Community Engagement Report	Martel	This document will provide an overview of the activities carried out. By closely monitoring KPIs and achieved performance across all activities, it will be possible to inject back into planned work and adapt the strategy and plans.	M18 M36	
D10.3	Market Analysis, Exploitation, and Sustainability	STXT	<p>This document will provide a report on market conditions and growth trends, competitor analysis, identification of common business models, key enablers, and barriers to growth, including the first draft of the partners' exploitation plans.</p> <p>Its final version will report on exploitation and sustainability activities, including individual exploitation plans of the partners and plans for joint exploitation and longer-term viability of the</p>	M18 M36	

			project's ecosystem and market platform.		
D10.4	Impact Assessment	STXT	<p>The first version of this deliverable will describe the methodology followed by the consortium towards impact in standardization areas.</p> <p>The following versions will report on the relevant activities and achievements per period.</p>	M8 M18 M36	

6 CONCLUSIONS

Deliverable 10.1, *Impact Creation Strategy and Plan* has been developed to provide guidelines and a consistent framework for all planned project activities to ensure EASIER's broad visibility, adequate promotion, and uptake of its results. The document at hand presents the initial communication, dissemination, and community building strategy, describes various activities conducted between M1 and M4, and outlines the planned promotional activities for the coming months. Developing this strategy at the early stages of the project will allow EASIER to maximize the impact of communication, dissemination, and stakeholder engagement activities and sustain the concepts, achievements, and knowledge developed throughout the project.

The goal of this plan is to guarantee that:

- All outreach activities follow the guidelines and are executed within the planned schedule,
- The messages are consistent and of a high standard,
- All consortium members contribute to promoting the project.

A monitoring and evaluation framework has been defined to measure the achieved progress and impact of the proposed strategy. Deliverable 10.2.x *Dissemination, communication, and community engagement report* due at M18 will provide more details on the progress of the strategy, achieved KPIs, attended and organized events, and the effectiveness of EASIER's online presence.



REFERENCES

- [1] Daphne Bavelier, Elissa L. Newport, Ted Supalla, *Children Need Natural Languages, Signed or Spoken*, 2003
- [2] Hermann Ebbinghaus, *Memory; a contribution to experimental psychology*, 1913



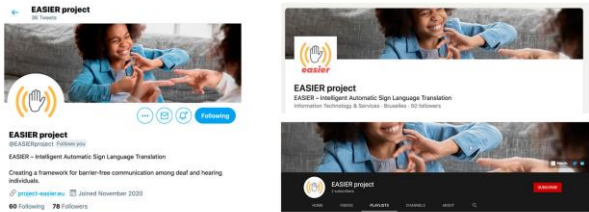
APPENDIX A



WHAT IS A BRAND IDENTITY?

A brand identity allows you to recognize a consistent look and feel across all outlets (electronic and printed visual media). It defines how those who come into contact with the brand should perceive it and influences their opinion of the brand. This document lists and explains the visual identity elements of the project EASIER. These are rules and values to help you create and compose visual designs using its identity.

Examples of EASIER's brand identity across different outlets (Twitter, LinkedIn and YouTube accounts):



© 2021-2023 EASIER

1

LOGO

Main version of the EASIER logo with some basic recommendations.

Icon version (for social media & apps)



Main version - Horizontal



Main version - Vertical



Safe area



Horizontal with tagline



Vertical with tagline



Minimum size



© 2021-2023 EASIER

2



LOGO VARIATIONS

The main logo is also provided in the variations depicted here below, to allow readability over dark backgrounds or for black and white printing purposes.

Greyscale version



Negative version



Black&White version



© 2021-2023 EASIER

3

DOS AND DON'T'S

Basic instructions on how to use the main logo - and its variations - over different types of backgrounds.

Dos



Negative version on high contrasted background.



Main version on background assuring high contrast.

© 2021-2023 EASIER

Don'ts



Not enough contrasted background.



Not enough contrasted background.

4

CORPORATE COLOURS

A main palette of 3 colours based on the logo colour scheme. In combination with the main colours palette, 2 more greyscale colours can be used.

For slide presentations and deliverables: the colour of standard elements has been defined and locked in the respective templates, as those documents are likely to be mainly edited outside design departments.

To change colours (icons or additional text), editors will find the corporate colour palette in the templates.

Palette of corporate colors



CO M78 Y55 K0
R208 G91 B91
HEX #D05B5B

CO M30 Y80 K0
R236 G184 B84
HEX #EDB854

CO M0 Y0 K75
R92 G92 B92
HEX #5C5C5C

CO M0 Y0 K60
R128 G128 B128
HEX #808080

CO M0 Y0 K30
R190 G190 B190
HEX #BEBEBE

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FONT TYPES

EASIER's brand uses Google Fonts' open source font **Montserrat** for headings (Black version) and body copy (Regular and Bold versions). The usage of other versions of the font is allowed. This applies to the website, presentations and all promotional materials.

For deliverables, the system font **Arial** (only Regular and Bold versions) should be used instead, to avoid missing font issues, as those documents are likely to be mainly edited outside design departments. It could be used also for presentations in case the two brand fonts are missing.

Alternative body copy and headings (for deliverables and presentations)

Arial regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Arial bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Headings (website, presentations, and all promotional materials)

Montserrat black
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Body copy (website, presentations, and all promotional materials)

Montserrat regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Montserrat bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

EC ACKNOWLEDGEMENT

All the EC funded projects should clearly show the acknowledgement to the EC fund in all Dissemination & Communication materials (e.g. flyers, posters, roll-ups, brochures, videos, website, etc). Below there are some examples of the elements to show in different positions.



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CONTACTS

For any questions regarding the EASIER graphic assets and the uses you would like to make of them, do not hesitate to contact **Margherita Facca** from Martel Innovate: margherita.facca@martel-innovate.com

All EASIER graphic assets, including this brand guidelines and the font, can be downloaded on the repository of the project.

