



DELIVERABLE

Project Acronym: PROMISLingua

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

Deliverable 6.3 – Advertisement Material

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	Dissemination Level				
Ρ	Public	Х			
С	Confidential, only for members of the consortium and the Commission Services				

Revision History

Revision	Date	Author	Organisation	Description
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Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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1 INTRODUCTION

This deliverable contains the description of the advertisement material which has been produced by July 15 2011 for the PROMISLingua project.

All advertisement materials have been designed by PROMIS@Service (P@S) and commented and accepted by the consortium. Special attention has been given in creating synergies of the PROMIS[®] brand, as the PROMIS[®] platform is the base of the project, within the European and multilingualism objective of PROMISLingua project.

The advertisement material consists of:

- The project logo that reflects the multilingual factor, the PROMIS[®] service brand, and PROMISLingua objectives;
- The project brochure, developed by UEAPME and P@S, focusing on the PROMISLingua project
- The project's poster which will be translated from English in 6 local languages by the partners
- A second, more specific brochure and poster targeted to the marketing and rollout of PROMISLingua will be prepared in the second half of the project and subsequently localised.

These documents will be available online for free download and dissemination purposes.

Content creation and management

Content of the advertisement material has been drafted by UEAPME, in collaboration with P@S, and has been submitted to partners for approval.

These documents have been made available online and partners will create links to the documents from their own websites and from relevant stakeholders in other organisations.

In addition, all stakeholder organisations will be asked to include an article on the key findings in their own publications such as newsletters etc.

2 THE LOGO

The PROMISLingua logo represents the project acronym. It is composed of two parts:

- the PROMIS[®] logo, which is protected at a European level,
- and the word "Lingua" where each letter and colour represents not only the language/country involved in the PROMISLingua consortium, but also the alignment of the project promoting the use of multiple languages as well as the needs of globalization and cultural openness of the European SMEs.

Additionally, for project purposes, the word PROMIS have been used as an acronym that supports the PROMISLingua project title and objectives, namely: PeRformance Operational and Multilingual Interactive Services to support compliance for SMEs in Europe.

The PROMISLingua logo is presented with the following image.



Figure 1: PROMISLingua logo

3 THE BROCHURE

The PROMISLingua brochure, to be printed in DIN A5 form, is presented in this chapter with the following images.

PROMIS Convector Constant Constan	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 INOVAMALS, Portugal http://www.inovamais.pt INCDPM, Romania http://www.inovamais.pt LEAPME, Belgium http://www.appme.com	We speak your language ! Openation of the speak your language !
	R-TECH, Germany http://risk-technologies.com	Performance Operational and Multilingual Interactive Services to support Compliance for SMEs in Europe
Co-ordination Board, Contacts:		www.promislingua.eu
Project Coordinator: INMARK, Yolanda Ursa	yus@inmark.es	Ref.: CIP-ICT- PSP 270913
Technical Manager: PROMIS@Service, Sigurd Harand	sig urd.harand@promisatservice.eu	2010.6.2 - Multilingual online services
Dissemination Manager: UEAPME, Timea Czirner	t.czirner@ueapme.com	
Exploitation&Rollout Manager: PROMIS@Service, Caterina Berbenni-Ref	m crehm@promisatservice.eu	Co-funded by the European Commission under the Competitiveness and Innovation-ICT Pakey Support Programme.

Figure 2: PROMISLingua brochure external pages (1 and 4)

PROMIS [ingua

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. In addition 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

PROMISUngua (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 of 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.

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The Solution

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Expected Outcome

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

- Ongoing market needs and competition analysis, examining the market opportunities and possible threats which could hinder the market entry of
- PROMISLingua. 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.
- Translation and localization of the existing PROMIS[®] technology, contents and interactive services into six additional languages, building also upon the concept of offering both free and paid for contents through public private partnerships (PPP)
- Pilot testing and validation of the PROMIS[®] service in the six target languages. 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 take up of innovation at European level.

Figure 3: PROMISLingua brochure internal pages (2 and 3)

ICTPSP

4 THE POSTER

The PROMISLingua poster, to be printed in DIN A1, as well as DIN A2 form is presented in this chapter with the following image.





5 CONCLUSIONS

The advertisement material described above will be used by all partners to disseminate the PROMISLingua project at national and European level.

The translation of the material in the different languages will support the dissemination and awareness raising of PROMISLingua in each of the targeted countries during the project lifecycle.

In the second phase a more market-oriented advertisement material will be discussed among the consortium, in the light of the existing PROMISLingua services which will be tailored to the markets.