

DELIVERABLE

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Deliverable 6.3 – Advertisement Material

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Dissemination Level		
P	Public	X
C	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This deliverable contains original unpublished work except where clearly indicated otherwise.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.



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

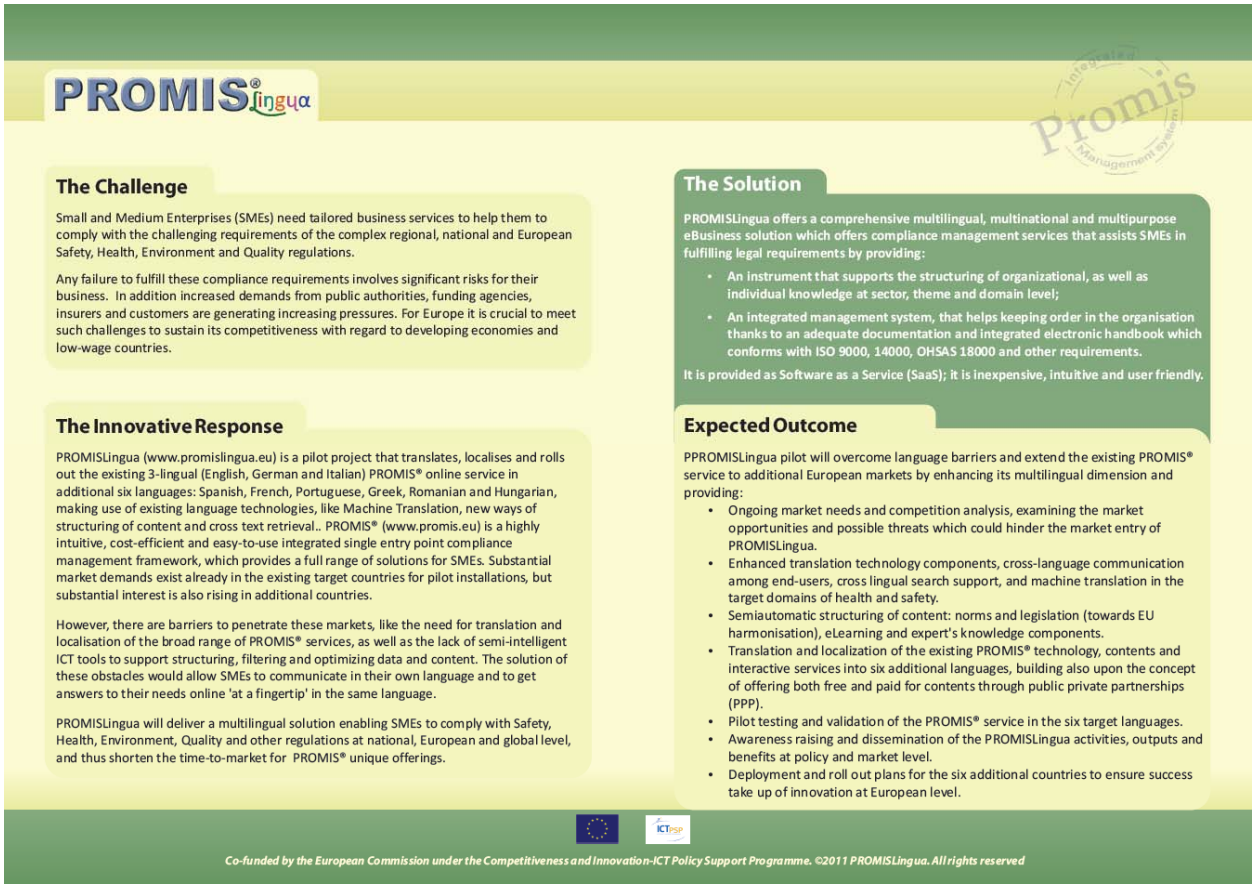


Figure 3: PROMISLingua brochure internal pages (2 and 3)

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.

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

- Translating, localising and rolling out the existing 3-lingual PROMIS[®] online service in six additional languages: Spanish, French, Portuguese, Greek, Romanian and Hungarian.
- Enhancing the PROMIS[®] technology system and customising it to multiple languages with online automated translation support, Machine Translation, structuring of content, cross text retrieval.
- 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

myKnowledge, myConsultant, myCommunication, myQuestionnaire, myPROMIS

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.

inmark, ATLANTIS, UEAPME, PROMIS @Service, linguattec, B-Tech, INOVA

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Co-funded by the European Commission under the Competitiveness and Innovation-ICT Policy Support Programme.

European Union, ICTsp

Figure 4: PROMISLingua poster

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.