

DELIVERABLE

Project Acronym: PROMISLingua

Grant Agreement number: 270913

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

D6.4 Dissemination Activities Report

Revision: V1.0

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Project co-funded by the European Commission within the ICT Policy Support Programme		
Dissemination Level		
P	Public	X
C	Confidential, only for members of the consortium and the Commission Services	

Revision History

Revision	Date	Author	Organisation	Description
V0.01	11/04/2012	Giovanni La Placa, Helen Rohini Gayor	UEAPME	Sending out the first draft of the deliverable to the consortium
V0.02	17/04/2012	Caterina Berbenni-Rehm, David D'Arcangelo	P@S	Comments, contributions
V0.03	17/04/2012	Yolanda Ursa, Carlos Luis López Pérez	INMARK	Comments, contributions
V0.04	18/04/2012	Giovanni La Placa, Helen Rohini Gayor	UEAPME	Redrafting based on comments and contributions
V0.05	19/04/2012	Reinhard Busch	LINGUATEC	Comments, contributions
V0.06	24/04/2012	Giovanni La Placa, Helen Rohini Gayor	UEAPME	Redrafting based on comments and contributions
V0.07	30/04/2012	Stefan Kovacs	INCDPM	Comments, contributions
V0.08	30/04/2012	Yolanda Ursa	INMARK	Comments, contributions
V1.00	03/05/2012	Giovanni La Placa, Helen Rohini Gayor	UEAPME	Final version

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This deliverable contains original unpublished work except where clearly indicated otherwise.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.

TABLE OF CONTENTS

	Page
1 INTRODUCTION	4
2 PROMISLINGUA PORTAL	6
2.1 The website	6
2.2 Social networks	9
3 ADVERTISEMENT MATERIAL	10
3.1 PROMISLingua logo.....	10
3.2 PROMISLingua brochure	11
3.3 PROMISLingua poster	13
4 EVENTS	14
5 PROMISLINGUA MEDIA RELATIONS	17
5.1 Press releases.....	17
5.2 Multimedia	18
6 CONCLUSION.....	19

1 INTRODUCTION

The dissemination activities performed in the first year of the PROMISLingua project were in line with the objectives that had been defined for the Work Package of “Dissemination and awareness raising” (WP 6) in the Description of Work. Namely, the primary goal of the dissemination is to ensure that SMEs and consultants, relevant organizations, as well as stakeholders across Europe become aware of the PROMISLingua service. These activities are also aimed at securing a dissemination impact of PROMISLingua during and beyond the project phase and guaranteeing its sustainability. Nevertheless, the dissemination and awareness raising activities are intended to increase credibility (reputation, visibility) and acceptance from target sectors at national and European level.

The above objectives are intended to be reached by accomplishing the tasks set out previously in the Work plan. These tasks are the following:

- The preparation of a **dissemination plan** (Task 6.1) that serves as a roadmap and offers useful guidelines for partners’ dissemination work at national level;
- The creation of an **online knowledge and competence platform** (Task 6.2) that entails the tailoring of the collaborative environment to be used as a medium for supporting the partners’ dissemination activities;
- Carrying out **eDissemination activities** (Task 6.3) through the PROMISLingua multilingual website that serves as the main tool of the dissemination;
- The development the **project advertisement material** (Task 6.4) and their dissemination in the project languages over Europe;
- **Public Relations** (Task 6.5), presenting the project in national and international scientific, branch specific and public media (radio, TV, magazines, newspapers, etc.);
- **Trade Shows with Enterprise Europe Networks (EEN), Associations and Chambers of Commerce and Crafts** (Task 6.6);
- **Workshops and the organisation of the final conference** (Task 6.7) that is intended to announce the European market introduction and rollout.

During the first year of the project, the Dissemination plan has been prepared; the online knowledge and competence platform, as well as the PROMISLingua multilingual website have been created and used efficiently for dissemination purposes; the project advertisement material has been developed, translated, printed in multiply copies and distributed. The project has also been present in various media, although more emphasis is planned to be put on Public Relations in the second project year. Nevertheless, the organization related to the trade shows, workshops and the final conference has also started, but also these events are going to be in focus after the first year of the project.

Based on the Description of Work, the following deliverables were sent with the progress of the dissemination tasks outlined above:

- A **Project Website** (D6.1);
- A **Dissemination Plan** (D6.2);
- **Advertisement material** (D6.3);
- A **Dissemination activities report** (D6.4);

Following from the objectives set out for the dissemination of PROMISLingua, the dissemination is based on the strategy to have two distinct levels of target audience. The first are targets at user level, that is, the experts who are expected to be the actual users of the multilingual PROMISLingua Service: SMEs, Consultants and Associations of SMEs (directly). The second are targets at policy level, that is, those who can support and promote the use of PROMISLingua: National and European government agencies and bodies, Associations of SMEs (indirectly) and Enterprise Europe Networks (EENs).

Taking into account the diversity of the target audiences, the dissemination has been proceeding by making use of several communication channels. The table below summarizes these channels along with the targeted entities:

Communication Channel	Target audience
Media	
Website	SMEs
Press releases	SMEs, Consultants
Radio / TV	SMEs, Consultants
Social Media	SMEs, Consultants
Dissemination material	
Poster	SMEs
Brochures	SMEs, Consultants
Publications	SMEs, Consultants
Events	
Trade shows	SMEs, government agencies
Conferences	SMEs, Consultants, government agencies
Workshops	SMEs, Consultants, government agencies

Table 1: Communication channels and the respective target audience

During the first year of PROMISLingua, the dissemination of the project results has relied mostly on the project website, the events partners have took part in or hosted and the advertisement material that partners have distributed on these occasions and that can be downloaded from the website, as well. The progress made so far through these and other channels is discussed in detail in the following chapters of the present document.

In the second year of the project, the in-territory workshops in the target countries will play the most important role in raising awareness of PROMISLingua at a European level. More emphasis will be put on the presence of PROMISLingua in the different media, striving to claim airtime on the radio and the television and enhancing further and more frequent press releases. Beyond this, however, the final conference will have a special relevance in reaching also the European government agencies and bodies.

2 PROMISLINGUA PORTAL

Two months after the start of the project, the PROMISLingua Portal was launched. It has had two different functions, contributing to the dissemination from two highly important aspects. On one hand, the website itself, with public availability, is the main tool to reach SMEs and consultants, those for whom the project bears the most relevance. On the other hand, the restricted area has become the most important platform for collaboration between partners, particularly in coordinating their dissemination activities, led mostly by UEAPME.

2.1 *The website*

Apart from the introductory homepage, the PROMISLingua website has seven building blocks. The first tab, Project, introduces PROMISLingua, its partners and objectives. News/Events reports on new information relating to the project. Public Relations sums up the efforts made with regard to addressing the public at large, while Library and Downloads make available the relevant information provided by project partners, along with the public Deliverables. The Useful Links liaises with additional information sites and the Contact Us section allows the project to be approached.

The PROMISLingua project webpage gradually became available in all the project languages during the progress of the project: the relevant static information about PROMISLingua was translated into the other project languages (Spanish, Portuguese, Greek, Romanian, Hungarian, and French) by partners, just as other publications and dissemination material that have been prepared in the meantime.

The design of the website was proposed and implemented by Promis@Service, with support of all partners. Figure 2 shows the homepage of the website in the various project languages. In line with the striving of UEAPME and P@S, the website was from the beginning articulate about the project and particular about the design. Still, some improvements were required and undertaken in March 2012. Most importantly, the content was extended, updated and made more colorful by the following additions and changes.

A monthly newsletter was launched that is available on the website without subscription. It entails news that are related to the project in a broad sense, along with past and future events that can be relevant to those who are interested in PROMISLingua. UEAPME is in charge of preparing the newsletter. Partners inform UEAPME about the news and events that are potential subjects for upcoming issues, UEAPME writes the articles and then sends the text to partners who prepare the translation into each project language. UEAPME prepares the final page layout in order to put it into a publishable, attractive format and publishes it with P@S on the PROMISLingua website as downloadable PDF files. Issue N°1 is presented in Figure 2.

In addition, a separate section was set up for a Blog which is going to be launched soon in order to enhance the interactivity of the website. It is aimed to reflect the current proceedings around the project in a less formal way, stimulating the interaction between partners and website users.

Furthermore, the amount of the downloadable material was increased, including publications, deliverables, newly prepared and translated advertisement material and many more. Also the media gallery (that is, the repository of videos, photos and images) was extended.



Figure 1: The Homepage of PROMISLingua in English and in all the project languages

Nevertheless, the website has been consolidated and optimized to achieve the best results in the search engine results page (SERP). Content and technology have been tailored to gain strengthened visibility and also the web statistic observation has been activated as the optimization procedures were completed. The new elements and features of the website will hopefully serve more effectively the needs of those who are interested in the progress and results of PROMISLingua (SMEs and consultants targeted in the first place), attracting thus also more and more visitors along with the progress of the project.



Figure 2: PROMISLingua Newsletter (Issue N°1)

2.2 Social networks

In March 2012, PROMISLingua appeared also on LinkedIn:

<http://www.linkedin.com/company/2530204>

Although it was not doubted that the project should enter the sphere of the social media for a larger outreach, it had to be kept in mind that PROMISLingua is aimed at a B2B market and not at general consumers (where social network dissemination is more effective). Out of the social networking sites currently available, LinkedIn seemed to be the best-suited network to enter, since it targets a more professional audience and there are a number of groups set up on multilingualism, too.

3 ADVERTISEMENT MATERIAL

The PROMISLingua advertisement material is presented in detail in Deliverable 6.3. Therefore, this chapter gives only a rough overview of it and what has been done with regard to them in the first year of the project.

The PROMISLingua logo, brochure and poster were prepared by the 15th of July, 2011 and subsequently made available online for free download. The content of the advertisement material was drafted by UEAPME in collaboration with P@S and submitted to partners for their approval. The advertisement material was designed by PROMIS@Service (P@S) and commented and accepted by the consortium. Concerning the design, one of the major challenges was that P@S had to take care of consolidating the common PROMIS[®] brand at European level.

The advertisement material consists of:

- The **project logo** that reflects the multilingual factor, the PROMIS[®] service brand and the PROMISLingua objectives;
- The **project brochure**, which has been translated from English into the project languages by partners;
- The **project poster** focusing on PROMISLingua;
- A **second, more specific brochure and poster** targeted to the marketing and rollout of PROMISLingua, which is going to be prepared in the second year of the project and subsequently localized.

3.1 PROMISLingua logo

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

- The PROMIS[®] logo, which is protected at a European level;
- The word "Lingua", in which six different colors were used for the six letters of the word, referring to the six languages that the project is targeted on.

The PROMISLingua logo can be seen in the figure below.



Figure 3: PROMISLingua logo

3.2 PROMISLingua brochure

The **project brochure** was developed by P@S and UEAPME and was made available in English in July, 2011.

UEAPME edited the text of the brochure at a second time in February 2012, with the involvement of all partners on the slight changes on content only – the design remained the same. Then, partners translated the text of the brochure to the project languages and UEAPME and P@S prepared the documents for printing in collaboration. UEAPME was in charge of having the advertisement material printed in 1000 copies in each project language and delivering them to partners, who later can use them in their presentations, workshops and attendance at fairs.

The new brochure in English can be seen below and is available on the PROMISLingua website, along with its translated versions.



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

PROMIS[®]lingua

The Challenge

Small and Medium Enterprises (SMEs) need tailored business services to help them complying with the complex regional, national and European Safety, Health, and Environmental norms, regulations and other standards. Failure to fulfil these compliance requirements involves significant risks for their business.

At the same time, the voluntary certifications on quality and environmental management and social responsibility can become strong competitive factors both in the international global market and in the pan-EU and national markets for public procurement.

For European SMEs it is crucial to meet such challenges to strengthen their competitiveness towards emerging and developing economies.

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 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 optimising data and content. The overcoming 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.

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Figure 5: PROMISLingua brochure internal pages (2 and 3)

3.3 PROMISLingua poster

The content of the **PROMISLingua poster** was drafted by UEAPME and designed by P@S. At the moment, it is available only in English. The poster that was printed in DIN A1, as well as DIN A2 form is presented below.

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

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.

www.promislingua.eu

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

Figure 6: PROMISLingua poster

4 EVENTS

For the dissemination of the project results several types of events have been planned that partners should attend or host: workshops, conferences, fairs, etc.

The following table summarizes the events at which partners were present and the project was promoted:

Event	Partner	Location	Date	Type of involvement
The End of Health and Safety Week dedicated to maintenance	INCDPM,P@S	Bucharest, hotel Marriott	30 November 2011	Presentation by Caterina Berbenni Rehm towards the Romanian Labor Inspectorate
EAMT 2011 Conference (European Association for Machine Translation)	LINGUATEC	Leuven, Belgium	30-31 May 2011	Project presentation
iNTegRisk Conference	P@S, R-TECH	Stuttgart, Germany	06-09 June 2011	Stand and presentation of PROMIS (P@S); Stand and on-line presentation (R-TECH)
ICSB – International Council of Small Businesses	P@S	Stockholm	15-18 June 2011	Involvement in round table
BICCtalk: Smart Mobile Apps (by: Bavarian Information and Technology Cluster)	LINGUATEC	Munich, Germany	27 June 2011	Project presentation, distribution of brochures
META-FORUM 2011: Solutions for Multilingual Europe	LINGUATEC	Budapest, Hungary	27-28 June 2011	Poster session (LINGUATEC)
Total Productive Maintenance Workshop – From Theory to Practice	ATLANTIS	Athens, Greece	29 June 2011	Distribution of brochures
Guimarães INOVAÇÃO em ACÇÃO	INOVAMAIS	Guimarães	30 June 2011	Distribution of brochures
WMT 2011: 6 th Workshop on Statistical Machine Translation	LINGUATEC	Edinburgh, United Kingdom	30-31 July 2011	Poster session, distribution of brochures
SeeS – eLearning to eWork	INOVAMAIS	Porto	September 2011	Presentation of PROMISLingua, distribution of brochures
ESREL 2011	INCDPM	Troyes	September 2011	Presentation
Machine Translation	LINGUATEC	Trento, Italy	05-10 September	Presentation, distribution of brochures

Dissemination Activities Report

Event	Partner	Location	Date	Type of involvement
Marathon 2011			2011	
The XXVI International Health and Safety Congress	INCDPM	Istanbul	11-15 September 2011	Poster and stand
Researchers' Night 2011	INOVAMAIS	Porto	23 September 2011	Presentation of PROMISLingua, distribution of brochures
REHACARE International 2011	LINGUATEC	Düsseldorf, Germany	21-24 September 2011	Stand, presentation of PROMISLingua, distribution of brochures
The benefits of the Digital agenda for SMEs	UEAPME, P@S	Brussels, Belgium	6 October 2011	Conference at the European Parliament
Romanian Research Fair	INCDPM	Bucharest	3-5 October 2011	Project presentation
SIMO Network 2011 (Feria Internacional de Servicios y Soluciones TIC para Empresas – International Fair of ICT services and solutions for enterprises)	INMARK	Madrid	6 October 2011	Dissemination and distribution of brochures
7th Maintenance Forum	ATLANTIS	Athens, Greece	13–15 October 2011	Initial presentation of the project; distribution of brochures
AA+ Exhibition	INCDPM and P@S	Düsseldorf	18-21 October 2011	Dedicated Stand with distribution of brochures
ENETOSH Conference	INCDPM and P@S	Dusseldorf	18-19 October 2011	Presentation of PROMISLingua and its possible connexion with H&S e-learning, Caterina Rehm Berbenni, Stefan Kovacs
Automotive and Space Dialog	INOVAMAIS	Maia	28 October 2011	Presentation of PROMISLingua, distribution of brochures
SEMAPRO 2011	INCDPM	Lisbon	25 November 2011	Paper presentation
European Federation of National Maintenance Societies - General Assembly meeting	ATLANTIS	Barcelona, Spain	18-19 November 2011	Initial presentation of the project, distribution of brochures
Ymir	INOVAMAIS	Porto	24-27 November 2011	Presentation of PROMISLingua, distribution of brochures
Meeting with AECIM - EEN department of IT	INMARK	Madrid	29 November 2011	Dissemination and distribution of brochures

Event	Partner	Location	Date	Type of involvement
commercialization and innovation				
19source workshop	INOVAMAIS	Lisboa	December 2011	Presentation of PROMISLingua, distribution of brochures
Magical Scientific Conference - 60 years INCDPM	INCDPM	Bucharest hotel Intercontinental	02 January 2012	Presentation of PROMISLingua Project by Stefan Kovacs
Salón Internacional de Seguridad (SICUR) 2012	INMARK	Madrid	28 February - 2 March 2012	Dissemination and distribution of brochures
CeBIT 2012	UEAPME, P@S, LINGUATEC	Hannover, Germany	6-10 March 2012	Speaker (UEAPME); Presentation to future SME, CONS users, strategic alliances feedback from a commercial point of view. PR and TV interviews, 25 minutes Live broadcast on "Stimulating the power of SMEs and their associations in Europe" http://www.cebit-studio-mittelstand.de/deDE/BroadcastB-338-Stimulating_the_power_of_SMEs_in_Europe-PROMIS_Service_Sarl-UEAPME-EuroCloud_Deutschland_eco_eV.html (P@S) Stand, presentation of PROMISLingua distribution of brochures (LINGUATEC)
OM Expo & E-COMMERCE 2012	INMARK	Madrid	21-22 March 2012	Dissemination and distribution of brochures
Workshop with Chamber of Commerce + Craft	P@S	Luxembourg	April 2012	Presentation to future SME and CONS users and feedback from a commercial point of view

Table 2: Events that the PROMISLingua Consortium members have hosted or attended

Of course, the subscription for attendance at, as well as the planning and the organization of further events are going on continuously.

5 PROMISLINGUA MEDIA RELATIONS

PROMISLingua also engaged with different media outlets in order to improve its visibility and to create brand recognition.

5.1 Press releases

Press releases are key pieces for media outreach. UEAPME is in charge of writing the strategic press releases of the project (concerning main breakthroughs, policy discussion and European content). During the first year, UEAPME wrote two such press releases aimed at disseminating and promoting the project to a wider audience. The first one, jointly released by UEAPME and PROMIS@Service, was about the conference **"European Digital Agenda: New EU-funded project aims to lower language barriers for SMEs"**, which took place at the European Parliament on the 6th of October, 2011, and where PROMISLingua also was presented. The second, **"Fast Access to Expert's Knowledge for Enterprises Concerning Cloud Computing"**, concerned the alliance of PROMIS@Service and the EuroCloud-Germany, the federation of Cloud Computing Business. Partners then translated these from English into one of the project languages and published them on each forum that was accessible for them.

Furthermore, partners were also encouraged to write press releases in order to enhance the dissemination of PROMISLingua in their country. As a result, the following press releases were prepared beyond the two mentioned above, shown in Table 2.

Title	Partner	Appearance	Date
PROMISLingua Kick Off – Multilingual Technologies to support Integrated Compliance in small Organisations	P@S	Website of P@S	29 April 2011
Fast Access to Expert's Knowledge for Enterprises Concerning Cloud Computing	UEAPME	Website of UEAPME; website of PROMISLingua	November 2011
European Digital Agenda: New EU-funded project aims to lower language barriers for SMEs	UEAPME, P@S	Website of UEAPME; website of P@S; website of PROMISLingua	November 2011

Table 3: PROMISLingua Press releases.

5.2 Multimedia

Partners have been encouraged to be present also in the radio, television and other media to disseminate the project both at international level and in their own countries. The most important media presence of PROMISLingua was a 25-minute live TV show broadcasting online from the CeBIT 2012 in Hannover on **"Stimulating the power of SMEs in Europe"** on the 8th of March, 2012. Andrea Benassi, Secretary General of UEAPME and Caterina Berbenni-Rehm, CEO of PROMIS@Service emphasized, among others, the role PROMISLingua can play in helping SMEs to comply with the different regulatory frameworks in Europe.

The broadcast is available through the following link:

http://www.cebit-studio-mittelstand.de/deDE/BroadcastB-338-Stimulating_the_power_of_SMEs_in_Europe-PROMIS_Service_Sarl-UEAPME-EuroCloud_Deutschland_eco_eV.html

6 CONCLUSION

As the report shows, PROMISLingua has already gained valuable results in the field of dissemination and awareness raising, in line with the Work plan, as well as the Dissemination plan prepared by UEAPME three months after the start of the project. The most important achievements concern the PROMISLingua web portal, which serves as the main tool of dissemination, and are owing to the presence of the project at a wide range of relevant conferences, fairs and other events up to the date, making use of the dissemination material, too, prepared for promoting the project at European and national level.

Further considerable steps forward in drawing attention to the project are expected based on the newly made valuable additions to the website (launching a monthly newsletter and a blog, among others) and the in-territory workshops planned for the second year of the project in each target country of PROMISLingua.