



## Deliverable D1.1

# Website for the QT Initiative

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Copies of reports and other material can also be accessed via <http://cracker-project.eu>.  
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## 1 Summary – Timing and Status of this Deliverable

One of the original objectives of CRACKER has always been to establish and maintain one community and initiative around the projects funded under H2020-ICT-17. Both in this document and also in the CRACKER Description of Action (DoA) we use the phrase “QT Initiative” to refer to this group of projects. WP1 of CRACKER includes several coordination, planning and communication activities to be coordinated by a governance body, tentatively titled the “QT Board”. According to the CRACKER DoA, “this board is responsible for streamlining communication among its members and the EU-projects they represent, stimulating cooperation and collaboration, and identifying synergies, common topics and goals etc. The board is supposed to receive, from its members (and, hence, the projects), the mandate to take strategic high-level decisions that concern the whole setup of ICT-17-projects.”

In the present Deliverable D1.1 we focus upon the communication infrastructure of the QT Initiative, which was, originally, foreseen to be a public website including an intranet. Deliverable D1.1 was due in M3 of the action, i.e., at the end of March 2015. As discussed with the Project Officer at the EC on March 27, 2015, we had decided to postpone the kick-off meeting of the “QT Initiative” (D1.2) to M5. The reason: most of the projects involved started only on 1 February 2015, i.e., one month later than anticipated.<sup>1</sup> Along with postponing D1.2 we also postponed D1.1 – the idea was to discuss the question and feature set of the initiative’s website (D1.1) at the kick-off meeting of the overall initiative (D1.2). This kick-off meeting was organised to take place during the Riga Summit 2015 on April 28, i.e., at the end of M4. This was the first suitable event to co-locate the kick-off meeting with, as representatives of all ICT-17-projects had indicated that they were planning to participate in the event.

Only at the kick-off meeting have we been able to discuss with the ICT-17-projects the extent of our collaboration, e.g., if and in which form we want to establish a website and public face for this group of projects. The result of this discussion is as follows: A website for the group of projects will be established with the primary purpose of providing another dissemination channel for this federation of projects – in addition to the projects’ own websites. Shared communication channels between all projects will be established, most importantly through an email distribution list. A separate “QT Initiative” brand will not be created, so that the projects can promote, first and foremost, their own projects’ brands and identities. Instead, the slogan and title of the call, “Cracking the language barrier”, will be used on the website.

This document describes a draft version of the initiative’s website and features potentially to be added later. At the time of writing (May 31, 2015), the website has not been launched yet.<sup>2</sup> The Memorandum of Understanding (Chapter 2) was circulated only on May 29, 2015. The website will be publicly launched when four of the initially approached seven projects have signed the memorandum.

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<sup>1</sup> See CRACKER GA (Annex I, Part A, p. 9) “A kick-off meeting with, ideally, representatives of all partners in all projects, is foreseen for M3 at the very latest (milestone MS1), planning under the assumption that all projects start at the same time.”

<sup>2</sup> All content shown in the screenshots is draft, non-final content. The draft content is based upon the assumption that all initially approached seven projects sign the Memorandum of Understanding.

## 2 Memorandum of Understanding: Projects and Process

### 2.1 Process: Participation through a Memorandum of Understanding

The group of projects funded through ICT-17 consists of six actions (listed in the next subsection). There are ca. 10-12 additional projects (partly FP7, partly Horizon 2020) that we intend to approach for participation in the “Cracking the language barrier” initiative. This process of “participating in the initiative” is formally established through a Memorandum of Understanding. By signing this multilateral Memorandum of Understanding a project participates in the initiative. While all collaboration activities are optional, we consider that minimal participation in the initiative includes (a) the presentation of a project on the initiative’s website and (b) having one representative from a project included on the main mailing list.

All details around the ICT-17 meeting in Riga on April 28, 2015 and the Memorandum of Understanding itself are included in Deliverable D1.2.

### 2.2 Projects to be Approached for Participation

The following projects are funded through the call Horizon 2020-ICT-17 “Cracking the Language Barrier” and were, based on the task description in the CRACKER Description of Action, foreseen to be approached for participation in the QT Initiative:

- *One Research and Innovation Action:*
  - **QT21** (Quality Translation 21) – Coordinator: DFKI
- *Three Innovation Actions:*
  - **HimL** (Health in my Language) – Coordinator: University of Edinburgh
  - **MMT** (Modern Machine Translation) – Coordinator: Translated
  - **TraMOOC** (Transl. of MOOCs) – Coordinator: HU Berlin
- *Two Coordination and Support Actions:*
  - **CRACKER** – Coordinator: DFKI
  - **LT\_Observatory** – Coordinator: Zabala

In addition to these, the project **QTLeap** (Coordinator: University of Lisbon), funded through FP7, is foreseen to participate in the QT Initiative, so are closely related projects such as, for example, **LIDER** and **MLi**. Additionally, more recent projects such as, e.g., **FREME**, will be approached. The Memorandum of Understanding (see Deliverable D1.2) contains a detailed list, here we only reproduce the short names of the projects: CRACKER, LT\_Observatory, QT21, HimL, MMT, TraMOOC, QTLeap, LIDER, MLi, FREME, MultiSensor, XLiMe, Rockit, EUMSSI, PHEME, KConnect and MixedEmotions.

### 3 Branding and Identity of the Website

At the kick-off meeting of this group of projects (see Deliverable D1.2), topics for collaboration and cooperation were discussed and agreed upon. CRACKER will make an effort to reflect all these topics on the public-facing website (see Chapter 4).

Also discussed was the branding of the initiative. Here, it was agreed upon not to invent a new, separate “QT Initiative” brand so that the projects can promote their own projects’ brands and identities first and foremost.

Instead, the slogan and title of the call, “Cracking the language barrier”, will be used on the website. For this name/title/slogan of the initiative, we created a very simple visual, shown in the following figure.



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Figure 1: The key visual of the “Cracking the language barrier” initiative

## 4 Content and Structure of the Website

For the website of the “Cracking the language barrier” initiative, the corresponding domain [cracking-the-language-barrier.eu](http://www.cracking-the-language-barrier.eu) was registered. We set up a webserver using the most recent version of WordPress on a machine that responds to the URL <http://www.cracking-the-language-barrier.eu>. Every participating project receives webspace with the following URL scheme:

- <http://www.cracking-the-language-barrier.eu/projects/qt21>
- <http://www.cracking-the-language-barrier.eu/projects/mmt>
- <http://www.cracking-the-language-barrier.eu/projects/tramooc>
- <http://www.cracking-the-language-barrier.eu/projects/himl>
- [http://www.cracking-the-language-barrier.eu/projects/lt\\_observatory](http://www.cracking-the-language-barrier.eu/projects/lt_observatory)
- <http://www.cracking-the-language-barrier.eu/projects/cracker>
- etc.

This URL scheme reflects one of the key principles of the initiative that no project has a special status on the initiative’s website, as formally discussed and fixed in writing in the Memorandum of Understanding (see Deliverable D1.2).

The following sections briefly describe the individual components of the website as it is currently implemented. The current implementation of the website consists of a *Landing Page* (Section 4.1), *Project pages* (Section 4.2), a *Results page* (Section 4.3), *News* (Section 4.4), *Events* (Section 4.5) and a *Contact page* (Section 4.6).

A multitude of additional components can be implemented in the future, based on the needs and suggestions of the participating projects and the feasibility and effort of the actual implementation work on the side of CRACKER (to be decided on a case-by-case basis). In this regard CRACKER is very much open to suggestions from all participating projects. A few of our initial ideas are listed in Section 4.7.

### 4.1 Website Component: Landing Page (Home)


The landing page (home page) of the website includes the key visual (see Chapter 3), a brief explanation of the initiative (background, goals, topics etc.) and a section with the logos and names of all participating projects.

It also contains a “slider” in which rotating information about features or highlights can be presented, shown in a rotating way every five to ten seconds. Later on in the initiative, important events, best papers, strategy papers (such as the Strategic Agenda for the Multilingual Digital Single Market), prototypes, key project results from the participating projects can be featured in the slider component.

The landing page currently also includes the three most recent blog posts on the website as well as a section in which interested website visitors can sign up for a newsletter so that they can receive updates of the “Cracking the language barrier” initiative.



Cracking the Language Barrier
New
Edit Page
Events
How are you, Georg Rehm?


**Cracking the Language Barrier**
Home
Projects
Results
News
Events
Contact


Open Letter to the European Commission  
Europe's Digital Single Market must be multilingual!  
The Digital Single Market strategy must address the challenge of multilingualism to provide equal digital opportunities in all EU official languages  
[Sign the letter](#)

### Cracking the Language Barrier


The Cracking the Language Barrier initiative is a federation of European projects working on cross-lingual and multi-lingual technologies.

More than a dozen research and innovations projects collaborate in the Cracking the Language Barrier initiative, which is a federation of actions working on cross-lingual and multi-lingual technologies. Among the areas of collaboration are shared scientific tasks and evaluation campaigns, work on strategy papers (such as the Strategic Agenda for the Multilingual Digital Single Market), data management, resource and technology repositories as well as events and dissemination activities such as this joint website.


### Projects




**QT 21**  
Quality Translation 21




**Health in my Language**  
Make public health information available in a wider variety of languages




**Modern MT**  
Next Generation Machine Translation




**TraMOOC**  
Translation for Massive Open Online Courses



**CRACKER**  
Cracking the Language Barrier




**LT\_Observatory**  
Observatory for Language Resources and Machine Translation in Europe




**QTLearn**  
Quality Translation by Deep Language Engineering Approaches


### Recent posts



**QTLearn project present at Riga Summit**  
QTLearn project is present at the [Riga Summit on the Multilingual Digital Single Market](#), which includes the META-FORUM conference, and is held in Riga, Latvia, April 27-29, 2015. [Keep reading →](#)



**Europe's Digital Single Market must be multilingual!**  
The European Language and Language Technology community recently published an [open letter](#), asking the EC to address the multilingual challenge in the DSM strategy and pledge to work together to provide a solution for overcoming language barriers, thereby making a truly integrated Digital Single Market a reality. [Keep reading →](#)




**MMT – D1.1 – First design and specifications report**  
The main ambition of the MMT project is the creation of an MT infrastructure that, once fuelled with enough data and bootstrapped, works without any further training iterations and translates sentences in a domain-sensitive way, without any need for prior adaptation nor definition of the domain. [Keep reading →](#)

Sign up to receive stories and updates from the Cracking the Language Barrier initiative. Simply provide us with your email address.

Email address:

[Sign up](#)

You may opt out of receiving these updates by clicking on the unsubscribe link in each email.



The Cracking the Language Barrier initiative has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 645357.

Figure 2: The landing page of the Cracking the language barrier website



## 4.2 Website Component: Projects

Every participating project will be presented with at least one web page that includes the facts about the project that are contained in the Memorandum of Understanding signature sheet. Additional information can be included there as well. As an example, the following figure shows the current draft version of the CRACKER web page.



Figure 3: The CRACKER web page as an example of project pages

One additional remark on the CRACKER web page: The CRACKER project is designed around several existing initiatives and activities such as, for example, META-NET and IWSLT. This is the main reason why it is not foreseen in the CRACKER Description of Action to implement an actual CRACKER website.

After the start of the project we created a small CRACKER website on the META-NET initiative's website to have a digital representation of the project, available at <http://www.meta-net.eu/projects/cracker> (also see Deliverable D5.1). The URL <http://www.cracker-project.eu> redirects to this website. It is currently foreseen to move all the information contained on this initial CRACKER website to the CRACKER web page on the "Cracking the language barrier" website.

### 4.3 Website Component: Results

The Results page of the website will eventually contain any kind of result the participating projects would like to make available on the website. We currently include the Strategic Agenda for the Multilingual Digital Single Market and the Fact Sheet for the Multilingual Digital Single Market as examples. We plan to upload to this section roadmaps (see CRACKER Task 1.2), reports, articles, logos, flyers, selected public deliverables, links to prototypes etc.

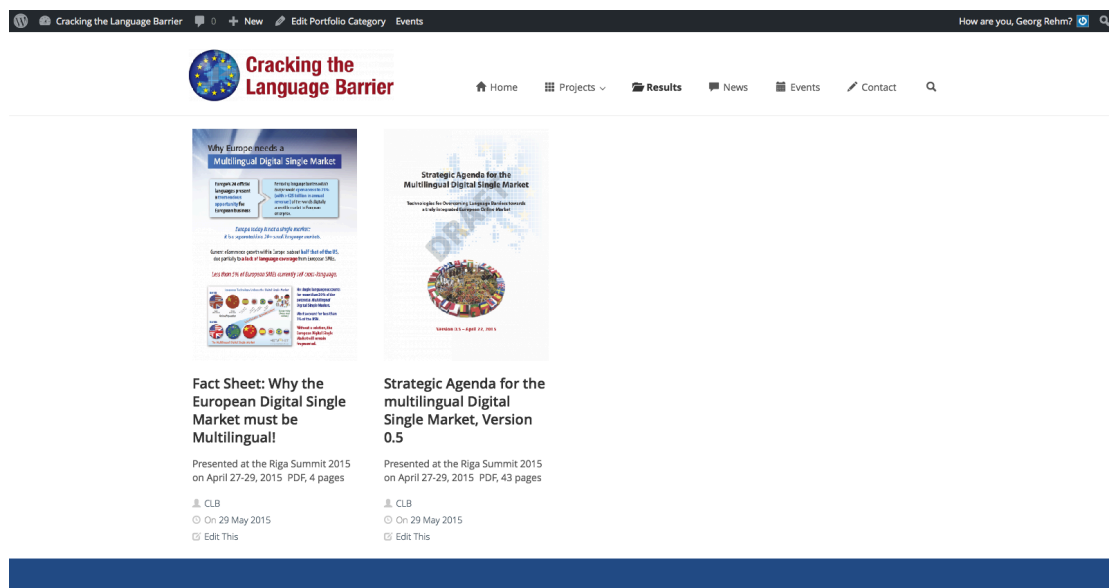


Figure 4: The Results page on the Cracking the language barrier website

### 4.4 Website Component: News

The News page of the website will contain any kind of news the participating projects would like to announce on the website. It is internally implemented as a blog, so that all participating projects can post blog articles themselves (this way also tagging the news items with their own project category), if they would like to do that. The CRACKER project would also be available to post news content for a participating project. The current draft version of the website contains three example news items. All news items associated with one or more participating projects will be displayed in the "news" section of the respective projects' pages.

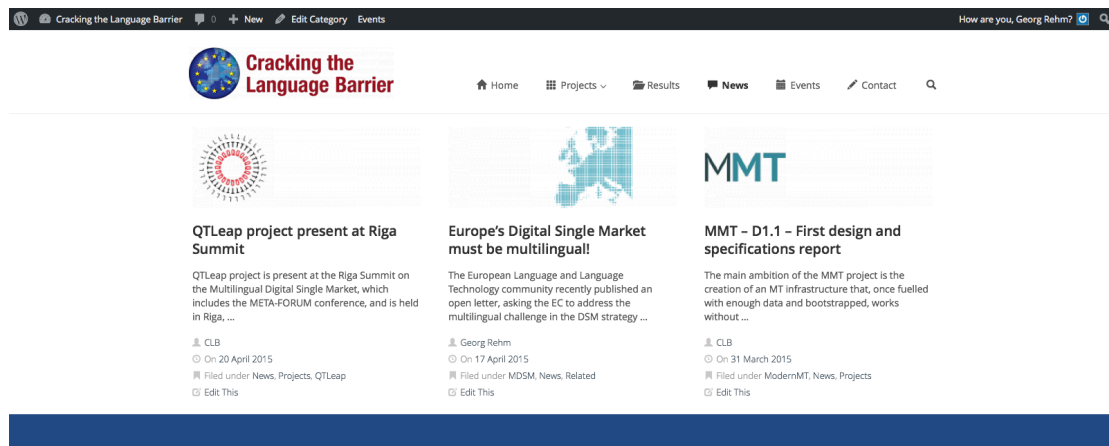


Figure 5: The News page on the Cracking the language barrier website

## 4.5 Website Component: Events

The Events page of the website will contain any kind of event announcements the participating projects would like to present on the website. The CRACKER project is available to post events for one or more participating projects. The current draft version of the website contains two example events. All events associated with one or more participating projects will be displayed in the “Events” section of the respective projects’ pages.

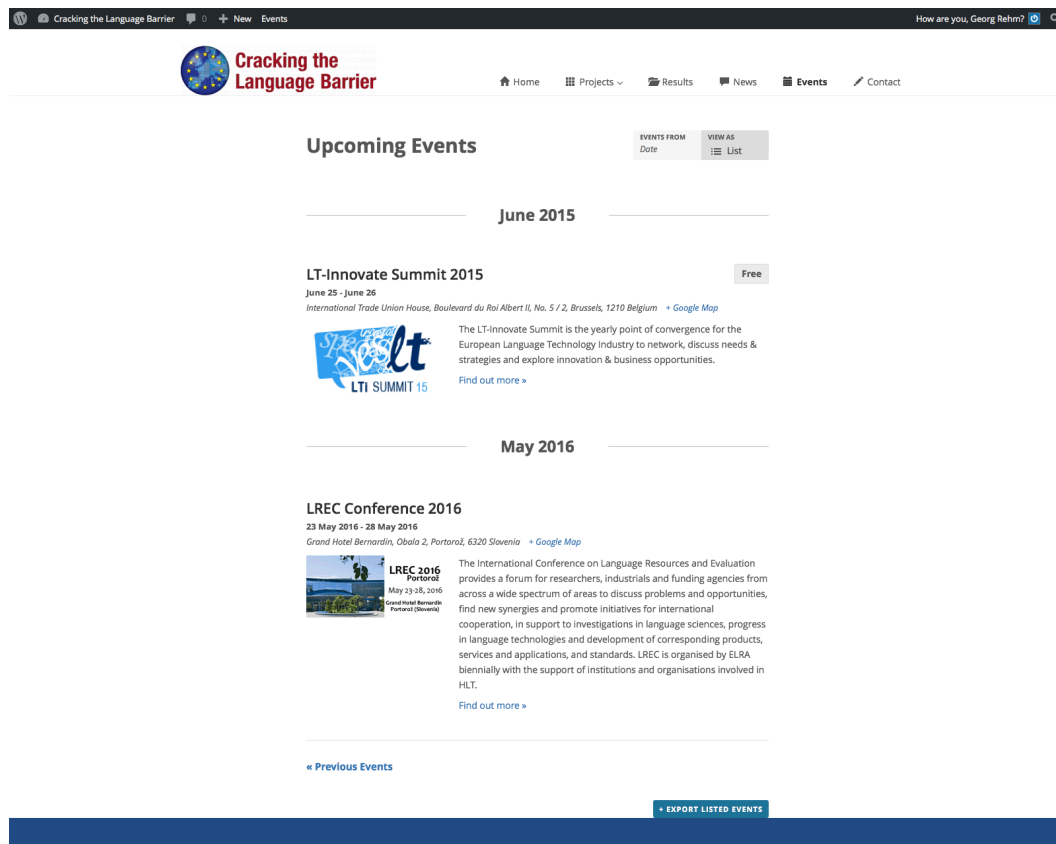
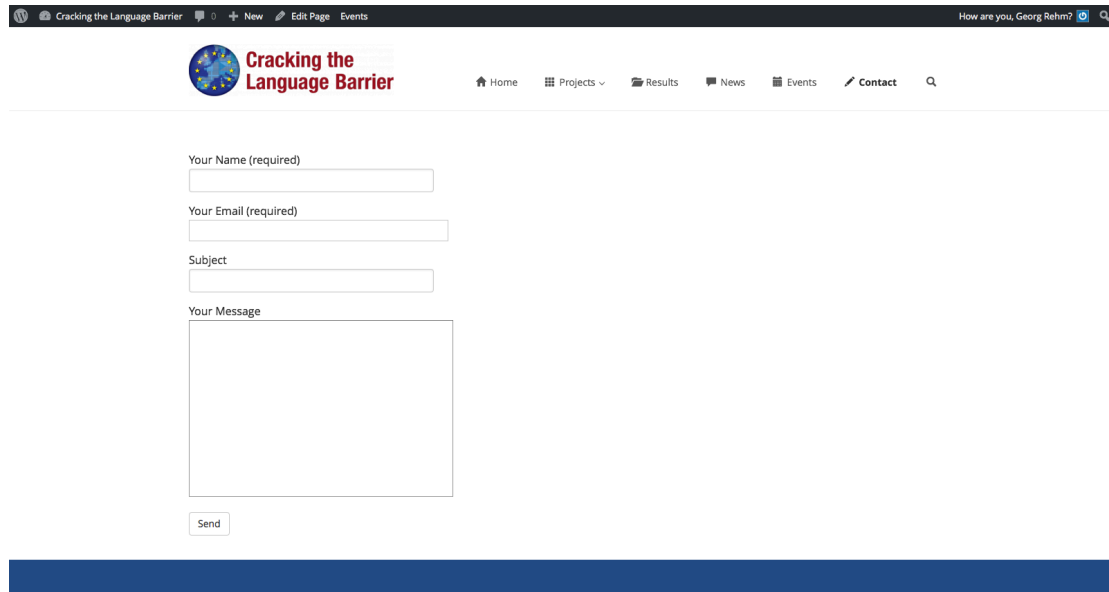


Figure 6: The Events page on the Cracking the language barrier website

## 4.6 Website Component: Contact

The Contact page of the website consists of a simple contact form as shown in the following screenshot. Filling in this form will generate an email sent to the address [contact@cracking-the-language-barrier.eu](mailto:contact@cracking-the-language-barrier.eu). This email distribution list will reach at least administrative staff members of the CRACKER project who can forward incoming messages to the right colleagues. Team members of the participating projects are welcome also to join this mailing list to distribute the workload of replying to incoming emails using this communication channel.



**Figure 7: The Contact page on the Cracking the language barrier website**

## 4.7 Future Website Components

In addition to the content described in the previous sections, a multitude of additional content components can be implemented, based on the needs and suggestions of the participating projects.

For example, we can implement an intranet to support the sharing of dissemination materials and templates, documents and any other files or information.

We can also foresee interactive elements such as a discussion forum for a public consultation phase around the Strategic Research and Innovation Agenda.

In order to provide a look at the faces behind the projects we can implement profile pages for all colleagues who work in the participating projects and associate them to their respective actions so that they are referenced on the projects' pages.

All project pages could be extended with lists of all public deliverables or further information around the projects.

Also, as already mentioned, the CRACKER project page will be gradually extended so that it becomes the official CRACKER website in the second semester of 2015. As soon as this stage is reached, the URL <http://www.cracker-project.eu> will redirect to <http://www.cracking-the-language-barrier.eu/projects/cracker>.

## 5 Internal Communication: Email and Email Distribution Lists

For communication within the “Cracking the language barrier” initiative, several email distribution lists have been set up:

- **projects@cracking-the-language-barrier.eu:**  
this email distribution list reaches all coordinators and “Cracking the language barrier” initiative liaison persons active in the participating projects
- **contact@cracking-the-language-barrier.eu:**  
this email distribution list reaches all contact persons; the “contact” form on the website triggers a message to this email address
- **office@cracking-the-language-barrier.eu:**  
this email distribution list reaches the office of the “Cracking the language barrier” initiative

Additional email distribution lists can be created on demand. Furthermore, all META-NET dissemination channels can be used, especially for external communication, such as, among others, conference announcements.