

Horizon 2020



Understanding Europe's Fashion Data Universe

Communication Plan

Deliverable number: D7.3

Version 3.0



Funded by the European Union's Horizon 2020 research and innovation programme under Grant Agreement No. 732328

Project Acronym: FashionBrain
Project Full Title: Understanding Europe's Fashion Data Universe
Call: H2020-ICT-2016-1
Topic: ICT-14-2016-2017, Big Data PPP: Cross-sectorial and cross-lingual data integration and experimentation
Project URL: <https://fashionbrain-project.eu>

Deliverable type	Report (R)
Dissemination level	Confidential (CO)
Contractual Delivery Date	30 June 2017
Resubmission Delivery Date	27 February 2019
Number of pages	38, the last one being no. 32
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Change Log

Version	Date	Status	Partner	Remarks
1.0	12/01/2018	Final	USFD	Rejected 15/03/2018
2.0	26/07/2018	Resubmitted Final	USFD	Rejected 15/10/2018
3.0	27/02/2019	Resubmitted Final	USFD	

Deliverable Description

This deliverable will contain a plan of communications relevant for the project dissemination and community building activities including planned activities to support standardisation and interoperability. Outcomes of these efforts will be reported in Periodic Activity Reports produced in WP7.

Abstract

The document presents the goals and methods of the FashionBrain project's communication, public engagement and dissemination activities. It describes ways to support both internal communication/collaboration (within the project and between partners) and communication with external stakeholders (i.e. possible dissemination activities), throughout the lifetime of the project. A summary of activities undertaken will also be provided in the Periodic Activity Report(s). The communication plan is in accordance with the H2020 Online Manual¹ which states that the project must communicate and promote the project and its results, "providing targeted information to multiple audiences (including the media and the public), in a strategic and effective manner and possibly engaging in a two-way exchange".

¹http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm

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List of Acronyms and Abbreviations

AI	Artificial Intelligence
BBDC	Berlin Big Data Center
BDVA	Big Data Value Association
CTI	Commission for Technology and Innovation
EC	European Commission
EO	Earth Observation
EPSRC	Engineering and Physical Sciences Research Council
FET	Future and Emerging Technologies
GDPR	General Data Protection Regulation
HANA	High-performance Analytic Appliance
HCOMP 2018	6th Annual AAAI Conference on Human Computation and Crowdsourcing
ICT	Information and Communications Technology
KPIs	Key Performance Indicators
MPP	Massive Parallel Processing
ORDP	Open Research Data Pilot
PDF	Portable Document Format
RTD	Research and Technological Development
SRIA	Strategic Research and Innovation Agenda
T&Cs	Terms and Conditions
WP	Work Package

1 Introduction

The communication plan serves as a guide and summary for public engagement and dissemination activities during the lifetime of the project, their relevant timings and procedures that are expected to be used.

The report is structured as follows:

Section 2 provides a summary of the FashionBrain project, a list of project partners including their roles and responsibilities; as well as internal standardisation and interoperability procedures.

Section 3 illustrates the plan for external communications, including dissemination strategies and channels; promotional tools, and Key Performance Indicators (KPIs).

A list of all deliverables relating to the communication strategy, including datasets and demonstrations, can be found in Section 4.

1.1 Scope of This Deliverable

For further detailed information, we refer specifically to Deliverables D7.1 - Factsheet; D7.2 - Website; D7.3 - Showcase specification; D7.5 - Draft Business Plan; D8.1 - Project Work Plan and Quality Plan; D8.2 - Data Management Plan; and finally, D9.1 - D9.4 - General Ethics Requirements.

2 Project Summary

In the world of fashion, retailers often either do not own enough data to predict customers' next trends or these data are not integrated in a way that can create valuable insights. In order to alleviate the existing dependence from social networks and search engines, fashion retailers should be able to use their own tools and data to predict emerging trends, and to acquire fashion related data by other means, for example by crowdsourced activities or by tailored user interactions.

The FashionBrain project (<https://fashionbrain-project.eu/>) is a €2.8 million three-year project funded by the European Commission's Horizon 2020 programme (Grant Agreement No. 732328) that aims to investigate the use of new technologies within the fashion industry. The main objective of the project is developing an integrated approach to aggregating and managing fashion data that will provide an infrastructure able to support stakeholders, including both retailers and end users. The project will showcase technology developed by partners via (i) end-user "shop the look" and (ii) trend detection in fashion.

2.1 Project Partners

The project is comprised of expert players in the fashion industry from both academia and industry and across 5 different European countries. A list of each partner and their respective roles and responsibilities within the project can be found in Table 2.1.

2.1.1 Partner Biographies

All project partners, including researchers and support staff, are featured on the project [Project Website](#) under the TEAM tab (Section 3.2.1). A picture featuring their name and institution actively links to a personal biography featuring their professional achievements as shown in Figure 2.1.

At the bottom of the page, an additional link has been provided (<https://fashionbrain-project.eu/the-fashionbrain-consortium/>) for general information on each of the network members' research institutions.

Partner	Short Name	Country	Roles and Responsibilities
University of Sheffield (Project Coordinator)	USFD	UK	WP1 - Building Domain Knowledge WP3 - Crowd-based Fashion Data WP7- Dissemination and Exploitation WP8 - Project Management WP9 - Ethics Requirements
Beuth University of Applied Sciences	BEUTH	Germany	WP4 - In-Database-Mining and Deep Learning
Universite de Fribourg	UNIFR	Switzerland	WP2 - Semantic Data Integration for Fashion Industry
Zalando SE	Zalando	Italy	WP6 - Make Images Searchable By Text
Fashwell AG	Fashwell	Switzerland	WP5 - Analysis in Social Media Streams
MonetDB Solutions B.V.	MDBS	Netherlands	WP2 - Semantic Data Integration for Fashion Industry

Table 2.1: FashionBrain project partners.

2. Project Summary

2.1. Project Partners

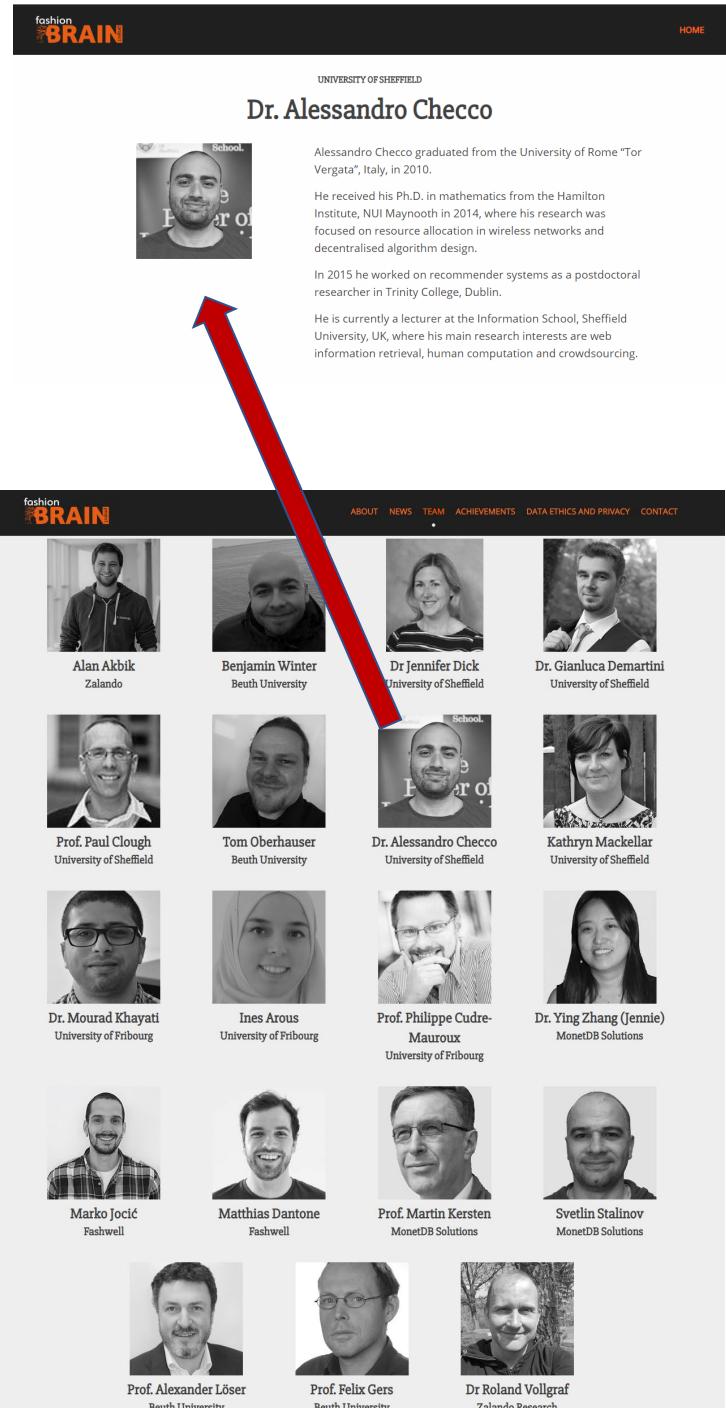


Figure 2.1: FashionBrain Team page.

2.2 Standardisation and Interoperability

To support standardisation and interoperability, the FashionBrain project will hold regular meetings via skype or face-to-face (usually at a partner-site) on a bi-monthly basis (or more frequently where necessary). Meeting dates and participants will be minuted and maintained on the shared file store along with any standardised project materials, tools and guidelines (refer to D8.1 - Project Work Plan and Quality Plan).

The outcomes of project related efforts will also be presented to the Big Data Value Association (BDVA) where FashionBrain will have the opportunity to share solutions for standardisation and interoperability with policy makers and with the other Big Data Value PPP members at regular meetings. The Project Coordinator, Alessandor Checco (USFD), a member of the BDVA steering committee and Mourad Khayati (UNIFR), a member of the BDVA technical committee, have attended several forums in Sofia, Bulgaria (2018)¹ and Versailles, France (2017)² to facilitate the creation of a functional Data Market and Data Economy in Europe.

2.3 Target Audience

The FashionBrain project seeks to communicate the project and its results with various stakeholders (or audiences), through scientific publications, sharing research data and software, networking, training and workshop events, the project website and social media. The target audience of this project is made up of fashion organisations - online fashion retailers, E-commerce technology solution providers and fashion brands (refer to D7.5 - Draft Business Plan); users in academia; expert fashion end-users; and the general public.

¹<http://www.bdva.eu/node/1012>European Big Data Value Meet-up

²European Big Data Forum 2017

3 Communication and Dissemination

The consortium will plan and employ a wide range of dissemination strategies adapted to targeted audiences to facilitate external communication and marketing activities. This includes dissemination channels, promotional tools and materials, dissemination activities and their associated KPIs as described in the sections below.

3.1 Communication and Dissemination Strategy

FashionBrain will adopt a multi-channel dissemination approach targeted at specific audience groups. Dissemination per channel is organized along a 4-phase activity chain:

- Initialization - From the early stages of the project (and continuing throughout its lifetime), the project has aimed to specify a dissemination strategy for each of the key stakeholders (communities of interest) using the most appropriate dissemination channels and instruments.
- Elaborate and develop - In this second phase, the focus is on running activities and coordinating different channels in line with the overall dissemination strategy. At the end of this phase, the dissemination channels should be well established for transition to continuous dissemination in phase four following evaluation.
- Evaluate - The quality of the dissemination efforts and impact is assessed and analysed by the consortium on a regular basis (during the project meetings and feedback requests). Following the outcome of evaluations, the plans and products of the “elaboration and development” phase are adapted to the evolving needs of the FashionBrain consortium and the targeted audiences identified (i.e. researchers and academia, industry and customers as well as the interested public) to improve the overall dissemination strategy and further increase the impact of the project.
- Dissemination - The fourth phase, the actual “dissemination” phase, continues until the end of the project and beyond.

3.2 Dissemination Channels

3.2.1 Website

The FashionBrain project website (<https://fashionbrain-project.eu/>) is the primary method for providing project objectives and outputs to the public on an ongoing basis and with regular updates. It is maintained by the project management team and will exist at least 2 years following the end of the project. Since its initial conception, there have been many alterations to the look and feel of the website to make it more visually appealing and to provide a better user experience (Figure 3.1). It also includes enhanced content and demonstrations which have helped drive visitor traffic (Section 4).

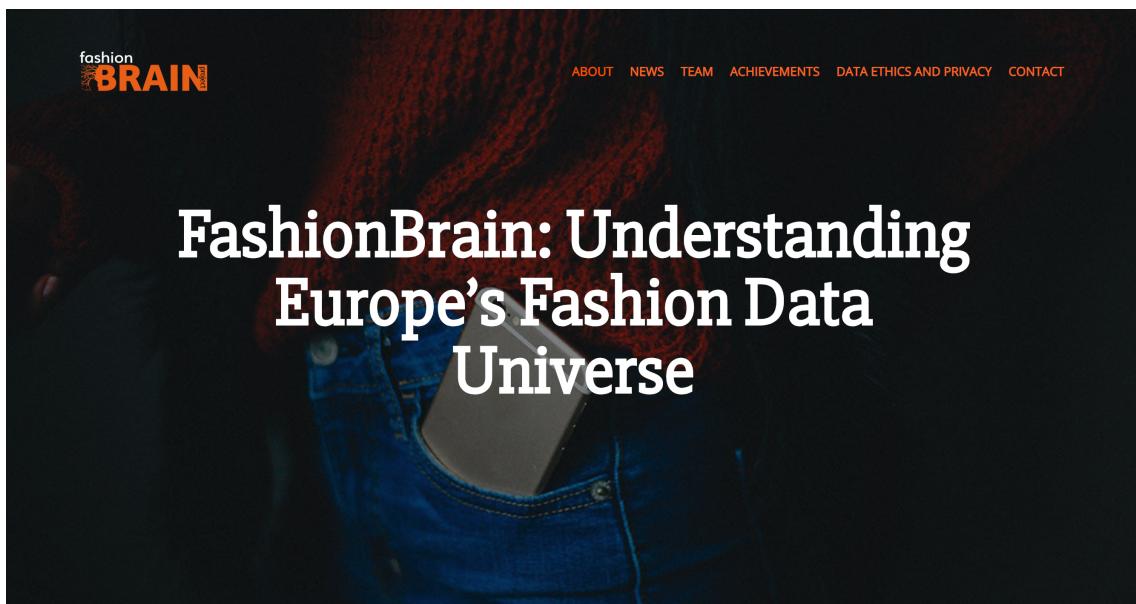


Figure 3.1: FashionBrain website homepage.

Latest News

This regularly updated page provides a brief news overview of information related to project meetings, conference and events members have attended as well as project outputs and achievements (Figure 3.2). Further details for each item listed on the LATEST NEWS page is expanded upon on the [Project Achievements](#) page discussed in Section 3.4.

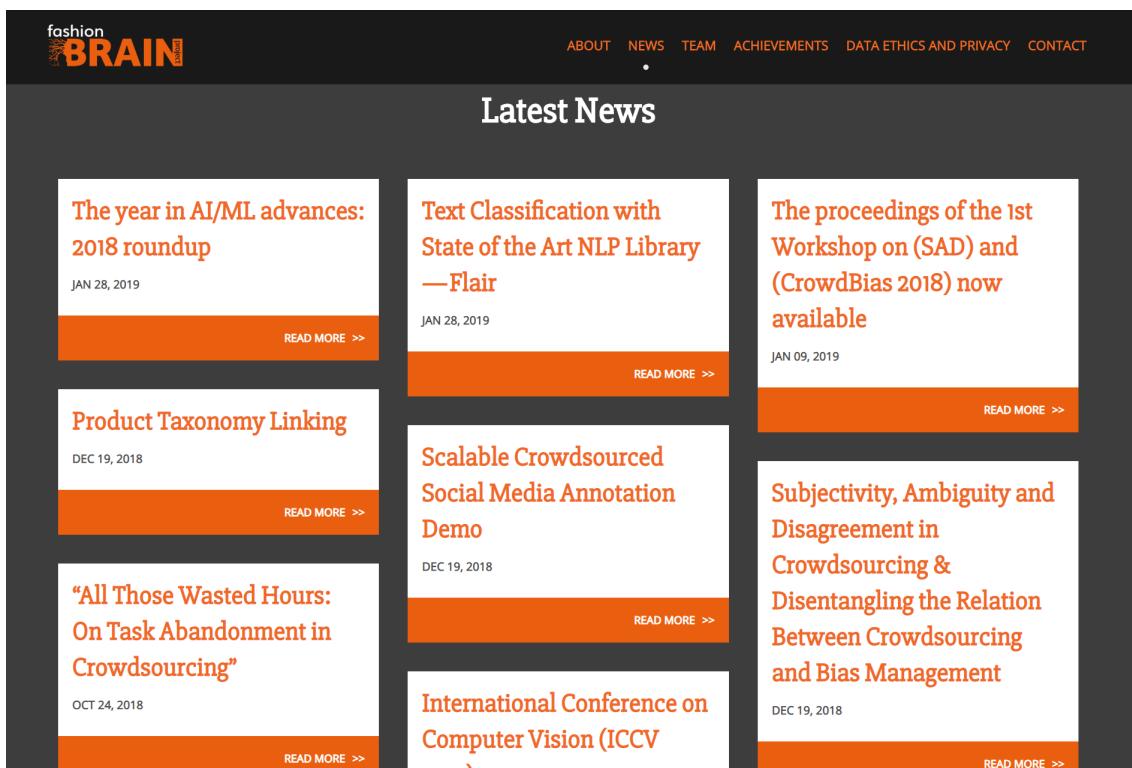


Figure 3.2: FashionBrain Latest News page.

Contact Information

The CONTACT page is one of the most important pages on the FashionBrain website as it provides visitors with a quick link to general contact information for the project without having to look through other pages or individual profiles. From there, the questions or needs of the visitor can be redirected to the most appropriate member of the consortium.

It also includes a link to the project's active social media Twitter account which gives visitors another way to engage with the project.

Data Ethics and Privacy

The Data Ethics and Privacy page (<https://fashionbrain-project.eu/data-e-thics-and-privacy/>) explains what types of data are being collected and what the data is subsequently being used for.

Specifically, the page describes what the overall goal of the project is while describing the types of data collected; what the project does with collected data; how the project treats data in accordance with the European Code of Conduct for Research Integrity and GDPR; how data is stored; as well as what data is shared and to whom (refer to D8.2 - Data Management Plan).

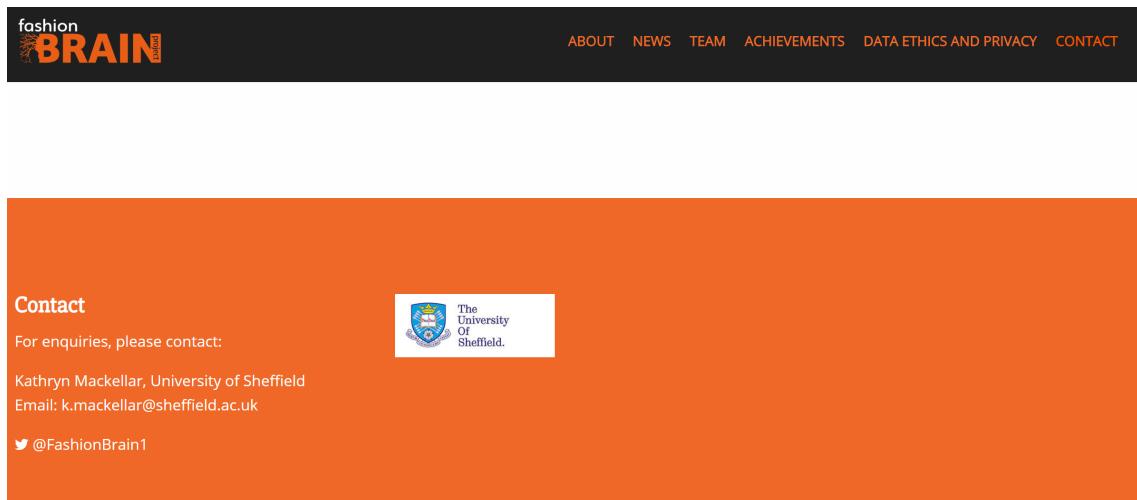


Figure 3.3: FashionBrain Contact page.

The page also features a link to the Consent Manager published on the project website (https://fashionbrain-project.eu/consent_manager) for cases in which public data is obtained without consent from the FashionBrain Project (refer to D9.3 for detailed ethics information on data collection for the “Social Media Images” project activity) (Figure 3.4). Instead, implicit consent has been given on another platform when the users agree to its T&Cs. Should the proprietors of the data wish to have their current data, or any future data removed, they will be able to do so via the website’s Consent Manager. The consortium will advertise this page to reach the widest audience possible. In doing so, the project is demonstrating strong ethical principles and public reassurance by introducing transparency to the communication process.

Website Traffic and Statistics

Analyzing the project’s website traffic and statistics is essential in measuring and managing its efficiency in disseminating project information.

Website metrics (at time of publication) indicate that the project is targeting and reaching a wide audience across the globe (Figure 3.5)¹.

Figure 3.6 shows the growth the website has achieved since its inception in February 2017 to January 2019.

¹data collected from February 2017 to February 2019

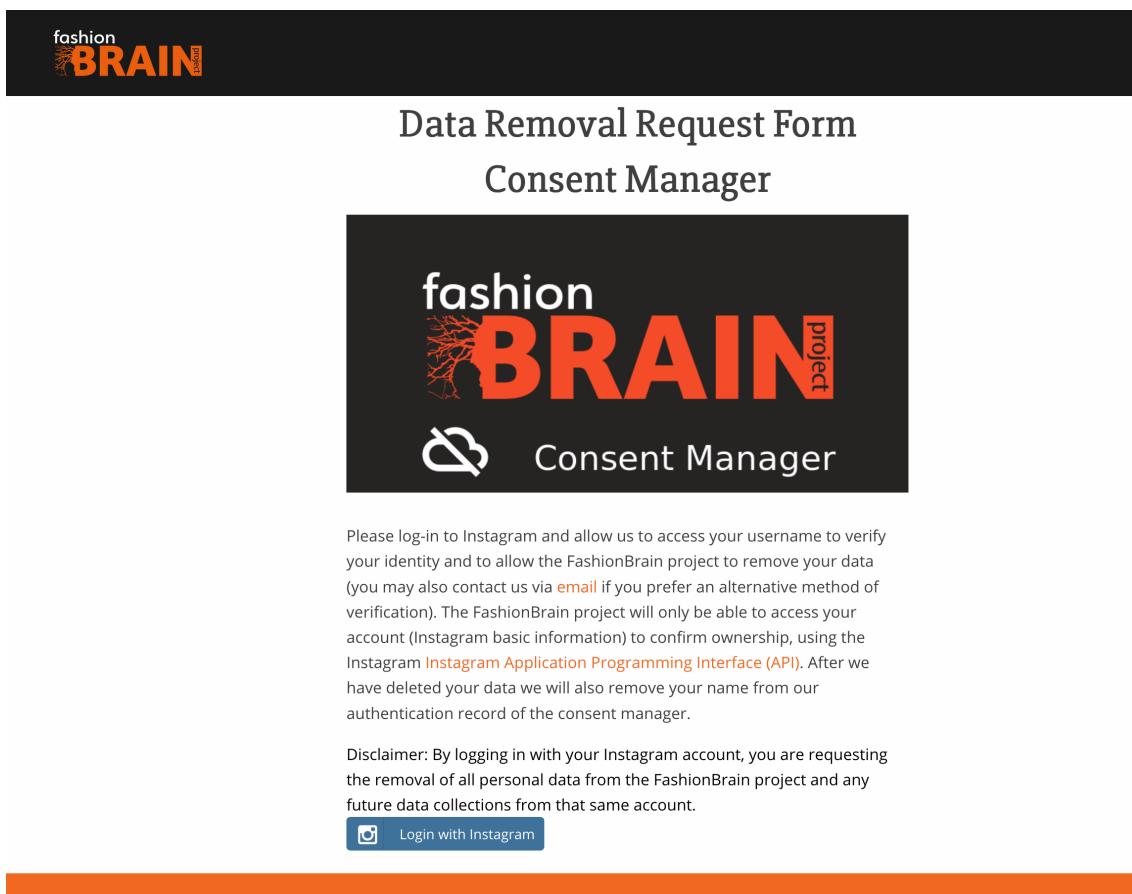


Figure 3.4: FashionBrain Consent Manager.

3.2.2 Twitter

The FashionBrain project also has a visual presence on social media. The Twitter account, [FashionBrain Project](#) and associated handle, [@FashionBrain1](#), is used to engage and communicate with already existing collaborators and interested parties (44 followers) as well as to attract potential new ones (Figure 3.7).

Figure 3.8 shows an overview of the project's Twitter visitors provenance, traffic medium and Social Network traffic: Twitter is confirmed to be the main source of traffic.

Twitter on the FashionBrain Website

The project can update this account with general information, new publications, conference / events attended, work package actions completed or (newly) available resources. The twitter account is directly embedded into the project's webpage and any new tweets are immediately available on the webpage as seen in Figure 3.9.

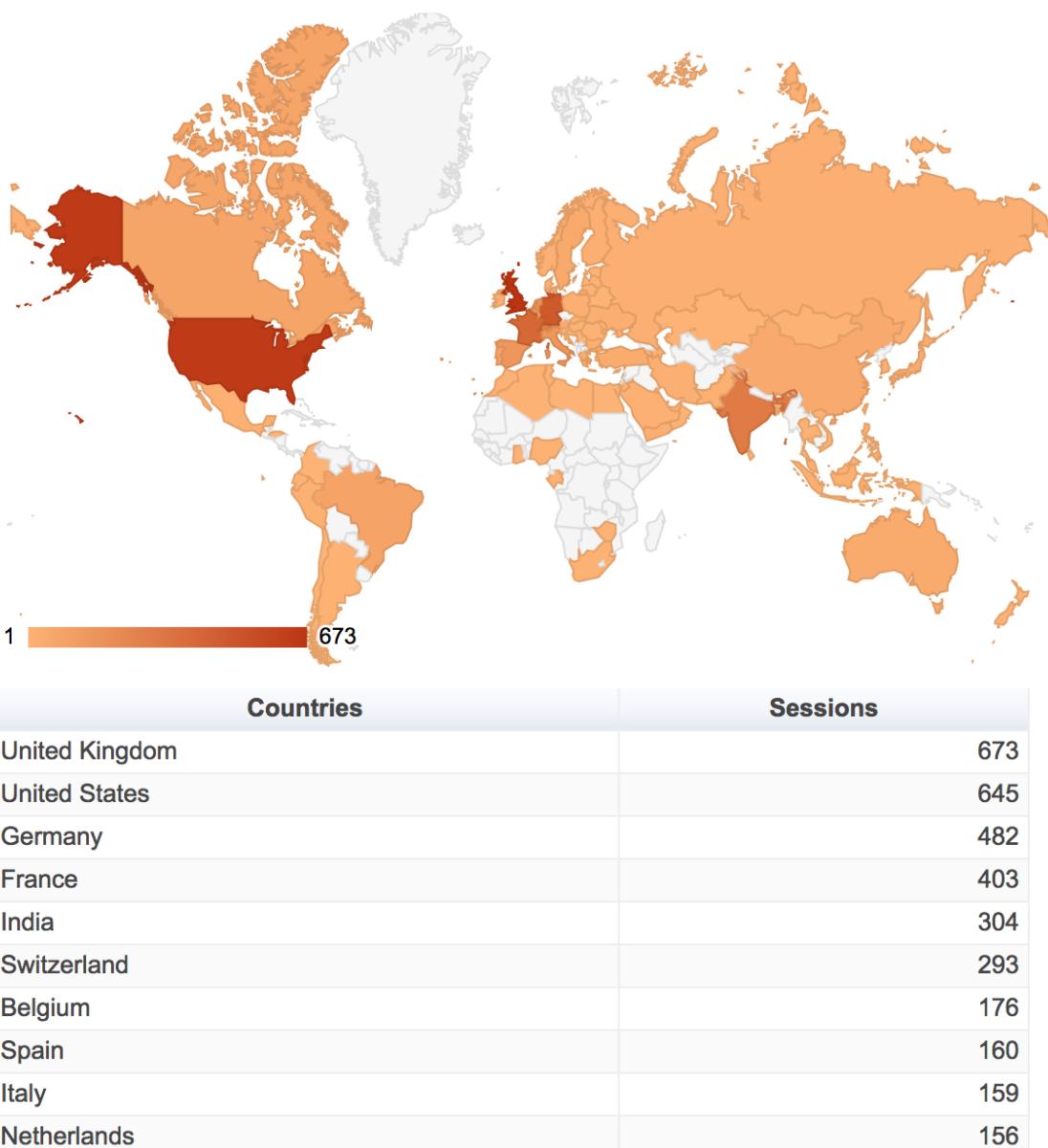
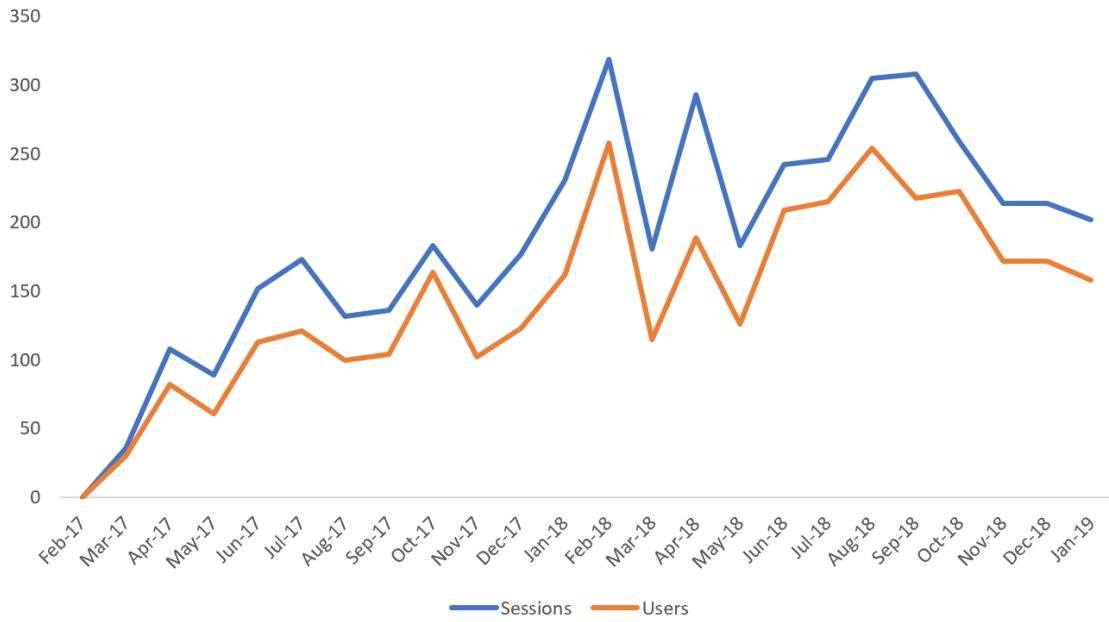
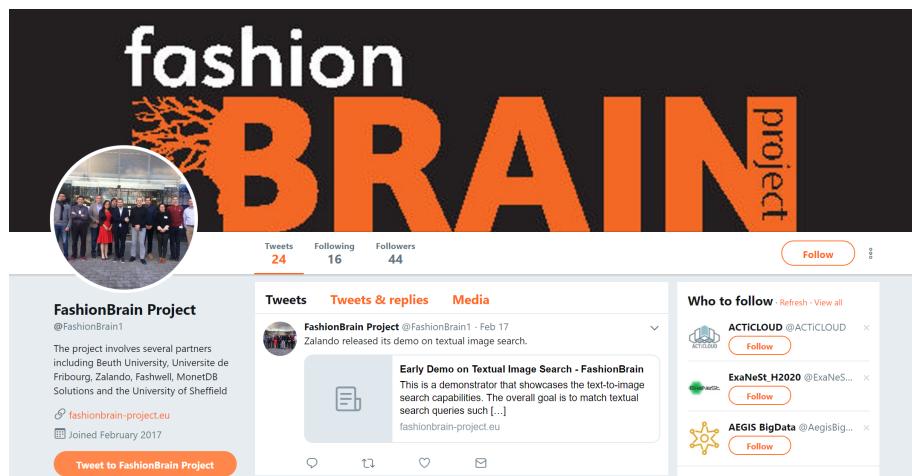


Figure 3.5: FashionBrain website visits by country (with top 10 in tabular form).

Project partners can also update their own personal or institutional twitter accounts with relevant project communications and by simply mentioning the FashionBrain handle, the information is immediately shared with all of our followers without delay. The associated tweet can then be retweeted directly from the project's account (at a later time) without risking relevant news not being shared when opportunities for public engagement are at their highest, no matter the time or day (e.g. immediately following a high profile event).

**Figure 3.6:** FashionBrain website traffic.**Figure 3.7:** FashionBrain twitter homepage.

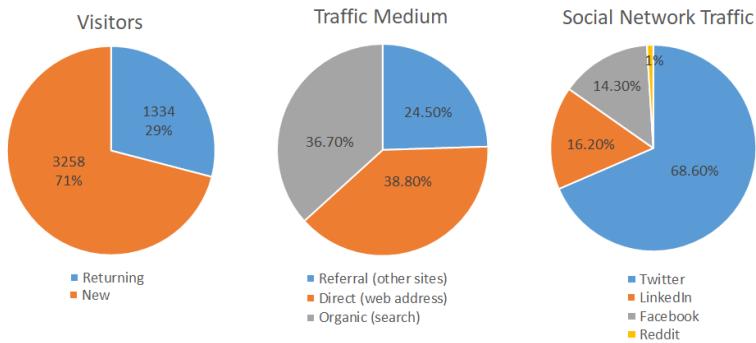


Figure 3.8: Visitors provenance, traffic medium and social network traffic.



Figure 3.9: Twitter section on the FashionBrain website.

3.3 Promotional Tools and Materials

3.3.1 Project Logo

A project logo (or creative device) has been designed to aid and standardize project identification and branding across the consortium (Figures 3.10 and 3.11). The logo is available to partners via the shared Google Drive filestore (refer to D8.1 - Project Work Plan and Quality Plan).



Figure 3.10: Project logo (white).



Figure 3.11: Project logo (black).

3.3.2 Project T-shirts

T-shirts have been produced that include the project logo and website address which have been distributed to all project partners (Figure 3.12). These serve as a visible marketing tool for the project which can also be given to external stakeholders at outreach events, such as project workshops or training activities providing an opportunity to personally engage with target audiences.



Figure 3.12: FashionBrain t-shirts.

3.3.3 Dissemination and Public Engagement Material

Located on the [Project Achievements](#) page (Section 3.4), the Dissemination and Public Engagement Material area provides links to many useful resources produced by the project to engage and assist the public in learning more about FashionBrain's objectives (Figure 3.13).

Project Factsheet

The Project Factsheet outlines the project's rationale and objectives, specifies its technical baseline and intended target groups and application domains, and details intermediate and final outputs. The Factsheet can be downloaded for public use or may be used by the Commission for its own dissemination and awareness activities throughout the project lifecycle, and may also be published on European Commission (EC) and EC sponsored websites (https://fashionbrain-project.eu/wp-content/uploads/2019/02/D7.1-Factsheet-v3_Feb19.pdf). The Factsheet will be a continually evolving document (updated until the end of the project) and features prominently on the project website's homepage (Figure 3.14).

Presentations

FashionBrain Project Presentation

Dissemination Material

FashionBrain Factsheet

FashionBrain Project Poster

FashionBrain Project Vision Paper

FashionBrain Project Leaflet

FashionBrain Glossary

Lightening talk at XLDB 2018

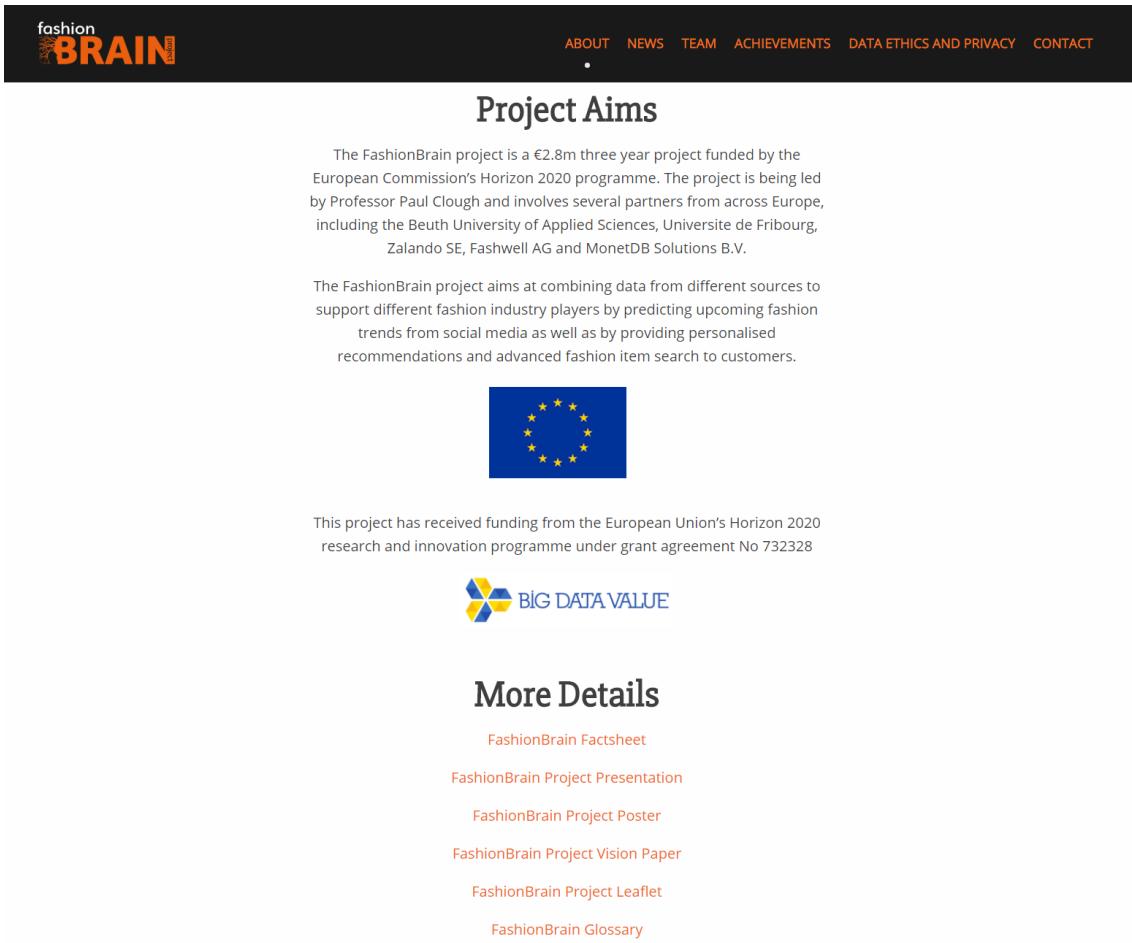
FashionBrain description

IDEL In Database Entity Linkage

Figure 3.13: FashionBrain dissemination and public engagement material.

Glossary

A Glossary of terms and acronyms used in the project is available for download at https://fashionbrain-project.eu/wp-content/uploads/2019/02/FashionBrain_Glossary-1.pdf. Like the Factsheet, it is a continually evolving document (updated until the end of the project) and features prominently on the project website's homepage (Figure 3.14).



The screenshot shows the 'Project Aims' section of the FashionBrain website. At the top, there's a navigation bar with links for 'ABOUT', 'NEWS', 'TEAM', 'ACHIEVEMENTS', 'DATA ETHICS AND PRIVACY', and 'CONTACT'. The main heading 'Project Aims' is centered above a paragraph of text. Below the text is a blue square containing the European Union flag's twelve yellow stars on a blue background. At the bottom, there's a link to a funding agreement.

Project Aims

The FashionBrain project is a €2.8m three year project funded by the European Commission's Horizon 2020 programme. The project is being led by Professor Paul Clough and involves several partners from across Europe, including the Beuth University of Applied Sciences, Universite de Fribourg, Zalando SE, Fashwell AG and MonetDB Solutions B.V.

The FashionBrain project aims at combining data from different sources to support different fashion industry players by predicting upcoming fashion trends from social media as well as by providing personalised recommendations and advanced fashion item search to customers.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 732328

 BIG DATA VALUE

More Details

- [FashionBrain Factsheet](#)
- [FashionBrain Project Presentation](#)
- [FashionBrain Project Poster](#)
- [FashionBrain Project Vision Paper](#)
- [FashionBrain Project Leaflet](#)
- [FashionBrain Glossary](#)

Figure 3.14: FashionBrain Factsheet and Glossary.

3.4 Project Achievements

The PROJECT ACHIEVEMENTS page (<https://fashionbrain-project.eu/project-achievements/>) is updated on a regular basis by the project management team (project deliverables) and by using data and information provided by each of the consortium members (events and publications) which is directly entered into a shared Google Drive filestore (discussed further in D8.1).

Partners have also been asked to identify and suggest potential new target venues / outlets for dissemination. A spreadsheet of potential opportunities will be regularly updated and maintained on the shared filestore.

Actively communicating the project's achievements through peer-networking and public-user engagement ensures that technically sound research is being carried out to provide social and economical benefits. These benefits i) justify the project grant and ii) support the business case and commercialisation of FashionBrain outputs following the end of the project (refer to D7.5 - Draft Business Plan).

A summary of external dissemination is provided in Figure 3.15.

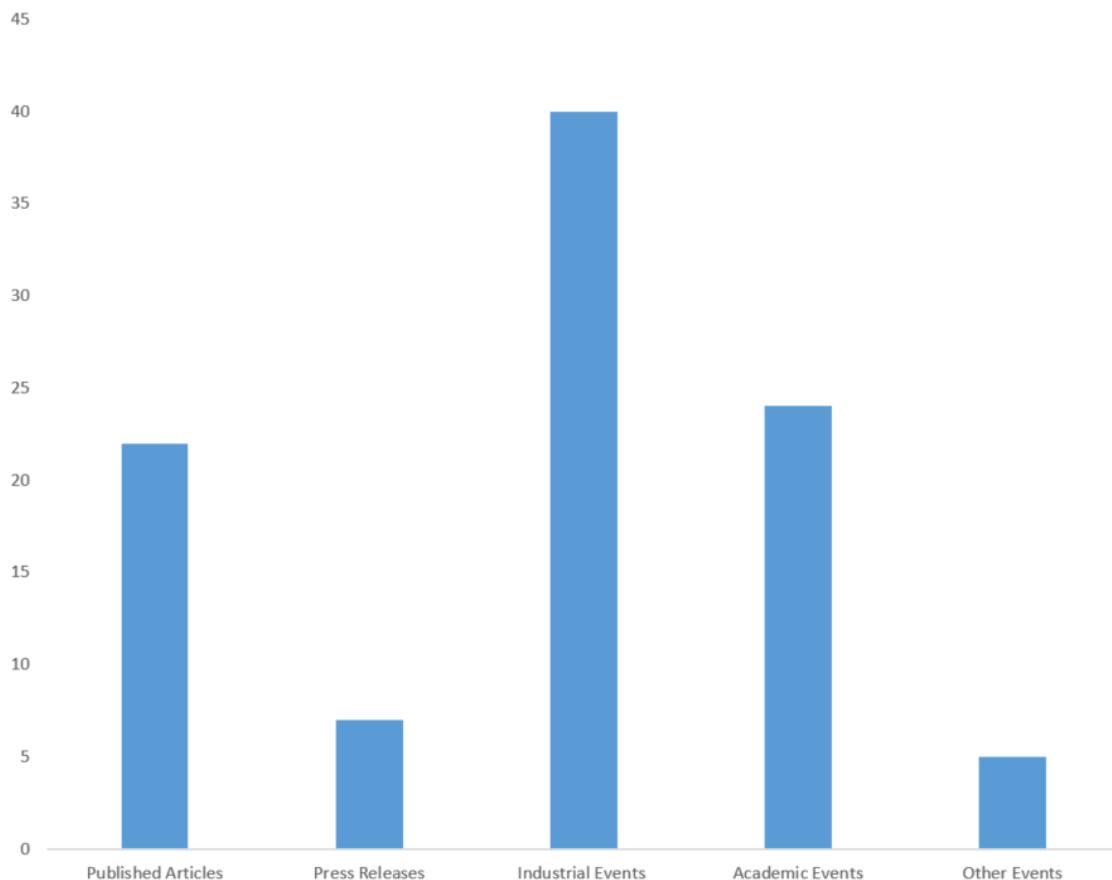


Figure 3.15: Project dissemination summary.

3.4.1 Academic Publications

These peer-reviewed and scholarly periodicals are aimed at specialist experts and researchers. Such publications contain original research and developments or conclusions based on collected data, which are written using technical language (Figure 3.16).

3.4.2 Press Releases

Press releases (e.g. printed, online, video or radio) which are sent to the media by FashionBrain team members, serve to inform a wider-range of collaborators, as well as the general public, about newsworthy and exciting project achievements (Figure 3.17).

Academic Publications

Title	Authors	Venue	Type
All That Glitters is Gold - An Attack Scheme on Gold Questions in Crowdsourcing	Alessandro Checco, Jo Bates, and Gianluca Demartini	HCOMP 2018	Conference
All Those Wasted Hours: On Task Abandonment in Crowdsourcing	Lei Han, Kevin Roitero, Ujwal Gadiraju, Cristina Sarasua, Alessandro Checco, Eddy Maddalena and Gianluca Demartini	WSDM 2019	Conference
An Introduction to Hybrid Human-Machine Information Systems	Gianluca Demartini, Djellel Eddine Difallah, Ujwal Gadiraju, and Michele Catasta	Foundation and Trends in Web Science	Other
Analysing Errors of Open Information Extraction Systems	Rudolf Schneider, Tom Oberhauser, Tobias Klatt, Felix A. Gers, Alexander Löser	EMNLP 2017 Workshop	Workshop
Considering Assessor Agreement in IR Evaluation	Eddy Maddalena, Kevin Roitero, Gianluca Demartini and Stefano Mizzaro	ICTIR 2017	Conference
Contextual String Embeddings for Sequence Labeling	Alan Akbik, Duncan Blythe and Roland Vollgraff	COLING 2018	Conference
FashionBrain Project: A Vision for Understanding Europe's Fashion Data Universe	Alessandro Checco , Gianluca Demartini, Alexander Löser, Ines Arousa, Matthias Dantone, Richard Koopmanschap, Svetlin Stalnov, Martin Kersten, Ying Zhang	KDD Fashion 2017	Workshop
FEIDEGGER: A Multi-modal Corpus of Fashion Images and Descriptions in German	Leonidas Lefakis, Alan Akbik and Roland Vollgraf	LREC 2018	Conference
IDEL: In-Database Neural Entity Linking	Torsten Kilius, Alexander Löser, Felix A. Gers, Richard Koopmanschap, Ying Zhang and Martin Kersten	BigComp2019	Conference
In-Database Machine Learning with MonetDB/TensorFlow	Richard Koopmanschap, Ying Zhang, Martin Kersten	XLDB2018	Other

Showing 1 to 10 of 22 entries

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Figure 3.16: Academic publications section.

3.4.3 Academic and Industrial Conferences and Events

Attending conferences is integral to the success of the FashionBrain project as it provides an opportunity to gain new knowledge in the field and present the project's technical research. Also, by meeting with like-minded peers, in both academia and industry, the project is exposed to invaluable referrals, products and best-practices (Figure 3.18).

3.4.4 Other Events

It has also proven useful to attend other events (outside of academic and industrial conferences) that bring together people who share a common interest in the field, as it increases the project's professional network and resources (Figure 3.19).

Press Releases/Newsletters

Name	Date	Type of Project Promotion	Link
Beuth-Magazin	01/04/2017	Cover Story	http://www.beuth-hochschule.de/fileadmin/oe/pressestelle/beuth-magazin/2017-1_beuth-magazin.pdf
Computer Weekly	07/07/2017	Online article	http://www.computerweekly.com/news/450422330/Dutch-database-design-drives-practical-innovation
Handelsblatt		Online article	http://veranstaltungen.handelsblatt.com/kuenstliche-intelligenz/2018/03/03/ki-als-enabler/
HiPEAC info 51	12/07/2017	Magazine	https://www.hipeac.net/assets/public/publications/newsletter/hipeacinfo51_final_corrected.pdf
HiPEAC news	14/12/2017	Online news	https://www.hipeac.net/press/6829/ten-winners-selected-for-the-2017-hipeac-tech-transfer-awards/
The University of Sheffield	01/05/2017	Online article	https://www.sheffield.ac.uk/faculty/social-sciences/news/fashion-algorithm-future-trends-project-1.671380
The University of Sheffield	15/11/2017	Online article	https://www.sheffield.ac.uk/is/research/projects/fashionbrain

Showing 1 to 7 of 7 entries

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Figure 3.17: Press releases section.

3.4.5 Collective Intelligence 2018

The Collective Intelligence Conference Series is an interdisciplinary event that brings together researchers from academia, business, nonprofits, governments and the interested public to share insights and ideas relevant to understanding and designing and fostering the use of collective intelligence in its many forms.

The FashionBrain Project was a sponsor of Collective Intelligence 2018 and showcased a promotional booth as part of the exhibition (Figure 3.20).

Collective Intelligence 2018² was held in Zurich, Switzerland, on July 7-8, 2018 (its first time outside of the USA) along side HCOMP 2018, bringing together two interdisciplinary communities to foster new connections among collective intelligence and crowdsourcing researchers and developers.

²<https://ci.acm.org/2018/>

Academic Events

Event	Type	Date	Project representative who attended
11th Edition of the Language Resources and Evaluation Conference (LREC 2018)	Conference	May 2018	Alan Akbik
11TH Extremely Large Databases Conference	Conference	Apr. 30 – May 2, 2018	Ying Zhang, Sjoerd Mullender
2017 Conference on Empirical Methods on Natural Language Processing (EMNLP 2017)	Conference	September 2017	Alan Akbik, Duncan Blythe
2017 Workshop on Hybrid Human-Machine Computing (HHMC 2017), Guildford, UK	Workshop	September 2017	Alessandro Checco
34th IEEE International Conference on Data Engineering	Conference	Apr. 16 – 19, 2018	Ying Zhang, Martin Kersten
ACM SIGMOD/PODS International Conference on Management of Data	Conference	Jun. 10 – 15, 2018	Martin Kersten

Showing 1 to 10 of 31 entries

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Industry Events

Name of Industrial Event	Venue	Date/s
"Deep Learning & AI" by Scyfer #1	Impact Hub Amsterdam, NL	May 2017
"So how does Tensorflow work?", guest star Siraj Raval	Google Netherlands, Amsterdam	August 2017
20e editie Data Donderdag - ING, NS, Growth Tribe, Valuemaat	GoDataDriven, Amsterdam, NL	November 2017
ACE startup meeting	Amsterdam, NL	November 2018
ACM Distinguished Speaker talk	Accenture Latvia	April 2017
ADS Coffee & Data: Visual Analytics	UvA, Amsterdam, NL	July 2017
ADS Drinks & Data Summer Startup	Amsterdam Business School, NL	June 2018
ADS Drinks & Pizza Summer Startup	UvA, Amsterdam, NL	June 2017
ADS Festive Drinks & Data: 2017 Highlights & Looking Forward to 2018	Amsterdam Business School, NL	December 2017
AI Expo Europe 2018	Amsterdam Rai, NL	June 2018

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Figure 3.18: Academic and industrial conferences and events attended section.

3.4.6 Prototypes and Technologies

Ongoing developments, demonstrations and technologies developed by the FashionBrain Projects are listed and linked on the website as shown in Figure 3.21. All open source components published are extensively documented by means of textual documents and screencasts of professional quality illustrating how to

Other Events

Event	Venue	Date/s	Project representative who attended	Type	Description
Crowdsourcing papers presentation	University of Queensland	October 2018	Alessandro Checco	Presentation	Presentation of FashionBrain research in Crowdsourcing
Data Science at ASOS.com	ASOS.com HQ (London)	August 2018	Paul Clough	Presentation	Presentation of FashionBrain and The University of Sheffield research in Data Science
FashionBrain with projectstarling.com	Online	September 2018	Alessandro Checco	Presentation	Presentation of FashionBrain and collaboration plans
Startup Beezdata.de	BerlinStartupGrant	January 2018	Alexander Löser	Startup fundation	Matching NGOs and Trusts
Startup Qualification.com	EXIST (BMWi)	July 2017	Alexander Löser	Startup fundation	Text Mining for spotting bestsellers

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Figure 3.19: Other dissemination and networking events attended section.

download, install and operate the components in question using readily available and commonly used software (refer to D7.4 - Showcase Specification).

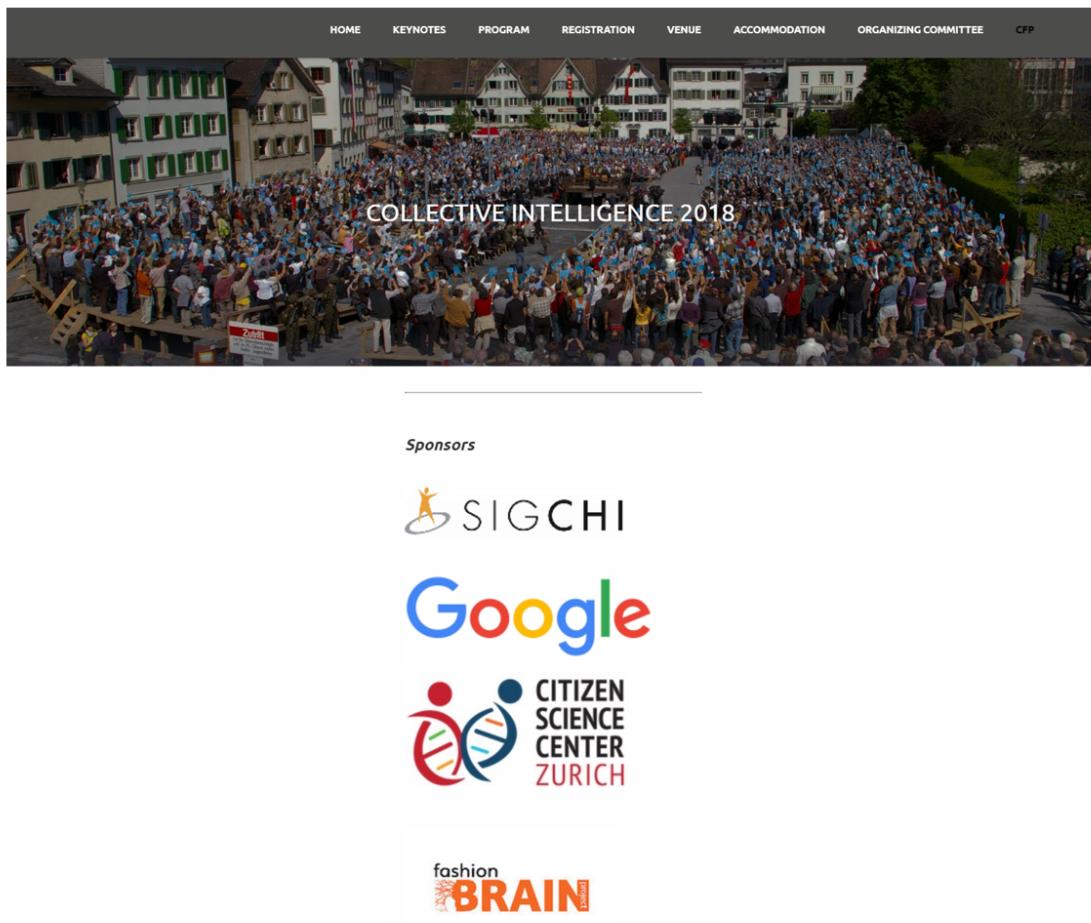


Figure 3.20: Sponsors at Collective Intelligence 2018.

3.4.7 Engagement with Other RTD Projects

The FashionBrain partners are well placed to disseminate and collaborate with related projects at national and international levels. Among RTD projects identified by FashionBrain partners to cooperate with (of which FashionBrain partners are participants), the following are especially relevant:

In-Database-Mining-Technologies:

- ERC Consolidator Grant (2016 - UNIFR - €2.6 million). The project “GraphInt” proposes an ambitious overhaul of information integration techniques embracing the scale and heterogeneity of today’s data. FashionBrain will leverage the technologies of expressive and heterogeneous graphs of entities to continuously and dynamically interrelate disparate pieces of content while capturing their idiosyncrasies, which are common in fashion.
- BMWi Smart Data: Smart Data Web (2015-2018 - BEUTH - €6 million).

Prototypes and Technologies

Name	Date	Partner(s)	Type	Link
Agreement Phi	August 2017	USFD	software	http://agreement-measure.sheffield.ac.uk/
Crowdsourcing logging interface	May 2018	USFD	API	https://github.com/AlessandroChecco/herokulogging/
Gender bias dataset	February 2018	USFD	dataset	https://github.com/AlessandroChecco/gender_bias
In-Database Machine Learning	April 2018	MDBS	software	https://github.com/MonetDB
MonetDB continuous query extension		MDBS	software	https://dev.monetdb.org/hg/MonetDB/shortlog/trails
RecovDB	August 2018	UNIFR, MDBS	software	http://revival.exascale.info
Tasty Entity Linkage	June 2018	Beuth	API	http://demo.datexis.com/tasty/

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Figure 3.21: Prototypes and technologies section.

This project provides leading industries in Germany (such as SIEMENS SE or BMW) with a knowledge graph for optimizing supply chain management and marketing activities. Text join and Entity Linkage technologies from FashionBrain will be leveraged to create this knowledge graph.

- BMWi Smart Services: MACSS - Medical Allround-Care Service Solution (2016-2019 - BEUTH - €5 million). This project provides tools for therapy support after kidney surgeries; main partners are Charité and SAP SE. The therapy adherence is monitored by asynchronous doctor-patient communication and smart devices. FashionBrain technology for linking idiosyncratic language can enhance SAP SE's HANA text mining platform for monitoring doctor-patient communication.
- BMBF Berlin Big Data Center (BBDC) (2014-2018 - BEUTH). The BBDC is one of Germany's two flagship initiatives to optimally prepare industry, science and the society in Germany and Europe for the global Big Data trend. FashionBrain will benefit from research of BBDC on debugging massive parallel processing (MPP) databases.
- LEO: Linked Open Earth Observation Data for Precision Farming(MDBS through CWI). The European Project LEO aims at developing software tools to support the whole lifecycle of reuse of linked open EO data and related linked geospatial data. To demonstrate the benefits of such tools to the European economy, a precision farming application is developed that is heavily based on linked open EO data.
- RETHINK big (MDBS through CWI). The objective of the RETHINK big Project is to bring together the key European hardware, networking, and system architects with the key producers and consumers of Big Data to identify the industry coordination points that will maximize European competitiveness

in the processing and analysis of Big Data over the next 10 years.

- COMMIT (MDBS). COMMIT is a Dutch national ICT project bringing together ten universities and research institutions with seventy companies. It aims at developing a scientifically sound technological basis for harvesting knowledge in real-time from massive spatiotemporal event databases gathered from people, sensors and scientific observatories.
- HBP: Human Brain Project (MDBS through CWI). The Human Brain Project is an EU FET Flagship project geared at major innovations in information technology using a mission driven project agenda, e.g. high-performance computing infrastructures to understand and simulate the human brain.

Crowd Sourcing Technology:

- EPSRC BetterCrowd project (2016-2017 - USFD). The BetterCrowd project is funded by the UK Engineering and Physical Sciences Research Council (EPSRC). To deal with the current data deluge, in the BetterCrowd project we define and evaluate Human Computation methods to improve both the effectiveness and efficiency of currently available hybrid Human-Machine systems. The results of this project will directly benefit the FashionBrain project by providing better crowdsourcing techniques that can be applied to our fashion-related tasks and data integration problems.
- BMWi Smart Data: ExCELL - Crowd-Based City Logistics (2015-2018 - BEUTH - €5 million). This project provides technologies for optimizing logistics in cities and rural areas in Saxony. The crowd-based approach from FashionBrain can help ExCELL partner to curate logistics data from mobile devices and social networks.
- Query Expansion: Deep Learning and Crowdsourcing (2016-2017 - UNIFR). This research and development project funded by the Swiss Commission for Technology and Innovation (CTI) and is in collaboration with NEUVOO AG, a startup specializing in job search. The goal is to improve their existing job search engine using crowdsourcing and deep learning techniques for query expansion tasks. The results of this project will directly impact FashionBrain, as it will strengthen our expertise in building enterprise-grade Hybrid human-machine solutions.

Trend Scouting:

- Fabienne Meyer-Pohl, HAW Hamburg (University of Applied Science, Hamburg, Germany) has also contacted the FashionBrain project regarding potential collaboration on an undergraduate research thesis to optimize the Schwarzkopf Professional Trend scouting process using AI based platforms. This is in official capacity with Schwarzkopf Professional (Henkel AG) and is therefore subject to review before proceeding.

3.5 KPIs

Key Performance Indicators (KPIs) are directly related to the performance of BDV SRIA activities that will deliver solutions, architectures, technologies and standards for the data value chain over the next decade.

The following KPIs for FashionBrain were reported in the BDV PPP Survey 2018 (March)³.

Job creation, job profiles and skills development (Contributes to KPI I-2, II-5 and II-8⁴)

1. Does your project contribute to job creation? (Job creation forecasted within a reasonable timeframe in the future, 3 years after H2020 ends) **Yes.**
2. If yes, can you provide an estimation of the impact of your project in job creation forecasted within a reasonable timeframe in the future (or at least until 2022)? **Our solutions will increase the revenue of the European stakeholders involved in the project, which in turn will create more jobs. Moreover, our solution require the use of European crowdsourcing.**
3. Does your project contribute to increase the number of data workers in Europe? **Yes.**
4. If yes, please provide some qualitative statements about how your project is contributing to increase the number of data workers in Europe? **We forecast the creation of a fashion startup by the end of 2022.**
5. Does your project contribute to the creation of new job profiles? **No.**
6. Does your project contribute to the creation/development of new skills? **Yes.**
7. If yes, explain how your project has contributed to the development / creation of new skills during 2017, and list the new skills developed. **Expertise of data analytics in the fashion industry.**
 8. Number of Master students involved in your project in 2017. **1.**
 9. Number of PhD students involved in your project in 2017. **2.**
10. Number of training activities and programmes (such as tutorials, webinars, etc.) organized by your project in 2017 and number of people benefited by those activities
 - **1 Tutorial on crowdsourcing - 30 people.**
 - **1 Social computing module - 30 people.**

Innovations and technical results (Contributes to KPI I-4, II-4, II-7, II-10, II-13, II-15, II-16, II-17)

³BDV PPP Survey 2019 reporting is currently underway at the time of this publication

⁴[BDV PPP KPI catalog](#)

1. Please list and describe all the Innovations with marketable or exploitable value developed by your project during 2017

- **Short name - Crowdsourcing interfaces**

Type of innovation - Methods+system

Brief description - A system to perform fashion data augmentation with the crowd.

Description of the marketable/exploitable value - Fashion firms

Sector - Fashion

- **Short name - Fashion Ontology**

Type of innovation - Methods+instruments

Brief description - A comprehensive fashion ontology

Description of the marketable/exploitable value - Fashion firms

Sector - Fashion

- **Short name - MonetDB+TensorFlow**

Type of innovation - Technology+system

Brief description - In database implementation of Tensor flow

Description of the marketable/exploitable value - Applicable to AI firms

Sector - AI

2. Number of systems and technologies developed in the relevant sector in the project during 2017. **2.**

3. List the sectors and major domains supported by Big Data technology and applications developed in your project. **Commerce, Fashion**

4. Number of contributions to the technical priorities of the BDV SRIA (beyond state of the art)?

- Contributions to Data Analytics **2.**

- Contributions to Data Visualisation and User Interaction / Experience **1.**

- Contributions to Engineering and DevOps for Big Data **1**

5. Are you assessing quality, diversity and value of data assets? **Yes.**

6. If yes, what metrics are you using to quantify them? **Evaluation and crowdsourcing to detect entity linking error rate**

Experiments in Big Data (Contributes to KPI II-11, II-12 and II-14)

1. Please describe your criteria for an experiment to qualify as “large-scale” **Investment and number of users**
2. Number of data experiments/use cases of any kind or size conducted in 2017 **5**
3. Please provide some qualitative data to support your answer **Various experiments for quality control and labeling in crowdsourced data**

Contribution to Macro-Economics KPIs (Contributes to KPI II-1, II-2 and II-3)

1. Does your project contribute (has contributed or plan to contribute) to increase revenue share of EU companies against total of revenue of EU, US, Japan, Brazil? **Yes.**
2. If yes, please provide some qualitative statements about how your project is contributing to this. **Increase the market position of European fashion retailers.**
3. Does your project contribute (has contributed or plan to contribute) to increase the number of European Companies offering data technology, applications? **Yes.**
4. If yes, please provide some qualitative statements about how your project is contributing to this. **A data analytics startup focusing on fashion will open at the end of the project.**

Mobilisation of stakeholders, outreach, success stories (Contributes to section 2.2 of the monitoring report of the contractual PPPs)

1. Number of dissemination events, seminars, conferences organised by your project in 2017. **1**
2. List and describe all the activities performed in 2017 to mobilise and outreach to stakeholders in your project in 2017?
 - **KDD conference on machine learning for fashion.**
 - **European Big Data Value Forum**
3. List your project main stakeholders (the ones you are addressing and need to outreach) and briefly indicate how did you address outreach to them during 2017. **Fashion experts and fashion companies interested in big data analytics.**

4 Deliverables

Deliverables are additional outputs (e.g. information, special report, a technical diagram brochure, list, a software milestone or other building block of the project), identified in Annex 1 of the grant agreement, that are submitted to the EC in accordance with predetermined timing and conditions. Table 4.1 shows the deliverables planned and already achieved by the project. Deliverables intended for public dissemination are published on the website (with PDF download links for the most up-to-date version) on the [Project Achievements](#) page (Section 3.4).

4. Deliverables

Deliverable No.	Title	Leader	Due Date	Delivery Date	Type of Deliverable	Dissemination Level
1.1 (WP1)	Survey document of existing datasets and data integration solutions	USFD	M6 JUN 17	v1-JUL 17 v2-APR 18 v3-MAY 18 v4-FEB 19	Report	Public
1.2 (WP1)	Requirement analysis document WP1	Zalando	M6 JUN 17	v1-JUL 17 v2-JUN 18 v3-FEB 19	Report	Confidential
1.3 (WP1)	FashionBrain Ontology/Taxonomy	UNIFR	M12 DEC 17	v1-FEB 18 v2-APR 18	Report	Confidential
1.4 (WP1)	Software Requirements: SSM library for time series modelling and trend prediction	Zalando	M12 DEC 17	v1-DEC 17 v2-JUN 18 v3-FEB 19	Report	Public
2.1 (WP2)	Named Entity Recognition and Linking methods	UNIFR	M18 JUN 18	v1-JUN 18	Other	Public
2.2 (WP2)	Requirement analysis document WP2	UNIFR	M8 AUG 17	v1-SEP 17 v2-APR 18 v3-MAY 18 v4-FEB 19	Report	Confidential
2.3 (WP2)	Data integration solution	MDBS	M24 DEC 18	v1-DEC 18 v2-FEB 19	Other	Public
2.4 (WP2)	Time Series Operators for MonetDB	MDBS	M24 DEC 18	v1-DEC 18 v2-FEB 19	Other	Public
2.5 (WP2)	Library of trained Deep Learning models	Zalando	M18 JUN 18	v1-JUN 18	Other	Confidential
3.1 (WP3)	A set of crowdsourcing interfaces	USFD	M12 DEC 17	v1-FEB 18 v2-APR 18 v3-MAY 18	Other	Public
3.2 (WP3)	A set of aggregation algorithms and their experimental evaluation	UNIFR	M24 DEC 18	v1-DEC 18 v2-FEB 19	Other	Public
3.3 (WP3)	Surveys design and crowdsourcing tasks	USFD	M36 DEC 19		Report	Public
3.4 (WP3)	Report on how to quantify and address ambiguity, subjectivity and other biases in crowdsourcing for fashion	Zalando	M36 DEC 19		Report	Confidential

4. Deliverables

Deliverable No.	Title	Leader	Due Date	Delivery Date	Type of Deliverable	Dissemination Level
4.1 (WP4)	Report on text joins	BEUTH	M15 MAR 18	v1-APR 18 v2-FEB 19	Report	Public
4.2 (WP4)	Demo on text joins	BEUTH	M18 JUN 18	v1-JUN 18	Demonstrator	Public
4.3 (WP4)	Relation Extraction with Stacked Deep Learning	BEUTH	M30 JUN 19		Report	Public
4.4 (WP4)	Demo on Relation Extraction with Stacked Deep Learning	BEUTH	M36 DEC 19		Demonstrator	Public
5.1 (WP5)	Scalable Crowdsourced Social Media Annotation	Fashwell	M18 JUN 18	v1-JUN 18 v2-FEB 19	Demonstrator	Public
5.2 (WP5)	Product Taxonomy Linking	Fashwell	M24 DEC 18	v1-DEC 18 v2-FEB 19	Demonstrator	Public
5.3 (WP5)	Early Demo on Fashion Trend Prediction	UNIFR	M18 JUN 18	v1-JUN 18 v2-FEB 19	Demonstrator	Public
5.4 (WP5)	The classification algorithm and its evaluation on fashion time series	UNIFR	M18 JUN 18	v1-JUN 18 v2-FEB 19	Other	Public
5.5 (WP5)	Demo on Fashion Trend Prediction	UNIFR	M36 DEC 19		Demonstrator	Public
6.1 (WP6)	Dataset of annotated images	Zalando	M12 DEC 17	v1-APR 18 v2-FEB 19	Other	Confidential
6.2 (WP6)	Entity linkage data model	Zalando	M18 JUN 18	v1-JUN 18	Report	Confidential
6.3 (WP6)	Early Demo on textual image search	Zalando	M18 JUN 18	v1-JUN 18 v2-FEB 19	Demonstrator	Public
6.4 (WP6)	Enriched image dataset	Zalando	M24 DEC 18	v1-DEC 18 v2-FEB 19	Other	Confidential
6.5 (WP6)	Demo on textual image search	Zalando	M33 SEP 19		Demonstrator	Public
7.1 (WP7)	Project factsheet	Zalando	M1 JAN 17	v1-FEB 17 v2-APR 18 v3-FEB 19	Report	Public
7.2 (WP7)	Project Web site	USFD	M1 JAN 17	v1-MAR 17 v2-APR 18 v3-FEB 19	Websites, patents filling, etc.	Public
7.3 (WP7)	Communication Plan	USFD	M6 JUN 17	v1-JAN 18 v2-JUL 18 v3-FEB 19	Report	Public
7.4 (WP7)	Showcase specification	Fashwell	M6 JUN 17	v1-JUL 17 v2-APR 18 v3-FEB 19	Report	Public
7.5 (WP7)	Draft business plan	USFD	M18 JUN 18	v1-JUN 18 v2-FEB 19	Report	Confidential
7.6 (WP7)	Showcase specification and dissemination summary	Fashwell	M36 DEC 19		Report	Public
7.6 (WP7)	Final business plan	USFD	M36 DEC 19		Report	Confidential

4. Deliverables

Deliverable No.	Title	Leader	Due Date	Delivery Date	Type of Deliverable	Dissemination Level
https://app.box.com/folder/0						
8.1 (WP8)	Project Work Plan & Quality Plan	USFD	M1 JAN 17	v1-FEB 17 v2-APR 18 v3-MAY 18 v4-FEB 19	Report	Confidential
8.2 (WP8)	Data Management Plan	USFD	M6 JUN 17	v1-JAN 18 v2-APR 18 v3-FEB 19 v4-FEB 19	ORDP	Confidential
9.1 (WP9)	GEN - Requirement No. 1	USFD	M3 MAR 17	v1-JUN 17 v2-APR 18 v3-JUN 18 v4-FEB 19	Ethics	Confidential
9.2 (WP9)	GEN - Requirement No. 2	USFD	M3 MAR 17	v1-MAR 17 v2-APR 18 v3-MAY 18 v4-FEB 19	Ethics	Confidential
9.3 (WP9)	GEN - Requirement No. 3	USFD	M3 MAR 17	v1-MAR 17 v2-APR 18 v3-FEB 19	Ethics	Confidential
9.4 (WP9)	GEN - Requirement No. 4	USFD	M3 MAR 17	v1-MAR 17 v2-APR 18 v3-FEB 19	Ethics	Confidential

Table 4.1: FashionBrain deliverables.