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1 Executive Summary

This document describes the initial proposal for the project communication plan, including ways to support both internal communication/collaboration and communication with external stakeholders (i.e. possible dissemination activities). This deliverable describes initial plans for communication and dissemination external to the project, but also communication within the project and between partners, throughout the lifetime of the project.

A summary of activities undertaken will be provided in the Periodic Activity Reports. The report is structured as follows:

1. Summary of the FashionBrain project, list of partners and deliverables and description of the target audience and of the activities to support standardisation and interoperability (Section 2).
2. Plan for external communications, including communication and dissemination strategy, dissemination channels and promotional tools, and dissemination KPIs (Section 3).

2 Introduction

2.1 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 €2.8m three year project funded by the European Commission's Horizon 2020 programme that aims to investigate the use of new technologies within the fashion industry. The FashionBrain 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 two use cases: (i) end-user "shop the look" and (ii) trend detection in fashion.

2.2 Project partners

The project involves the following partners (see Table 1).

| Participant number | Participating Organisation | Short name | Country |
|--------------------|--|------------|-------------|
| 1 | University of Sheffield (Project Coordinator) | USFD | UK |
| 2 | Beuth University of Applied Sciences | Beuth | Germany |
| 3 | Universite de Fribourg | UNIFR | Switzerland |
| 4 | Zalando SE | Zalando | Italy |
| 5 | Fashwell AG | Fashwell | Switzerland |
| 6 | MonetDB Solutions B.V. | MonetDB | Netherlands |

Table 1. FashionBrain project partners.

2.3 Communication and dissemination

Based on guidance provided by the European Commission¹ the FashionBrain project seeks to communicate the project and its results with various stakeholders (or audiences), e.g. through scientific publications, sharing research data and software, training and workshop events, a project website, use of social media etc. The target audience of this project is made out of fashion organisations, academic users, and expert fashion users. This deliverable describes initial plans for communication and dissemination external to the project, but also communication within the project and between partners, throughout the lifetime of the project. The document content will be reviewed and updated as needed.

2.4 Activities to support standardisation and interoperability

To support standardisation and interoperability, the FashionBrain partners will organise regular meetings devoted to interoperability. A spreadsheet of the meeting dates and participants will be maintained on the shared file store. The outcomes of these efforts will be presented at the events organised by 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 PPP members.

¹ See, for example: http://ec.europa.eu/research/participants/data/ref/h2020/other/events/2017-03-01/8_result-dissemination-exploitation.pdf

3 External communication and dissemination

The consortium will resort to a wide range of dissemination vehicles adapted to targeted audiences. Various approaches will be planned and carried out to facilitate external communication and marketing activities. This includes dissemination channels and promotional tools (Section 2.1), dissemination activities (Section 2.2) and their associated KPIs (Section 2.3).

3.1 Communication and dissemination strategy

FashionBrain will adopt a multi-channel dissemination approach targeted at specific audience groups, which are introduced in more detail in this section. Dissemination per channel is organized along a 4-phase activity chain:

1. Initialization. In the early stages of the project we specify our dissemination strategy in terms of communities of interest addressed, and particular dissemination channels and instruments. The dissemination strategy will be delivered at the end of M1 concomitantly with the project Web site.

2. Elaborate and develop. In this second phase we concentrate 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 elaborated and the project should be ready to transit to a phase of continuous dissemination in phase four.

3. Evaluate. We assess the quality of the dissemination efforts and analyse the impact achieved. The evaluation results (available in the form of a report at each of the milestones of the project, cf. description of the impact work package) will help to improve the overall dissemination strategy, and hence to further increase the impact of the project.

4. Dissemination. The fourth phase, the actual ‘dissemination’ phase, continues until the end of the project and beyond. Depending on the outcome of evaluations, the plans and products of the ‘elaboration and development’ phase will be adapted to the evolving needs of the FashionBrain consortium and the targeted audiences identified: researchers and academia, industry and customers and the interested public.

3.2 Dissemination channels and promotional tools

3.2.1 Project website

A website (<https://fashionbrain-project.eu>) was set up to provide information about the project, including project partners and people involved, project news and highlights, project deliverables, project outputs, links to publications and resources, and links to related project websites (see D7.2 and Figure 1). A domain name has been purchased and the website designed and hosted by Ink & Water (Sheffield, UK). A custom Web analytics tool will be used to monitor site usage which will be reported in project summaries and at review meetings. The website will be maintained and updated by Kathryn Mackellar and will exist at least 2 years following the end of the project

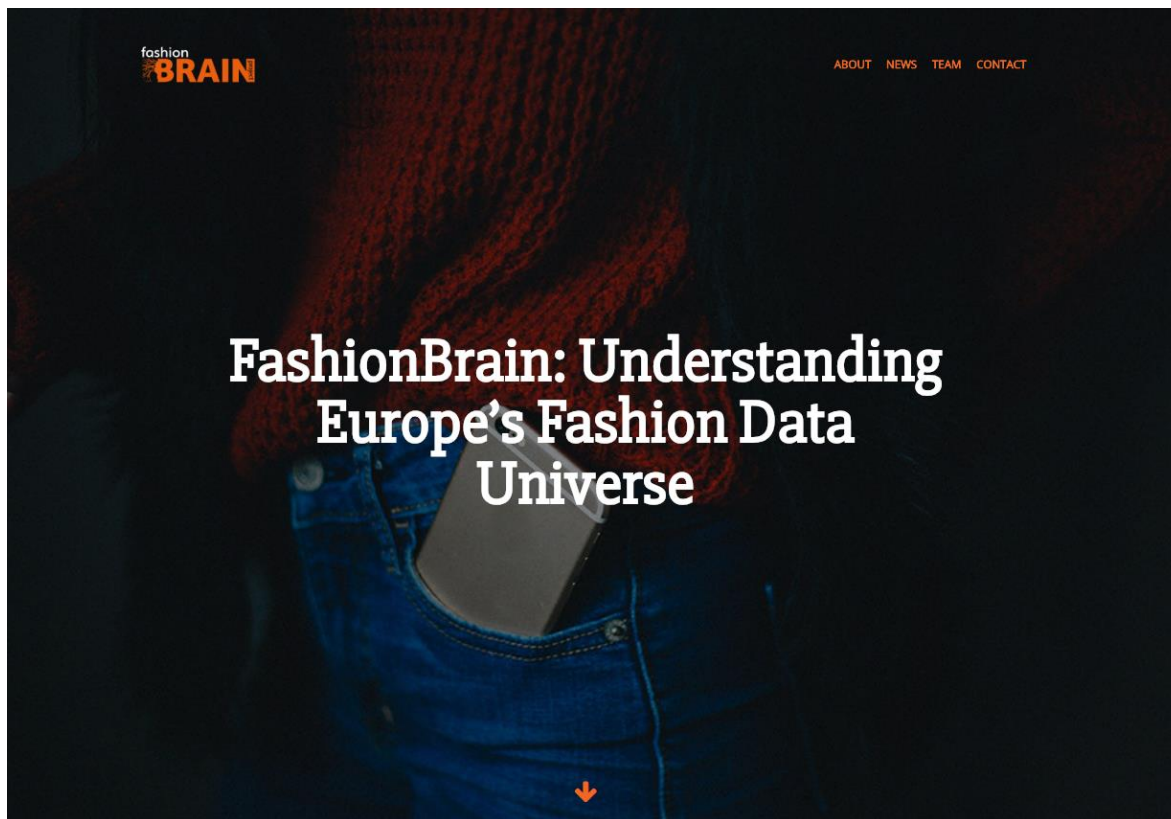


Figure 1. FashionBrain project website (<https://fashionbrain-project.eu>).

3.2.2 Project logo

A project logo (or creative device) will be produced to aid project branding. An initial version has been created (see Figure 2). The logo will be available to partners via the shared file store (FashionBrain > FashionBrain Logo).



Figure 2. FashionBrain project logo.

3.2.3 Project brochure and poster

A project brochure or leaflet will form part of the project dissemination materials. The brochure will be updated every 18 months to include new project information. A poster will also be produced that partners can print and use at events they attend where posters can be displayed and used to advertise the project (Google Drive > FashionBrain > Dissemination). An initial project factsheet has already been produced (see D7.1).

3.2.4 Social media

A Twitter account for the project will be set up (@FashionBrain1). This will be maintained by Kathryn Mackellar and used for communicating project highlights to Twitter FashionBrain followers. Numbers of followers will be reported in project summaries and at review meetings.

3.2.5 Project T-shirts

T-shirts will be produced that include the project logo and website address and we envisage could be used for marketing purposes. T-shirts will be distributed to all project partners and to external stakeholders at outreach events, such as project workshops or training activities.

3.3 Dissemination activities

Dissemination activities will be carried out during the course of the project to engage with various stakeholders, including those from academia (Section 2.2.2) and business (Section 2.2.3). We also describe potential engagement with other projects (Section 2.2.4). We first describe our overall plan for dissemination activities (2.2.1).

3.3.1 Scientific events and publications

Dissemination of research activities will include publication at the most relevant scientific events, publication in high quality journals and professional publications. Dissemination will include areas such as:

- Information Extraction
- Machine Learning
- Semantic Technologies
- Computational Linguistics
- Computer Vision
- Multilingual Information Retrieval
- Human Computation
- Crowdsourcing

A list of potential target venues to disseminate results (and taking into account a European focus) include the following: International World Wide Web (WWW) conference; PVLDB conference; EDBT conference, CIKM conference; ACL conference; International Semantic Web Conference; European Conference on Artificial Intelligence; International Joint Conference on Artificial Intelligence; NIPS, ICLR, CVPR, ICCV, HCOMP, International Conference on Software Engineering and Knowledge Engineering; ACM SIGIR Conference on Research and Development in Information Retrieval; ACM Multimedia Conference; COLING (International Conference on Computational Linguistics); ACL/HLT (Annual Meeting of the Association for Computational Linguistics: Human Language Technologies); CoNLL (Conference on Computational Natural Language Learning); EMNLP (Conference on Empirical Methods in Natural Language Processing); IJCNLP (International Joint Conference on Natural Language Processing); TREC; RecSys (Recommender Systems); IEEE Conference on Web Intelligence; the ACM SIGKDD Conference on Knowledge Discovery and Data Mining; the International Conference on Machine Learning; and the European Conference on Machine Learning and Principles and Practice of Knowledge Discovery in Databases.

Partners will be asked to regularly identify and suggest potential target publication venues. A spreadsheet of potential venues will be maintained on the shared filestore. Partners will be asked to complete a spreadsheet to track publication activities and PDF copies of publications will be stored and then disseminated through social media and news updates on the FashionBrain website.

In addition to publication further scientific dissemination activities will be identified during the course of the project, including the organisation of conference workshops and training activities relevant to FashionBrain topics. Partners will be asked to identify relevant venues and consider the coordination of suitable activities.

3.3.2 Industry outreach and activities

We have established membership with the European Big Data Value Association (BDVA) and make regular contributions to meetings and events.

We are in connection with H2020 **Qrowd** for sharing know-how on leveraging crowdsourcing for machine learning.

We are in contact with external companies like <https://influencer-check.ch> and <https://reachbird.io>.

Potential engagement with other fashion partners and professionals will be reviewed at regular intervals during the lifespan of the project.

Development of an email list to circulate newsletters, etc. will be discussed between the partners at regular intervals and strict guidelines will be implemented to ensure confidentiality of all subscribers.

3.3.3 Engagement with other projects

Fabienne Meyer-Pohl, HAW Hamburg (University of applied science in Hamburg, Germany) has contacted us regarding potential collaboration on a bachelor thesis. It is about the possibility to optimize the Schwarzkopf Professional Trend scouting process using AI based platforms. It is written in official cooperation with Schwarzkopf Professional (Henkel AG) and will therefore be reviewed by one of their global Managers.

3.3.4 Project deliverables

A number of project deliverables are public and will be accessible from the FashionBrain project webpage. The public deliverables are listed in Table 2.

| Deliverable n. & due date | Description | Work Package | Leader | Type of deliverable | Dissemination level |
|---------------------------|---|--------------|------------------|---------------------|---------------------|
| D1.1 (M6) | Survey document of existing datasets and data integration solutions (M6) | WP1 | 1 - USFD | Report | Public |
| D1.4 (M12) | Software Requirements: SSM library for time series modelling and trend prediction | WP1 | 4 - Zalando | Report | Public |
| D3.1 (M12) | A set of crowdsourcing interfaces | WP3 | 1 - USFD | Other | Public |
| D4.1 (M15) | Report on text joins | WP4 | 2 - BEUTH-HS | Report | Public |
| D2.1 (M18) | Named Entity Recognition and Linking methods | WP2 | 3 - UNI FRIBOURG | Other | Public |
| D3.3 (M18) | Surveys design and crowdsourcing tasks | WP3 | 1 - USFD | Report | Public |
| D4.2 (M18) | Demo on text joins | WP4 | 2 - BEUTH-HS | Demonstrator | Public |
| D5.1 (M18) | Scalable Crowdsourced Social Media Annotation | WP5 | 5 - Fashwell | Demonstrator | Public |
| D5.3 (M18) | Early Demo on Fashion Trend Prediction | WP5 | 3 - UNI FRIBOURG | Demonstrator | Public |
| D5.4 (M18) | The classification algorithm and its evaluation on fashion time series | WP5 | 3 - UNI FRIBOURG | Other | Public |

| | | | | | |
|-------------------|---|-----|------------------|--------------|--------|
| D6.3 (M18) | Early Demo on textual image search | WP6 | 4 - Zalando | Demonstrator | Public |
| D2.3 (M24) | Data integration solution | WP2 | 6 - MDBS | Other | Public |
| D2.4 (M24) | Time Series Operators for MonetDB | WP2 | 6 - MDBS | Other | Public |
| D3.2 (M24) | A set of aggregation algorithms and their experimental evaluation | WP3 | 3 - UNI FRIBOURG | Other | Public |
| D5.2 (M24) | Social Media Post Linking | WP5 | 5 - Fashwell | Demonstrator | Public |
| D4.3 (M30) | Relation Extraction with Stacked Deep Learning | WP4 | 2 - BEUTH-HS | Report | Public |
| D4.4 (M36) | Demo on Relation Extraction with Stacked Deep Learning | WP4 | 2 - BEUTH-HS | Demonstrator | Public |
| D5.5 (M36) | Demo on Fashion Trend Prediction | WP5 | 3 - UNI FRIBOURG | Demonstrator | Public |

Table 2. FashionBrain public deliverables.

3.4 Dissemination KPIs

KPIs to Date

We identified 6 related dissemination KPIs: Promotional Posters, Twitter Followers, Information Leaflets, Promotional T-shirts, Website Hits, and Demonstration Booth. In Table 3 we summarise the current state of the KPIs.

| KPI type | KPI value |
|-----------------------------|------------------|
| Promotional Posters | 2 |
| Twitter Followers | 32 |
| Information Leaflets | 3 |
| Promotional T-shirts | 1 |
| Website Hits | 1589 |
| Demonstration Booth | 1 |

Table 3. Dissemination KPIs to date.