This project is funded under the eContentplus programme\textsuperscript{1}, a multiannual Community programme to make digital content in Europe more accessible, usable and exploitable.

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2 Executive summary

This document describes the Plan for Dissemination Activities for the FLaReNet Thematic Network. Dissemination activities are the essence of FLaReNet work: the success of FLaReNet lies in its ability to create and mobilise a community of people committed to the devising of strategies for the development of the field of Language Resources and Technologies. The following dissemination activities are planned towards these goals:

- presentation of the Network through the World Wide Web;
- creation of a User Forum;
- production of advertising material for the Network;
- release of the project Newsletter;
- recruiting campaign;
- participation in conferences, exhibitions and major events related to the main topics of the project;
- organization of thematic workshops and FLaReNet events;
- scientific publications;
- liaisons with research projects, associations, funding agencies;
- contacts with government representatives.

3 Introduction and overview

This document describes the Plan for Dissemination Activities for the FLaReNet Thematic Network. The dissemination plan is a framework determining the overall strategy and specifying appropriate means to raise awareness of the Network, to involve and mobilise the community in the Network activities and to disseminate the project results among the interested target groups.

Dissemination activities are the essence of FLaReNet work: the success of FLaReNet lies in its ability to create a network of people and make them interact in order to devise strategies and stimulate action in an ever-changing context.

To reach the broadest possible community and coagulate it around topics and actions to be carried out in the next future is among the most prominent objectives of FLaReNet.

The reason for having this deliverable within the Network is that there is a need for a concise and coordinated dissemination strategy. It might be the case that under certain respects the dissemination planning will not be accurate or will need to switch target as the project develops, but setting up a main dissemination strategy from the right beginning is fundamental for a Thematic Network addressing such a wide community.

The Dissemination plan foresees a range of activities targeted so as to reach the following objectives:

- creating and mobilising the community;
- disseminating the results;
- formulate strategies and recommendations for the sector of Language Resources and Technologies;
- outreach the public, the policy-makers and the business community.

The following dissemination activities are planned towards these goals:
• presentation of the Network through the World Wide Web;
• creation of a User Forum;
• production of advertising material for the Network;
• release of the project Newsletter;
• recruiting campaign;
• participation in conferences, exhibitions and major events related to the main topics of the project;
• organization of thematic workshops and FLaReNet events;
• scientific publications;
• liaisons with research projects, associations, funding agencies;
• contacts with government representatives.

Dissemination activities are important for the Consortium also on a partner level. Making the Network members involved and committed is the key to re-creation of a community around the notion of Language Resources and Technologies, which is one of FLaReNet most prominent objectives. To this end, several strategies have been implemented, from means for presenting the Network (e.g. the Web site, periodic announcements on mailing lists, presentation at major events) to ways to elicit participation and commitment (such as the User Forum, the creation of Thematic Groups and “think-tanks” of experts, invitation to participation in closed meetings). Such a community also needs to be constantly increased in a concentric way that starts from the core disciplines but gradually projects itself towards “neighbouring” ones, such as cognitive science, semantic web, etc. To this end we envisage to advertise the Network as much as possible, ensuring its visibility at major events and through various communication channels.

3.1 **Target groups**

The FLaReNet project addresses broadly the field of Language Resources and Technologies and aims at reaching out to a wide community composed of different target groups, such as scientific institutions, language industry companies, governments, public institutions, research infrastructures, (multimedia) language content and service providers (publishers, broadcast companies). However, there are some major target groups of significant importance for the dissemination of project results and recommendations:

• the Member States, specifically the ministries and authorities with final responsibility for the country’s policies towards research infrastructures;
• other European-wide decision makers;
• companies (all sizes, including the subsidiaries of non-European companies);
• non-EU and International organisations.

4 **Detail of planned dissemination activities**

4.1 **Information, promotion and dissemination through the project Web site**

One of the first deliverables to be provided according to the Technical Annex is a Web site devoted to the project. Besides being one of the first-rate channels to make the mission, the contents and the objectives of the project known, a Web site allows the partners involved in
the project to carry out the tasks expected in every Work Package in a collaborative way, to show the project progress, to disseminate the results achieved during and after the end of the project and to systematically gather – Work Package per Work Package and at a global level – the feedback provided by the interested parties. For the realisation of a Web site meeting such needs, in the framework of FLaReNet the choice has fallen upon Drupal, an open source Content Management System provided with Wiki Tools and a WYSIWYG Text Editor. An EU domain – http://www.flarenet.eu – has been assigned to the project Web site, which was published as D1.2 in compliance with the project Technical Annex. The home page of the Web site is reported below.

The project Web site home page.

The current Web site map is reported in the Appendix.

For the whole period of the project as well as after its conclusion, it will be possible to carry out information, promotion and dissemination actions starting from the home page and going on through the main menu of the Web site, which includes informative sections (Welcome to FLaReNet, Network Organisation, Events, News), promotional sections (Join FLaReNet, Events, News) and dissemination sections (Deliverables, Events). The Web site will be a key tool in order to guarantee a non dispersive dissemination of the results and achievements of the project, therefore allowing both the project participants and the target communities (the research community, the world of industry, political decision makers at local, regional, national and European level) to grow and to become more cohesive.
4.2 **Project logo**

A significant action to establish the identity of a project is to create a logo to be associated and included in all the (paper or electronic) documents produced within the project. Among the various logos designed, realised and proposed by the Coordination Group to the Steering Committee, the choice has fallen upon an essential representation of a planisphere covered by a stylized network connecting different points of the five continents.

![The project logo.](image)

4.3 **Implementation of a Wiki platform for discussion**

The Wiki Tools included in Drupal allowed to create Wiki working spaces reserved to the Coordination Group, the Steering Committee and each of the Working Groups into which the project is organised. Within these password-protected areas, the members of these groups will have the possibility to carry out collaborative work by contributing to the drawing up of group Wiki docs created by the group admin(s), to communicate by adding new comments in the Talk section of each group Wiki doc and to post new forum topics and discuss particular topics in the Forum section of each group.

4.4 **Promotion and dissemination to various communities through mailing lists**

The use of mailing lists is essential for the promotion and dissemination of the project activities.

What is even more important – and difficult at the same time – is to identify the right channels to reach the various types of communities in the field of Language Resources and Technologies. To this end, the plan is to differentiate as much as possible by using the most varied lists that can guarantee a worldwide distribution.

Therefore, the typology of mailing list is diversified and ranges from the obvious project members/supporters mailing lists created “ad-hoc”, to the database of participants to major conferences of the field (such as LREC, Language Resource and Evaluation Conference) and finally to the most relevant thematic lists such as Corpora and Linguist and the single associations, consortia, networks members’ lists (for example, ACL (*Association for Computational Linguistics*), LDC (*Linguistic Data Consortium*), ELRA (*European Language Resources Association*), ALTA (*Australasian Language Technology Association*), COCOSDA (*International CCommittee for CO-ordination and Standardisation of Speech DAtabases*), GWA (*Global WordNet Association*) and so on).
This is a very capillary action which ensures good results in terms of awareness of the project activities and events but it is still primarily important to detect other possible ways for reaching different types of targeted audience and different communities (i.e. university scholars as well as industrial communities).

4.5 Recruiting campaign

In order to constantly increase the community of people involved in FLaReNet, as well as to ensure their commitment to the objectives of the Network, a recruiting campaign is always open. People wishing to join the Network can do so by filling an appropriate web form available on the FLaReNet web site. The FLaReNet Network is open to participation by public and private, research and industrial organizations. There are two different degrees of involvement: Individual Subscribers and Institutional Members. By virtue of declaring their interest in joining the activities of the Network, these people automatically become individual subscribers. The Steering Committee, then, reserves the right to ask for an official involvement of individuals’ institutions. Those institutions agreeing to it become “Institutional Members” of the Network.

Subscribers are expected to contribute to the discussion over major themes, get early access to emerging recommendations and provide feedback over FLaReNet reports.

Members are expected to have a more active involvement, to provide significant input and advice about major themes of relevance, to make proposals about topics deserving special workshops to be discussed, to support and address discussions during meetings, to gather up the threads and disseminate FLaReNet recommendations in their respective communities.

4.6 Activities for ensuring mobilisation of the community

FLaReNet not only needs a wide community of people aware of its activities, but also needs their commitment and steady involvement. FLaReNet activities explicitly targeting this aim are:

- creation of “think-tanks” of experts on selected topics: researchers and users that jointly reflect on these topics and come up with conclusions and recommendations;
- direct involvement with “question times”, such as those preceding and following workshops in order to elicit issues to be discussed and comments about the outcomes of a given workshop, respectively;
- periodic encouragements to act pro-actively, for instance by suggesting issues of interest.

4.7 Organisation of workshops and meetings

Meetings and events lie at the core of FLaReNet dissemination strategies. They can either be specifically oriented to the dissemination of results and recommendations (content-pushing events) or, rather, to their elicitation (content-pulling events).

Three types of meetings are envisaged:

- annual workshops;
- thematic workshops related to the work of the project Working Groups;
liaison meetings (e.g. those with SILT, CLARIN, ISO and other project as the need may arise).

Annual workshops are targeted to gather the FLaReNet community together. They are conceived as big events, and they aim at becoming major events in the Language Resources and Technology community of the kind able to attract a considerable audience. Given the success of the formula exploited for the FLaReNet “Vienna Event”\(^1\), it is likely that Annual workshops will be organised along the same lines. However, given their size and the amount of effort needed for their organisation, this type of event cannot be repeated on a frequent schedule. At the same time, more focused events centred on specific topics and with extensive time allocated for discussion are essential.

To this end, annual workshops will be complemented by Thematic workshops, i.e. more focused, dedicated meetings with a more restricted audience. These are directly linked to the work being carried out by the various Working Groups and are organised in a de-centralised manner, by direct initiative of the Working Group or Work Package Leaders. In an attempt to increase FLaReNet sensitivity to hot issues, selection of topics and issues to be addressed will be also based on a bottom-up approach: FLaReNet members and subscribers are invited to submit topics of interest either freely or as a consequence of “Call for topics” related to particular events.

Finally, liaison meetings are those elicited by FLaReNet to make contact with national and international projects that are partially overlapping with FLaReNet in either their objectives or the target audience. Examples of these are the FLaReNet-CLARIN and the FLaReNet-SILT liaison meetings.

4.8 Participation in national or international events

Participation in national and international events of various types is an important dissemination channel for FLaReNet.

This assumption explains the importance for Network members of attending the major and well-established conferences in the sector such as ACL, COLING, LREC, just to give a few examples.

It is therefore essential being able to identify – on a yearly basis – which are the main events where the Network members should actively participate in order to spread the project mission and its results. To this end, a list of strategic conferences, workshops, fora is constantly updated and publicised on the project Web site.

For the future, some international events have been spotted as possible occasions where to disseminate the FLaReNet activities: the NAACL-HLT 2009 conference and related ISO and FLaReNet-SILT meetings (Boulder, Colorado, 29 May – 5 June 2009), the Generative Lexicon 2009 conference (Pisa, 17-19 September 2009), the CLEF Workshop (Corfu, 30 September – 2 October 2009), the FLaReNet-supported “Networking Event for European Research Infrastructure” (Helsinki, 1-2 October 2009); and of course the privileged place for FLaReNet dissemination will be represented by LREC2010 conference which will take place in La Valletta, Malta, on 17-23 May 2010.

\(^1\) [http://www.flarenet.eu/?q=Vienna09](http://www.flarenet.eu/?q=Vienna09), see the Program to get an idea of the event structure.
The LREC series, as a matter of fact, represent the perfect scenario for this type of action both because the conference is centred exactly around the broad theme of language resources and evaluation and also because the project Coordinator and most of the Working Group leaders are long-standing chairs and members of its Programme Committee.

4.9 **Publication of scientific papers and various promotional material**

FLaReNet needs to reach out to a very broad community; from the point of view of publishing material, different means can be more or less appropriate according to the type of audience. The privileged way to reach academic people are *scientific publications* in scholarly journals and conference proceedings, with particular attention to those explicitly targeting the field of Language Resources and Technologies. Obvious names here are: the Language Resources and Evaluation Journal and, among the others, the LREC, Langtech, ACL, InterSpeech and COLING Conferences.

**Press-releases** will be employed to reach the general public and policy-makers.

Brochures, such as the *flyer* already published, will be used as a means of direct advertisement of the project.

Finally, there is a plan for preparing a periodic *Newsletter*, to be distributed both inside the Network, as a means for updating the members about the project activities, and to the outside community in an attempt to constantly increase the outreaching power of the Network.

A list of basic principles/desiderata on which to build a periodic Newsletter has been defined, as a guide for a plan of our Newsletter: what are the main objectives; who is the target audience; why should anyone read it; what topics are of interest; what tone do we want to convey; how to get new subscribers; how often to publish; how to have impact. These guidelines allowed us to arrive at the final decision that the Newsletter will host FLaReNet specific articles (by e.g. the Coordinator or Work Package Leaders) offering inside views on the project and/or on its thematic areas. These pieces, however, will be periodically supplemented with invited articles on a variety of interesting topics by prominent experts in the area of Language Resources and Technologies.

All material will be made available on the project Web site.

4.10 **Relations with international associations, consortia and bodies**

For a Network like FLaReNet, whose aim is the development of strategies and recommendations for the field of Language Resources and Technologies, coordination of actions at a worldwide level is of utmost importance. To this end, FLaReNet is planning to establish contacts and liaisons with national and international associations, consortia and bodies, such as LDC, ISO, ALTA, AFNLP, W3C, TEI, COCOSDA, Oriental-COCOSDA. Specific actions of this kind have started already, such as the International Cooperation Round Table that took place in Vienna, 13 February. The members of the International Cooperation Round Table will form the initial nucleus of the *FLaReNet International Advisory Board*. 
4.11 Relations with the EC and other projects

Given the nature of the Network, functioning as a policy advisory instrument for defining the future roadmap with reference to language resources, it is crucial to establish a continuous dissemination flow of the results of FLaReNet meetings with the EC through our PO. Basically, dissemination reports will be issued after each main topical meeting and sent to our PO.

Such reports could be either the same meeting reports or proceedings that will be made available to the public, or revised, shortened versions of them suitable for policy making contexts, or other confidential/restricted reports. The choice will depend on the specific need of the moment, which cannot be anticipated at this point.

Furthermore, it is crucial to cultivate relations with other EU projects, either ongoing and future ones, in order to extend the discussion on the future of LRs and LTs to identify more and new issues, trends, difficulties, etc., as well as to reach new experts in emerging fields/approaches.

The main instruments for dissemination here will be:

- formal synergies with FP6 and new FP7 projects, and in particular NoEs within the interest scope of FLaReNet, so as to maximise the involvement of all key players and to enable the use of successful results from other projects within FLaReNet;
- establishment of on-going links for sharing information between the projects;
- co-location of workshops and meetings with other projects. It is planned to hold some of the FLaReNet meetings close to technical conferences and workshops in order to reduce travel costs. Members of other projects attending those technical meetings will be invited to attend the FLaReNet meetings when their expertise can be beneficial.

In addition, we expect to establish strategic partnerships for future research projects.

The aim of this direction for dissemination is to foster close links and exchange of technical information, expertise and results with the other projects funded in the IST programme as well as to provide expert advice to the Commission with regards to future research challenges, elicitation of hot topics, opportunities for integration, best practices, and a roadmap for the future.

With this context, a formal collaboration has been already established with the CLARIN project at the FLaReNet kick-off meeting. The two projects, despite the different overall objectives, present some overlaps in content (surveys or LRs and LTs, standards, etc.), and collaboration will also ensure not to duplicate efforts, but work in synergy. Therefore, collaboration will take shape in joint meetings where issues of common interest can be discussed and analysed from different perspectives, such as the CLARIN-FLaReNet meeting that took place in Athens (4-5 April 2009) and the planned meeting in Helsinki in October 2009.

Another example of collaboration regarding two core topics of FLaReNet (multilingualism and evaluation) is to be established with the Cross-Language Evaluation Forum (CLEF). This is a 10-year-old European initiative that promotes the development of an infrastructure to evaluate LTs with a special interest on multilingualism. The FLaReNet-CLEF strategic relationship will contribute to overcome present evaluation issues by analysing current problems and identifying possible solutions.
4.12 Relations with the industrial community

Industrial and service companies represent an important target group of the project, taking into account the potential for a larger involvement of the private sectors in the discussion of the future of Language Resources and Technologies in Europe.

The consortium already includes some important representative SMEs active in the field of Language Technologies and more are included into the initial support group. The FLaReNet Launching Event (Vienna, February 2009) saw the participation of a considerable number of people belonging to the industrial community, thus showing the FLaReNet Network ability to reach and attract this type of community.

The presentation and identification of more companies and industrial players will be refined as the project goes on. The market studies in WP03 and charting activities in other Work Packages will hopefully provide new contacts.

Within this context the aim is to share discussion and results with companies to get their views on the future of the sector, as well as to get their feedback to better understand their needs, goals and difficulties, in order for the Network to be able to issue recommendations that can foster competitiveness to the EU market of Language Technologies worldwide.

The main instruments for dissemination here will be:

- to develop a shared network of contacts and new strategic partnerships with external organisations;
- the production of material summarising the main results of working groups and meetings to be distributed through major initiatives, workshops, and events especially involving industries and SMEs.

Among the initiatives already identified for which FLaReNet will have to reach out are:

- the Translation Automation User Society (TAUS), and especially its Data Association (TDA) and related initiatives (e.g. TAUS User Conference 2009, TAUS Global Support Optimization Summit 2010);
- the Pattern Analysis, Statistical Modelling and Computational Learning (PASCAL 2) Network of Excellence;
- the Globalization and Localization Association (GALA);
- the Localisation Industry Standards Association (LISA).

In order to identify further companies and industrial end users of Language Resources and Technologies, FLaReNet plans to:

- make use of other networks to find names of experts from industrial countries for contacts (through a dedicated letter) and dissemination;
- be present at major fairs industrial events (e.g. LangTech, ...);
- publish articles in industry magazines to introduce the Network activities and to disseminate major results (e.g. Multilingual, ...).

4.13 Relations with funding bodies and governmental institutions

Since the provision of recommendations for actions to be taken to foster the field of Language Resources and Technologies is one of the main objectives of FLaReNet, funding bodies and government institutions are among its privileged targets, as those actors able to implement the
necessary financial and policy frameworks to sustain the sector. The most effective means here are concise, non-technical and reader-friendly reports, such as for instance the one issued after the Vienna Event. At the same time, direct personal contacts are also envisaged, especially by the WP7 Leader, such as the ones already made with the Delegation for the French Language(s) (DGLF2), the French Ministry of Industry interministerial Working Group on Translation, or the Vice-President of the European Parliament and the Portuguese Minister of Culture.
5 Appendix

5.1 FLaReNet Web site map

Provided that a project Web site is constantly maintained and updated, at the time of publication of this deliverable the current site map is the following:

Welcome to FLaReNet
- Mission
- Overview
  - Structure
  - Methodology of Work
  - Dissemination

- Work Packages
  - WP1 – Management & Dissemination
  - WP2 – The Chart for the Area of LRs
  - WP3 – Methods and Models for LRs
  - WP4 – Harmonisation of Formats and Standards
  - WP5 – Evaluation Protocols and Procedures
  - WP6 – Automatic Construction of LRs
  - WP7 – Evolving RoadMap
  - WP8 – Blueprint of Actions and Infrastructures

Network Organisation
- Coordinator
- Work Packages Leaders
- Steering Committee
- Members
- Support Group
- Working Groups
  - WG1 – Management & Dissemination (pertaining to the Coordination Group and therefore closed to the other participants of the Network)
  - WG2 – The Chart for the Area of LRs
  - WG3 – Methods and Models for LRs
  - WG5 – Evaluation Protocols and Procedures
  - WG6 – Automatic Construction of LRs
  - WG7 – Evolving RoadMap
  - WG8 – Blueprint of Actions and Infrastructures (pertaining to the Coordination Group and therefore closed to the other participants of the Network)
D1.4 – Dissemination Plan

- SC Working Space (*pertaining to the Steering Committee and therefore closed to the other participants of the Network*)
  - International Board
  - Individual Subscribers (*currently under discussion and therefore accessible by the Coordination Group and the Steering Committee only*)

**Deliverables**

**Join FLaReNet**

**Events**

- FLaReNet Launching Event
  - Description
  - Sessions
    - S1 – Broadening the Coverage, Addressing the Gaps
    - S2 – Automatic and Innovative Means of Acquisition, Annotation, Indexing
    - S3 – Evaluation and Validation
    - S4 – Interoperability and Standards
    - S5 – Translation, Localisation, Multilingualism
    - S6 – Enhancing Market Places/Models for Lrs: New Challenges, New Services
  - International Cooperation Round Table
  - Program
    - Opening Session
    - Session 1
    - Session 2
    - Session 3
    - Session 4
    - Session 5
    - Session 6
    - Closing Session
    - Round Table
  - Registration
  - Contest
  - Venue
  - Accommodation
  - Dinner
  - Links
  - Promotion
D1.4 – Dissemination Plan

- Participants
- Organisation

- Steering Committee Meetings
  - Steering Committee Kick-off Meeting
  - 2nd Steering Committee Meeting
  - 3rd Steering Committee Meeting – 1st Part
  - 3rd Steering Committee Meeting – 2nd Part
  - 4th Steering Committee Meeting

- Working Groups Meetings
  - WG1 Meetings
  - WG2 Meetings
  - WG3 Meetings
  - WG4 Meetings
  - WG5 Meetings
  - WG6 Meetings
  - WG7 Meetings
  - WG8 Meetings

- International Board Meetings

- FLaReNet Presentations at Major Events of the Sector
  - FLaReNet at LangTech 2008
  - FLaReNet at ULA Workshop 2008
  - LREC 2008 COCOSDA / WRITE Workshop
  - FLaReNet at AI*IA 2008
  - FLaReNet at EC LT Days 2009
  - FLaReNet at TAL InfoDay 2009
  - FLaReNet at ALRS 2009

- Events in Conjunction with Other Projects
  - FLaReNet / INTEROP Meeting
  - CLARIN / FLaReNet Usage Scenario Workshop

News

- FLaReNet Official Start
- FLaReNet Steering Committee Kick-off Meeting
- FLaReNet Web Site Publication
- EC Language Technology Days
- FLaReNet Launching Event
- CLARIN / FLaReNet Usage Scenario Workshop

Contact Us
5.2 The first FLaReNet flyer

A major condition for the take-off of the field of Language Resources and Language Technologies is the creation of a shared policy for the next years.

**FLaReNet – Fostering Language Resources Network** aims at developing a common vision of the area and fostering a European strategy for consolidating the sector, thus enhancing competitiveness at EU level and worldwide.

By creating a consensus among major players in the field, the mission of FLaReNet is to identify priorities as well as short, medium, and long-term strategic objectives and provide consensus recommendations in the form of a plan of action for EC national organisations and industry.

Through the exploitation of new collaborative modalities as well as workshops and meetings, the FLaReNet Network will sustain international cooperation and (re)create a wide Language Community.

FLaReNet is a three-year project started on 1st September 2008 (EC eContentPlus Programme, Grant Agreement No. ECP-2007-LANG-017001).