

## D6.3 First Version of Exploitation Plan



<b>Partner Responsible</b>	AthenaRC
<b>Other Contributors</b>	UTH-SED, UTH-ECE
<b>Document Reference</b>	<b>D6.3</b>
<b>Dissemination Level</b>	Public
<b>Version</b>	1.0 (Final)
<b>Due Date</b>	May 2022 (M28)
<b>Date of Preparation</b>	May 2022

**Contract No.: HFRI-FM17-2456**



**ATHENA** Research & Innovation  
Information Technologies

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# Executive Summary

The SL-ReDu project aims to advance the state-of-the-art in the automatic recognition of Greek Sign Language (GSL) from videos, while focusing on the education use-case of standardized teaching of GSL as a second language. In this deliverable (D6.3), we present our initial approach towards developing the project exploitation plan. This is based on work incorporated in the SL-ReDu educational platform both regarding the platform's technical characteristics, content and user interface, as well as the results of the platform's first evaluation phase with real end-users. The deliverable will be updated as D6.5 at the end of the project, describing the revised SL-ReDu exploitation plan and any corresponding actions carried out by that time.

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# 1 Introduction

Exploitation represents an important activity of research projects, as it establishes new research and funding opportunities to the project partners, creates impact, generates investment return, and allows spreading the project benefits to the community. For this purpose, the SL-ReDu project has assigned a dedicated task (T6.2) of workpackage WP6 in its Technical Annex to the project exploitation planning and relevant activities, commencing six months after the project's onset and remaining active until its end.

In this deliverable (D6.3), we present the initial SL-ReDu approach towards developing the project exploitation plan. The approach is based on work incorporated in the SL-ReDu educational platform both regarding the platform's technical characteristics, content and user interface, taking into account the results of the platform's first evaluation phase with real end-users, as well as the reactions of the audience of the different national and international dissemination events, where the platform has been presented.

The deliverable is structured as follows: In Section 2 we report indicative activities comprising the initial exploitation plan of the project; in Section 3 we sketch future planned activities; and in Section 4 we conclude the document.

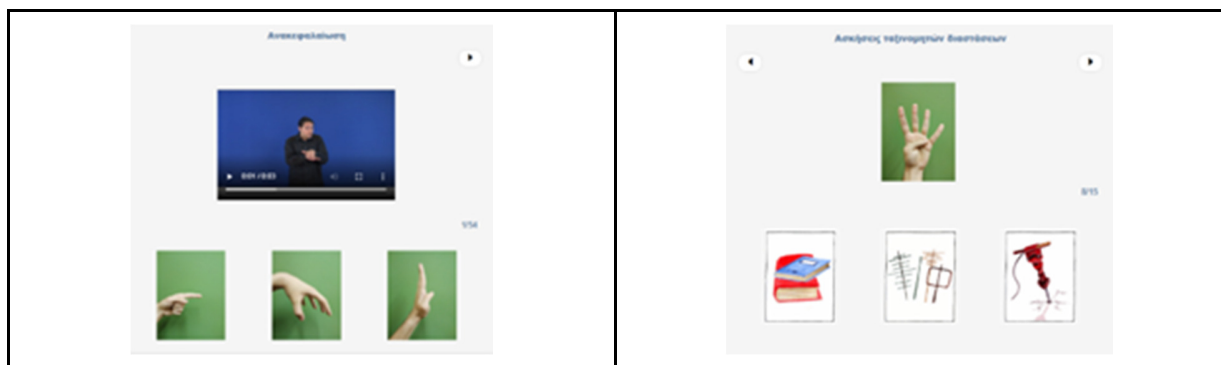
## 2 Initial Exploitation Strategy

This section summarizes the action lines along which the SL-ReDu exploitation strategy is organized.

The major exploitation axes involve extensive promotion of the project platform and technologies in the entire spectrum of sectors activated in SL teaching, targeting:

- European educational bodies.
- Educational standards organizations.
- Academic organizations with activity in SL technologies and SL education.
- The SL teaching industry.
- The European Deaf communities.

Promotion of the SL-ReDu platform will be based on its specific design and technical characteristics, which enable it to function as an educational shell where one can build upon. This entails the potential of accommodating different SLs with respect to both the language content and the level of acquisition. Special care has been taken during the design of the platform to incorporate visual complementary material that supports language learning, which can be reused with different targeted SLs and spoken language equivalents, including commonly used icons and visual navigation items.



**Figure 1:** Screenshots of the SL-ReDu platform, displaying visual educational support material that can be adjusted to other SLs.

All the above factors enable exploiting the environment for other SLs or CEFR levels via collaborations and/or licensing to other educational organizations for building on their own curricula.

A related business model may also provide maintenance options in parallel to localization, while future collaborations with national and international education stakeholders leaves room for the development of SL content for all foreseen levels and thematic areas of the Common European Framework of Reference for Languages (CEFR) [1].

Furthermore, the already developed platform can be easily interlinked with other similar initiatives, especially in the domain of ebooks in the same learning area, in order to provide a complete user experience and promote the educational paradigm (e.g., the ebooks in the Kallipos repository [2]).

Similarly, the platform can be used by SL learning industrial stakeholders under licensing conditions, especially taking into account the added value of the incorporated SL recognition system, which enables innovative aspects to the mainstream SL learning and testing paradigm.



**Figure 2:** SL-ReDu educational platform promotion at the University of Thessaly, aiming to encourage students of the Department of Special Education to use the project platform.



**Figure 3:** SL-ReDu promotion activities to academia and industry.

### 3 Future Exploitation Activities

The enhancement of the SL-ReDu exploitation plan incorporates activities addressing the SL communities, national and international academic environments interested in adapting and building upon the SL-ReDu technologies, professional bodies of SL tutors and designers, as well as the industry of accessible educational content.

More specifically, one of the project exploitation lines involves informing the European SL users about the platform and its potential. This will happen by presenting the platform to the European Union of the Deaf (EUD) and the local GSL community including organizations of GSL teachers and interpreters.

Another line involves informing the CEFR Central Office of the European Council for Modern Languages about the importance of the platform for the achievement of the language mastery levels according to the definitions adopted in the standard. The objectivity of the SL assessment tool in particular will address the need for online standardized testing in academia and beyond.

Furthermore, academic institutions interested in developing similar platforms will be informed via academic events, so that possible future collaborations and technology transfer can take place. The same holds for the SL assistive industry and the SL education industry.



## 4 Conclusions

In this deliverable, we presented the first version of the exploitation plan for the SL-ReDu project. The deliverable will be updated as D6.5 at the end of the project, describing the revised SL-ReDu exploitation plan and any corresponding actions carried out by that time.

## References

- [1] *Common European Framework of References for Languages. Learning, Teaching, Assessment – Companion Volume*, Language Policy Programme, Education Policy Division, Education Department, Council of Europe, 2020 [Online]: <https://www.coe.int/en/web/common-european-framework-reference-languages> [Last Accessed: May 2022].
- [2] *Kallipos Open Academic Editions Repository* [Online]: <https://repository.kallipos.gr> [Last Accessed: May 2022].