Collaborating on Interoperability to Achieve a Single Market

Data in Use III Panel
International Collaboration Now

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Collaborating on Interoperability to Achieve a Single Market
CONTENT IS KING

Search engine survival: All search engines spend significant time to position your business to rank on the search engines on local searches, just as well as your regional or national. At Incredible Marketing, we specialize in getting you the exposure on the web as possible - including national, regional, or local. In mobile search, it is taking over. Did you know that? Did you also know that the rankings for mobile search and standard search are different? Probably not. Out of many people do not understand that mobile search is its own beast. And therefore, becoming important to focus on. Currently, about 40% of all searches done worldwide come from a mobile device, and that number is growing exponentially. In order to dominate these rankings, it is not enough to merely have a mobile-friendly website. You must also optimize their website for mobile search criteria. We can help you achieve that.
Content Control for Customers/Citizens

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Collaborating on Interoperability to Achieve a Single Market
No Single Market without Interoperability

- Product Categories
- Intellectual Property
- Data Protection
- Terms of Services
- Shipping
- Taxes
- Customer Sentiments
- Payment
- eGov
- Dispute Resolution
- Underaged
European Interoperability Framework

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Political Context

- Legal Interoperability
  - Legislative Alignment

- Organisational Interoperability
  - Organisation and Process Alignment

- Semantic Interoperability
  - Semantic Alignment

- Technical Interoperability
  - Interaction & Transport

- Cooperating partners with compatible visions, aligned priorities, and focused objectives
- Aligned legislation so that exchanged data is accorded proper legal weight
- Coordinated processes in which different organisations achieve a previously agreed and mutually beneficial goal
- Precise meaning of exchanged information which is preserved and understood by all parties
- Planning of technical issues involved in linking computer systems and services
Semantic vs. Syntactic Interoperability

- Connecting systems
- Vocabularies only for meta data?
- Rather syntactic interoperability
Semantic Interoperability

- The precise meaning of exchanged information is understood by all stakeholders...
- ...and preserved throughout exchanges.
- At back-office level, the underlying information architectures should be linguistically neutral so that multilingualism is not a blocking issue.
- Semantic Interoperability Assets: Sector-specific sets of data structures and data elements.
- Agreement on the meaning of the information to be exchanged.
Status of Interoperability

- Relatively new undertaking, not achieved before.
- Different linguistic, cultural, legal, and administrative environments make it hard.
- Multilingualism adds further complexity to the problem.
- Missing agreement by sector-specific and cross-sectoral communities on the use of semantic interoperability assets.
Semantic Interoperability and Language

Monolingual Interoperability
- Many countries operated in regions
- Different terms used by different stakeholders

Multilingual Interoperability
- Cross-border (mostly)
- Complexity of monolingual multiplied by languages
Interoperability thru Translation?

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Collaborating on Interoperability to Achieve a Single Market
Creating a Semantic Interoperability Asset
Creating a Semantic Interoperability Asset

Language

- screen
- monitor

Synonymy
Creating a Semantic Interoperability Asset

Language

- Multi-linguacity
  - screen
  - monitor
- Synonymy
  - écran
  - Monitor
  - Bildschirm
  - Display
Creating a Semantic Interoperability Asset

Language

- Screen
- Monitor
- Écran
- Bildschirm
- Display
- Visual output device
- Optisches Ausgabegerät

Multilinguality

Synonymy

Terminology

17

35

Language

Rejected

Accepted
Creating a Semantic Interoperability Asset

Knowledge

Language

Terminology

Multilinguality

• Optisches Ausgabegerät
  • visual output device
  • screen

• écran

• Bildschirm
  • Monitor
  • display

• rejected

• accepted

Synonymy

Knowledge Language Terminology
Creating a Semantic Interoperability Asset

Knowledge

Language

Taxonomy

Multilinguality

Terminology

Synonymy

- Optisches Ausgabegerät
- visual output device
- · screen
- · monitor
- · écran
- · Bildschirm
- · Display

accepted

rejected

Knowledge Language

Collaborating on Interoperability to Achieve a Single Market
Big = Unstructured
Semantic Interoperability in Practice

- Data Value Chain – The Language Dimension
- Interoperability – Solutions and Methods
- Customs – Cross-border risk analysis
- Intangible Assets – A borderless value
- Community Trade Mark – The Semantics of Goods & Services
The Panelists

Marta Nagy-Rothengass  
Head of Unit Data Value Chain, CEC

Guðrún Magnúsdóttir  
CSO, ESTeam AB

Rüdiger Eichin  
Research Manager, SAP AG

Inge Buffolo  
Head of Institutional Relations and Linguistic, OHIM

Ioannis Kotsiopoulos  
R&D Manager, European Dynamics SA

Moderated by: **Jochen Hummel**  
CEO ESTeam AB & Chairman LT-Innovate
“We have to share ideas and try to align, map between concepts, rather than trying to harmonize different world perspectives.”

Tom van Engers, Leibniz Center for Law, Amsterdam
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