

## **PRESS RELEASE**

### **Start of the European Integrated project WeKnowIt: Emerging, Collective Intelligence for Personal, Organisational and Social Use.**

WeKnowIt is a 3-year integrated project with a total budget of 8.054 k€ being co-financed by the European Commission's Seventh Research Framework Programme. It started on 1<sup>st</sup> April 2008.

Due to advances in communications, mobile devices, Web technologies and especially Web 2.0 approaches, it is nowadays easy for users and organisations to generate and share content, individually or within communities. However, such digital content rapidly reaches a mass that makes relevant information extremely complex and costly to handle.

The main objective of WeKnowIt is to develop novel techniques for exploiting multiple layers of intelligence from user-contributed content, which together constitute Collective Intelligence, a form of intelligence that emerges from the collaboration and competition among many individuals, and that seemingly has a mind of its own. Currently Web 2.0 methodologies lack such an "Intelligence" layer over existing manually generated information that would enable the exploitation of the knowledge hidden in the user contributed content.

WeKnowIt will demonstrate the wide applicability of its achievements through the elaboration on two distinct case studies: an Emergency Response and a Consumer Social Group case study. The two case studies pertain to different topics, target at a wide range of intended users and involve heterogeneous business models so that WeKnowIt achieves the highest possible social impact.

The project, led by CERTH (GR), the Centre for Research and Technology Hellas, involves several European institutions and companies: Universität Koblenz-Landau (DE), Lycos Europe GmbH (DE), Motorola Limited (UK), University of Sheffield (UK), University of Karlsruhe (DE), Vodafone Panafon, Hellenic Telecommunications Company S.A. (GR), Software Mind Sp. (PL), The Sheffield City Council (UK) and Brno University of Technology (CZ).

For more information please visit the WeKnowIt website: <http://www.weknowit.eu/>

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