

# QUATRO Plus: QUATRO Plus: Content Labels for User Empowerment



**QUATRO Plus aims to build a universal machine-readable labelling platform to be used by labelling authorities among other actors on the trust marks internet market.**

Traditional quality labels and trustmarks are logos that are visible to humans but undetectable by machines. The original 2-year QUATRO project identified a demand for and the usefulness of interoperable, machine-readable quality labels; created a platform for their delivery and authentication; and developed two end-user tools.

QUATRO Plus seeks to build on the work done and to extend its scope significantly, notably by allowing users to contribute to both the creation of labels and the trust that other users may put in them. In this context, the project seeks to increase greatly the number of labelling authorities using the system and to promote a labelling culture.

## The objectives of QUATRO Plus are to:

- Prove the benefits and potential of authenticated machine-readable labels to a variety of commercial interests across Europe, including trustmark operators, awards bodies, users, portals, search engines and software manufacturers.
- Allow end users to record and share their agreement or disagreement with a label's description and to create their own labels to share directly with their friends.
- Aggregate all available user-generated labels and opinions expressed about existing labels, without attribution, into an open source of data.
- Provide simple to use tools for label creation.
- Provide a flexible and scalable infrastructure.

The work programme consists of 10 work packages; the first 3 address the project management, assessment and dissemination activities and include usability testing of software. The subsequent work packages focus upon engaging new Labelling Authorities to participate in QUATRO, making improvements to the existing infrastructure and the addition of core interactive features such as user-authentication, receipt, storage and sharing of labels. A major work package is the application of quality labels to social networking. In addition, the project seeks to encourage and facilitate publication of expert opinion as quality labels, support for user preferences within QUATRO (personalisation) and to enable institutions to use QUATRO Plus within their intranets.

The QUATRO Plus consortium is a proven mix of management, dissemination and technical skills required to deliver and enhance the existing quality label infrastructure and tools which will enable European and global take-up.

## Project ID card

- Funded under: Safer Internet Plus Programme
- Area: 2.1 USER EMPOWERMENT - Tackling unwanted and harmful content
- Total cost: €0.87m
- EU contribution: €0.44m
- Project reference: SIP-2006-UE-211001
- Execution: From 01/10/2007 to 30/09/2009
- Project status: Closed
- Contract type: Safer Internet Plus Programme TP

## Links

- <http://www.quatro-project.org/>

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## Participants

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### Participating partners:

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SOFTWARE602 A.S.	CZECH REPUBLIC
NATIONAL CENTRE FOR SCIENTIFIC RESEARCH	GREECE
UNIVERSITA DEGLI STUDI DI MILANO	ITALY

UNIVERSITA DEGLI STUDI DELL'INSUBRIA	ITALY
COL LEGI OFICIAL DE METGES DE BARCELONA	SPAIN
AGENCIA DE QUALITAT D'INTERNET - AGENCIA DE CALIDAD DE INTERNET - INTERNET QUALITY AGENCY	SPAIN
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