

webLyzard technology



Web Intelligence | Generative AI | Visual Analytics

 **Value Creation**

Artificial Intelligence Platform with a Focus on Brand Communication and Impact Metrics, Content Value Chains and Semantic Search for Corporate Publishing

 **Technology Leadership**

Radical Innovation based on more than EUR 16 Mio of Competitive R&D Funding from the European Union, FFG/BMK, aws & the Google News Initiative

 **Global Portfolio**

Multiple Awards and High-Profile Reference Clients including the United Nations and the U.S. Department of Commerce (NOAA Climate.gov)

 **Team Structure**

Experienced Team of Innovators and Software Developers Looking Back on more than 15 Years of Successful Collaboration

Structure and Portfolio

Management Team

- Managing Partner
Prof DDr Arno Scharl
- Co-Founder, UX & Visual Analytics
Alexander Hubmann-Haidvogel, MSc
- Co-Founder, AI & Content Platform
Max Göbel, MSc
- Co-Founder, Chief Scientist
Prof Dr Albert Weichselbraun



Strategic Partner

CEO, Ketchum Austria
Dr Saskia Wallner
PR & Communications



KETCHUM

Portfolio



Reference Clients

National and International Corporate Brands, National Oceanic & Atmospheric Administration (NOAA) of the U.S. Department of Commerce, United Nations Environment Programme (UNEP), Vienna Chamber of Commerce

R&D Funding of more than EUR 16 Million

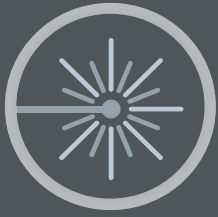
- Austrian Research Promotion Agency (FFG)
- European 7th Framework & Horizon Programs
- Google Digital News Initiative (DNI)



Research Partners

- Modul University Vienna
- Modul Technology
- FH Graubünden





Publish & Promote

Semantic Search
Impact Optimization



Listen & Predict

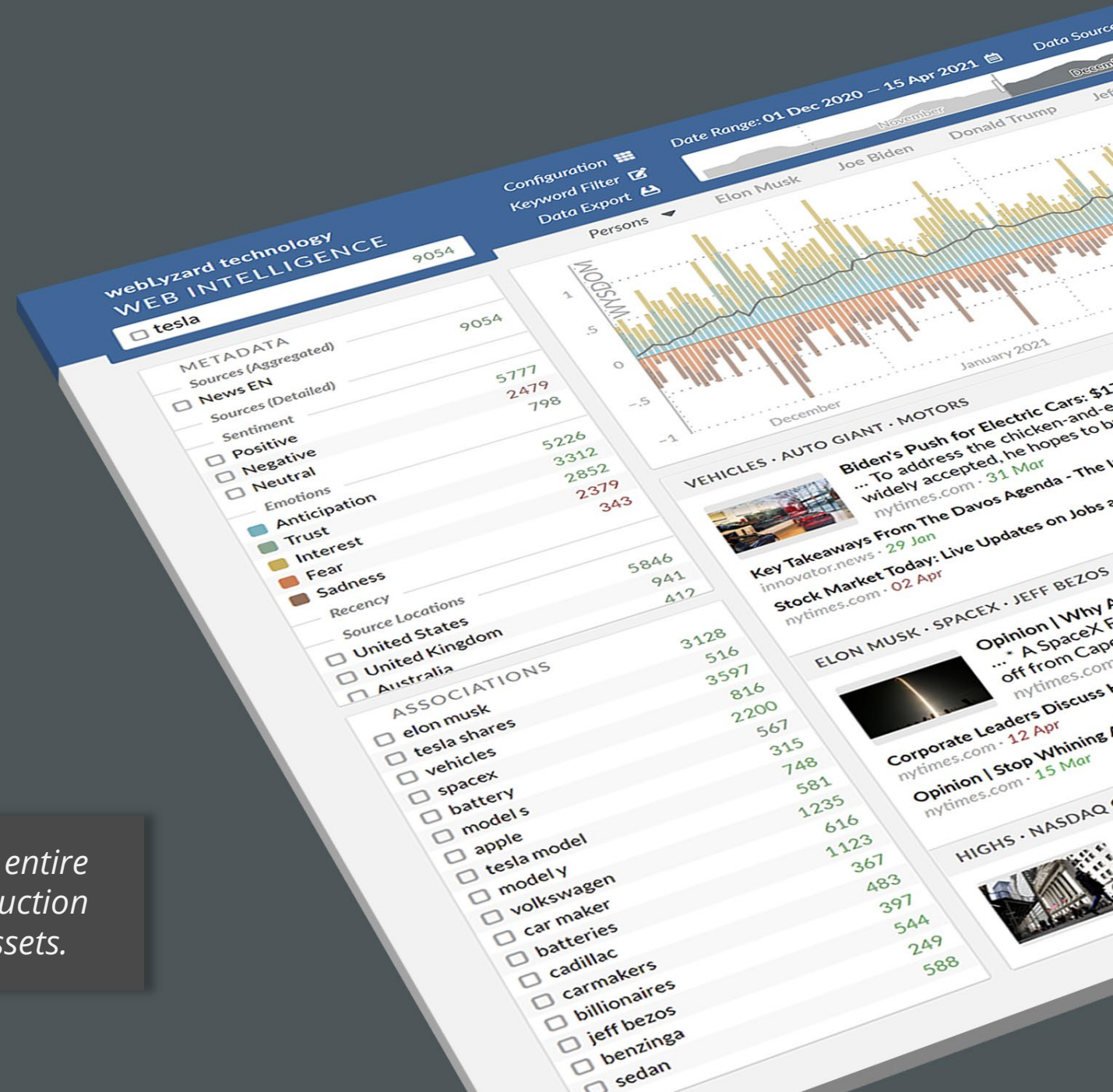
Brand Communication
Success Metrics



Integrate & Visualize

Knowledge Hub
Visual Analytics

The webLyzard web intelligence platform supports the entire **digital content value chain**, from the data-driven production to the distribution, promotion and analysis of content assets.

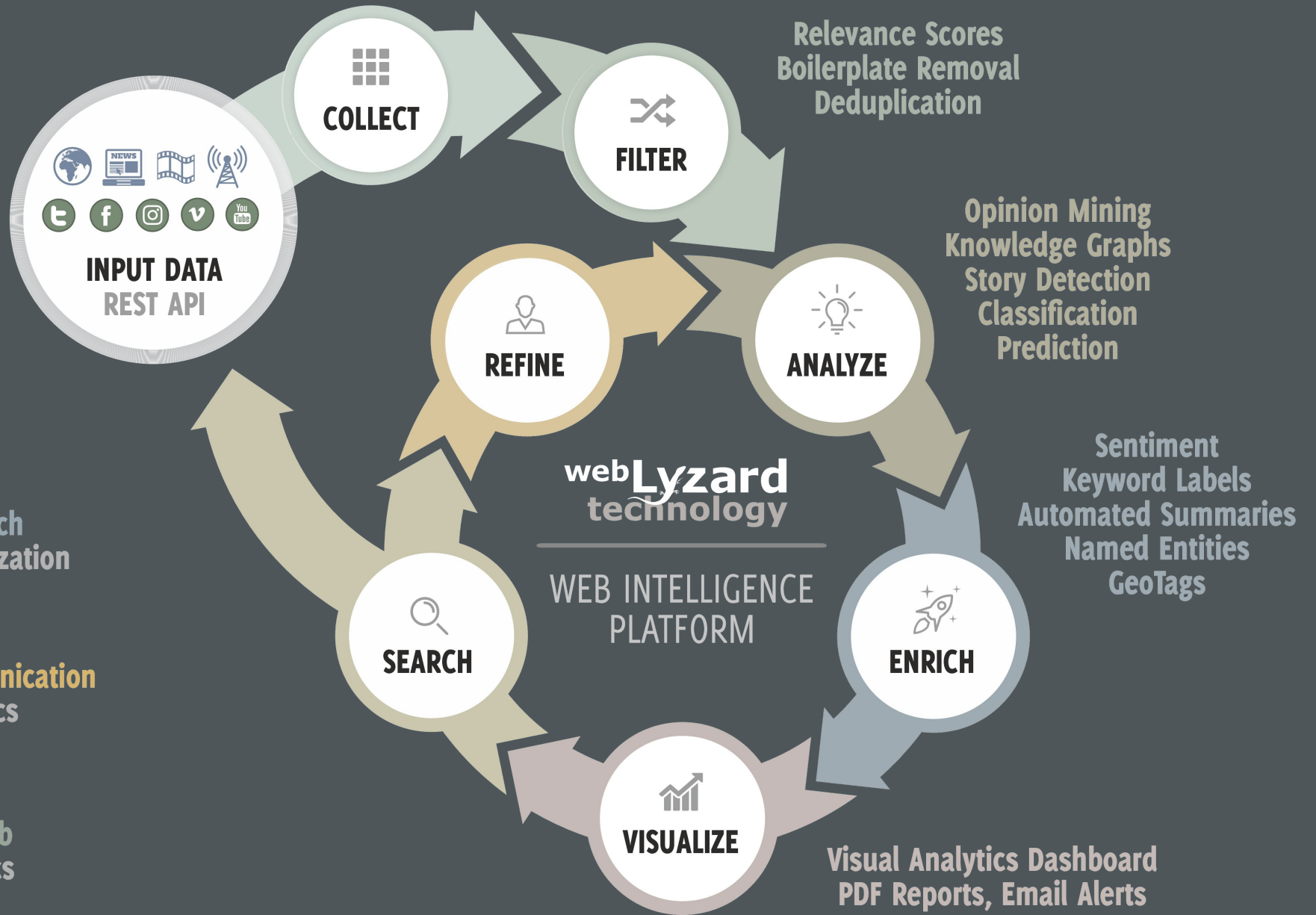


Data Sources

News Media Coverage,
Stakeholder Websites,
User-Generated Content
from Social Media

Time Series Data
Business Metrics

Content Management
Systems (CMS)
Multimedia Archives
Editorial Databases



Publish & Promote

Semantic Search
Impact Optimization



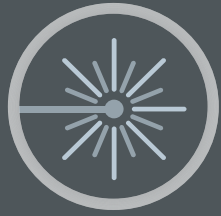
Listen & Predict

Brand Communication
Success Metrics



Integrate & Visualize

Knowledge Hub
Visual Analytics



Publish & Promote

Semantic Search
Impact Optimization



Listen & Predict

Brand Communication
Success Metrics



Integrate & Visualize

Knowledge Hub
Visual Analytics

Content Optimization

Maximize the impact of campaigns and online communication

storypact.com

Visual Search Tools

Present the own digital content with award-winning site search features

weblyzard.com/climate-gov



Storypact.com

Content Optimization

Maximize the Impact of Your Story

Web Pages

Press Releases

Social Media Postings



Web Pages | SEO

Optimize the wording of your articles to boost attention and organic Web traffic



Press Releases & Newsletters

Ensure that your latest announcements reinforce your organization's strategic positioning goals



Social Media Postings

Analyze the latest trends across channels to trigger and amplify viral effects

NOAA, DOE Sign Agreement to Advance Marine CO2 Removal

TOPIC: Environment

Washington, DC, June 6, 2024. Today, NOAA and the U.S. Department of Energy (DOE) signed a memorandum of agreement (MOA) on future collaborations regarding marine carbon dioxide removal research and development. As a climate solution, marine carbon dioxide removal is an important pathway to achieve the broader Biden Administration goal for the U.S. to reach net-zero emissions of greenhouse gases by 2050.

This MOA will formalize collaboration between NOAA and DOE to share expertise on research and technology development, as well as avoid duplicative work. The MOA makes clear that combining the ocean science expertise of NOAA with the carbon dioxide removal and energy science and technology expertise of DOE will be a powerful way to advance the state of marine carbon dioxide removal science and strengthen the existing relationship between both agencies.

“The science is clear,” said NOAA Administrator Rick Spinrad, Ph.D. “In order to limit global warming to 1.5C or even 2C, we not only have to bring our emissions of greenhouse gases to net-zero rapidly, but we also must remove

WORDS: 420 • CHARACTERS: 2760



AI Toolbox

Help

- antarctica
- carbon removal
- cement
- charcoal
- chemicals
- climate policies
- concrete
- dac
- damages
- decade
- ens
- environment
- environment news
- hydrogen
- ice
- marine pollution
- news service
- oceans
- ozone
- pixabay
- plants
- plastic pollution
- plastic waste
- summer camp
- viewers

Unpopular ■ ■ ■ Popular

Google Search

REPHRASE >> 🗣️

Additional Instructions

Example Prompt: Transform into a bullet list that highlights the main arguments.

NOAA, DOE Sign Agreement to Advance Marine CO2 Removal

TOPIC: Environment ▾

Washington, DC, June 6, 2024. Today, NOAA and the U.S. Department of Energy (DOE) signed a memorandum of agreement (MOA) on future collaborations regarding marine carbon dioxide removal research and development. As a climate solution, marine carbon dioxide removal is an important pathway to achieve the broader Biden Administration goal for the U.S. to reach net-zero emissions of greenhouse gases by 2050.

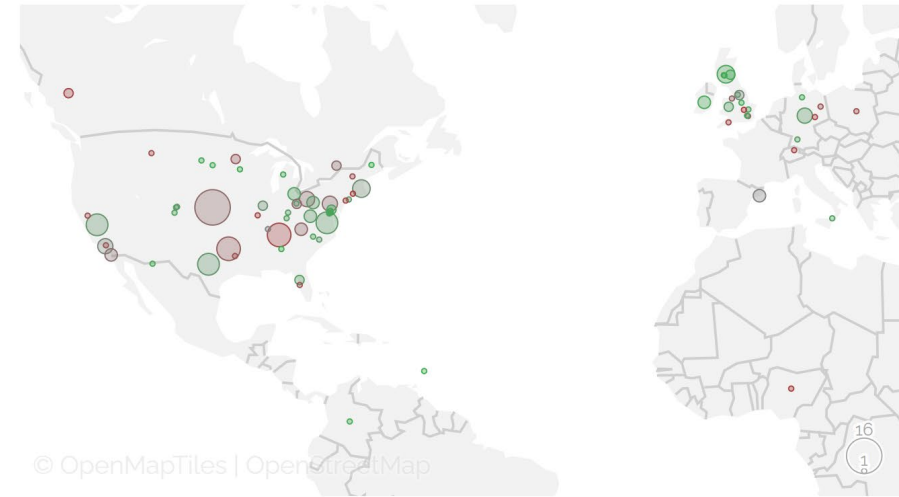
This MOA will formalize collaboration between NOAA and DOE to share expertise on research and technology development, as well as avoid duplicative work. The MOA makes clear that combining the ocean science expertise of NOAA with the carbon dioxide removal and energy science and technology expertise of DOE will be a powerful way to advance the state of marine carbon dioxide removal science and strengthen the existing relationship between both agencies.

“The science is clear,” said NOAA Administrator Rick Spinrad, Ph.D. “In order to limit global warming to 1.5C or even 2C, we not only have to bring our emissions of greenhouse gases to net-zero rapidly, but we also must remove carbon dioxide from the atmosphere. This MOA, utilizing the great strengths of



Explore Related Content

Geo Map ▾ Help ▾



© OpenMapTiles | OpenStreetMap

Guest opinion: Chris Hoffman: AI says we must 'eliminate fossil fuels immediately' ... Conclusion: By reducing personal carbon footprints, supporting and advocating for effective climate policies, and

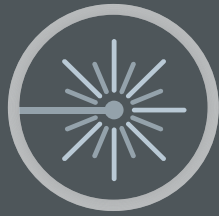
15 Jun



Connecticut-sized "dead zone" expected to emerge in Gulf of Mexico, potentially killing marine life, NOAA warns Nearly 6,000 square miles - an area roughly the size of Connecticut - will

14 Jun





Publish & Promote

Semantic Search Impact Optimization



Listen & Predict

Brand Communication Success Metrics



Integrate & Visualize

Knowledge Hub Visual Analytics

An official website of the United States government [Here's how you know](#)

Facebook Twitter Instagram YouTube

climate powered by weblyzard technology

News & Features Maps & Data Teaching Climate Resilience Toolkit About

climate

Hide Visual Navigator

All

News & Features

Maps & Data

Teaching Climate

Climate Resilience Toolkit

Filter by Clear All

Topics

Categories

Date

Departments

Authors

1-10 of 1417 results for climate Sort by Relevance

Other Climate Patterns that Impact U.S. Winter Climate

Department: ENSO Blog
Published: June 20, 2016

Oscillation (NAO)/ Arctic Oscillation (AO). Another major non-ENSO influence on winter **climate** is an atmospheric pattern called the North Atlantic Oscillation (NAO; Wallace and Gutzler 1981). The NA ...

Climate Matters

Department: Images & Video
Creator: Ned Gardiner
Published: April 20, 2016

crisp and easy to understand. Recently, Gandy expanded his reports to include locally focused **climate** science information on topics that directly touch viewers' lives. No controversy here, says Gandy ...

Climate Science 101: Climate Change Communication and Public Engagement

Department: Images & Video
Creator: NOAA climate.gov
Published: November 04, 2016

s Ocean Choking Marine Life? Limiting the Magnitude of & Adapting to Future Climate Change. **Climate** Change Communication: Focusing on Public Engagement. Ethics and Issues Surrounding Geo-Engineeri

Topics

- Climate System
- Causes of Climate Change
- Measuring and Modeling Climate
- Human Responses to Climate
- Nature of Climate Science
- Energy Use
- Climate Impacts
- Other

acidification activity adaptation agencies alaska arctic areas assessment assets carbon coupled drought enso evaporation greenhouse heat heat-trapping ice impacts intercomparison literacy mitigation nasa niña niño noaa nws observations ocean oscillation outlooks permafrost precipitation projections rcp rcps re-use resilience scope sea snapshot sta surface temperature temperatures toolkit tribal usgs variability vulnerability

MOST POPULAR

IN NEWS & FEATURES (based on search term)

- Climate Change: Atmospheric Carbon Dioxide
- Climate Change: Global Temperature
- Climate Change: Global Sea Level

[Explore News & Features](#)

IN MAPS & DATA (based on search term)

- Climate Data Primer
- Climate Models
- Climate Forcing

Visual Search Tools – U.S. Department of Commerce

National Oceanic & Atmospheric Administration (NOAA)

Semantic Site Search and Visual Navigator for

- NOAA Climate.gov and the
- U.S. Climate Resilience Toolkit



Project Description

webLyzard integrates and classifies climate-relevant online content in order to provide a **visual analytics portal** and a **faceted search widget** to help U.S. citizens and environmental stakeholders identify the most relevant information resources across the Web sites of 13 government agencies and participating climate centers.

- Environmental Protection Agency
- Department of Energy
- Department of State
- Department of Commerce
- Department of Transportation
- Department of Agriculture
- Department of Defense
- Department of the Interior
- Department of Health & Human Services
- National Aeronautics and Space Administration
- National Science Foundation
- The Smithsonian Institution
- U.S. Agency for International Development



Publish & Promote

Semantic Search
Impact Optimization



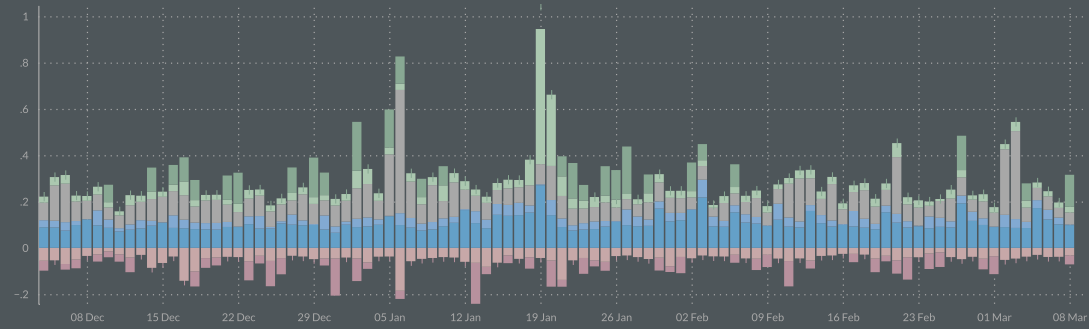
Listen & Predict

Brand Communication
Success Metrics



Integrate & Visualize

Knowledge Hub
Visual Analytics



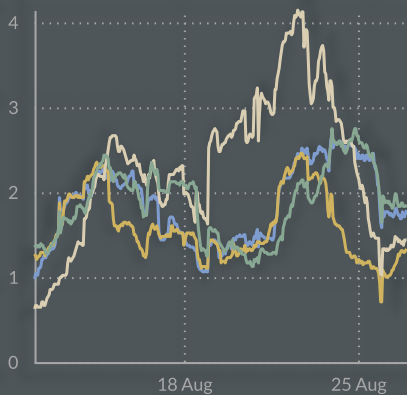
Story Detection | Success Metrics

New methods to identify emerging stories and track perceptions across media channels

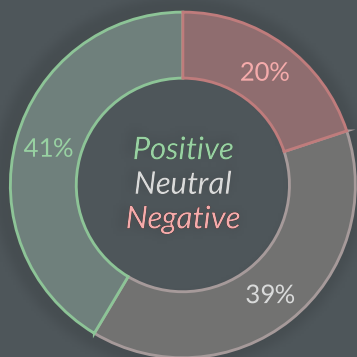
Weichselbraun, A., Steixner, J., Braşoveanu, A., Scharl, A., Göbel, M., and Nixon, L. (2022). "Automatic Expansion of Domain-Specific Affective Models for Web Intelligence Applications", *Cognitive Computation*, 14(1): 228-245.

Success Metrics – Beyond Sentiment

Share of Voice



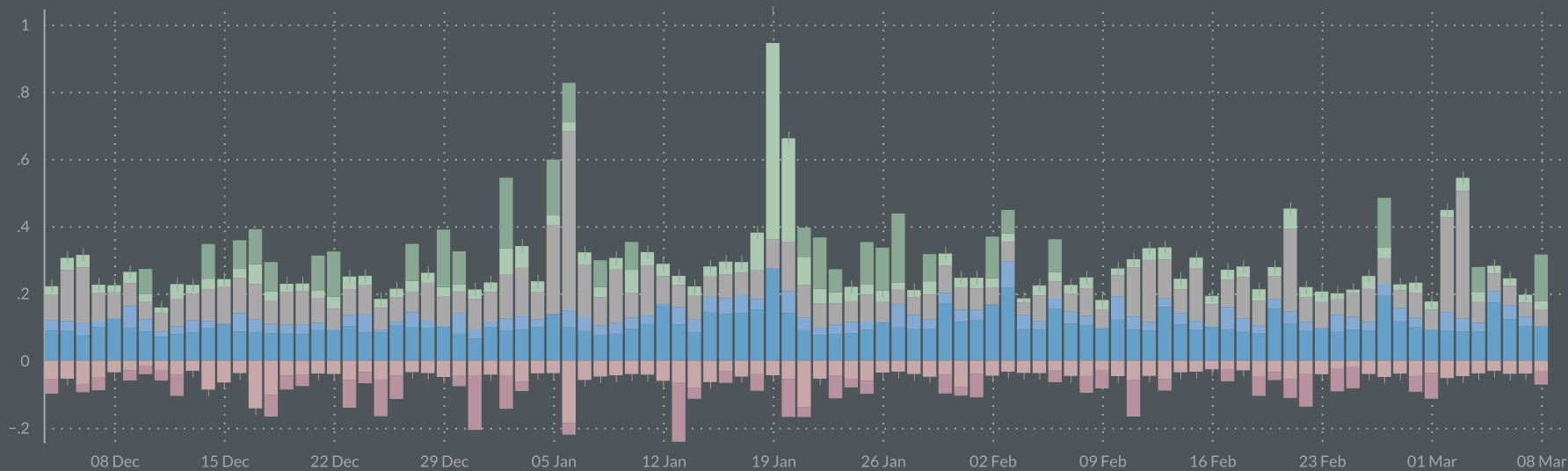
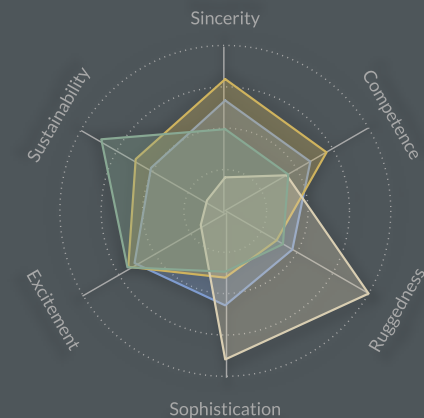
Sentiment



Wheel of Emotions



Brand Reputation



WYSDOM
Success Metric



Success Metrics – U.S. Department of Commerce

News and social media channels represent important interfaces to customers and stakeholders. webLyzard's award-winning Web intelligence platform analyzes and visualizes emerging trends across these channels.

To support decision makers, we identify relevance and sentiment of online content, measure brand reputation and provide the industry's most advanced communication success metric.



Given the intense attention that online media channels attract these days, key questions for large organizations such as NOAA are how stakeholders perceive specific issues, how opinion leaders react to new insights, and how journalists present scientific knowledge to the public. The metrics and visualizations of webLyzard have proved invaluable for addressing these questions.

David Herring

AAAS Fellow and Director of Communications at the Climate Program Office of the U.S. National Oceanic and Atmospheric Administration (NOAA)



Explore >> Track >> Compare

www.weblyzard.com/science-communication





Publish & Promote

Semantic Search
Impact Optimization



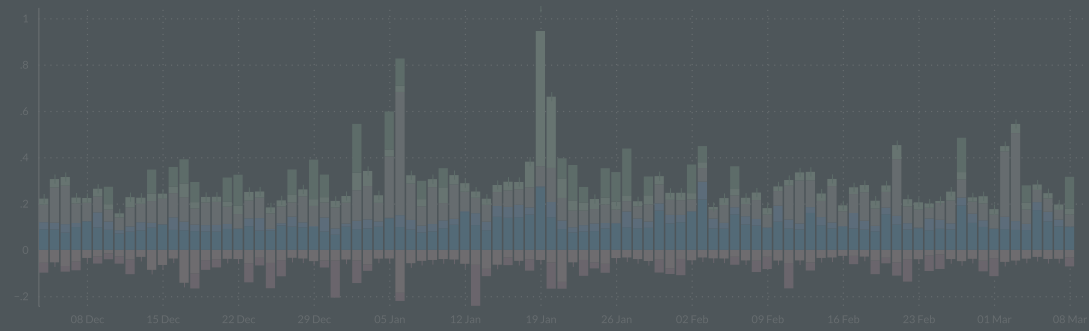
Listen & Predict

Brand Communication
Success Metrics



Integrate & Visualize

Knowledge Hub
Visual Analytics

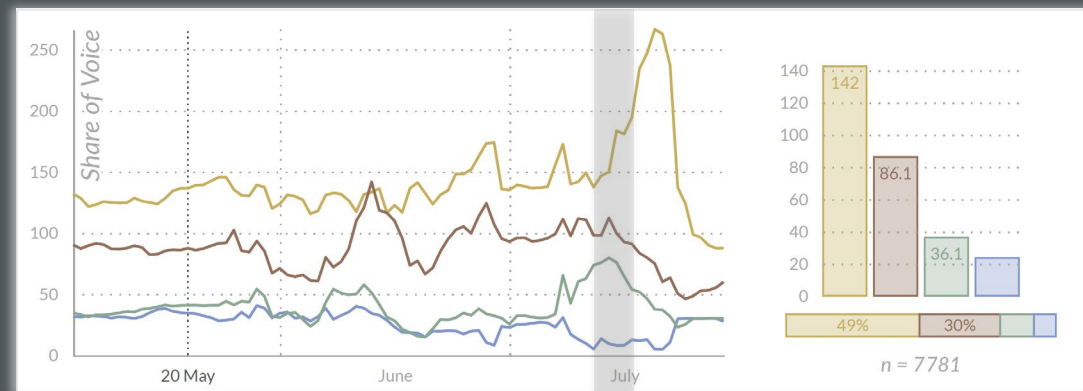


Story Detection | Success Metrics

Novel methods to identify emerging stories and track perceptions across media channels

Event and Topic Prediction

Anticipate future trends to optimize campaigns and identify publication opportunities





Publish & Promote

Semantic Search
Impact Optimization



Listen & Predict

Brand Communication
Success Metrics



Integrate & Visualize

Knowledge Hub
Visual Analytics

SDG Intelligence

unep.weblyzard.com

Semantic Data Integration

Better understand not only real-world processes but also what influences public opinion about these processes (environmental risks, consumer decisions, etc.)

www.weblyzard.com/unep-live



UNEP Live WEB INTELLIGENCE

Documents: 0-50 out of 5271 | Date Range: 19 Mar 2016 - 19 May 2016 | Data Sources: Multiple / All | Interface Options: Unfiltered / EN | Visualizations: | Export

UNEP Regions

- North America 12352
- Europe 12230
- Asia and the Pacific 9124
- Africa 8567
- Latin America and the Caribbean 4774
- West Asia 2904
- Polar/Arctic 2441

UNEA Thematic

- Food, Energy, Water 6861
- Extractive Sector 7841
- Air, Climate Change 5271
- Oceans, Marine Systems 1972
- UNEP 1879
- Resource Efficiency 1242
- Natural Capital 1253
- UNEA-2 304

Governmental Themes

Current Search: Air, Climate Change: 5271

Associations

- Mexico 6472
- megalopolis 541
- environmental movement 292
- air pollution 3238
- indoor air 381
- port 12189
- fire 2224

05/19 Jarvis Didn't Change Minds of Vocal Opponents of Monument
in northern Maine won't place restrictions on land or impose air quality standards that could stymie certain...

05/19 Fort McMurray re-entry for wildfire evacuees to begin June 1 - as long as conditions are safe
including there being no safety concerns because of fire or air quality, the functioning of critical infrastruc...

05/19 2 killed in Falcon Field crash identified; 1 was foreign-exchange student from Turkey
Gregor, a spokesman with the Federal Aviation Administration, A bus storm moved through the area Tuesda...

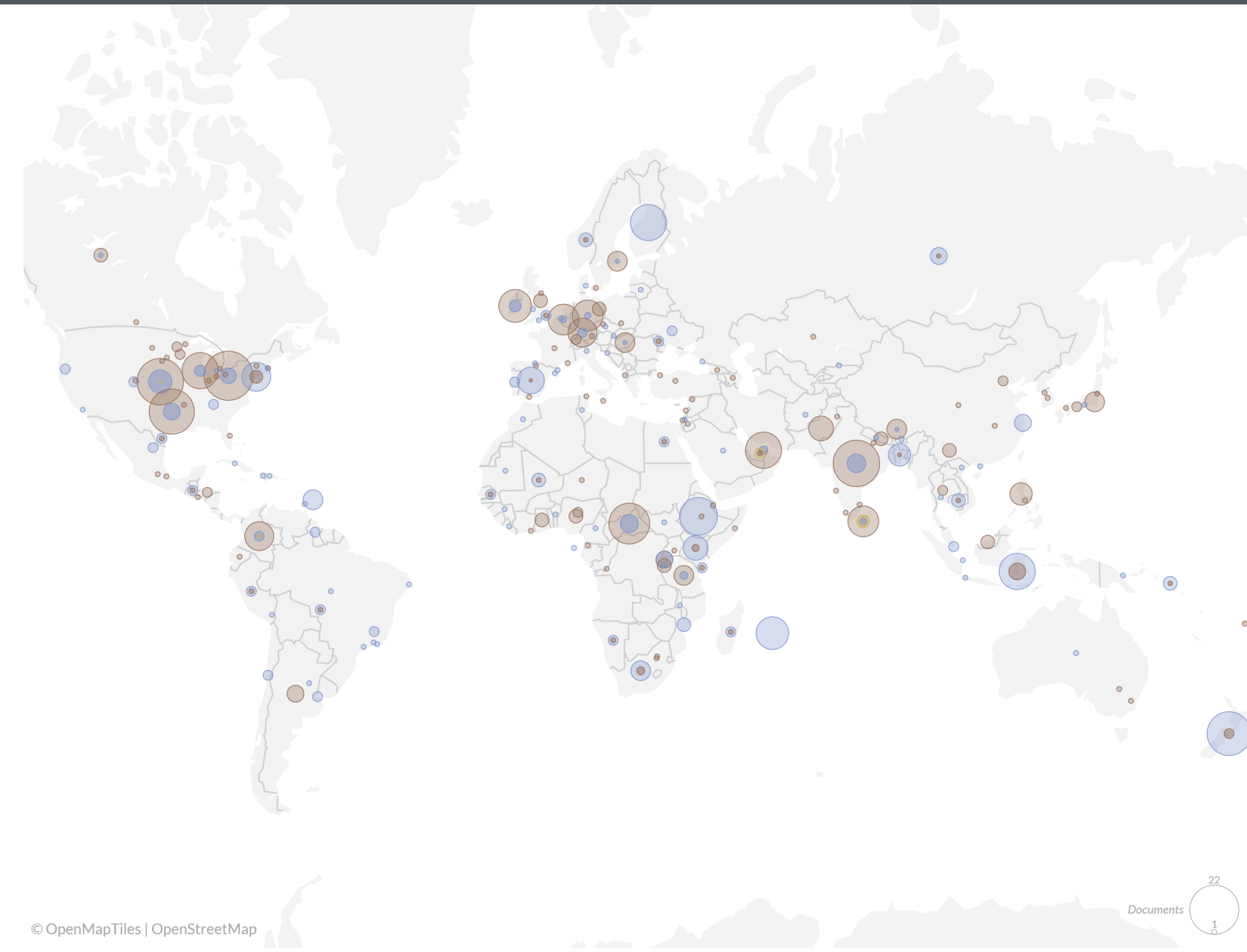
05/19 Umweltschutz in Oberösterreich: "Keine Belastungen, aber einige Baustellen"
Totalverbot von Glyphosat (siehe Interview rechts), Wind die Luftqualität in OO besser oder schlechter? Die S...

05/19 IMCO pide actualizar políticas de transporte ante contaminación
Ante la crisis que padecer la Ciudad de México por la mala calidad del aire y la congestión vehicular, los especia...

05/18 Suspender las clases en el colegio del Quilón y recomendar confinamiento a los vecinos
Por otro lado, según los informes de las unidades móviles de calidad del aire instaladas en la zona, se ha obser...

05/18 Se suspenden mañana las clases del CEIP 'El Quilón' y se recomienda el confinamiento para la...

alberta asthma atmosphere atmospheric cars china cities city cleaning clientearth club committee contingency use csiro debl diesel echo econ exomobi fire fort fuels gutierrez imeca index judge khan lavell london lung madrid mayor medelin megalopolis mexico mobility monitoring motorcycles no2 nox ozone particle particulate phase pm10 pm2 points pole pollution responsible restrictions school smart smoke taxi tires traffic transport trump urban valley vehicle vehicles ventilation wildfire wood



NGOs
Companies
Government

WWF statement on WEF Global Risk Report 2024

10 Jan wwf.panda.org
 adopted by UN member states in 2015 has the 17 Sustainable Development Goals (SDGs) at its heart. The most recent UN evaluation found that, despite...

Climate change and nature loss pose greatest risks for humanity: WEF G

10 Jan wwf.eu
 adopted by UN member states in 2015 has the 17 Sustainable Development Goals (SDGs) at its heart. The most recent UN evaluation found that, despite...

Strong governance makes smallholder farmer organisations vital partners | International Institut...

10 Jan iied.org
 The 2023 UN Sustainable Development Goals (SDGs) Report (PDF) paints a sad picture: 50% of SDG targets are showing insufficient progress, with 30% either...

Green budgeting is a paradigm shift in the way economic planning is approached: Message from...

10 Jan teriin.org
 green budget for the fiscal year but also provided baseline indicators aligned with SDGs, demonstrating a proactive approach towards global sustainability...

Call for Papers: Biochar Journal Special Issues - International Biochar Initiative



Persons ▼ António Guterres William Ruto Bola Killer Xi Jinping Lil Wayne Joe Biden Dev Swarup Abid Suleri Sheikh Hasina Narendra...

METADATA

Sources - Aggregated

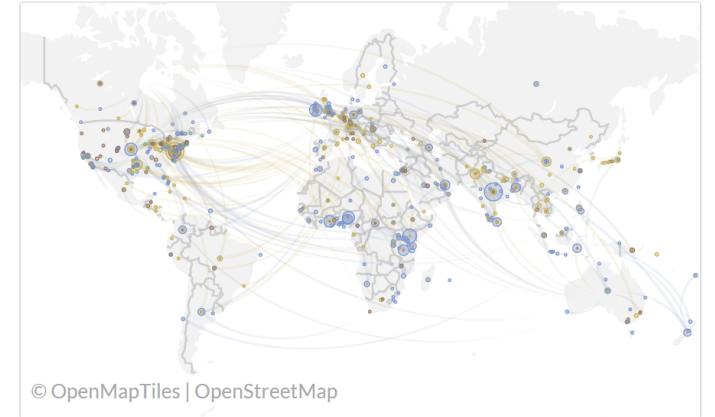
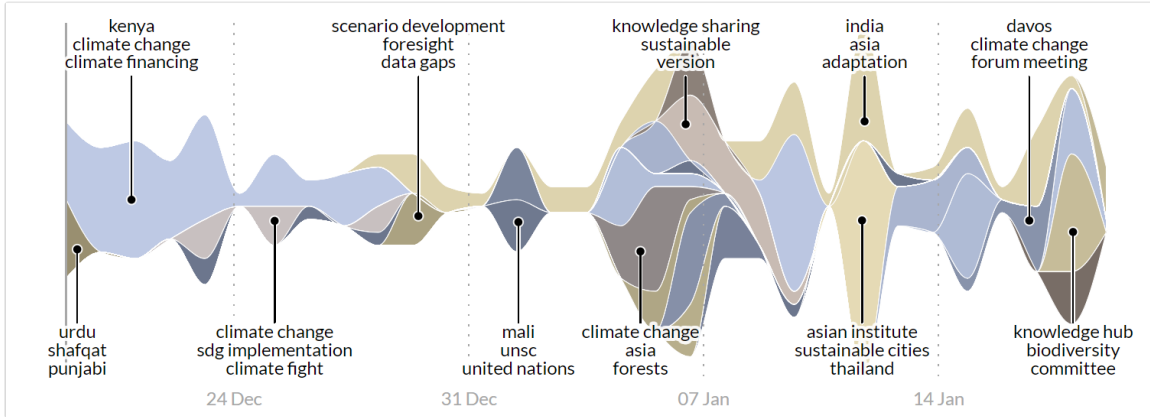
News	969
NGOs	577
Companies	201
Government	44

Sources - Detailed

Sentiment

<input type="checkbox"/> Positive	1448
<input type="checkbox"/> Negative	269
<input type="checkbox"/> Neutral	74

Recency



BOOKMARKS

General

<input type="checkbox"/> SDGs	1791
<input type="checkbox"/> Climate Change	526
<input type="checkbox"/> Biodiversity	240
<input type="checkbox"/> Water	83
<input type="checkbox"/> Air Quality	40

Marine Plastics

Environmental Themes

Sustainable Development Goals

CLIMATE CHANGE · ASIA · FORESTS 13 Articles

- Embarking on Excellence: AIT Welcomes Spring 2024 Cohort - Asian Institute of Technology**
s mission as a capacity-building institute focused on sustainable development in the Asia-Pacific region. Stressing AIT's commitment to sus
[ait.ac.th · 05 Jan](#)
- Transforming The World's Agrifood Systems Starts With R...**
[forbes.com · 04 Jan](#)
- From Talent Gaps to ESG Goals, 4 Imperatives Facing Asia ...**
[deloitte.wsj.com · 05 Jan](#)
- Protracted period of low growth looms large, undermining ...**
[un.org · 04 Jan](#)
- Indian economy outperforming peers, projected to grow at ...**
[timesofindia.indiatimes.com · 05 Jan](#)

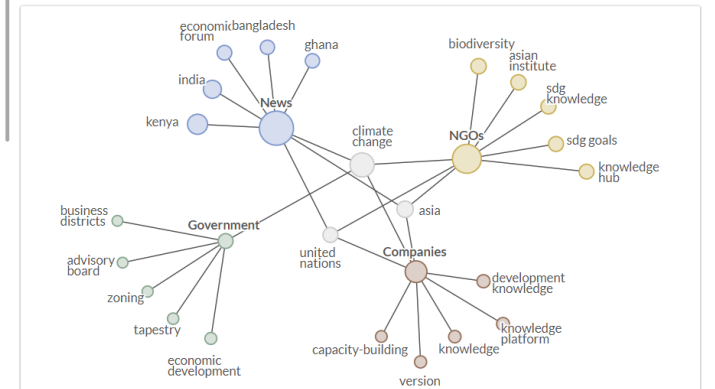
METHANE EMISSIONS · CARBON DIOXIDE · CLIMATE CHANGE 13 Articles

- Hottest year ever, what can be done? Plenty: more renewables and nuclear, less methane and m...**
and slow climate change, according to the United Nations' sustainable development goals. The UN says start saving energy wherever possible —
[newsday.com · 09 Jan](#)
- Hottest year ever, what can be done? Plenty: more renews...**
[independent.co.uk · 09 Jan](#)
- Hottest year ever, what can be done? Plenty: more renews...**
[baltimoresun.com · 09 Jan](#)
- Hottest year ever, what can be done? Plenty: more renews...**
[apnews.com · 09 Jan](#)
- What is 'degrowth' and can it be the key to saving our plane...**
[cleveland.com · 09 Jan](#)

KNOWLEDGE HUB · BIODIVERSITY · COMMITTEE 9 Articles

- Event: Joint Session of the Animals and Plants Committees | SDG Knowledge Hub | IISD**
Animals Committee will take place from 15-19 July. To receive SDG event notices, news, and analysis in your inbox, subscribe . To share inf
[sdg.iisd.org · 18 Jan](#)

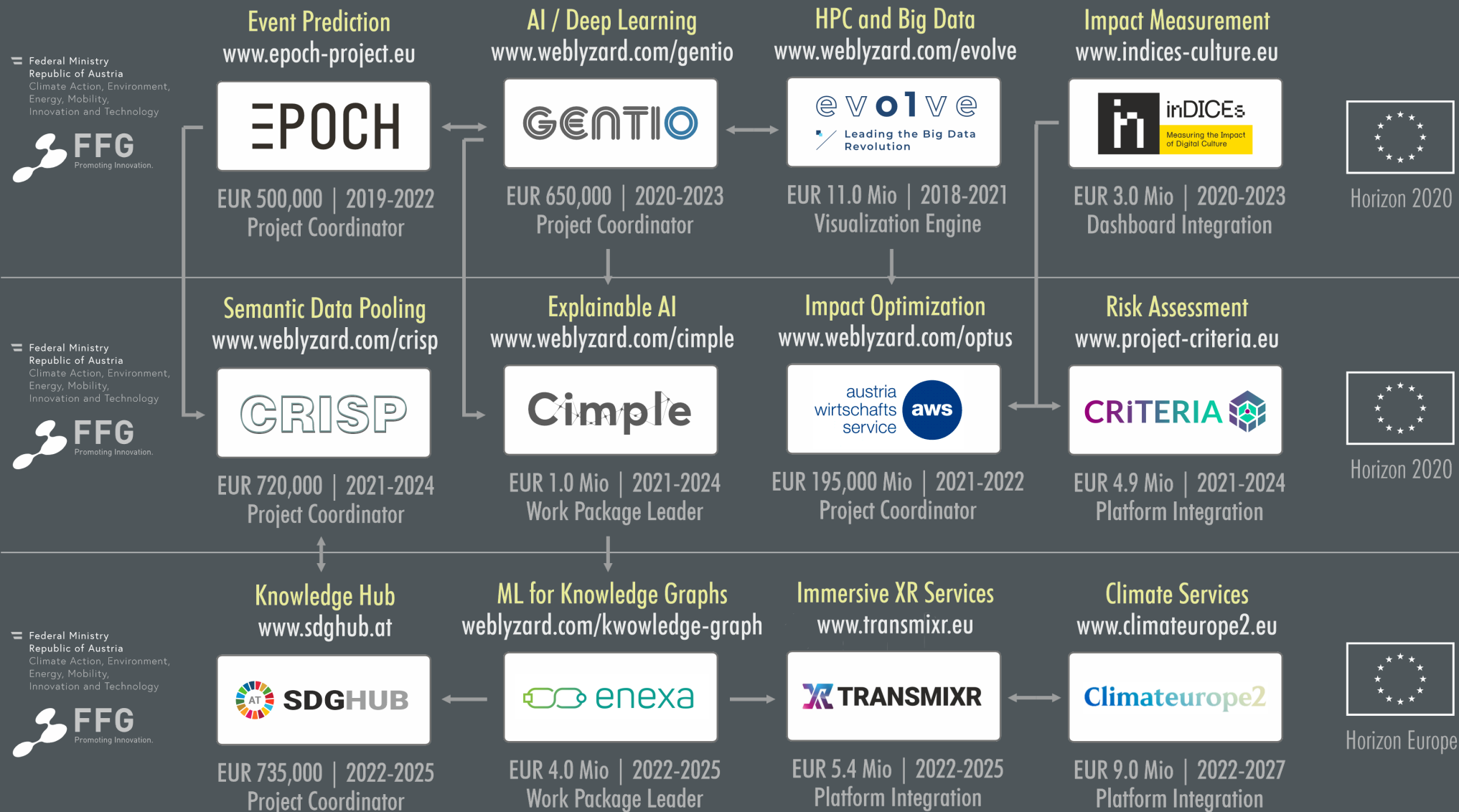
advisory-board africa alliance asia asian-institute bangladesh biodiversity business-districts business-planning capacity-building climate-action climate-change climate-finance climate-justice coexistence collaborations community-participation connecticut cop credit-union daily-star davos declaration designation development-goal development-initiatives development-knowledge economic economic-development economic-forum energy esg exxonmobil fao farming-practices farms financing gaza ghana green-spaces homestead india indicators indonesia kenya knowledge knowledge-hub knowledge-platform low-carbon mali member-states members minister ministerial mohawk ned-lamont new-office nigeria objectives outdoor-recreation palestine partnerships poverty-poverty-reduction preparing prerequisites produce property-owners prospects regulations responsibility saarc sdg-goals sdg-knowledge singapore stakeholder-engagement state-park summits sustainability tapestry tcfid tech-stack un-desa undp unep unfccc unions united-nations vendors version water web3 youth zoning



ASSOCIATIONS

<input type="checkbox"/> climate change	530
<input type="checkbox"/> kenya	192
<input type="checkbox"/> india	219
<input type="checkbox"/> alliance	69
<input type="checkbox"/> asia	169
<input type="checkbox"/> biodiversity	204
<input type="checkbox"/> asian institute	28
<input type="checkbox"/> bangladesh	80
<input type="checkbox"/> cop	67
<input type="checkbox"/> economic forum	34
<input type="checkbox"/> saarc	40

R&D Funding – Selected Projects



webLyzard technology

Web Intelligence | Big Data | Visual Analytics



Newsletter

www.weblyzard.com/newsletter



Technology Showcases

www.weblyzard.com/showcases



E-Mail

info@weblyzard.com

