EMSODEV

EMSO implementation and operation: DEVelopment of instrument module

DISSEMINATION PLAN

D7.1

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1. EXECUTIVE SUMMARY

EMSODEV is conceived as a spinoff project of EMSO, therefore the external communications should focus on presenting the scale of improvement and upgrading of the parent programme and the accomplishments during EMSODEV. It will therefore be necessary to define EMSO before going on to explaining the nature of EMSODEV. We should then define and examine what are the aspects of this project that will be of interest to the outside communities. Once this is clear, it will have to be translated into a communications and dissemination strategy. We should determine what are the communities and stakeholders we need to reach out to and we must tailor our message accordingly. Different kinds of events should pin point various stages of the project, thus determining an active agenda. Finally, it is mandatory to establish relations between WPs, in order to gain momentum and achieve the best results. This would emerge from the APPENDIX where the dissemination and communication activities agenda can be found. The main challenge of this transnational project with eleven national partners and other entities is to establish **well-coordinated** information activities in all partner countries. Thus, to communicate, disseminate, and share its achievements.

2. INTRODUCTION

The EMSODEV (European Multidisciplinary Seafloor and water-column Observatory DEVelopment) objective is to catalyse the full operations of the EMSO distributed Research Infrastructure, through the development and deployment of the EMSO Generic Instrument Module (EGIM).

EMSO is a large scale European Research Infrastructure in the field of environmental sciences. It was founded on the principles of the European Strategy Forum on Research Infrastructures (ESFRI) it comprises of seafloor and water column observatories (cabled & acoustically linked), for long-term (mainly) real-time monitoring of environmental processes related to the interaction between geosphere, biosphere and hydrosphere. It is composed of deep-sea observatories and shallow water test sites, which are deployed at specific sites around European waters, reaching from the Arctic to the Black Sea, passing through the North Atlantic and the Mediterranean, thus forming a widely distributed pan-European infrastructure.

The objectives of dissemination and communications are:

1. To establish a solid network among partners and stakeholders.
2. To keep the general public informed:
   a. about scientific developments
   b. about addressed scientific themes and topics (e.g., marine hazards)
   c. about human impact on the environment
3. To motivate politicians to pass new legislation and new regulations in order to improve marine ecosystems and to reduce human impact on the marine environment.
4. To establish solid relations with new stakeholders and with projects worldwide.
5. To connect with big news providers and specialized media in order to create an information network.
6. To present stories of the huge societal benefits of the marine environment and the need to preserve it
7. To document the research *in situ* and *in tempo* (e.g. during sea-going campaigns)
8. To present the advantages of the new technologies developed within EMSODEV.

Finally, the EMSODEV project will provide (and the Dissemination and Communications WP will spread) a set of tools to measure and predict marine changes which could keep some of the major damages inflicted on the marine environment under control.

Work Package 7 (Dissemination and Communication) has to highlight the main stages and the major breakthroughs during the 36 months of the project.

3. COMMUNICATION AND DISSEMINATION STRATEGY

Basic elements of the communication strategy are:

a. Overall communication objectives
b. Key messages about the project.
c. Identify the stakeholders and the best communication techniques to reach them
d. Determine the timing of the communication flow

Both communications and dissemination are team endeavours. It is our job and duty to ensure and assure an appropriate flow of information.

Therefore, we have to identify the ***message(s)***.

The main objective of the EMSODEV project is to reliably integrate data from EMSO observatories all over Europe's seas and align part of the observatories to a standard by means of a new system, EMSO Generic Instrument Module (EGIM), a + more competitive instrument platform, with more reliable IT software/hardware, which will allow transmission and processing of information concerning water qualities such as salinity, temperature, sound, currents, and chemistry in real time. European researchers recognise the complex strong interrelations between marine variables and ocean health in European waters. This is why researchers have gathered their forces: to improve ocean observations in order to study the human impact on the water system, the effects of this impact and to suggest ways to avoid environmental degradation.

The first level of communication and the first source of information will include tagging EMSODEV in order to increase hits when searching Google, Facebook or Twitter. The network of followers and friends represents first-hand dissemination. This works mainly at an academic and scientific level and has little or no impact on other groups of stakeholders.

On the other hand, the partners should communicate among themselves and the WP7 leader has to periodically collect information, pictures, videos for the website and other publications from them. The publications (brochure, flyers etc.) have to circulate among the partners first, in order to determine if the information and the angle of approach are appropriate. A continuous feedback is necessary regarding communication products. The communication products must be translated in the partners' national languages.

4. STAKEHOLDERS

We need to identify the second group of interest: the targets. There is a multitude of possible targets that go under the collective name of ***stakeholders***. It is thus important to prioritize the various stakeholders in order to approach them with the right type and strength of message. Single partners obviously have a much better understanding of their country's scenario. It is therefore very important that every partner draw up a list of stakeholders in their respective countries. These lists have to be centralized by the WP7 leader.

We should communicate separately with every group of stakeholders, because the massage should be geared to their level of interest. This does not mean that the messages have to be entirely different, they might just need some adjustment.

Many stakeholders are directly involved in research, others can be interested in our work because they are teachers or university linked researchers. We call this group of audience/stakeholders *academics*. The email list should include private education (?) and freelancers. It is simply not enough to keep this group of stakeholders informed via social network. Therefore, every partner should organize seminars, conferences, thematic visits, and focus groups in order to spark scientific attention, inform, and involve this group of beneficiaries. Some of these events should anticipate or mark the main moments of the project's agenda. (see below, APPENDIX)

Keywords: research, co-operation, sharing data, scientific networking, shared infrastructure.

The second group is that of ***commercial targets***. As for academics, this is not a closed group, and the partners should help the WP7 and WP8 leaders to draw up this list. This group has characteristics similar to those of academics, but include political and general interests as well. They are a very important group and they are an important link between the project and the market reality. Every partner has to plan a way (seminar, conferences or just face-to-face communication) to attract new commercial stakeholders.

Keywords: *(European) funds, benefits, research, innovation, development.*

Politicians make up the third target group. The future impact of the project in some way lies in the hands of this group. Politicians will have to make future decisions regarding further implementation of the EGIM module and the money invested in it: keeping them informed is essential.

Keywords: *Co-operation, environmental policies, European appeal, climate change, future technologies.*

The fourth target group is th***e media***. We have to deliver press releases, spread news, organize events and schedule interviews with main figures in the project. Information should be a constant flow. This means providing permanent access to different stages of the project. This is not always possible because the data could be confidential or not conclusive. In order to work around the problem we could feed the press general reports, interviews, and generic scientific details. (see below). We must focus on the general philosophy of the project and on the public impact. We should highlight the environmental aspects, but also the European conception and effort. The WP7 leader will keep this line of communication permanently open, focusing on a pro-active strategy. The WP leader will send out press releases and communication materials, and will keep communications open between partners and journalists.

Keywords*: European funds, innovation, scientific appeal, networking, human impact, environmental degradation, pollution, microorganisms, extinction, ecosystem degradation.*

Last, but not least, is the fifth target: the ***general public***. Never underestimate people's thirst for knowledge, the longing for participation. Therefore, the public should be one of our allies and the main recipients of our messages.

Keywords: *climate change, environmental hazards, pollution/ecological threats, scientific innovations, health issues.*

NB: Keywords lists could be modified, but it is more efficient to use them when communicating with every category of stakeholders, to stress not only the general impact of this project but also their involvement. Furthermore, we could keep all our stakeholders informed with newsletters (news,

interviews, and pictures of the different stages of the project) and invite them to EMSODEV related events.

5. THE SHAPE/PATTERNS OF MESSAGES

Even if the message is the same for all our target groups, ***its shape*** should differ according to the stage of the project or the different stakeholders. Furthermore, because EMSODEV is a spin-off of EMSO, we should harmonize any outgoing material in order to create a common visual identity and be recognizable to our stakeholders. This means the communication should be eye-catching and use a friendly language.

Visual identity and continuity with EMSO. The first step was to choose the logo. The options were presented at the EMSODEV kick-off in Crete and the choice was made then. There is an obvious continuity with the EMSO logo, which will have to be used on all social media accounts and used as a header on all correspondence regarding the project.

An EMSODEV Twitter page has been opened and everyone is encouraged to follow it. In the internet world the more activity you have, the higher visibility you earn. This is why a Facebook and a LinkedIn page should also be created, even if there are similar EMSO pages. These pages will not only be useful to share EMSODEV activities, but also distribute images and videos of the project.

Roll-ups, banners, and a brochure will be designed in the first six months of the project, as well as a general PowerPoint Presentation (permanently upgraded). We need to consider the possibility of having a banner on the home page of the main news sites (EuroNews, for example).

The ***presentation video*** will need to be completed by the end of the first year but work on it should start at month six of the EMSODEV agenda. This means that every partner has to contribute their images (pics, videos…). Again, the video should follow the style of the EMSO video.

A biannual ***newsletter*** is to be released disseminating not only the information concerning the project, but also the images related to the project.

There are possible, and sometimes mandatory, additional public events when landmarks are reached or when various deliverables are completed. There are workshops planned (MS 1 for delivery of D2.2: Detailed EGIM specification list for example; see Appendix)

EMSODEV will be showcased in several conferences, workshops and industrial fairs, some of which have already been identified, especially in the short term. Some of the events where EMSODEV will be presented are annual conferences where the community typically contributes a keynote speech and dedicated sessions. The table below shows some examples of the main events foreseen so far.

Event type	Event title	Venue	Date and occurrence	Description
Conference	European Geoscience Union General Assembly - EGU	Vienna	Annual meeting – April 2016	The EGU General Assembly 2016 will bring together geoscientists from all over the world to one meeting covering all disciplines of the Earth, planetary and space sciences. The EGU aims to provide a forum where scientists, especially early career researchers, can present their work and discuss their ideas with experts in all fields of geoscience.
Conference	American Geophysical Union – AGU – Fall Meeting	San Francisco	Annual meeting - December 2015	AGU's strategic plan sets the direction for the organization and drives the work of the Board, Council, other volunteers and staff.
Conference	Ocean Sciences meeting	New Orleans	February 2016	The 2016 Ocean Sciences Meeting will be held 21-26 February 2016 at the Ernest N. Morial Convention Center, located at 900 Convention Center Blvd., New Orleans, LA 70130. Cosponsored by AGU, ASLO, and TOS, the Ocean Sciences Meeting will consist of a diverse program covering topics in all areas of the ocean sciences discipline.
Industry Fair	Oceanology	London	March 2016	Oceanology International's world-class exhibition and conference help organisations reach buyers from key market regions and sectors worldwide and helps them improve their strategies for measuring, exploiting, protecting and operating in the world's oceans.

6. COMMUNICATION TOOL-KIT

The project needs direct communication via

a. brochure, one-pagers, roll-ups, flyers, PowerPoint presentation (to be provided at month 6 of the project, and updated when necessary), biannual newsletters.
b. project website (delivered on month 6)
c. project video (delivered on month 12)
d. press releases and information sharing with the stakeholders (news, reports etc.) in occasion of relevant events.

Lateral communication should be streamed via reports on the progress of the project. This kind of communication requires keeping in touch with specialized media in order to inform them on the project.

Partners are encouraged to organize seminaries and conferences on topics that revolve around the project (i.e. climate change, human impact etc.).

7. APPENDIX

No.	Activity	Main responsible	Involved partners	Time	Main target group(s)	Comments
1	Dissemination plan of the Project	Coordinator	All	M3	Media and stakeholders	To be disseminated by project partners to national media (targeted and mass), to related projects and selected stakeholders
2	Project Roll Ups Brochure, PowerPoint	Coordinator		M6	Events participants (researchers, policy makers, etc.)	To be available for event organizers and to inform general public and stakeholders on the stages and goals of the project

3	Facebook, Twitter and LinkedIn pages created	Coordinator and every partner/liaison/press officer	All	M3	Interested public	Partners to invite their relevant contacts and to pro-actively use the group for project related news / event announcements, etc.
4	Newsletter	Coordinator		M6, 12,18, 24 and 36	General Public	Informing on what's going on in the project
5	Project Video	Coordinator	All	M12	General Public	To present a general framework of the project, impact of the research
6	Press release	Coordinator		M12	Media and stakeholders	Comments
7	Final press release	Coordinator		M36	Media and stakeholders	

Parallel to these landmarks, there are some important stages of the project that should/could be used as vectors of communication by every partner. Here are some of them:

MONTH 3

WP7. Presentation of the dissemination strategy. WP7 calls for a permanent connection between the WP leader and the partners and, on the other hand, between the WP leader and the stakeholders. The WP leader should elaborate three main press releases marking the beginning, the middle and the end of the project but, in between, he has to keep an open line with journalists and other targets. Although it is impossible to predict to the minute details of every event and decision to be taken, there are some known aspects of his activity (brochure, PowerPoint presentation, roll-ups, logo etc.). There is already a working Twitter account. A Facebook and a LinkedIn page must be activated. The partners should elaborate the list of internal stakeholders (academics, politicians, commercial beneficiaries, nongovernmental organizations etc.) to be targeted by the messages.

MONTH 4

NERC (WP5 leader) is responsible for in situ evaluation of EGIM and presents the site selection report. It is public and it is possible to present the criteria of selection (see T5.1 for further details) in a documentary or by an interview with specialized press.

MONTH 6

WP7. At this stage of the project, the EMSODEV deliverables will be a brochure, roll ups and a PowerPoint presentation. These tools should be approved by the partners before their public release. At this point, the first e-newsletter will be released.

MONTH 12

Project video. WP7 has to present a video about the EMSODEV project. As we already pointed out, the video will have to be similar to the EMSO one.

MONTH 14

WP3- EMSO Generic instrument Module (EGIM) Prototype**. Begins in month 3, ends in month 14.** The objective of this work package is crucial: the development of the first Standardized EGIM that will be integrated and dry/wet tested. This has to be presented to the press either through a report in a specialized publication, or through a documentary underlining the importance of this achievement. It is mandatory to disseminate a press release and an interview with the leader of WP3 or designated representatives of IFREMER and NERC (on the EMSODEV internet page or elsewhere).

MONTH 16

WP4 The objective of this WP is to evaluate the quality, operability and stability of the EGIM, by describing the sensors and using a standardized testing package to monitor sensor and integrated module functionality. The previous stage (WP3) should leave a follow-up possibility in order to resume the dissemination with the WP4 in the same spirit. This is an important moment of tests and the main partners should organize *in situ* trips for the press.

MONTH 36

WP7 Report on dissemination activities.

CONCLUSIONS

According to the outlined plan for disseminating the progress and the final results of the project in political, social and media environments, the main expected impact will include:

- increased awareness of influential people over the continuous depletion of natural marine resources
- increased people interest in the scientific and technical progresses of the project and of EMSO RI.
- getting support for future implementation and use spreading of the EGIM.

By the end of the project, we estimate

- To have more than 30 visits daily to the project website and other social media
- To gather a significant number of followers, hits and receivers of our newsletters, messages, press releases.
- To convince specialized (targeted) media to focus on our project and to analyse the results.