

Dissemination Plan for EurOcean

By EurOcean Office



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EurOcean Members



EurOcean Cooperating Members



Resume:

The dissemination of information on marine science and technology in Europe is a key mission within the EurOcean project. Several methods and vehicles of dissemination will be exploited, both formal and informal, in order to engage our target audiences.

The aim of this document is to specify and explain the steps that EurOcean will undertake to ensure effective and efficient dissemination.

The EurOcean Office will continuously review this dissemination strategy. Modifications will be made where necessary to ensure that the dissemination actions remain relevant and reachable.

Background:

EurOcean considers that disseminating activities have three main functions, in accordance with the groups targeted by them:

- Dissemination for Awareness is oriented for the general public.

This group does not require a detailed knowledge of the work but it is helpful for them to be aware of the activities of EurOcean and outcomes. Creating such awareness will help the "word of mouth" type dissemination and help build an identity and profile.

- Dissemination for Understanding is oriented for the groups that can benefit from the activities of EurOcean and need to have a deeper understanding of its work. These are the scientific community; the education sector, the potential members or the members who want to apply the EurOcean approach in their practice.

- Dissemination for Action is oriented groups/audiences that are in a position to "influence" and "bring about change" within their organizations. They are the Scientific Community, EurOcean Members, Potential Members, Future Contributors, Policy makers and decisors. These are the groups/audiences that will need to be equipped with the right skills, knowledge and understanding of the EurOcean activities in order to propose the use of EurOcean's approach into a wide variety of domains.

To reach the dissemination level intended, communication materials, such as an electronic portal, newsletters, leaflets, brochures and posters, will support dissemination. Important are also good, long-term relations with media.

Keywords List:

- EurOcean
- Dissemination
- Dissemination plan
- Dissemination for action
- Dissemination for awareness
- Dissemination for understanding
- Brochure
- Poster
- Electronic Portal
- Statistical Reports
- Infobase
- Information
- Data
- Metadata
- Stakeholders
- Target audience

Definition:

EurOcean: European Centre for Information on Marine Science and Technology.

Dissemination: is the act of dispersing or diffusing something e.g. diffusion of knowledge, making available any kind of information* to the Target Audience.

Dissemination plan: is a framework determining the overall strategy and specifying appropriate means to disseminate the EurOcean activities results among the interested target groups.

Dissemination for Action: refers to a change of practice resulting from the adoption of products, materials or approaches offered by the project. These are the groups/audiences that will need to be equipped with the right skills, knowledge and understanding of EurOcean activities in order to achieve real change.

Dissemination for Awareness: Intended for target audiences that do not require a detailed knowledge on the EurOcean activity. But it is helpful for them to be aware of activities and outcomes.

* See: Information definition (page n° 4).

Dissemination for Understanding: Intended for groups/audiences that can benefit from what the EurOcean activities have to offer. Therefore, it will be important that these groups/audiences have a deeper understanding on its work.

Brochure: A small booklet or pamphlet, often containing promotional material or information.

Poster: is any piece of printed-paper designed to be attached to a vertical surface. Typically posters include both textual and graphic elements. Posters are designed to be both eye-catching and convey information.

Electronic Portal: is a collection of related web pages, images or other digital assets that are hosted in one web server, usually accessible via the Internet. Presents information from diverse sources in a unified way.

Statistical Reports: Analysis containing statistical information on a specific subject.

Infobase: is an electronic set of information, which has been aggregated on a coherent and useful manner for easy access by end-users.

Information: refers to knowledge obtained from analytical processes of sets of data and descriptors in a manner suitable for dissemination and communication.

Data: Is commonly used for observable and measurable raw "values" that are usually collected systematically and result from research or monitoring activities. These values can be numerical or nominal.

Metadata: are descriptors related to data (e.g. by whom, at what time, where and how the results were collected).

Stakeholder: is any group or individual who can affect, or be affected by the achievement of the EurOcean activities objectives – or can influence these objectives.

Target Audience: A specified audience for which the information produced is addressed.

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1) What to disseminate?

In order to define the message that we need to disseminate, an evident line of action is to enhance on positive achievements and the benefits they bring.

Our Project aims:

To be a focal point for information on marine sciences and technology in Europe

Our Project will focus on disseminating information on the following topics:

1. European marine research and technology;
2. European marine research infrastructures;
3. New developments on European marine information;
4. European marine and maritime policy;
5. Initiatives aiming the implementation of an ERA for the marine and maritime sector.

2) To whom disseminate?

At all three levels of dissemination and including two more levels: Involvement on dissemination and Support of Dissemination; the target groups are the corresponding stakeholders.

Table 1 - Target groups and corresponding dissemination levels.

	Awareness	Understanding	Involvement	Action	Support
General public	X				
Education Sector	X	X			
Potential Members	X	X			
Scientific Community	X	X	X	X	
Policy Makers and Decisors	X	X	X	X	
Members	X	X	X	X	X
Future Contributors	X	X	X	X	X

3) What Benefits to End-users?

The benefits will be to have available a potential solution to a particular problem, of each stakeholder. Thus, the stakeholder needs and problems, were

firstly identified and a relevant solution was proposed within the project deliverables and milestones.

Table 2 - Issues/problems that EurOcean will address and correspondent targeted audiences.

Issues/Problems	Target Audience
Lack of information on EurOcean activities and achievements.	General Public, Scientific Community, Education Sector, Potential Members, Future Contributors, Policy Makers and Decisions, EurOcean Members
Lack of information on scientific contents on Marine Science and Technology.	Education Sector, Policy Makers and Decisions.
Insufficient access and exchange of information between relevant research projects, Laboratories and infrastructures.	Scientific Community, Science Managers
Solve problems of dissemination of EurOcean Members results and projects.	EurOcean Members
Identify information gaps and needs in organizations.	Future Contributors, EurOcean Partners in European Community Projects

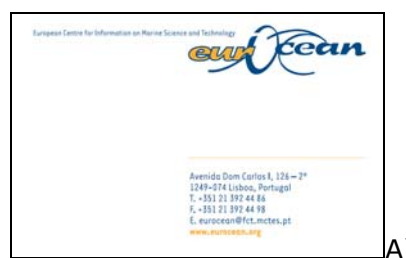
4) Dissemination Materials

One of the objectives of the EurOcean dissemination activities is to enhance and innovate the communication process. The electronic portal, as an archive of reference information and as the main entrance to EurOcean’s infobases, and printed materials will be a prioritized channel of communication. Printed materials will also be made available on the web for download.

A graphical identity is composed of visual elements that aim to represent an organization.

The EurOcean’s graphical identity includes logo, business cards, fonts, colours and templates for presentations and text documents.

Figure 1 A) Business Card and B) Logo of EurOcean





B)

The logo and business card of EurOcean; reveal the colours and fonts used on the graphical identity of EurOcean.

It is important to follow a graphical identity, since good use of it will help to consistently communicate and disseminate the project. Guidelines and templates will also save time and effort.

The graphical identity was also applied to all the other dissemination materials including the Infobases.

4.1) Portal

The EurOcean Portal is one of the main vectors for disseminating information about the EurOcean line of activities and other relevant information for the European marine sector. Its structure aims to provide easily accessible information without sacrificing important detail like the access to infobases and statistical reports.

The design of the Portal also allows easy access to updated news and events by EurOcean while at the same time maintains an archive of relevant marine and maritime information.

The portal can be divided in the following four parts Public Website, Extranet, Editor and Administrative Area.

4.1.1) Public Website

Figure 2 - Homepage of the EurOcean Public Website



The homepage of the EurOcean Public Website lists news and main events, as well as provides access to the main categories of information. The overall organisation of the Public Website is presented on the table below.

Table 3 - Overall Organization of the EurOcean Public Website

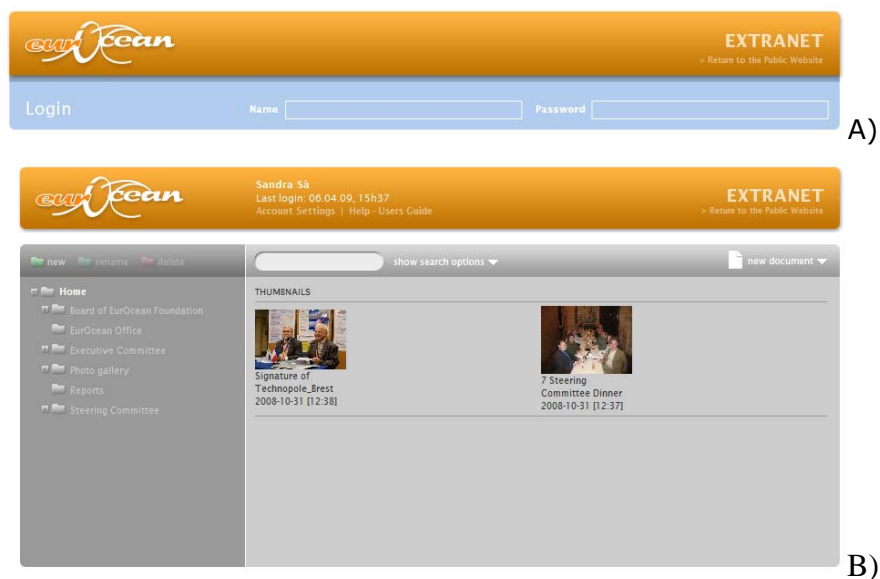
Categories	
<u>National Information</u>	Belgium France Ireland Malta Norway Poland Portugal Romania Spain
<u>European Information</u>	Maritime Policy EU Official Information EU resarch Information European Organisations
<u>Infrastructures</u>	Research Vessels Underwater Vehicles Large Exchangeable Insts. Others
<u>Indicators</u>	Environment Science and Technology Maritime Key Figures Socio-economic
<u>Higher Education</u>	Marine Courses Job Opportunities
<u>Public Outreach</u>	Renewable Energies Students Others
<u>TopLinks</u>	About EurOcean Infobases Documents Links Extranet
<u>BottomLinks</u>	Contact Map Disclaimer Subscribe Newslwtter
<u>News</u>	
<u>Calendar</u>	
<u>ERVO</u>	About ERVO Contacts RVs Infrastructures Info Members Meetings Documents
newsletter	

4.1.2) Extranet

In order to facilitate the fast exchange of information with EurOcean members and privileged contributors, a subset of the visible site of EurOcean is connected to the extranet site. Members can therefore easily upload and download information, using specific access privileges.

The Image below shows the extranet interface and login area.

Figure 3 - A) Login Area and B) Extranet Interface



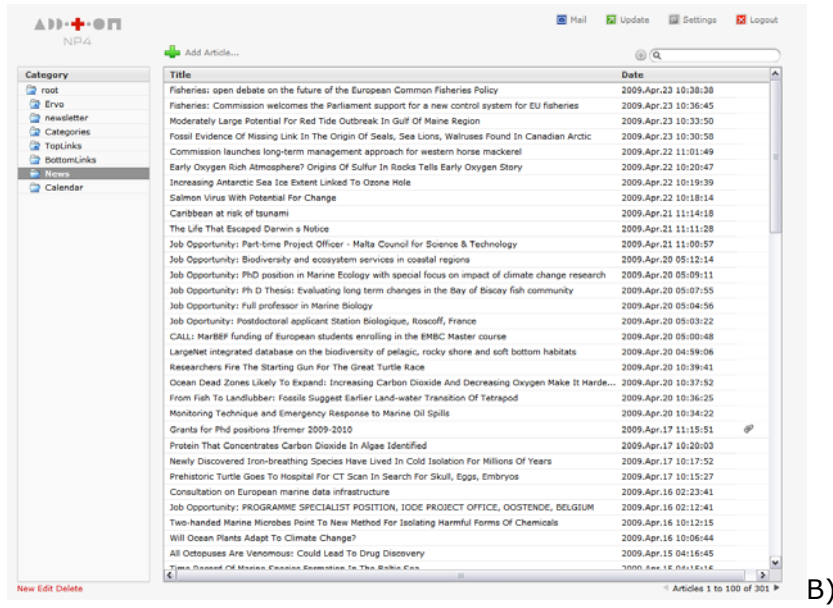
4.1.3) Editor Area

Editor's Control Panel is the area of the portal content management that allows administrators to add, edit, or delete content. The Editor Control Panel is password protected and is used to update the content and also to create the monthly newsletter.

The Image below presents the Editor Area Login and Editor Area Panel.

Figure 4 - A) Login Area and B) Extranet Interface





B)

4.1.3) Administration Area

Is the area where the specific access privileges can be managed. The Image below presents the Administration Login and Administration Area Interface.

Figure 5 - A) Login Area and B) Administration Area Interface

Username

Password

A)



B)

4.2) Infobases

Developed to respond to the identified lacks of information on marine and maritime information. These Infobases are created according to our work programme or in collaborations with other European projects and/or EurOcean Members. The following Infobases were already created.

4.2.1) European Research Vessels Infobase

EurOcean maintains a searchable database of the European research vessels (RVs) operating in Europe and abroad. It includes research vessels from the coastal to high seas (≥ 10 meters).

Information on vessel specifications, contact information and the real time position of the large RVs is online for consulting. This information is regularly updated by the RV operators.

A list of the European research vessels planned and under construction and vessels out of service is also available. Image bellow shows the interface of the European Research Vessels Infobase.

Figure 6 - European Research Vessels Infobase



4.2.2) European Underwater Vehicles Infobase

It's an on-line searchable infobase on the Underwater Vehicles used in Europe for Scientific research.

Four categories of UVs have been identified as following: Remotely Operated Vehicles (ROVs); Autonomous Underwater Vehicles (AUVs); Manned Submersibles

and others. The image bellow presents the interface of the European Underwater Vehicles Infobase.

Figure 7 - European Underwater Vehicles Infobase



4.2.2) LEXI- Large Exchangeable Instrument Infobase

EurOcean has built up in cooperation with the Institute of Marine Research of Norway an info-base of the large exchangeable instruments available for marine research in Europe. The image bellow presents the interface of the LEXI- Large Exchangeable Instrument Infobase.

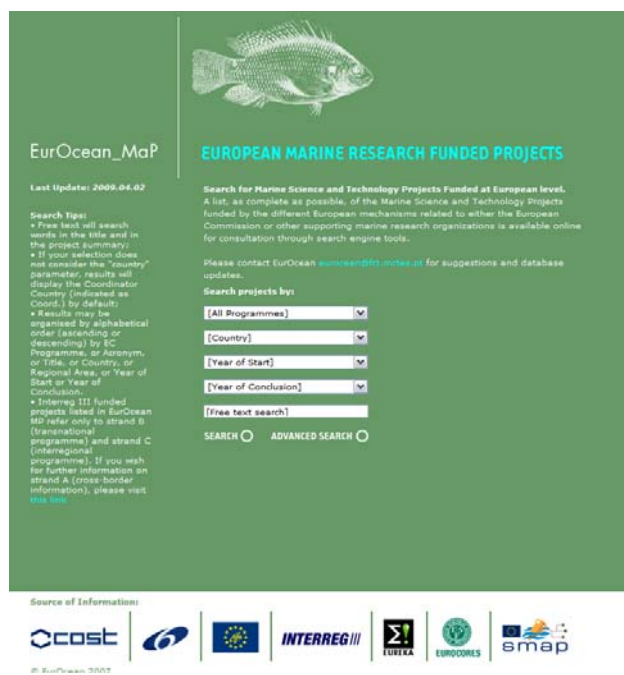
Figure 8 - Large Exchangeable Instrument Infobase



4.2.3) European Marine Research Funded Projects Infobase

Compiles a list, as complete as possible, of the Marine Science and Technology Projects funded by the different European mechanisms related to either the European Commission or other supporting marine research organizations is available online for consultation through search engine tools. The image bellow presents the interface of the European Marine Research Funded Projects Infobase.

Figure 9 - European Marine Research Funded Projects Infobase



4.2.4) Infobase of the European Organizations with Activities on Marine Sciences and Technologies.

An inventory of European organisations involved on Marine Sciences and Technologies.

The image bellow presents the interface of the Infobase of the European Organizations with Activities on Marine Sciences and Technologies.

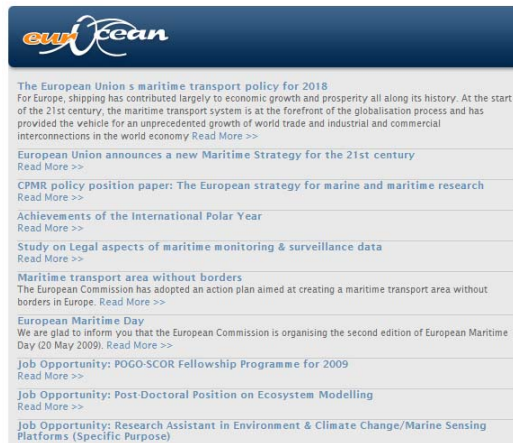
Figure 10 - Infobase of the European Organizations with Activities on Marine Sciences and Technologies.



4.3) Newsletter

For the interested public, EurOcean emails a monthly newsletter containing, among other relevant issues, news (Scientific and Political), forthcoming events and job opportunities. The image below shows an example of the Newsletter.

Figure 11 – EurOcean’s Newsletter

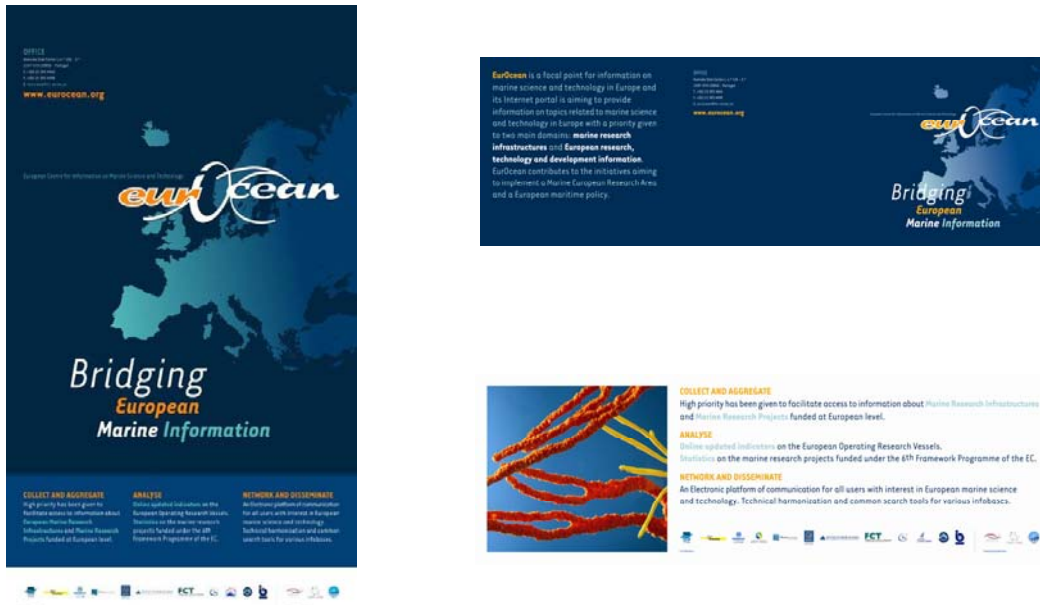


A mailing list of relevant stakeholders will be created and administrated by the Office. All stakeholders will be included in the same list, to make sure that nobody is excluded from valuable information. Even if not everybody might be interested in all details of EurOcean activities, general knowledge of EurOcean is considered important.

4.4) Institutional Leaflet and Poster

A leaflet with an introduction to EurOcean activities and contact information is being produced. A poster with brief information on EurOcean was already produced. The figure below shows the Poster and the Leaflet created.

Figure 12 – EurOcean’s A) Institutional Poster and B) Leaflet



A)

B)

4.6) Information Posters and Brochures

Information on statistical analyses, Scientific and Basic Concepts of marine sciences will be released in the shape of Posters and brochures.

Figure 13 – Information Posters and Brochures already produced A) European Research Fleet (Poster) B) Uncovering The Ocean Secrets (Brochure)



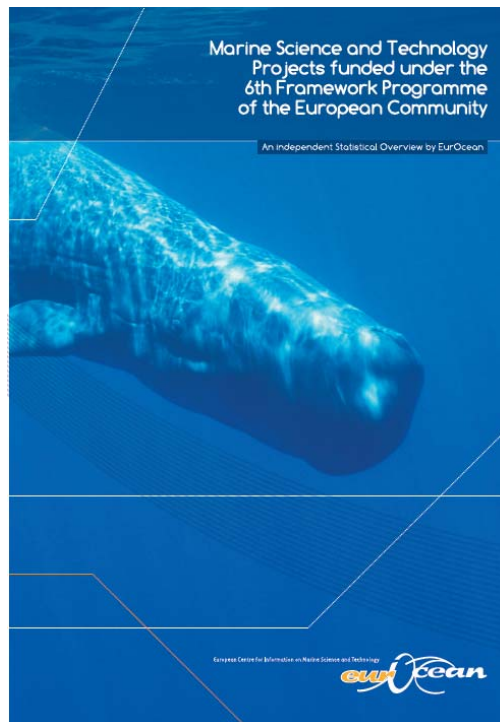
A)

B)

4.7) Statistical Reports

Statistical analysis of relevant issues in marine and maritime information having as source the information gathered by EurOcean in the different Information-bases. The first of these reports, a preliminary analysis of the marine related projects funded under FP6, was released in 2007. A second report on this subject is being finalised for printing and will be also made available in the portal for download and consultation.

Figure 145 – 2009 Statistical Report on the marine related projects funded under FP6



4.8) Promotional Video

A feasibility study on the production of a promotional video will be made. It is expected to have a four or five minutes duration. It will be used as an introduction to EurOcean, its background and objectives. If it is feasible the video will be uploaded to the public website and youtube.

5) Calendar

Date	Activity
December 2008	Institutional Poster
April 2009	Institutional Leaflet
May 2009	Poster - "European Research Fleet"
June 2009	Dissemination Brochure - "Uncovering the Ocean secrets"
June 2009	Statistical Report on Marine Science and Technology Projects Funded under the FP6 of the EU
July 2009	Feasibility Study on the promotional video
December 2009	Inclusion of FP7 Projects on the European Marine Research Funded Projects Infobase

6) Current Status

An effective dissemination strategy will only continue to be effective if it functions as an evolving and constantly developing process, in the aspect that it will reflect the changing needs of its participants and stakeholders.

The activities within the scope of this dissemination plan have already started and a Portal, a poster and a leaflet have been produced. Several Infobases and a Statistical Report were also produced.

Also a information brochure "Uncovering the ocean secrets" and a Poster "European Research Fleet" were created.