

EMODnet videos

The Secretariat, together with Southampton Solent University and with support from (and to support) the EMODnet partner organisations, will make two videos with different focus, objective and target audience. The first video will focus on obtaining buy-in from potential data suppliers. The second video will focus on promoting the use of EMODnet to obtain data and data products by a diverse range of potential end-users. While each video thus has specific objectives, the general aim of these videos is the same: to (i) showcase and advertise EMODnet, highlight its importance and the progress that has been made so far and (ii) contribute the success of EMODnet by promoting active data contributions and usage from stakeholders. Hence, both videos should remain sufficiently high level to be understandable for all stakeholders.

Video 1 – Contributing data to EMODnet

Aim: To persuade data holders to contribute to the success of EMODnet by making relevant data accessible via the portals.

Key message: EMODnet should become the primary point of entry for anyone seeking marine data within Europe, but it can only achieve this if all those holding data contribute. There has been enthusiasm from some organisations but all government agencies and as many industry groups as possible should be encouraged to contribute.

Sound (Storyline):

- Marine data is critical to protect or restore the (good) environmental status of our seas and oceans; reduce environmental and safety risks of human activities; to increase the cost-effectiveness of commercial operations.
- Elaborate concept of unified data across Europe, types of data available, quality of data, why this database is important. Need for observations and data sets to be common across all country boundaries and collected to common standards (e.g. INSPIRE).
- Harmonisation, interoperability and access to marine data and observations across Europe will support a more effective use of Europe's seas and oceans for a wide range of activities and improve knowledge of how the seas will react to the uncertainties of climate change and ocean acidification. However, this will only be effective if everyone makes available high quality data.
- EMODnet portals have undertaken important steps to overcome some of the existing barriers to contributing data and concerns of potential data holders. Firstly, contributing data to EMODnet is easy. Secondly, contributing data is safe and can be done in accordance with data-policies of providers (e.g. identification of data-users).
- Important benefits for data holders to be involved in the EMODnet initiative, include
 - Improved visibility and recognition;
 - A possibility to pool data with complementary data to obtain additional and better data products;
 - A possibility to better understand the functionalities and possibilities EMODnet offers and contribute to developing new end-products and functions that may be of interest to the organisation and/or company.
- Zoom in on some of the main concerns data holders may have to contribute and explain how the EMODnet portals offer solutions. Reference the knowledge gained by the preparatory phase in terms of helping to understand/map the data policies of data holders and contributors.
- Vision of where we want to be in 5 and 10 years time with European marine data collection and usage including the central role of EMODnet in the Marine Strategy Framework Directive and the Europe 2020 goals.

Vision: The EMODnet videos will make use of a combination of different kinds of materials to illustrate the sound track including

- Interviews with local, national and European level authorities, marine data experts and other stakeholders;
- Footage of marine environments and risks e.g. flooding, toxic algal blooms resulting in (temporary) closure of shellfish production sites, pollution, Invasive Alien Species, etc;
- Footage of human activities at sea (e.g. tourism and recreation, merchant shipping, sand and gravel extraction);
- Animations and footage illustrating the increasing (and sometimes conflicting) demand on sea space (e.g. offshore wind-installations and shipping safety); illustration of complex use of marine space (e.g. the Irish Sea DEFRA spatial planning map shown as a build-up of 12 different user layers);
- Examples of marine products and produce (e.g. fish in markets, electricity from offshore wind, hydrocarbons, sand and gravel);
- Animations of important concepts (e.g. integration of different data sets; modelling of future conditions, simulations of interesting portal functions and potential data use);
- Examples of EMODnet products (e.g. a pan European bathymetry map, which also shows some of the data gaps that require new data collection).

Narration will be provided partly by a narrator, partly by interviews with key people e.g. the Commissioner for Maritime Affairs, government officials (e.g. oil and gas regulators), EEA representatives, plus potential users (e.g. fishermen, wind farm operators, marine coastguard agencies).

Sources of video footage will include using our own camera/sound operators for interviews, some footage at sea, footage of people integrating data on screen. In addition, purchased stock footage (e.g. from the BBC Motion Gallery, Shutterstock, Clipcanvas) for aerial shots for example of windfarms, ships at sea, and oil rigs. Footage from industry, Governments or scientists and from the EMODnet partners many of whom are well known to Seascope staff.

Video 2 – Using EMODnet data and data products

Aim: To advertise the availability of marine data from the EMODnet portals and stimulate the wide usage of data and data products.

Key messages: The EMODnet portals provide the most comprehensive sets of marine data in Europe and should be the first source of information for all users including industry, government and science. The collect once – use many times concept should save money and effort for all users. The data sets should provide the basis for value added products and for those monitoring and reporting on marine environmental issues.

Sound (Story line):

- Marine data is critical to protect or restore the environmental status of our seas and oceans. Human activities at sea and on land rely heavily on marine data to reduce environmental and safety risks and increase the cost-effectiveness of their operations. Harmonisation, interoperability and access to marine data and observations across Europe will support a more effective use of Europe’s seas and oceans for a wide range of activities and improve knowledge of how the seas will react to the uncertainties of climate change and ocean acidification;
- EMODnet portals provide the most comprehensive and wide ranging sets of marine data in Europe and should be the first source of information for all users including industry, government and science;
- Explain some of the key user functions of the portals (existing data and real-time data) and convey the message that obtaining EMODnet data is straightforward;
- EMODnet provides practical solutions taking into account the barriers to obtaining and using marine data. One of the major benefits offered by EMODnet is access to coherent, quality-checked, securely-maintained data over complete marine basins.

The video will address the seven major barriers to data usage: (1) discovery – not being able to find them; (2) access – not having permission to access them; (3) use – restrictions imposed on end-use; (4) coherence – difficulty combining data; (5) cost – beyond the budget of the user; (6) quality – precision and accuracy

unknown; (7) quantity – spatial and temporal resolution not sufficient for the purpose. Nearly all stakeholders in the 2009 survey² reported that each of these seven barriers constituted an impediment to their working efficiency;

Examples of how EMODnet data has been used by both Government and industry (e.g. to identify existing data to avoid collecting it again); in reporting environmental status; in creating value-added products (using multiple data sets from different portals); in using data across national boundaries; in predictive modelling (e.g. using ocean circulation models to aid planning coastal defences, tracking pollution from a marine accident and modelling the dispersion, (e.g. the BRISK project in the Baltic)).

Vision: The EMODnet videos will make use of a combination of different kinds of materials to illustrate the sound track including:

- Interviews with users of data (e.g. fishing, extractive industries, cable companies; local, national and European level authorities, marine data experts and other stakeholders);
- Explanation of a data type (e.g. bathymetry including the status of offshore mapping, how the combined European map is more useful than the previous local map sets but how this has revealed the gaps that need to be filled); how other layers can be added and how this can lead to new products (e.g. a habitat map or a map relating pollution to bathymetry);
- Example of how multiple datasets may be used (e.g. in planning coastal defences); example of how planning offshore structures, pipelines or cable routes can be simplified if baseline data is available at the outset;
- Animations of important concepts such as integration of different data sets; modeling of future conditions, simulations of interesting portal functions;
- Example of database use with simulations/demonstrations illustrating how data can be contributed or retrieved;
- Some more general footage will be used as described for Video 1.

Narration to be partly done by a narrator, partly by interviews with key people identified above. Sources of video footage will include using our own camera/sound operators especially for interviews, and computer demonstrations with people in laboratories. More general shots will include some footage at sea. In addition we will add purchased stock footage (e.g. from the BBC Motion Gallery, Shutterstock, Clipcanvas) for aerial shots (e.g. of windfarms, ships at sea, and oil rigs).

Additional Video (3) - Database use demonstration video

The half-hour online demonstration of EMODnet that will be presented 'live' at various occasions around Europe will be converted into one (or more) demonstration videos using electronic learning tools such as Adobe Captivate® which allows the generation of narrated database/software simulations and instruction demonstrations. For the live demonstrations, the video simulation will involve starting from the portals and showing how users can search for, select and download data as well as provide insight on how data can be provided. This will allow us to significantly expand the potential audience that will be able to follow the demonstration. The experiences gained will be shared with the EMODnet portals that wish to make more specific demonstration videos with similar software.

Additional activities for non-specialist audiences / public

Additionally, footage developed and used in the above core EMODnet videos such as interviews with experts, animations and portal use-simulations that may help explain the basic concepts and highlight the importance of EMODnet to a wider audience, will be made available as widely as possible using among others the entry and thematic portals as well as new social media such as youtube.

