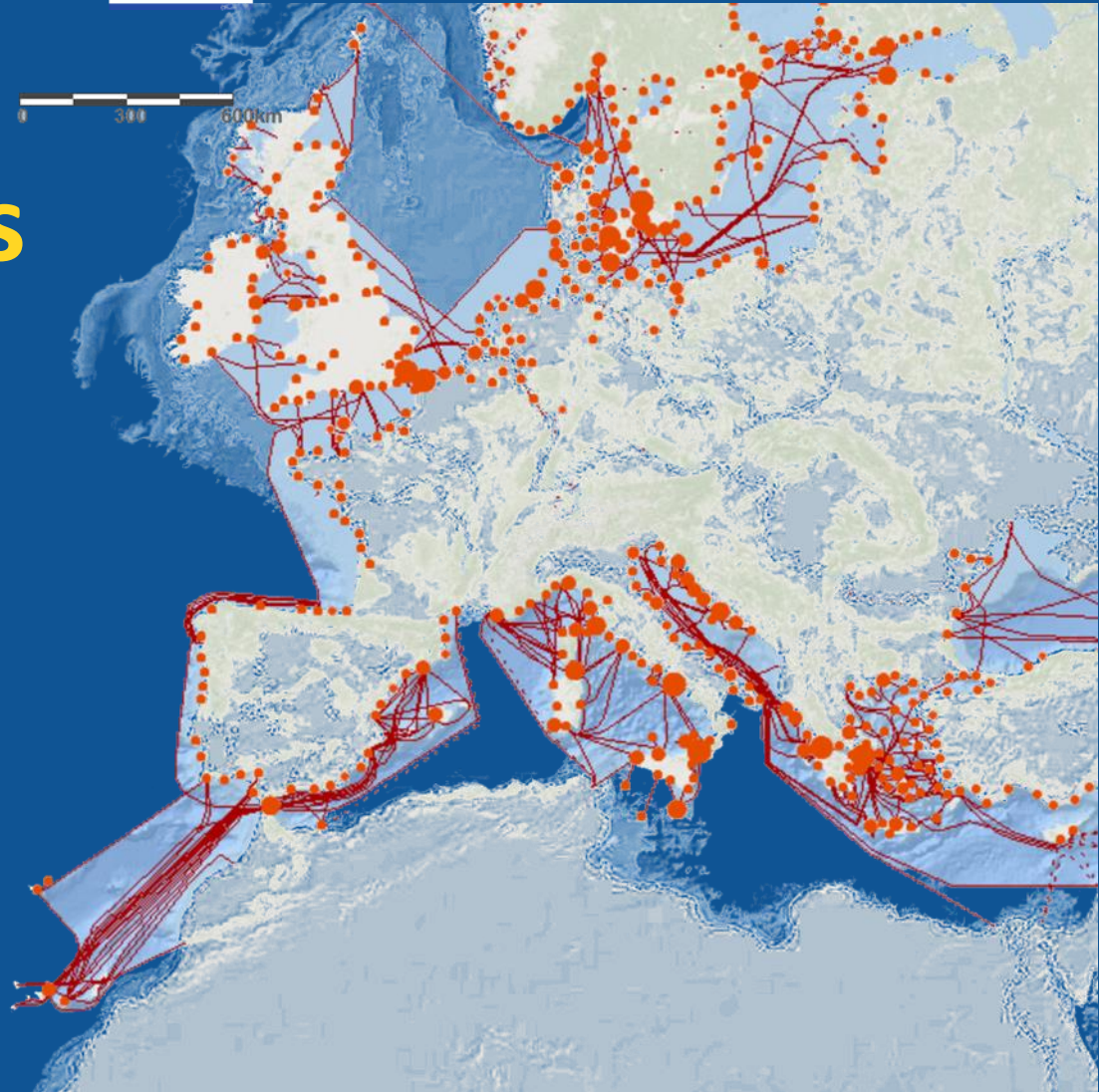




# European Atlas of the Seas

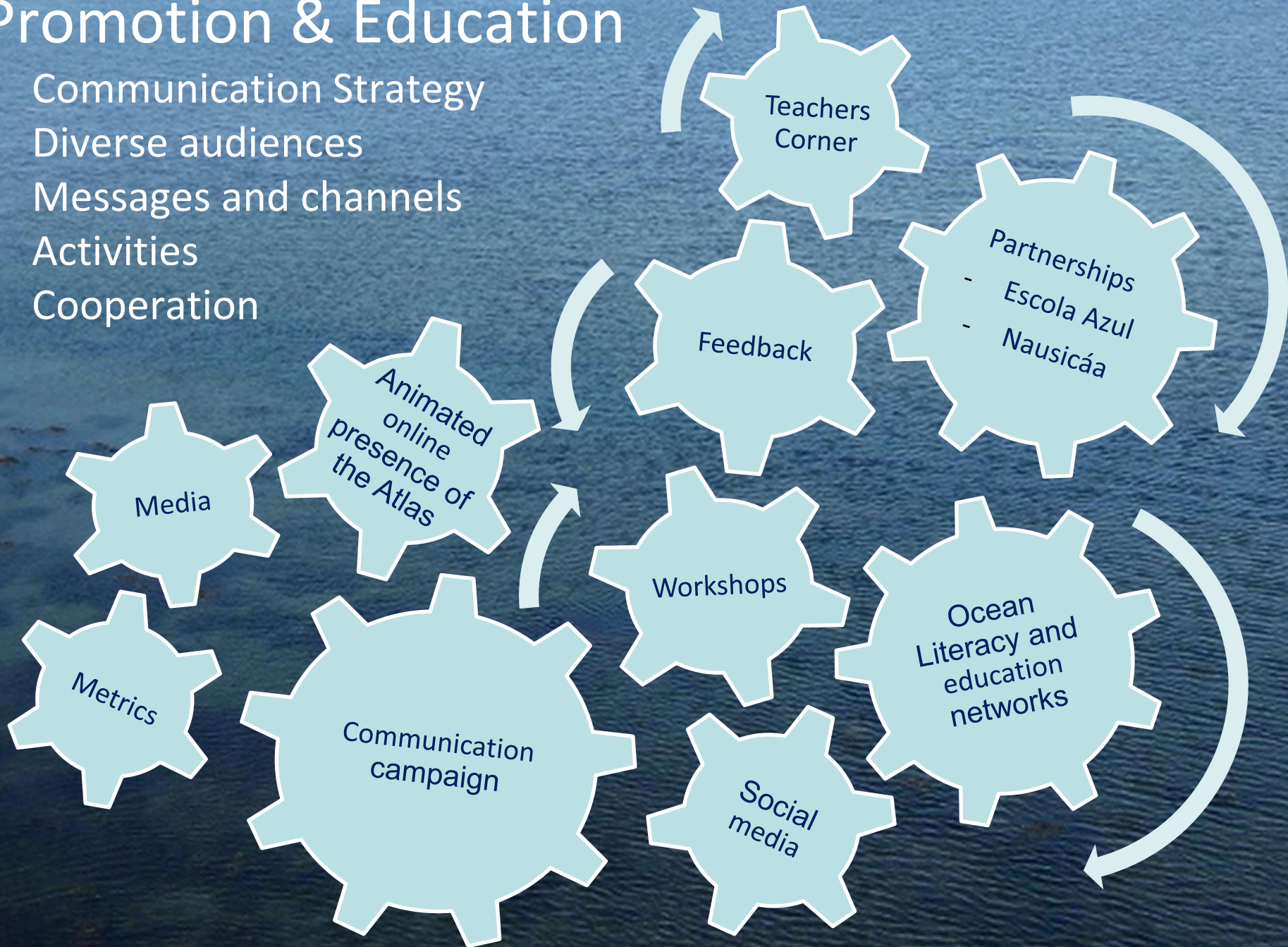
Communication &  
Education

*EMODnet Secretariat*  
*27 April 2023*



# Promotion & Education

- Communication Strategy
- Diverse audiences
- Messages and channels
- Activities
- Cooperation





- ✓ an ocean literacy tool
- ✓ an educational tool
- ✓ a communication tool that supports marine policy
- ✓ an information resource tool

for schools, researchers, blue economy professionals, media, or anyone searching for information on the seas and coasts.

# Promotion of the Atlas at events



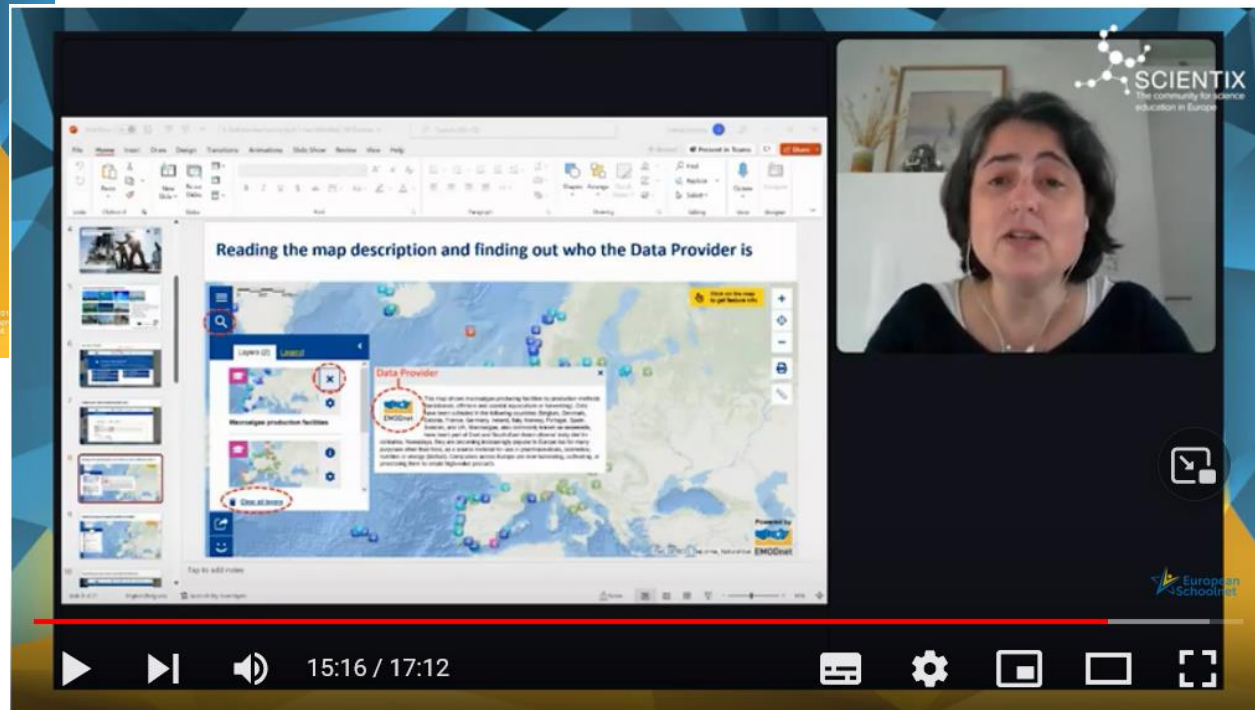
- Audience: Marine Science Educators
- In-person conference
- Pitch, presentation & networking



# Promotion of the Atlas at events



- Audience: STEM Teachers / 225 viewers
- Online conference
- Connecting to the STEM community



4th Scientix International Conference | Parallel Sessions I | 1.4 STEM and Sustainability

# Promotion of the Atlas at events

2022 **Comm OCEAN** *Call for abstracts now open!*

5<sup>th</sup> International Marine Science Communication Conference  
Sète, France & Online

30 November – 1 December 2022 / In-person presentation

- Audience: Scientists, science communicators, students & artists
- In-person conference
- Presentation & networking

**CommOCEAN Conference** @CommOceanConf · Dec 1, 2022

Thank you all for coming to #Sète and enjoying #CommOCEAN 2022 with us! We look forward to the online discussions this afternoon. Thank you to @umontpellier @GeoMontp @umrMARBEC @lfremer\_fr @UnivMarines for having us. See you in 2024! #SciComm



13 54

**European Atlas of the Seas** @EuropeAtlasSeas · Dec 2, 2022

With the #MapOfTheWeek, learn about the #CommOCEAN conference, #marineresearch infrastructure across Europe, blue #education & #OceanLiteracy.

[webgate.ec.europa.eu/maritimeforum/...](https://webgate.ec.europa.eu/maritimeforum/)

#scicomm #EUBlueSchools



EU Maritime & Fish and 9 others

1 11 24

# Promotion of the Atlas at events



- Audience: Teachers & Ocean Literacy experts
- In-person conference
- Contacts with teachers & networking



# Article in Science in School

INSPIRE  
ARTICLE

## The European Atlas of the Seas: an interactive tool for ocean literacy

February 1, 2023

ISSUE 61

Ages: <11, 11-14, 14-16, 16-19

Topics: [Biology](#), [Chemistry](#), [Earth science](#), [Engineering](#), [Resources](#), [Science and society](#), [Sustainability](#)

Keywords: [Data analysis](#), [Interactive learning tools](#), [Maps](#), [Ocean literacy](#), [Ocean science](#)

Available languages

 English

**Author(s):** Nathalie Van Isacker

**Looking for a user-friendly interactive map-based educational tool on the ocean?  
Dive into the European Atlas of the Seas!**

### Introduction

To understand what we can do better to protect the health of the ocean, it is essential that we learn how the ocean influences us and how we influence the ocean. This is referred to as 'ocean literacy'.<sup>[1]</sup> To achieve an ocean-literate society, we need to communicate marine data and information in an attractive, easy-to-digest, and playful way. This is the objective of the [European Atlas of the Seas](#), a freely accessible, web-based, interactive tool, available in 24 languages, which delivers a wide variety of map layers derived from data on natural (e.g., coastal geology, mean underwater depth, submarine volcanoes) and socio-economic (e.g., fisheries and aquaculture, transports, tourism) features in the marine and coastal regions of Europe. The European Atlas of the Seas is an initiative of the Directorate-General for

[Contact](#) [Newsletter](#) [Search](#)



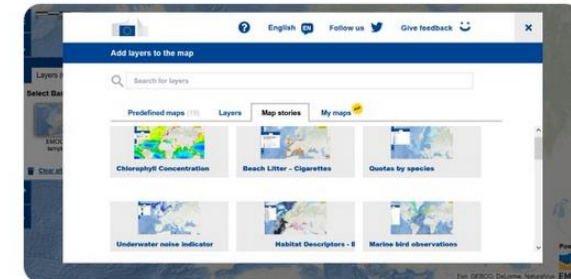
**European Atlas of the Seas** @EuropeAtlasSeas · 2h

The @EuropeAtlasSeas is delighted to be featured in Issue 61 of @SciInSchool! Thank you!

The #Atlas is a great interactive tool for #OceanLiteracy in #schools across Europe. Dive in now to discover the article in the journal & a lot more!

[scienceinschool.org/issue/issue-61/](https://scienceinschool.org/issue/issue-61/)

#STEM #ESD



EU Maritime & Fish and 9 others

 **Science in School** @SciInSchool · 1 Feb

In Issue 61 of Science in School:

Bring Micro:bit to your classroom, cook with the sun, read about the discovery of a new type of planet, find an interactive tool to teach ocean literacy, and much...

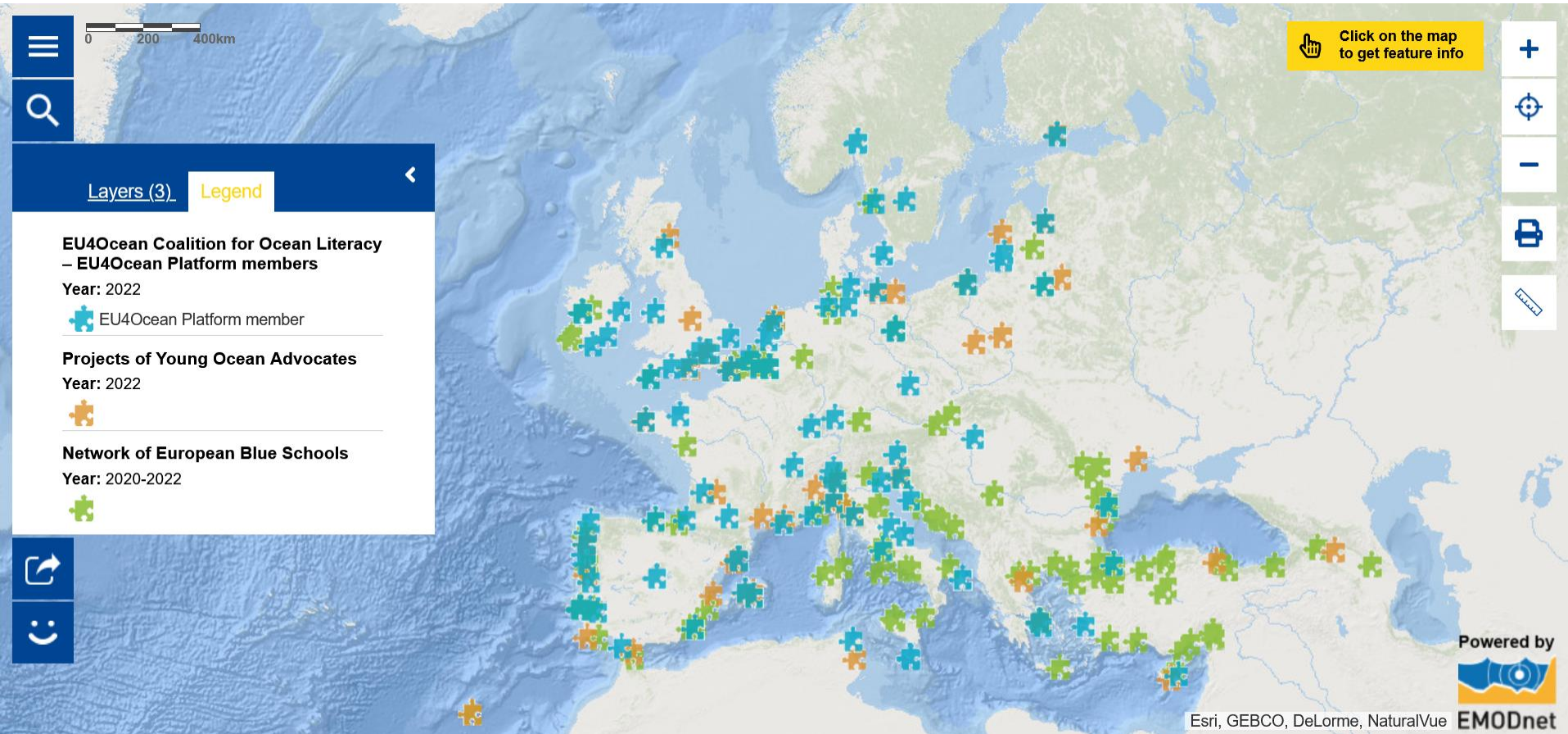
  2  6  42 

Published & funded by EIROforum

Hosted by the European Molecular Biology Laboratory (EMBL)



# EU4Ocean continuation



# EU4Ocean continuation

Upcoming events where contributions are under discussion



# Education for Climate Challenge

Home Your Profile Members & Groups Content Challenges Events & News About

Challenge **Let's create the community map | 2 Apr - 30 Jun 2023**

## Be a scientist! Mapping climate change at seas & waterways

Share this page

3 ideas 46 participants 7 phases

[See challenge information](#)

Stream Ideas About Events Topics Participants

Participate in and get to experience science & research from behind the scenes of the European Atlas of the Seas!

[Challenge](#) launched for schools across Europe to create the first citizen science map layer in the Atlas

# Education for Climate Challenge

**3** ideas  
**46** participants  
**7** phases

[See challenge information](#)

### Phases

- ✓ Let's play  
10 Jun - 20 Jun
- ✓ Let's re-play  
21 Jun - 21 Jun
- ✓ Let's create our own map  
21 Jun - 4 Sep
- ✓ Let's be scientists  
7 Sep - 11 Sep
- ✓ Let's explore, collect and report  
12 Sep - 31 Mar
- **Let's create the community map**  
3 Apr - 30 Jun  
Based on the community's input, the map will be created.  
Permissions: [Active](#)
- Let's re-play with the new map in hand!  
13 Jul - 15 Nov

 **European Atlas of the Seas @EuropeAtlasSeas** · Jan 16

📢❤️ Have you heard about the [#EducationForClimate](#) challenge 'Be a scientist! Mapping [#climatechange](#) at seas & waterways'?

With a [#teacher](#), 🧑🏫 measure water temperature in the sea, a river, lake or pond & 📱 submit your data by 31 March! [#STEM](#) [#Map](#)  
[▶ education-for-climate.ec.europa.eu/community/Atla...](#)



**ALT**

You and 9 others

🗨️ 8 ❤️ 10 📊 2,480 📤

Picture and graph: © EMODnet Secretariat  
Banner: © Education for Climate Coalition



**EMODnet**  
European Marine  
Observation and  
Data Network



**European  
Commission**

# Education for Climate Challenge

We have received a total of **101 data records**, including:

- Data from **4 schools** (Greece, Romania, Italy and Portugal) who have measured water temperature using a thermometer; and
- Data from **9 miniboats** built by schools and deployed at sea that carry temperature sensors - thanks to the **Partnership for Observation of the Global Ocean (POGO)** and **Educational Passages**.



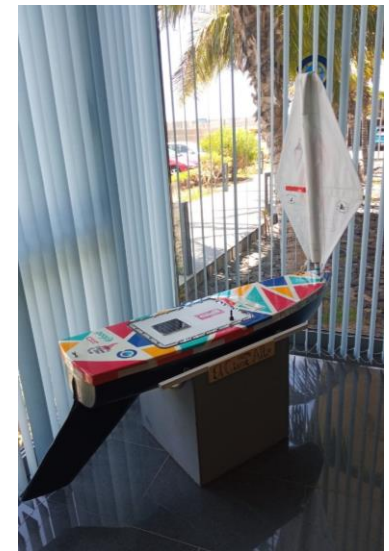
Junior High School of Vathi Avlidas



Credit: IIS M. RAMADÙ




Credit: Escola Secundária de Valongo



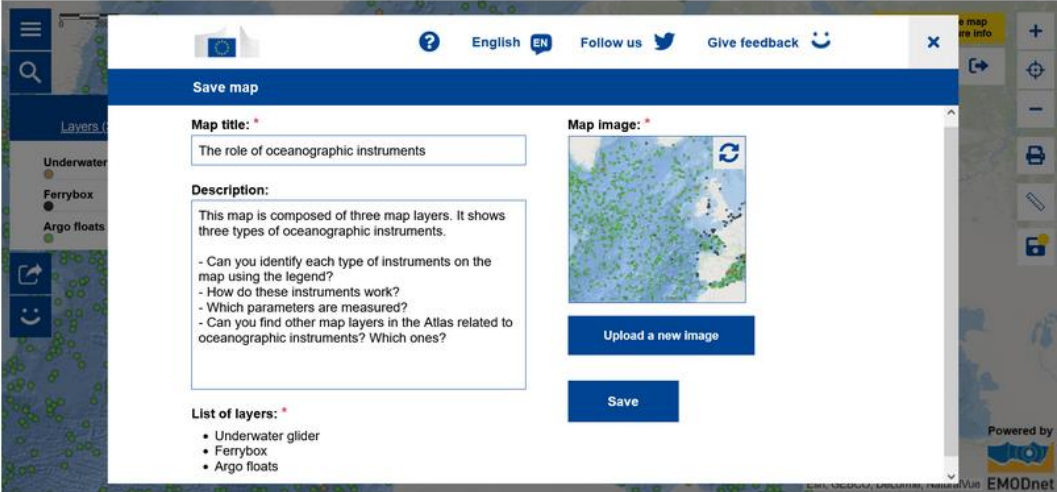
Credit: Colegio Cisneros Alter with POGO-NF and Educational Passages

# Communication campaign – My Maps

Make the European Atlas of the Seas your Atlas!  I like it

Published on: Mon, 05/12/2022 - 14:53 A A View as pdf 1 like

*Have you been using the European Atlas of the Seas at school? Did you know it can be used in multiple ways to support teaching activities and school projects? Do you wish there was a possibility to have your own working space in the Atlas? With the most recent developments, this is now the case!*



With the new My Maps function, you can easily integrate the [European Atlas of the Seas](#) in your work and customise maps to your needs.

- Ongoing survey
- Upcoming video tutorial
- Further promotion

Pinned Tweet

 **European Atlas of the Seas** @EuropeAtlasSeas · Dec 5, 2022 ...

 Your opinion counts for us!

 We are looking for motivated #teachers to test the new @EuropeAtlasSeas My Maps function.

 Complete the survey to submit your feedback and share your ideas!  
[ec.europa.eu/eusurvey/runne...](https://ec.europa.eu/eusurvey/runne...)

#Education #LearnForOurPlanet #EUBlueSchools



ALT

EU Maritime & Fish and 9 others

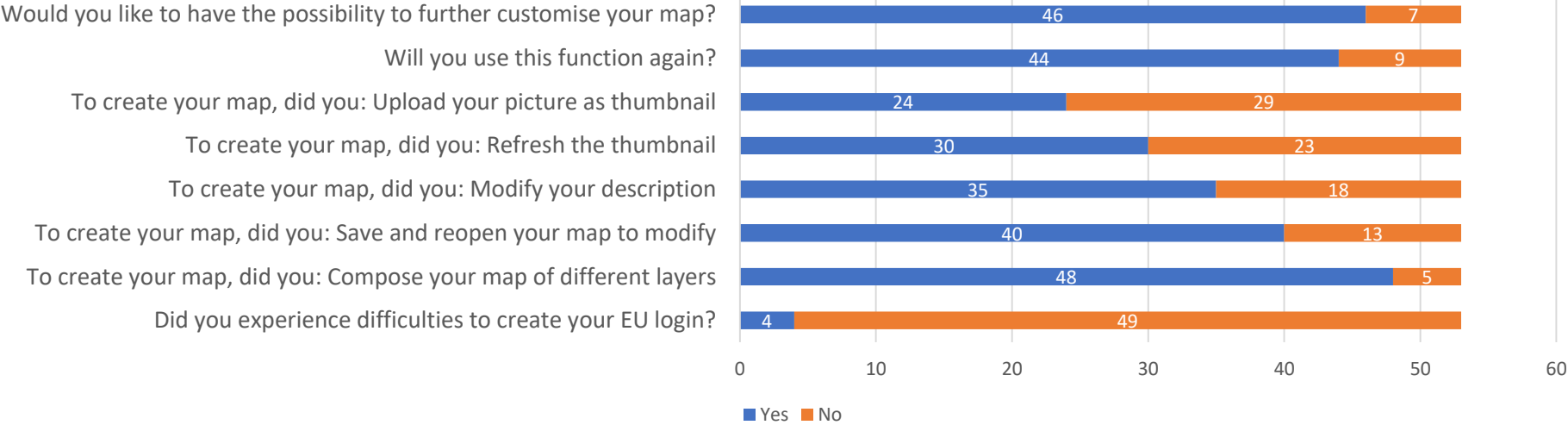
  7  7  

# Communication campaign – My Maps



- Online Survey (EU Survey)
- 53 respondents
- Primary and secondary schools

## European Atlas of the Seas - My Maps Survey (26 April 2023)



# My Maps – School workshops at De Plataan



- Pupils in 5th primary school
- 2 classes (18 and 19 pupils)
- Game organised in Dutch
- My Maps presented to the teacher



- Great interest from the pupils & teachers
- Important take aways on how the Atlas can be used in the classroom
- Next step: online interview of the teachers, educational package



# Maps of the Week

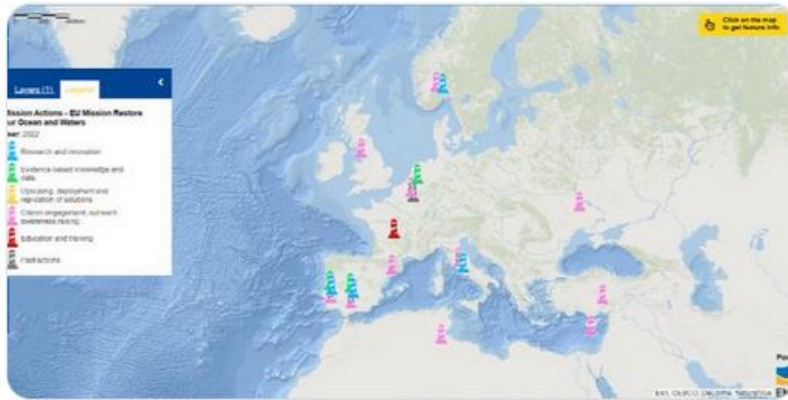


**European Atlas of the Seas** @EuropeAtlasSeas · 10 Nov 2022

With the #MapOfTheWeek learn about #COP27, #ocean & #climatechange and #MissionOcean actions!

[webgate.ec.europa.eu/maritimeforum/...](https://webgate.ec.europa.eu/maritimeforum/)

#OceanLiteracy #ClimateAction



EU Maritime & Fish and 9 others



**European Atlas of the Seas** @EuropeAtlasSeas · 24 Mar

With the #MapOfTheWeek, learn about the conference 'Join the Blue Schools', the amazing work of #EUBlueSchools, #OceanLiteracy & the #WaddenSea!



@EU\_MARE @emseassociation @Gem\_DenHelder

[webgate.ec.europa.eu/maritimeforum/...](https://webgate.ec.europa.eu/maritimeforum/)

#EU4Ocean #WorldWaterDay #ESDfor2030



# Contribution to DG MARE Newsletter

## Map of the month

### Trade of fisheries and aquaculture products

The map of the month shows the total volume (intra-EU and extra-EU) of imports and exports of fisheries and aquaculture products. Click on the countries to see how this has evolved between 2004 and 2021.

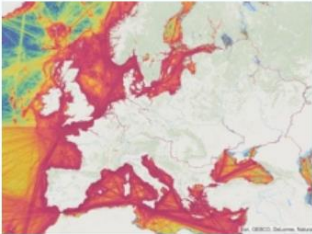


[more](#)

## Map of the month

### Marine traffic density map

The European seas are a major hub of maritime traffic. Knowledge of where the vessel traffic is taking place is pivotal for marine spatial planning and for assessing the impact of human activities on marine ecosystems. The map of the month shows accumulated data collected on ship positions so that anyone can get a picture of the most traveled sea routes around the globe.



[more](#)



# Short interviews on the Maritime Forum

 **European Atlas of the Seas**  
@EuropeAtlasSeas

New with the @EuropeAtlasSeas: short interviews! Discover the work of experts & people who have a special connection to the #ocean! This month, we meet Clara Becares, Functional analyst @Bilbomatica . #LearnWithTheAtlas #STEM  
[webgate.ec.europa.eu/maritimeforum/...](http://webgate.ec.europa.eu/maritimeforum/)



*"Nací en Asturias, una región bañada por el Mar Cantábrico en el norte de España. Por ello mi vida ha estado relacionada de una u otra manera con este mar y sus múltiples bellezas".*

*"I was born in Asturias, a region on the shore of the Cantabrian Coast in the north of Spain. That is why my life has always been somehow related to the sea and its plentiful beauties".*

Clara Becares  
Functional analyst, Bilbomática

@EuropeAtlasSeas

EU Maritime & Fish and 9 others

10:08 am · 26 Jan 2023 · 651 Views

View Tweet analytics

2 Retweets 1 Quote Tweet 9 Likes



*"De zee is de bron van het leven en leven zonder zee is niet mogelijk"*

*The sea is the source of life and life without the sea is not possible.*

Chantal Vanhove  
European Commission, DG MARE



*"Η ζωή μου, η δουλειά μου και οι πιο ανέμελες στιγμές μου είναι συνδεδεμένες με τη θάλασσα. Θέλω να συμβάλλω προς μια κοινωνία που θα σέβεται και θα προστατεύει τις θάλασσές μας"*

*My life, my work and my most carefree moments are connected to the sea. I want to contribute towards a society that will respect and protect our seas.*

Zoi Konstantinou  
European Commission, DG MARE

@EuropeAtlasSeas



## Upcoming



*"Non possiamo proteggere ciò che non conosciamo."*

*"We cannot protect what we do not know."*

Martina Gaglioti  
Marine biologist

@EuropeAtlasSeas



# Developments on the Teachers Corner

## The European Atlas of the Seas

[www.european-atlas-of-the-seas.eu](http://www.european-atlas-of-the-seas.eu)

Boat race level 2 (Experienced skipper) - Teachers Guide



## New content planned

- Atlas Geocaching Game in the EMD in my Country 2023 map layer
- Exercise on Marine Biodiversity

## Workshops



Published on: Tue, 17/08/2021 - 10:21

A A View as pdf 1 like

*This article includes presentations on the European Atlas of the Seas made by the EMODnet Secretariat at a wide range of general and thematic workshops. When the workshops were recorded, links are also provided to the video of the workshop.*

On 22 March 2023, the European Atlas of the Seas was presented during a workshop at the conference [Join the Blue Schools](#) in Den Helder (the Netherlands).

[workshop\\_atlas\\_joinblueschools\\_22march2023.pdf](#)

On 26 January 2023, the European Atlas of the Seas' team organised a workshop in Dutch for primary school pupils in Merchtem (Belgium). Have a look at the presentation which includes a game to help pupils learn how to use the Atlas!

[workshop\\_atlas\\_school\\_26january2023.pdf](#)

On 30 November 2022, the EMODnet Secretariat made a presentation on the European Atlas of the Seas at the [2022 CommOCEAN conference](#) in Sète (France).

[workshop\\_atlas\\_commocean2022\\_30november2022.pdf](#)

On 18 November 2022, the EMODnet Secretariat made a presentation on the European Atlas of the Seas at the [4<sup>th</sup> Scientix International Conference](#). Watch the [recording](#) of the session (parallel session 1.4).

[workshop\\_atlas\\_scientixconference\\_18november2022.pdf](#)



**EMODnet**  
European Marine  
Observation and  
Data Network



**European  
Commission**

# Community interactivity on Twitter

## Engagements

Showing 28 days with daily frequency

Engagement rate

5.9%

Apr 17  
3.7% engagement rate



Link clicks

45

Apr 17  
0 link clicks



On average, you earned 2 link clicks per day

Retweets without comments

40

Apr 17  
0 Retweets without comments



On average, you earned 1 Retweets without comments per day

Likes

100

Apr 17  
1 like



On average, you earned 4 likes per day

(17 April 2022)



## European Atlas of the Seas

@EuropeAtlasSeas

[@EU\\_Commission](#) tool to explore, collate & create marine maps in 24 languages! Learn more about [EU](#) seas & coasts. Account managed in cooperation with [@EU\\_MARE](#).

[ec.europa.eu/maritimeaffair...](https://ec.europa.eu/maritimeaffair...) Joined September 2013

1,412 Following 2,670 Followers

- Regular activity
- Tweets: MoW, highlighted map layers, events, Atlas features,...
- Tag partners, education and Ocean Literacy organisations, potential users and stakeholders



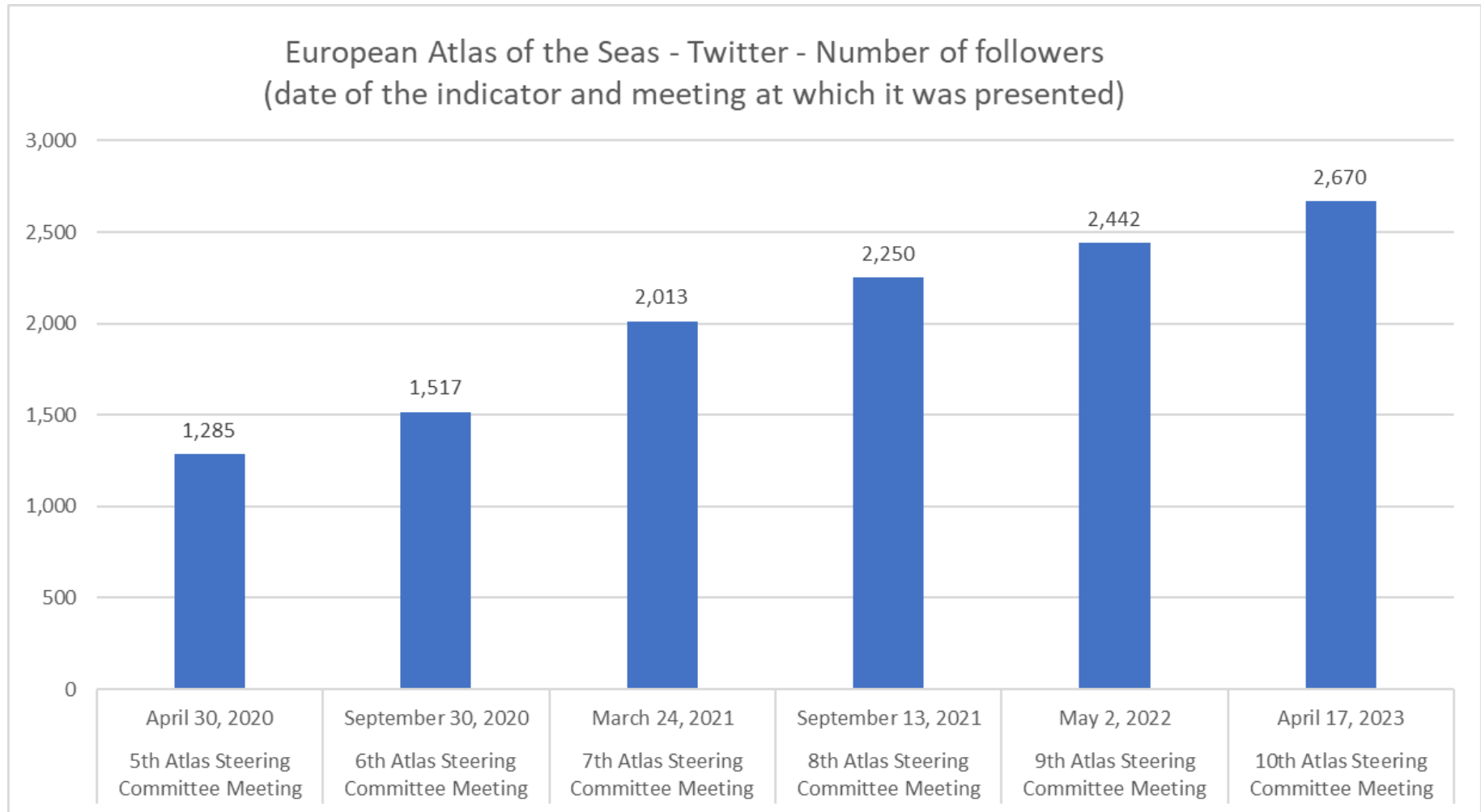
EMODnet

European Marine  
Observation and  
Data Network



European  
Commission

# Increase of our presence on Twitter



# Twitter – examples of tweets

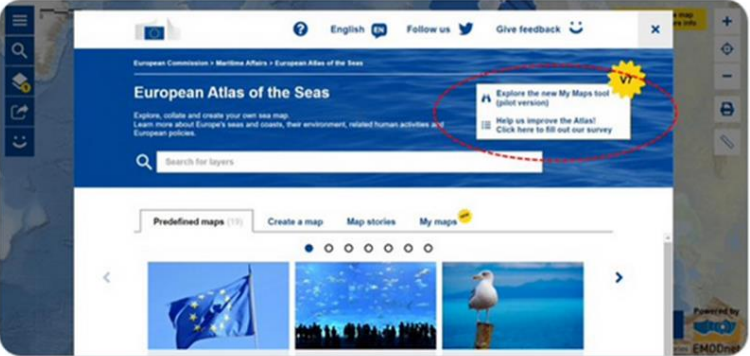
**Pinned Tweet**

**European Atlas of the Seas** @EuropeAtlasSeas · 13 Mar

Great news! The My Maps function in the @EuropeAtlasSeas has been improved to better meet your needs and facilitate your work! Thank you @bilbomatica!

Have you tried it yet?  
[european-atlas-of-the-seas.eu](https://european-atlas-of-the-seas.eu)

Let us know what you think by completing the online survey!  
#STEM #ESD



12 22 1,863

**European Atlas of the Seas** @EuropeAtlasSeas · 7 Apr

With the #MapOfTheWeek, learn about the European Maritime Day conference #EMD2023 in Brest on 24-25 May & #EMDInMyCountry events planned from 1 April to 31 October 2023!


[maritime-forum.ec.europa.eu/en/node/10296](https://maritime-forum.ec.europa.eu/en/node/10296)

#BlueEconomy #BeGreenGoBlue #OceanLiteracy #EU4Ocean



2 11 21 1,615

# Twitter – examples of tweets



**European Atlas of the Seas**  
@EuropeAtlasSeas

Thank you @POGO\_Ocean! We are looking forward to receiving data from the @miniboats #schools and schools across 🇪🇺 to develop a great new 🌊 on 🌊🔬!

#STEM #education #marinedata

▶ **POGO** @POGO\_Ocean · 17h


We're hoping that some of our @miniboats schools will be able to contribute data this project. But you don't need a boat to join in! It's also open to schools measuring water temperatures locally. Read more 📄🌊🔬  
[twitter.com/EuropeAtlasSea...](https://twitter.com/EuropeAtlasSea...)

7:30 pm · 13 Mar 2023 · 144 Views

📊 View Tweet analytics

1 Like

🗨️ ↻️ ❤️ 📤



**European Atlas of the Seas** @EuropeAtlasSeas · 23 Mar

What a great #EUBlueSchools conference it was! There was indeed a lot to learn on how to bring the #ocean into the #classroom! Congratulations!

The @EuropeAtlasSeas presentation is now available on the Teachers Corner!

📄🌊📄 [webgate.ec.europa.eu/maritimeforum/...](https://webgate.ec.europa.eu/maritimeforum/...)

#EU4Ocean #OceanLiteracy



ALT

🗨️ ↻️ 5 ❤️ 15 📊 1,532 📤



# Twitter – examples of tweets

 **CRAI BIBGEO UB-CSIC** @bibgeo · 3h ...

NEREUS is out! [nereus.ub.edu/?edition\\_id=fe...](https://nereus.ub.edu/?edition_id=fe...) with ocean sciences news shared by @EuropeAtlasSeas @Oceanwire @Pasionxelmar #oceanográfico #emma\_bardán



**324**

nereus.ub.edu  
L'ONU tanca un acord per protegir els oceans després de 15 anys de ...  
ccma.cat El text consensuat posa les bases perquè es compleixi la promesa internacional de preservar almenys el 30% dels oceans l'an...

1 1

Universitat de Barcelona

You Retweeted

 **Science in School** @SciInSchool · 22 Mar ...

Today is #WorldWaterDay! Contribute to accelerating change and teach about ocean literacy with The European Atlas of the Seas! 🌊

[scienceinschool.org/article/2023/e...](https://scienceinschool.org/article/2023/e...)



**The European Atlas of the Seas**

An interactive tool for ocean literacy

ALT

1 7 232



# Next steps

## Further develop **partnerships** and **cooperation**

- ✓ Development of educational material
- ✓ Promotion at EU and local level
- ✓ Receiving feedback and ideas for future developments
- ✓ Integrating the Atlas in Ocean Literacy initiatives



# Next steps

	Upcoming months
Atlas online communication	<ul style="list-style-type: none"><li>• Maps of the Week</li><li>• Stakeholders' interviews series</li></ul>
Atlas communication campaign My Maps	<ul style="list-style-type: none"><li>• Promote My Maps functionality</li><li>• Promote survey &amp; analyse results</li><li>• Video tutorial</li></ul>
Education for Climate challenge	<ul style="list-style-type: none"><li>• Develop the new map layer based on collected data</li><li>• Promote the new map (online article, Social Media, networks ...)</li></ul>
Atlas Teachers Corner	<ul style="list-style-type: none"><li>• Publish marine biodiversity exercise with Martina Gaglioti</li><li>• Publish Atlas Geocaching Game in the EMD in My Country 2023 Map layers</li></ul>
Build on and further develop partnerships and collaboration	<ul style="list-style-type: none"><li>• EU4Ocean</li><li>• Other projects (e.g.; Ocean-ICU)</li></ul>



# Thank you!





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*Slide 7: Mieke Sterken, All rights reserved*

*Slide 11: Education for Climate Coalition*

*Slide 13: Junior High School of Vathi Avlidas, IIS M. RAMADÙ, Escola Secundária de Valongo and Colegio Cisneros Alter with POGO-NF and Educational Passages, All rights reserved*

*Slide 16: DG MARE*

