EMODnet
European Marine Observation and Data Network

Your gateway to marine data in Europe

EMODnet

Introduction to the European Marine Observation and Data Network

E.M. Odnet | EMODnet Family

EMODnet Communication, Dissemination & Outreach (WP3)

Background & Rationale

- EMODnet infrastructure and resources have been built in Phase I & II, huge progress.
- At the onset of Phase III, EMODnet is now mature enough to provide real value for money for stakeholders/users.
- EMODnet sits in a complex landscape – this limits the visibility and usability of EMODnet.

EMODnet must now increase communication to promote its visibility and increase uptake of its resources, so that it is recognised within Europe & globally as Europe's primary and trusted source of marine observation data and information and to justify the public investment in EMODnet.

Communication Strategy

Objectives

- Create & implement a **strong visual EMODnet identity -** a powerful & recognizable **brand and style**;

- Widely **disseminate information** about **progress, outputs and activities** to partners, stakeholders and users using a range of media & activities, by:
  - Dynamic & animated EMODnet website;
  - Via DG MARE's Maritime Forum;
  - Social media & other news outlets;
  - Giving demonstrations & presentations throughout Europe;
  - Annual reports

- Provide **tools to support EMODnet partners** (multipliers) to **spread coherent messages** - brochures, fact sheets, news items, flyers, leaflets, reports, posters, and banners.

Communicating to EMODnet Stakeholder Ecosystem

Four levels of communication, to:

◉ **EMODnet partners** to inform on all activities & mutiply the channels;

◉ **Potential users and data providers**, to increase re-use of marine data & uptake of EMODnet's products and services;

◉ **Funders** of marine data initiatives & **general public & stakeholders** to **highlight the societal and economic relevance of EMODnet &** the benefits of collaboration;

◉ The **European and global ocean observing & data management community**, to communicate EMODnet's technical achievements and promote collaboration.
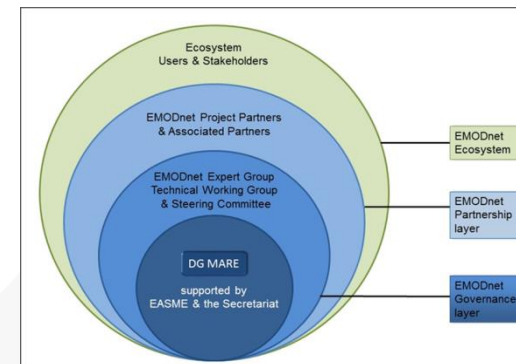
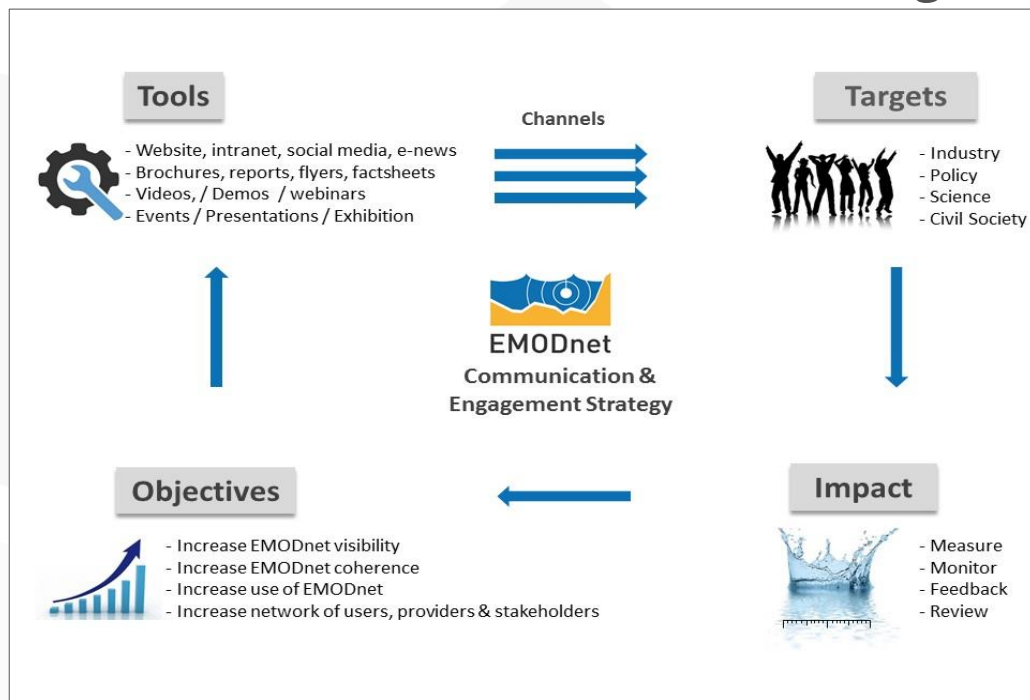# **Phase III Communications Tasks**

Task 3.1: Developing and maintaining a coherent EMODnet Communication and Stakeholder Engagement Strategy for Phase III

This **Strategy** will be available to all partners, so that all **communication, dissemination and outreach is coherent**. It will include the following components:

- ◉ Objectives
- ◉ Targets
- ◉ Messages
- ◉ Channels
- ◉ Branding
- ◉ Guidelines
- ◉ Tools, products & activities
- ◉ Metrics

Tools
- Website, intranet, social media, e-news
- Brochures, reports, flyers, factsheets
- Videos, / Demos / webinars
- Events / Presentations / Exhibition

Channels

Targets
- Industry
- Policy
- Science
- Civil Society

EMODnet
Communication &
Engagement Strategy

Objectives
- Increase EMODnet visibility
- Increase EMODnet coherence
- Increase use of EMODnet
- Increase network of users, providers & stakeholders

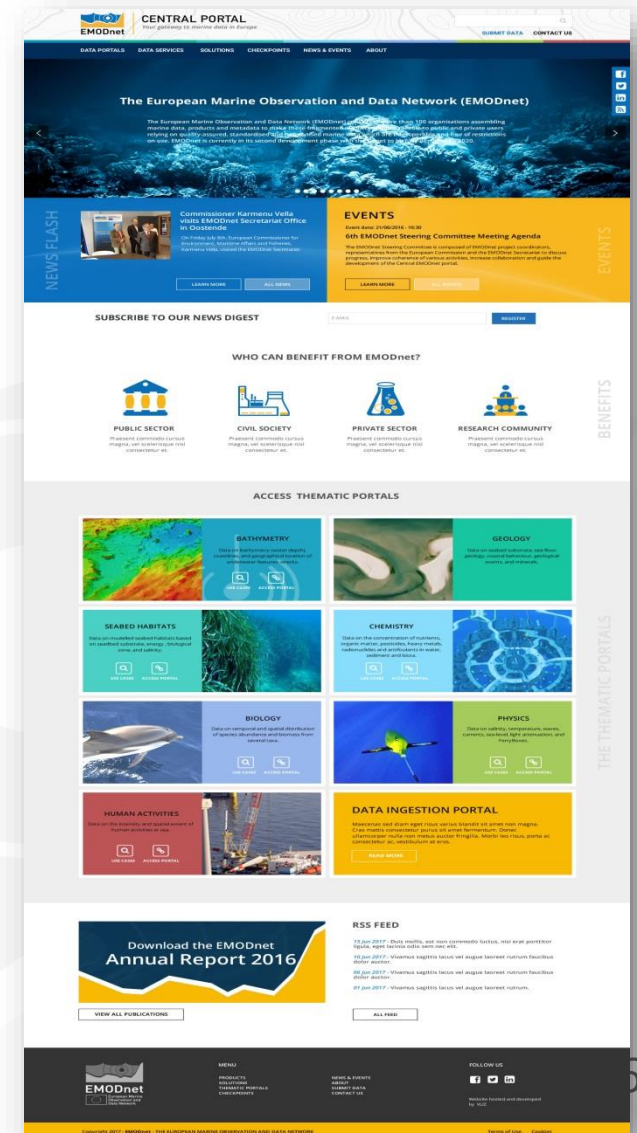**Impact**
- Measure
- Monitor
- Feedback
- Review

Phase III Communication Tasks

- **Task 3.2: Maintain and further develop the EMODnet website**

- **Task 3.3. Animate the EMODnet web-presence** (news items / digests / flashes, SEO, social media)

Phase III Communications Tasks

Task 3.4: Communications toolkit

- ⦿ Brochure, flyer, posters, banners, infographics, presentations, videos
- ⦿ A combined EMODnet products portfolio/catalogue.
- ⦿ 'EMODnet for business' brochure
- ⦿ Modular communication package
- ⦿ EMODnet partnership leaflet 'EMODnet: Who We Are'

Phase III Communications Tasks

◉ **Task 3.5: Professional quality annual reports**

Box 3.1. Indicative table of content for the Annual Progress Report 2018 for illustration

- Foreword

- EMODnet in a nutshell

- EMODnet progress in 2018

- EMODnet 2018 Achievements
  - EMODnet data portals
  - EMODnet Sea-basin Checkpoints
  - Data Ingestion Service
  - EMODnet for business
  - EMODnet for internationalisation

- How EMODnet provides solutions
  - North Sea Transboundary MSP
  - EMODnet OpenSea App
  - Atlantic Trail tourism
  - MSFD in Gulf of Cadiz
  - Environmental data for dredging industry
  - Aquaculture in Galway Bay

- EMODnet and others: Developing Synergies

- EOOS Conference

- Forward look: EMODnet in 2019 and beyond

- Budget

- Conclusions and remaining challenges

- The EMODnet team

EMODnet
Annual report
2016

Phase III Communications Tasks
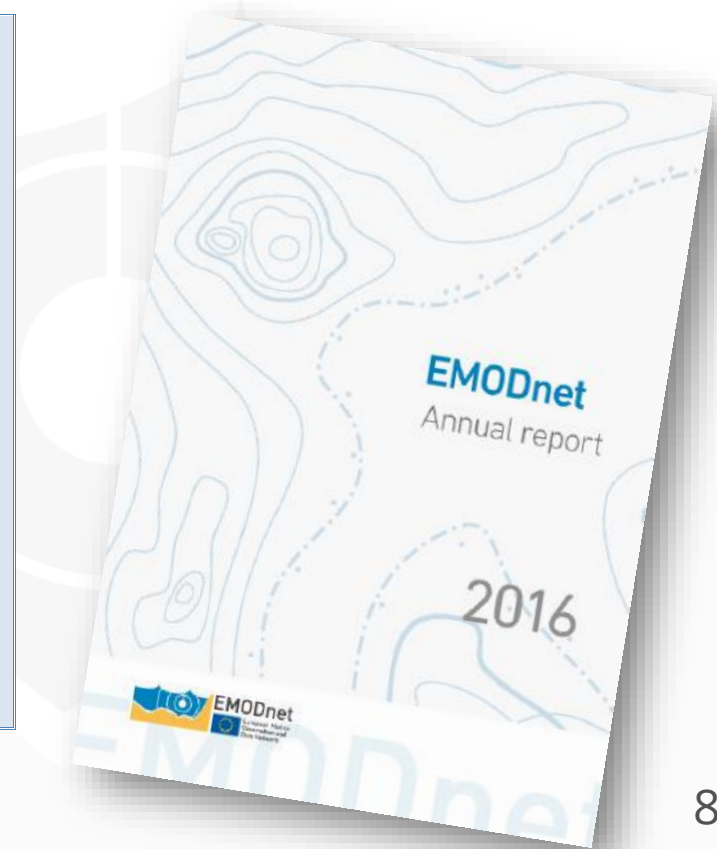
◉ **Task 3.6: Delivering demonstrations and presentations of EMODnet**

Phase III Communications Tasks
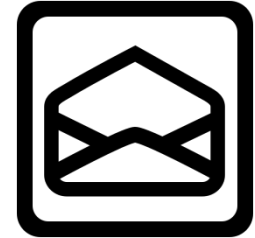
Task 3.7. Act as primary contact point for queries on EMODnet

- ◉ Assess, respond to or redirect queries to the relevant portals/contacts as appropriate.

- ◉ Compiling information on EMODnet, in terms of how it is used and how its services can be improved.

EMODnet

European Marine
Observation and
Data Network
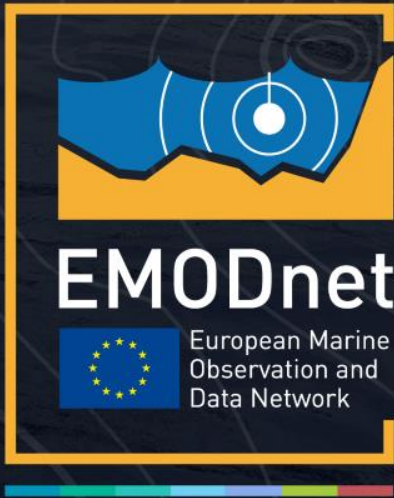
www.emodnet.eu

Your gateway to marine data in Europe