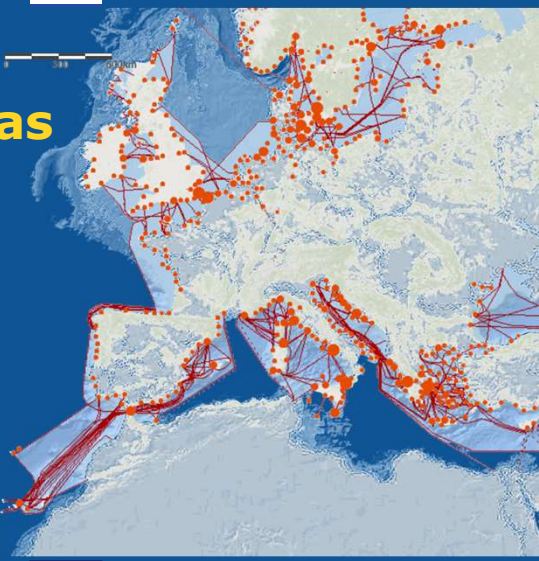

 European Commission


European Atlas of the Seas




Our Atlas Communication
 by Chantal Vanhove (DG MARE) , Selene Alvarez (EMODnet Sec.), Andrée-Anne Marsan (EMODnet Sec.)

Communication Package

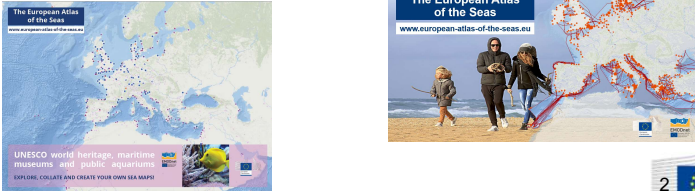
2 Roll-up



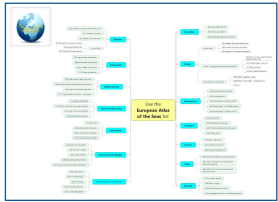
3 Postcards



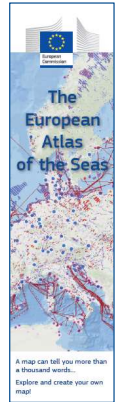
3 Posters




MindMap




Bookmark




Certificate of Training



PPT presentation—
also at the entrance of DG MARE!




 European Commission

Communication Package



2/13/2019

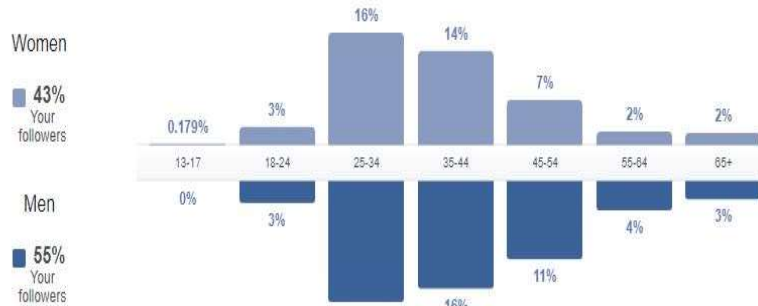


Social Network

Facebook

Number of followers 560 *+100 followers in 4 months*

The people who follow your Page

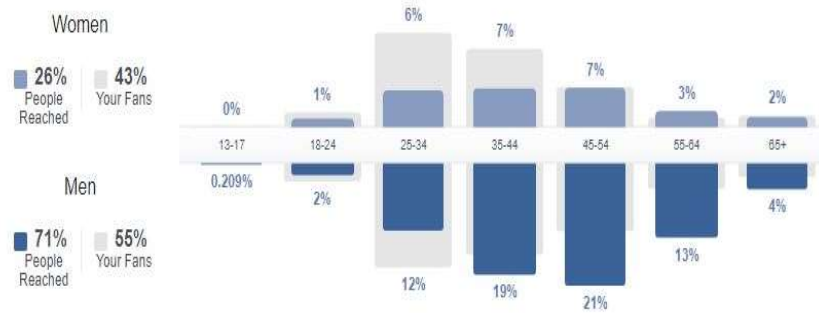


Social Network

Facebook

Number of people reached **+1000**

The number of people who saw any content by your Page or about your Page, grouped by age and gender.



Facebook

Number of people reached **+1000**

Your 5 Most Recent Posts

Published	Post	Type	Targeting	Reach	Engagement	Promote
07/09/2018 15:29	*MAP OF THE WEEK* Did you know that the European Atlas of	🔗	🌐	1.2K	74 9	Boost Post
05/09/2018 09:53	The European Atlas of the Seas is not just a catalogue of #maps!	📄	🌐	126	7 14	Boost Post
03/09/2018 14:00	Last week, The European Atlas of the Seas met part of the	📄	🌐	133	9 4	Boost Post
28/08/2018 11:34	*MAP OF THE WEEK* This week the European Atlas of the	🔗	🌐	147	3 5	Boost Post
16/08/2018 14:56	*MAP OF THE WEEK* This week the European Atlas of the	🔗	🌐	262	4 6	Boost Post

See All Posts



Social Network

Twitter

Tweets **177**

Number of followers **612**

Tweets have over **1,000** impressions

Tweet activity



European Atlas of the Seas
@EuropeAtlasSeas
The European Atlas of the Seas is not just a catalogue of #maps! It offers a vast array of interactive marine information to explore & better understand Europe's marine environment and how we use it. Dive in! #OpenData #OurOcean <http://www.european-atlas-of-the-seas.eu>
pic.twitter.com/M6jH6m1pKS

 **Reach a bigger audience**
Get more engagements by promoting this Tweet!

Impressions	8,964
Total engagements	148
Likes	42
Link clicks	40
Retweets	35
Profile clicks	18
Media engagements	7
Detail expands	5
Follows	1



Social Network

NEW ! Instagram

NEW ! YouTube Channel



What we have done: Search Engine Optimization (SEO)

- Wikipedia

- Data layers Catalogue page in the EMODnet



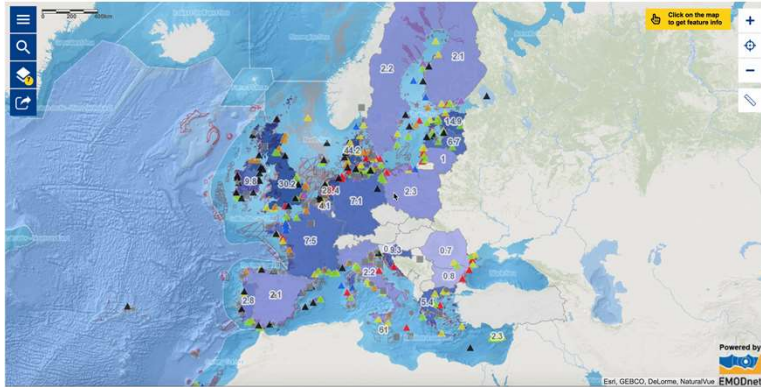
What we have done: Search Engine Optimization (SEO)

- Maritime Forum



What we have done: Search Engine Optimization (SEO)

- Promotion & sharing tool tutorial



Map of the week

- Every Friday a *new article is published via the EMODnet Central Portal and the Maritime Forum page of the European Commission*



European Atlas of the Seas @EuropeAtlasSeas · Aug 24
This week the European Atlas of the Seas presents you the Integrated Coastal Zone Management #ICZM process! Visit the webpage and learn about the European initiatives that promote sustainable management of coastal zones emodnet.eu/node/48083 #OurOcean #OpenData @EU_MARE



CO-EVOLVE project, InterMed Commission, BONUS Secretariat and 4 others

🗨️ 20 ❤️ 15 📊



Open Day @Berlaymont

5 May 2018



- Space in AGRI stand
- 15,000 visitors (general public)
- Twitter communication on the Atlas



EU Maritime & Fish (@EU_MARE)

5/5/18 10:32
 #EUOpenDay: Come see us at stand 19 "From farm to fork: Sustainable food for our future". We're going to bring you on a journey underwater. Learn about the marine species populating our waters & the seafood #FARMEDintheEU. Take a tour and explore the @EuropeAtlasSeas pic.twitter.com/zpNfCSgqUS



Launch of new version

11 June 2018

- 10' pitch at Directorate A meeting
- News item
- Press release
- Announcement on MyDG
- Maritime Forum



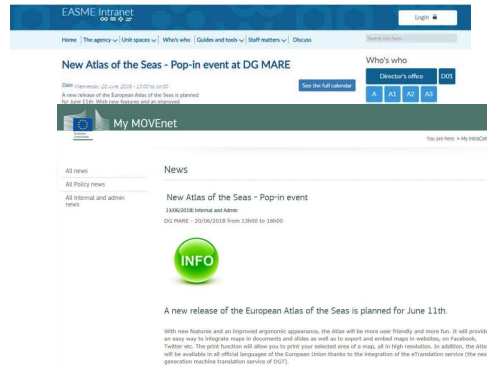
In the spotlight

New Atlas | Pop in the training room today from 13.00 20/06/2018

With new features and an improved ergonomic appearance, the Atlas is more user friendly and more fun. It provides an easy way to integrate maps in documents and slides as well as to export and embed maps in websites, on Facebook, Twitter etc. The print function allows you to print your selected area of a map, all in high resolution. [More](#)



Announcing the pop-in event



- *Not only on our intranet ... but also CLIMA, EASME, ENER, MOVE, RTD*
- *Story on MyIntracomm*



Pop-in Event 20 June 2018

- *open session (3 hours)*
- *exploration of the new Atlas*
- *guidance from experts*
- *feedback collected*
- *full house 😊*



After release

- **Maritime Affairs & Fisheries Newsletter**

- Release of 18 July

- **The new European Atlas of the Seas now online!**

- A new version of the European Atlas of the Seas is now available. Check the new utilities and functions, learn more about Europe's marine environment, nature, tourism, security, energy, transport, sea bottom, sea level rise, fish consumption and create your own maps!

- [Read more...](#)



- Map of the Month: a dedicated space for a map in each release of the Newsletter.

- **Map of the month**

- **Energy**

- Our seas and oceans offer a vast renewable energy resource, particularly, but not only, along the Atlantic seaboard. In addition to the already well-known offshore wind farms, ocean energy technologies are currently being developed to exploit the potential of tides and waves as well as differences in temperature and salinity.



- **Presentation running on screen @ MARE entrance and Atlas 2-pager and bookmarks on shelf for visitors**



After release

- **Contacts with:**

- COMM.C.1 colleagues -> their commitment to share the Atlas and involve their Teachers Testing Panel (end of Sept.)
 - STEM programme manager of European Schoolnet
 - 3 teachers participating in mini pilot (Aalst, Brugge, Hoboken)
 - UGent (University of Ghent) Blue Growth Summerschool 10 - 21 Sept. 2018
 - Nausicaa (aquarium in Boulogne-sur-mer)



After release



Upcoming:

- *Presentation in the European Committee of the Regions (CoR) – after-plenary session (Nov. 28)*
- *Presentation to the Searica group (EP) – tbc*

Atlas Pop-up and possible use



Channels of Communication

- Biggest aquarium in Europe
- Between 4000 & 8000 visitors per day
- 4 teachers working at Nausicaa full time on educational content
- Exhibitions & partnerships



Channels of Communication

- A week of events & activities related to climate & environment
- Workshops about the EAS to 40 students
- Conception of educational material



Channels of Communication

- Conference for marine educators
- About Ocean Literacy, Citizen Science and Marine Education

