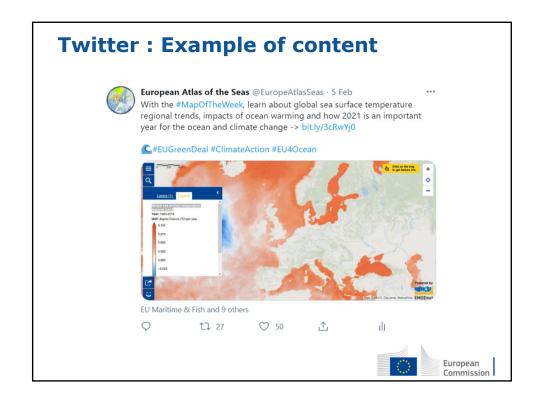


Increase of our presence on Twitter since the last SC meeting (1 October 2020)

- Minimum 1 tweet per working day
- Variety of tweets (highlighted map layer, events, countries, MoW, quiz, etc.)
- Ambassadors campaign
- · Tag local organisations



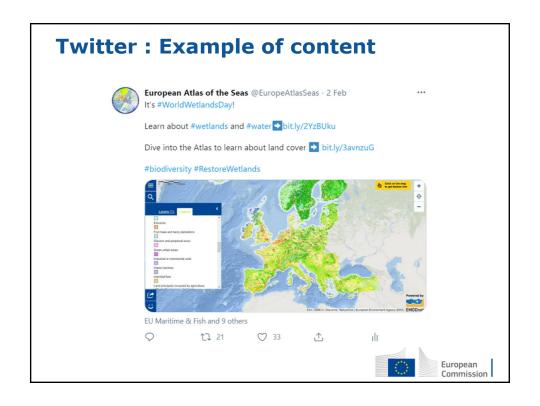


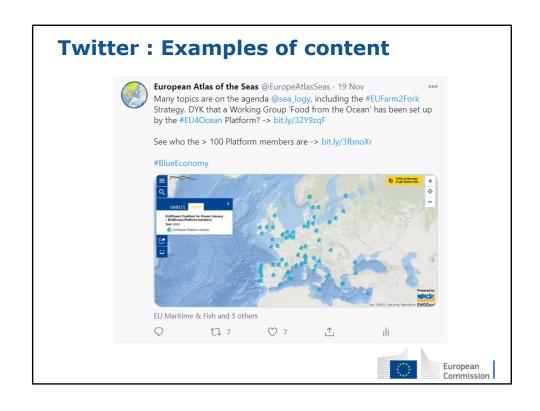


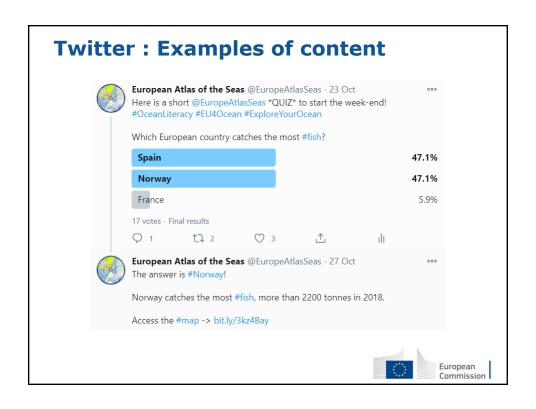


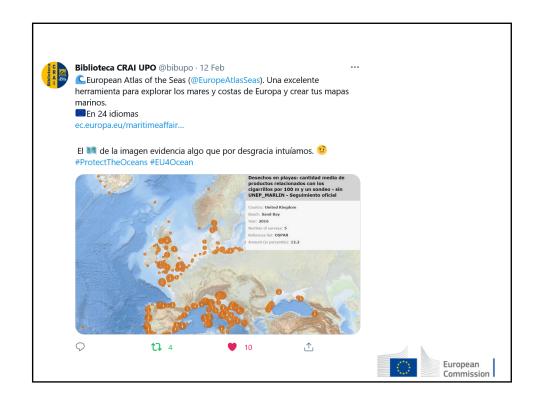


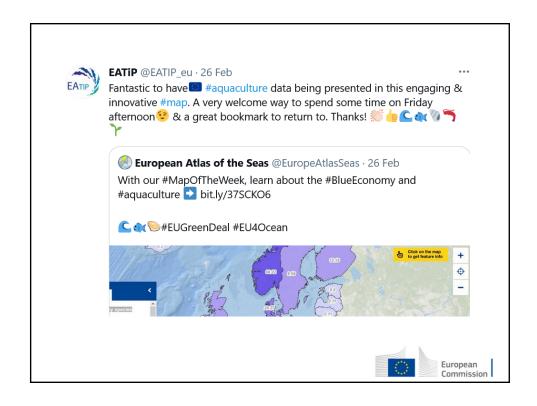


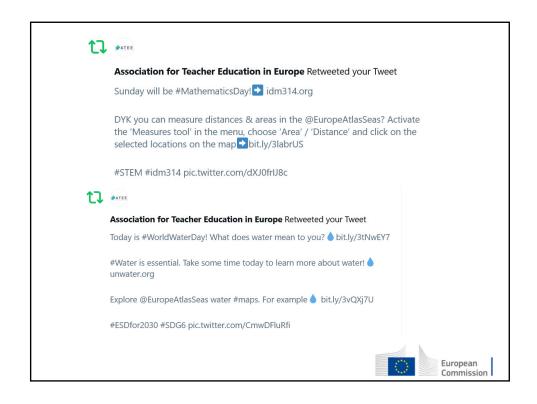












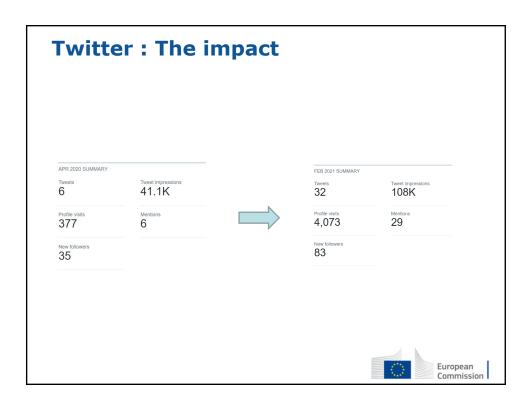


Twitter: 2013 followers (24 March 2021)

Number of followers

- 1 May until 1 October 2020 (5 months) ->
 - Increase of 232 followers
 - Average 46,5 new followers / month
- 1 October until 24 March 2021 (≈ 6 months) ->
 - Increase of 496 followers
 - Average 82,6 new followers / month

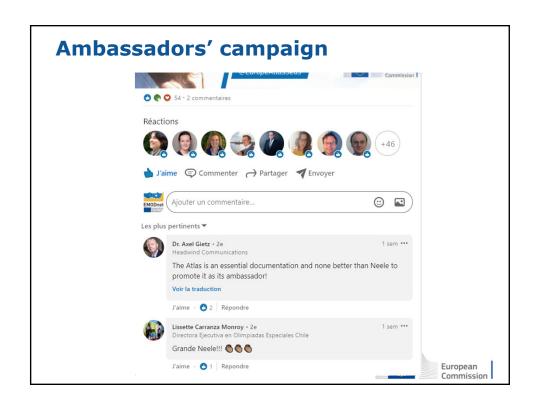












Ambassadors' campaign

- 13 Ambassadors' banners published
- <u>Languages</u>: Lithuanian, French, Gaelic, Greek, Portuguese, Dutch, Romanian, Czech, Maltese, German, English, Bulgarian and Croatian
- 7 women, 6 men (aim for 12 women and 12 men)
- Profile: 2 politicians, 1 surfer, 3 directors of institute, 3 scientists, 3 coordinators of NGOs, 1 EC Director-General



Article in the Eurofish Magazine in December 2020

[INTERNATIONAL NEWS]

European Atlas of the Seas available in 24 languages

Access to stunning marine maps and interactive oceanic information now in different EU languages make the Atlas of the Seas an even more accessible and useful educational tool. Visitors can navigate the atlas in the 24 official languages of the European Union and explore a wide range of popular marine topics, such as tourism, litter, environment, energy, aquaculture, and much more. It has been enriched with more than 285 interactive map layers and the possibility to create custom maps that can tions. "Protecting the ocean, and using our marine resources tive help tool now guides users

edge and understanding." declared Virginijus Sinkevičius, EU Commissioner for Environment, Oceans and Fisheries, adding that the European Atlas of the Seas improves ocean literacy helping the public across Europe to better understand the importance of oceans and the need to protect them. The atlas comes with a range of new fea-tures, including an improved print module and measurement tool, the integration of short sto-ries highlighting interesting map be printed, shared and embed-ded in articles or presenta-detailed background map provided by EMODnet. An interac-



the European Atlas of the Seas can be used for numerous purposes by individuals and companies alike. Shown, marine finfish farm locations

European Atlas of the Seas is an and can be found at https:// online catalogue of marine maps intended for the general public atlas_en.

through these new features. The and non-expert professionals ec.europa.eu/maritimeaffairs/

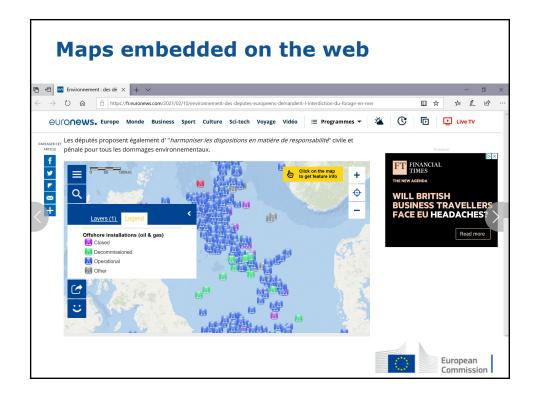


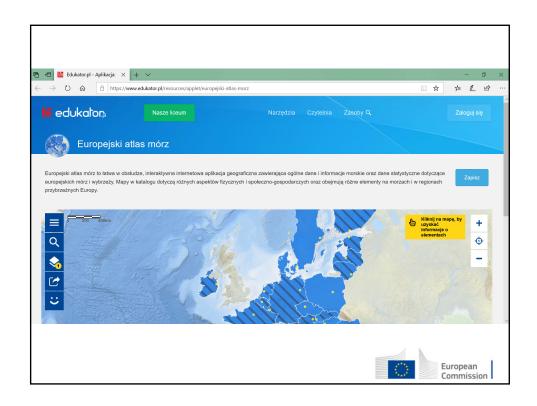
Communicating MSP guide by the EU MSP Platform

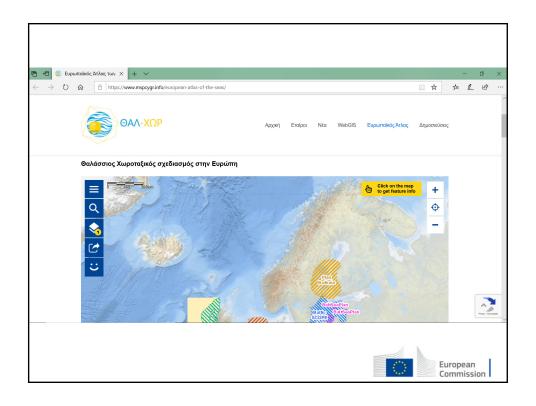
Twitter case: European Atlas of the Seas and the "map of the week" campaign

A simple and engaging communication campaign by the European Atlas of the Seas account highlights one map from their database every week. This enables regular animation of the page and provides discussion starters for specific segments of their community to explore the content of specific maps.







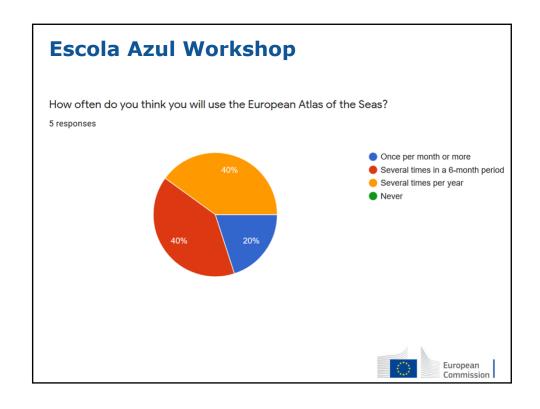


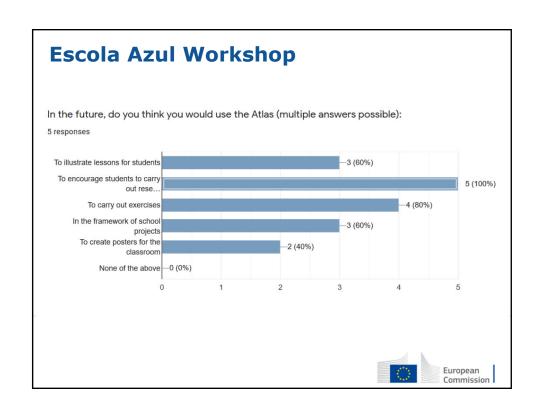
Partnership - Escola Azul

- Audience: teachers in Portugal
- 1st workshop of a series of 4 on 21/11/2020
 Objective: presentation of the Atlas and practical exercise
 Number of participants: 13
 Useful feedback: most interested by the interaction and the
 - <u>Useful feedback</u>: most interested by the interaction and the diversity of information, proposed changes in words, interest for data, practice needed to use the Atlas
- Escola Azul brainstorming workshops carried out
- <u>Planned output for the Teachers' Corner</u>: 2 new exercises per age category and feedback
- <u>Timeline</u>: conclusions and final workshop expected in Spring 2021









Partnership - EU4Ocean

<u>Contribution to 2021 STEM Discovery Campaign</u> <u>workshops - collaboration between EU4Ocean</u> and Scientix

- √ 26 February 2021 teachers with students aged 3-9
- □ 25 March 2021 teachers with students aged 10-14
- ☐ 21 April 2021 teachers with students aged 15-19

Tracks: a) Food from the Ocean, b) Climate and Ocean and c) Healthy and Clean Ocean











CommOcean Workshop - 01/12/2020

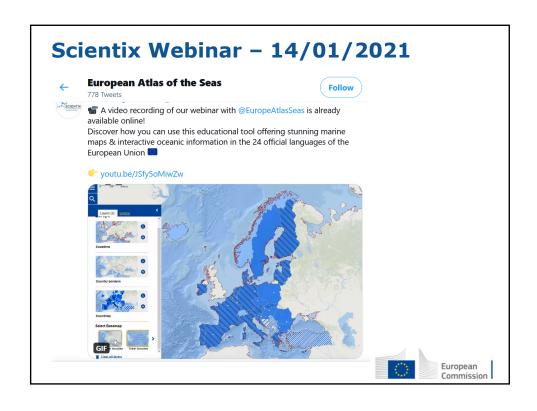
- <u>Audience</u>: professional communicators on marine topics and marine scientists
- Objective: presentation and discussion of how the Atlas can help them in their communication work
- Number of participants: 8 (30 registrations)
- <u>3 Working Group discussions</u>: Climate Change, Marine Litter, Sustainable Fisheries
- Benefits: participants learned about the Atlas, its content and how they can use it. Small group tutorials and discussion on the participants' needs.













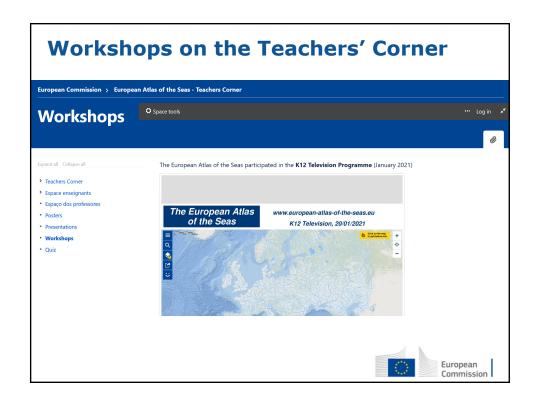
K12 Television - 20/01/2021

- Organiser: K12 Educational Television Programme in Muğla (Turkey). The teacher responsible for the programme is a Mathematics teacher and a Scientix Ambassador. He works with an English teacher.
- Audience: teachers and students in Turkey
- · Languages: English and Turkish
- Objective: Present the Atlas to the teachers and explain to them how they can use it with their students
- Number of views on YouTube: 1,091









Upcoming Workshops

- <u>European Maritime Day 2021 (20-21 May 2021)</u>
 Participation in the Ocean Literacy workshop organized by the Irish Ocean Literacy Network
 - ✓ exploring best practices and most inspiring Ocean Literacy "stories"
 - √ discussing the future of Ocean Literacy in Europe



While plenary sessions on maritime policy will take place in Den Helder and will be livestreamed, most stakeholders' workshops, including the Irish Ocean Literacy Network event will be run virtually via video conferencing (Zoom or similar tool).



Upcoming Workshops

EMODnet Open Conference (16 June 2021)

- ✓ Afternoon interactive workshop with many guests: Ambassador(s), partners, data providers, teachers ...
- ✓ Promote the European Atlas of the Seas
- ✓ User feedback
- ✓ Link to EU4Ocean



What is coming up

- 6-minute **quick guide** (video)
- Article in an Elsevier book "Ocean Science Data", chapter "Connecting marine data to society"
- Treasure hunt EMD
- Updated and new exercises in the **Teachers** Corner
- New and updated predefined maps
- Looking for opportunities to have more Atlas'
 maps embedded in news outlets articles and DG
 MARE news
- Looking for opportunities to insert the Atlas in OL portals
- Looking for new workshop opportunities



European Commission

