



# EMODnet Centralisation External Communication Plan

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# EMODnet Centralisation External Communications Plan: What?

The newly centralised EMODnet Central Portal has a number of new features to further optimize the user-experience.

All European marine data in one single .EU domain location for simplified access to all EMODnet data, data products and services

A central map viewer, where users can search and discover EMODnet data and data products across hundreds of parameters spanning all seven thematics

An enhanced data discovery service using a central metadata catalogue and machine-machine search engine

A data cache approach more suited to today's data driven world towards next phase ocean data and information management

# EMODnet Centralisation External Communications Plan: Why?

Many EMODnet users may be unaware of the upgrade, or unsure why this centralisation has been conducted, or the added value that it brings.

Once centralisation is fully completed in January 2023, an **external communication campaign** is required to:

- **Promote EMODnet Centralisation and the new features** across the EMODnet Partnership and to wider stakeholders as a landmark achievement;
- Communicate the **added value and benefits** of a fully centralised EMODnet;
- **Empower** the EMODnet Partnership to act as “**Multipliers/Ambassadors**” for EMODnet Centralisation;

And

- Invite the diverse user community to re-discover EMODnet and to **test and use the centralised services**.

## The EMODnet centralisation external communications plan:

- Is a component (Annex) to the wider EMODnet Communication Plan (v 2022)
- Outlines the operational process for a communication campaign on **EMODnet Centralisation**
- Proposes a series of communication resources, tools and methods that will be used in a step-wise approach
- Focuses on the calendar year 2023, rolling out sequential communication, also making use of ongoing EMODnet activities, namely:
  - the **two flagship EMODnet events taking place in 2023** (Open Sea Lab 3.0 hackathon; Open Conference 2023)
  - **EMODnet for Business** activities e.g., online workshop, EMODnet Associated Partnership & EC MKEG
  - Proposes added value events or resources to further communicate the Centralisation e.g., back-to-back with the OSL 3.0

# EMODnet Centralisation External Communications Plan: Who?

## Who is it created by and communicated by?

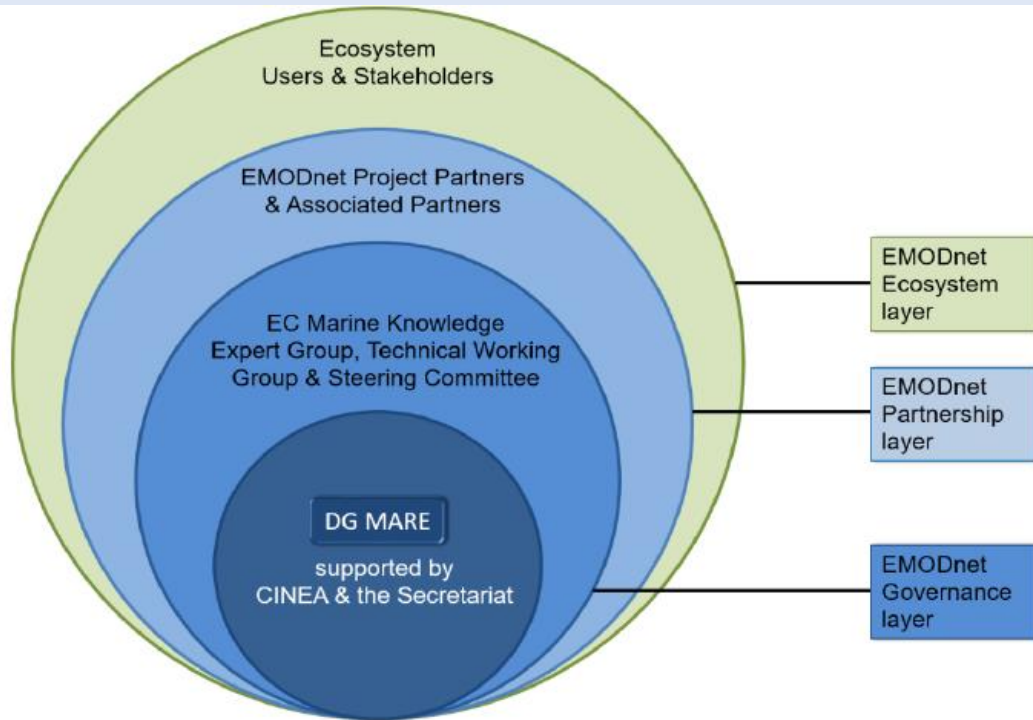
The core EMODnet Partnership all playing key roles in the communication effort (led/coordinated by EMODnet Secretariat, with activity from thematic and data ingestion Coordinators, partners leading thematic/data ingestion communication)

**Who is it for?** All layers of the EMODnet ecosystem. The EMODnet stakeholder community spans the full marine knowledge value chain from data collection (ocean observation) to users.

The EMODnet 'ecosystem' is composed of many layers including EMODnet Partnership to wider stakeholders.

## Specific target audiences

- Public government/policy
- Private sector
- Research and Academia
- Civil Society (e.g., NGOs)



# EMODnet Centralisation External Communications Plan: How? Tools & Channels

## **Utilise existing EMODnet Communication channels:**

- EMODnet Central Portal website (thematic portals will go off-line in early January 2023)
- EMODnet Newsletter (News Digest and News Flash)
- EMODnet social media (Twitter, LinkedIn)

## **Mobilise EMODnet partners to communicate from their institutional/organization channels & develop targeted communication for their thematic, partners etc**

- EMODnet Secretariat will create visual and written material for partners to easily communicate all the new features of the CP
- Work with thematic communication teams

## **Update existing EMODnet Communication outputs:**

- Update EMODnet Data/data product portfolio (light update for OSL 3.0, February 2023; Full re-designed update for Open Conference 2023)

## **Develop specific new (added value) EMODnet centralisation communication outputs/resources:**

- Key facts/added value leaflet
- EMODnet infographic on Centralisation
- Develop new tutorials and documentation



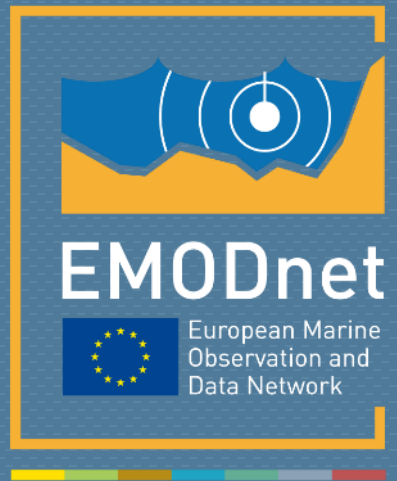
# EMODnet Centralisation External Communications Plan: How?

EMODnet Secretariat participation in external events to promote Centralisation:

- International Ocean Day 2023 (March)
- Ocean Business 2023 (April)
- European Marine Day 2023 (May)
- EurOcean 2023 (October)
- COP28 2023 (November)
- Marine and Environmental Sciences Conferences in Venice, November 11-12, 2023
- International Conference on Oceanography, Marine Biology and Ecology, November 15-16, 2023 in Jeddah, Saudi Arabia
- Effects of Climate Change on the World's Oceans, 17th – 21st November 2023, Bergen, Norway

To be continued





[emodnet.ec.europa.eu](http://emodnet.ec.europa.eu)

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