



## EMODnet Centralisation External Communication Plan

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The European Marine Observation and Data Network (EMODnet) is financed by the European Union under Regulation (EU) 2021/1139 of the European Parliament and of the Council of 7 July 2021 establishing the European Maritime, Fisheries and Aquaculture Fund and its predecessor, Regulation (EU) No. 508/2014 of the European Parliament and of the Council of 15 May 2014 on the European Maritime and Fisheries Fund.

## 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

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

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

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:

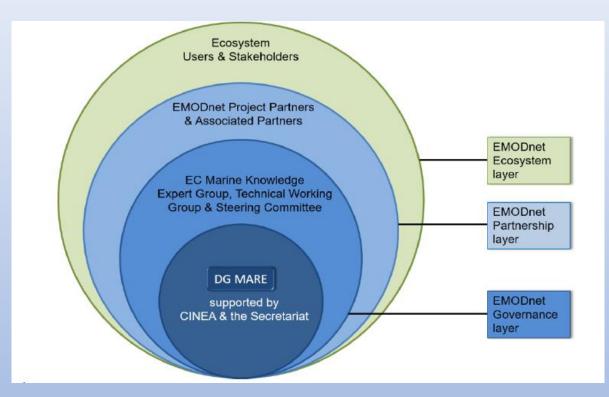
- ➤ Promote EMODnet Centralisation and the new features across the EMODnet Partnership and to wider stakeholders as a landmark achievement;
- > Communicate the added value and benefits of a fully centralised EMODnet;
- ➤ Empower the EMODnet Partnership to act as "Multipliers/Ambassadors" for EMODnet Centralisation; And
- > Invite the diverse user community to re-discover EMODnet and to test and use the centralised services.

## EMODnet Centralisation External Communications Plan: What?

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
- <u>Proposes</u> a series of communication resources, tools and methods that will be used in a step-wise approach
- <u>Focuses</u> 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 themantic 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? Timeline and tasks

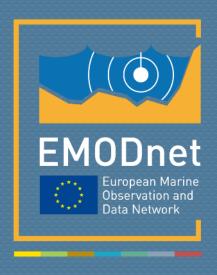
| Month            | EMODnet<br>Central Portal<br>website                                                                                         | EMODnet<br>News<br>Digest/Ne<br>ws Flash                     | EMODnet social media                                                                                                                                                 | EMODnet centralisation toolkit/resources                                                                   | EMODnet flagship events                                                                      | EMODnet<br>Partnership                                                                                                                                                                                                                          | EMODnet wider stakeholders                                                                                                                                                                                                        |
|------------------|------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| December<br>2022 |                                                                                                                              | News Digest<br>22/12                                         | General communication about the Centralisation transition                                                                                                            | Finalise EMODnet<br>Centralisation<br>external<br>communication<br>plan                                    |                                                                                              | Send update on EMODnet centralisation a) finalized Comms Plan b) banner/visual identity for centralization and common messages (for partner websites) c) Set date for EMODnet Coordinators and Comms contacts tele-meeting in earlyJanuary 2023 | Collect feedback and testimonials from EC MKEG and EMODnet AP on EMODnet centralization new features and added value.  EMODnet workshop application (for 6/12) to EMD 2023 focused on EMODnet Centralisation and Open Sea Lab III |
| January<br>2023  | 15/1: Homepage carousel / banner announcement  Add news articles (from news flash and news digest) on EMODnet Centralisation | News Flash & Press<br>Release -15/1<br>News Digest -<br>31/1 | General<br>announcement;<br>release of key<br>facts leaflet;<br>weekly tweets on<br>new features and<br>added value,<br>promoting public<br>presentation/webi<br>nar | EMODnet<br>Centralisation Key<br>facts leaflet with<br>user testimonials<br>(new features,<br>added value) | Planning<br>public<br>presentation<br>on EMODnet<br>Centralisation<br>(for February<br>2023) | 10-13/1 EMODnet Partnership online meeting on Centralisation (inform, update on plan and roles)                                                                                                                                                 | General communication on website, social media, collecting feedback via user form                                                                                                                                                 |
| February<br>2023 | Add news article on<br>OSLII and<br>EMODnet<br>Centralisation                                                                | News Digest<br>28/2                                          | Focus on OSL3.0<br>as a flagship<br>event to stress-<br>test the new<br>EMODnet CP                                                                                   | Updated EMODnet data/data products portfolio (light update communicating centralization)                   | Presentation<br>on EMODnet<br>Centralisation<br>as part of OSL<br>3.0 launch 8/2             |                                                                                                                                                                                                                                                 | Public (open) presentation on EMODnet<br>Centralisation (recorded, to be made<br>available as a resource on website)                                                                                                              |

## 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



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