



EMODnet
European Marine
Observation and
Data Network
Your gateway to marine data in Europe

EMODnet Secretariat – Phase III




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The European Marine Observation and Data Network (EMODnet) is financed by the European Union under Regulation (EU) No 509/2014 of the European Parliament and of the Council of 15 May 2014 on the European Maritime and Fisheries Fund.



General info

- ① Start – anticipated 18/09/2017
- ① Duration: 2 years + once renewable for 2 years
- ① Partners: 5 from 4 countries
- ① Core Secretariat: 4 staff in Oostende
- ① Remote support from key organisations and service providers

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Why a Secretariat?

- Overarching aim → contribute to more coherent, effective, efficient and fit for purpose EMODnet
- Provide high-level coordination and technical expertise to support
 - Governance of the Network and exchange of information
 - the monitoring of EMODnet projects;
 - the dissemination of their results, and
 - the analysis of user feedback and statistics.
- Support the development of EOOS
- Maintenance and development of MARATLAS



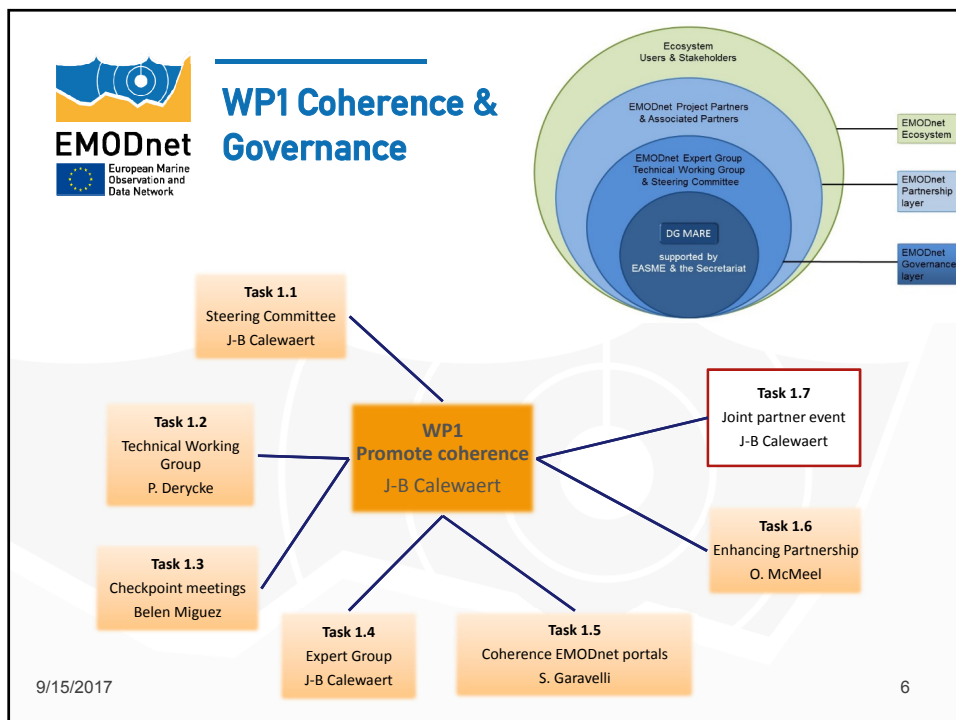
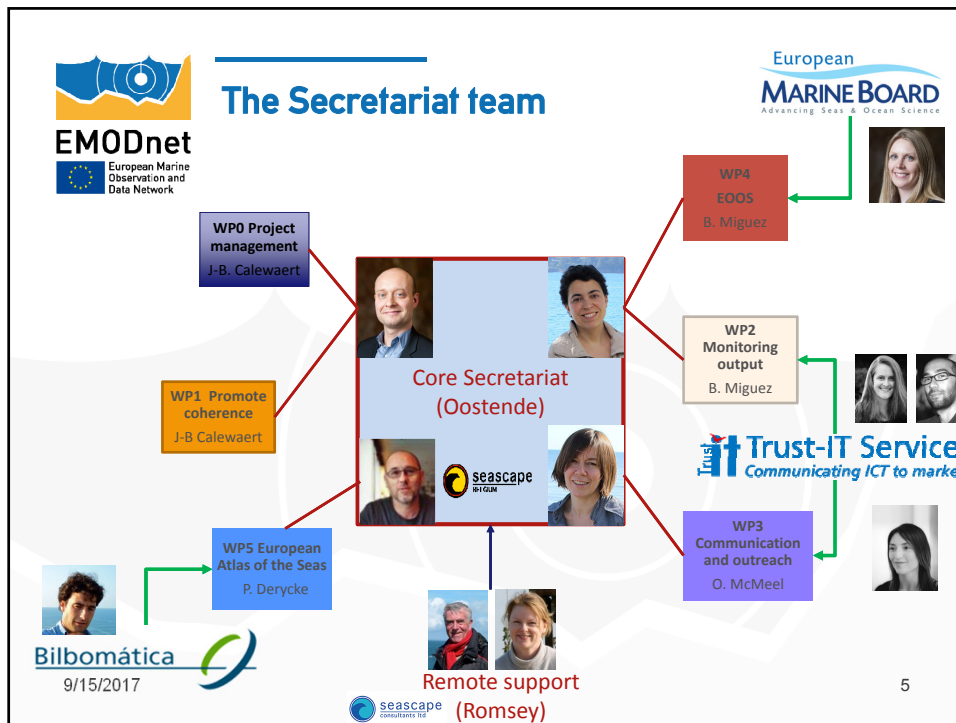
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Tender Tasks

Technical Tender Task	Proposal WP addressing the Task
Task 1 Promote coherence in EMODnet	<i>WP1 EMODnet Coherence & Governance</i>
Task 2 Monitor output	<i>WP2 Monitoring EMODnet Output and Progress</i>
Task 3 Disseminate information on EMODnet	<i>WP3 EMODnet Communication, Dissemination and Outreach</i>
Task 4 Support the development of a European Ocean Observing System (EOOS)	<i>WP4 Support the development of a European Ocean Observing System (EOOS)</i>
Task 5 Maintain and further develop the European Atlas of the Seas	<i>WP5 Maintain and further develop the European Atlas of the Seas</i>

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WP1 Coherence – Objectives / Tasks

EMODnet



1. Organise **Steering Committee** to guide operational & strategic development;
2. Organise **Technical Working Group** to discuss shared technical challenges, improve coherence between portals and websites, exchange best practices & guide development of Central Portal Data Services with inputs thematic portals.
3. Facilitate interactions between **Sea-basin Checkpoints** and supporting organisation of joint meetings to develop a more streamlined, coherent & common approach;
4. Organise the EMODnet **Expert Group Meetings** to help identify priority developments that will ensure the needs of users, in particular from maritime business and investment, are better served by EMODnet;
5. Foster **common look & feel for the individual portals** developed by EMODnet partners to enhance the user-experience & increase use of EMODnet products and services;
6. Manage and enhance the **EMODnet partnership** to promote coherence through a strong EMODnet family identity;
7. Organise a **joint EMODnet partner event** to provide an opportunity for the entire EMODnet partnership to meet, exchange best practices and discuss common challenges together. **Anticipated SPRING 2019 (3,5 years after the first event)**

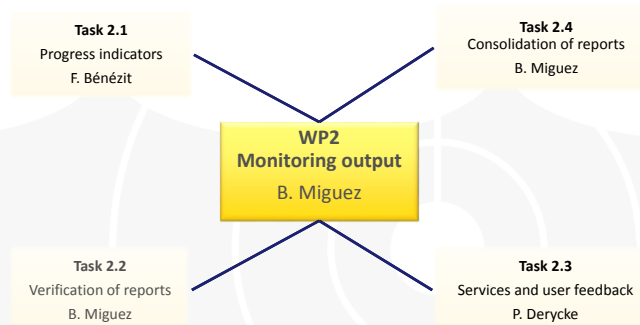
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WP2 Monitoring outputs

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WP 2 – Monitoring Tasks

(b) *Task 2.1: Defining & collecting progress indicators for EMODnet services*

(b) *Task 2.2: Verification of contractual reports from partners*

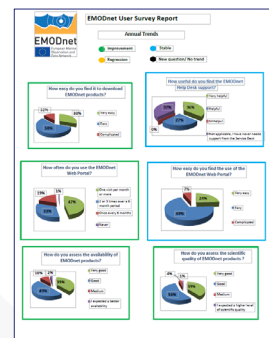
- (b) Templates
- (b) Quality and completeness of the reports & services provided

(b) *Task 2.3: Checking and following up on the service provided by the EMODnet thematic groups*

- (b) **Task 2.3.1: Assess user friendliness of each portal at least once a year**
 - (b) General online survey – once every year
 - (b) Targeted assessment with at least 4 different users per portal – once every year

(b) *Task 2.3.2: Ensuring that user feedback is dealt with effectively - System for flow of feedback and follow up*

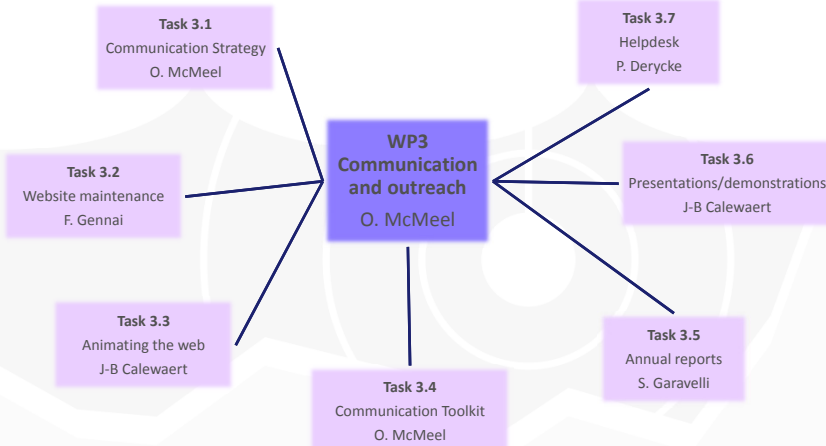
(b) *Task 2.4: Consolidating the periodic reports from partners into short progress reports – Maritime Forum*



Area	Rating	Comments/Justification of score
Report	4	Structure, content, clarity, design, length, ease of navigation...
Report frequency	4	Frequency of reports is sufficient for these portals and there are no objection elements...
Report content	4	The content is good but there is a need to change some elements...
Use of technology	4	Interactivity, ease of use, design...
Accessibility	4	It is fully accessible and usable by all...
Security	5	The number of identified bugs seems reasonable...
Performance	4	The responsiveness is good...
Data access controls	4	Downloading is not possible, this is a major restriction due to the data volume (discussing, uploading, sharing, send file...
Data policy	4	This document is not applicable once we cannot download data through the portal...
Privacy policy	4	Documentation, sharing and monitoring are not clear...
Ownership	4	The document is not applicable once data cannot be downloaded through the portal...
Responsiveness	4	Speed, content, content...
Interoperability	4	Assessing the data is instantaneous, without delays...
Usability	4	Helpdesk and feedback options are available and user-friendly...
Multi-language capabilities	3	Not available...
Mobile device capabilities	3	Not tested...
Compliance	4	Data policy complies with legal requirements...
Accuracy	5	Accuracy up to the most recent and explicit standards...
Metadata	3	Not clear enough...
Advanced Finding/Reporting	2	There is no way to identify the location of data (identifying, listing, sharing, send file...)
Helpdesk and feedback	3	Helpdesk answered in 24h and availability of a feedback link...
Info about the portal	3	There is a news section, but it is very generic...
Local users	3	Link to feedback and better not working...
Input from other sources	3	Report from external partners seems not to be collected in our data base...



WP3 Communication & Outreach



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EMODnet Communication, Dissemination & Outreach (WP3)



Background & Rationale

- ④ EMODnet infrastructure and resources have been built in Phase I & II, huge progress.
- ④ At the onset of Phase III, EMODnet is now mature enough to provide real value for money for stakeholders/users.
- ④ 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.

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Communication Strategy



Objectives

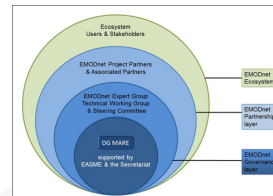
- ④ Create & implement a **strong visual EMODnet identity** - a powerful & recognizable **brand and style**;
- ④ Widely **disseminate information** about **progress, outputs and activities** to partners, stakeholders and users using a range of media & activities, by:
 - ④ Dynamic & animated EMODnet website;
 - ④ Via DG MARE's Maritime Forum;
 - ④ Social media & other news outlets;
 - ④ Giving demonstrations & presentations throughout Europe;
 - ④ Annual reports
- ④ Provide **tools to support EMODnet partners** (multipliers) to **spread coherent messages** - brochures, fact sheets, news items, flyers, leaflets, reports, posters, and banners.

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Communicating to EMODnet Stakeholder Ecosystem



Four levels of communication, to:

- ① **EMODnet partners** to inform on all activities & multiply the channels;
- ② **Potential users and data providers**, to increase re-use of marine data & uptake of EMODnet's products and services;
- ③ **Funders** of marine data initiatives & **general public & stakeholders** to highlight the societal and economic relevance of EMODnet & the benefits of collaboration;
- ④ The **European and global ocean observing & data management community**, to communicate EMODnet's technical achievements and promote collaboration.

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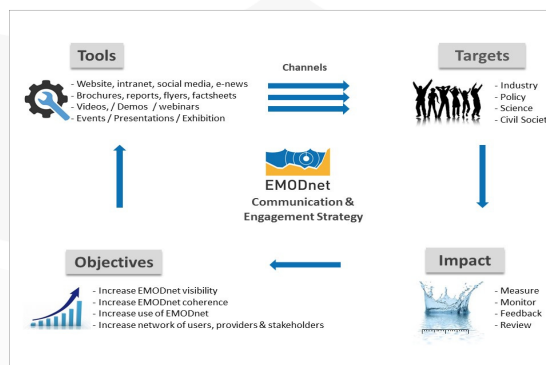


Phase III Communication Tasks


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:

- ① Objectives
- ② Targets
- ③ Messages
- ④ Channels
- ⑤ Branding
- ⑥ Guidelines
- ⑦ Tools, products & activities
- ⑧ Metrics impact



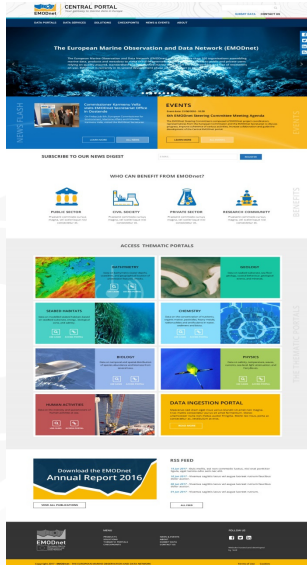
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Phase III Communication Tasks

- ④ **Task 3.2: Maintain and further develop the EMODnet website**
- ④ **Task 3.3. Animate the EMODnet web-presence** (news items / digests / flashes, SEO, social media)




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Phase III Communications Tasks



Task 3.4: Communications toolkit

- ④ Brochure, flyer, posters, banners, infographics, presentations, videos
- ④ A combined EMODnet products portfolio/catalogue.
- ④ 'EMODnet for business' brochure
- ④ Modular communication package
- ④ EMODnet partnership leaflet 'EMODnet: Who We Are'

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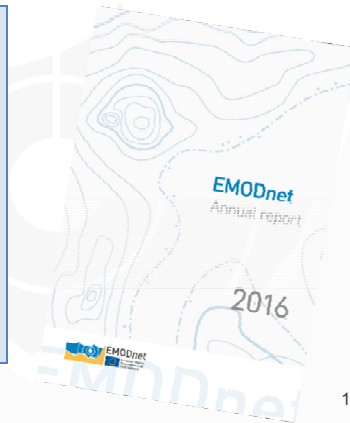


Phase III Communications Tasks

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
- EOGS Conference
- Forward look: EMODnet in 2019 and beyond
- Budget
- Conclusions and remaining challenges
- The EMODnet team



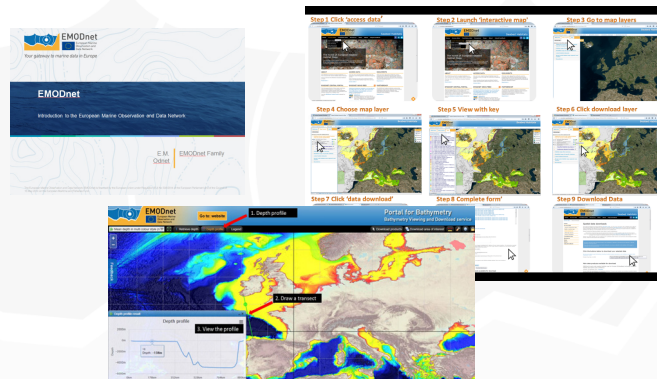
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Phase III Communications Tasks

Task 3.6: Delivering demonstrations and presentations of EMODnet





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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.

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WP4 Support European Ocean Observing System (EOOS)


**WP4
EOOS
B. Miguez**

Task 4.1
Analyse results Checkpoint stress tests
B. Miguez

Task 4.2
EOOS conference
O. McMeel

Task 4.3
Aligning EMODnet/EOOS
K. Larkin

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WP4 – EOOS Tasks


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- ⌚ **Task 4.1: Analyse the results of the sea basin checkpoints stress tests**
 - ⌚ monitor, collect and screen all outputs and reports + meetings
 - ⌚ analyse & synthesise the results
 - ⌚ identify and highlight similar findings across all sea basins with societal relevance as well as specific issues identified in individual sea basins.
 - ⌚ → integrated assessment report
 - ⌚ (i) the approach/methodology identifying the strengths & limitations, and
 - ⌚ (ii) implications in terms of overall fitness for purpose of Europe’s ocean observing infrastructure

- ⌚ **Task 4.2: Organisation of joint multi-day EOOS Conference Autumn 2018**
 - ⌚ present in an integrated way the results CHPTS & other studies to deliver recommendations for future priorities for ocean observation; and
 - ⌚ provide a wider perspective and forward look on the development of EOOS.

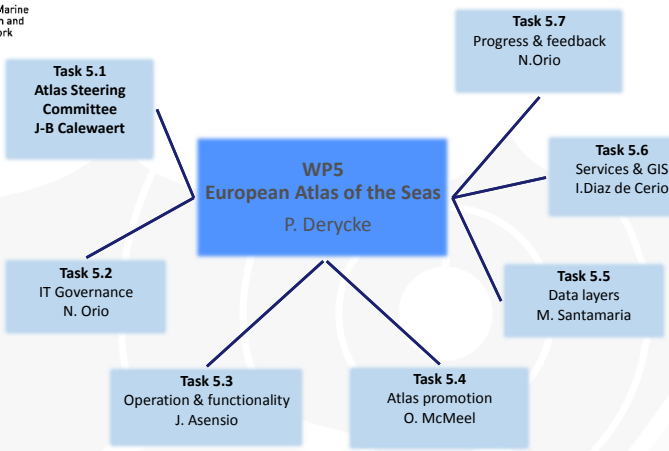
- ⌚ **Task 4.3: Aligning EMODnet and EOOS processes**
 - ⌚ establish a Structured EMODnet-EOOS Dialogue (SEED)
 - ⌚ explore and identify specific joint actions of mutual benefit

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WP5 Atlas of the Seas

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graph TD
    WP5[WP5 European Atlas of the Seas  
P. Derycke] --- T5.1[Task 5.1  
Atlas Steering Committee  
J-B Calewaert]
    WP5 --- T5.2[Task 5.2  
IT Governance  
N. Orio]
    WP5 --- T5.3[Task 5.3  
Operation & functionality  
J. Asensio]
    WP5 --- T5.4[Task 5.4  
Atlas promotion  
O. McMeel]
    WP5 --- T5.5[Task 5.5  
Data layers  
M. Santamaria]
    WP5 --- T5.6[Task 5.6  
Services & GIS  
I. Diaz de Cerio]
    WP5 --- T5.7[Task 5.7  
Progress & feedback  
N. Orio]
    
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