



COMMUNICATION AND STAKEHOLDER ENGAGEMENT EFFORTS IN 2020

13th EMODnet Steering Committee Meeting
Autumn 2020
9-10 November

Andrée-Anne Marsan
Francis Strobbe

EMODnet Secretariat

The European Marine Observation and Data Network (EMODnet) is financed by the European Union under Regulation (EU) No 508/2014 of the European Parliament and of the Council of 15 May 2014 on the European Maritime and Fisheries Fund.

New communication tools in 2020

September 2020:
Festive edition of our Annual Report 2019
www.emodnet.eu/en/reports

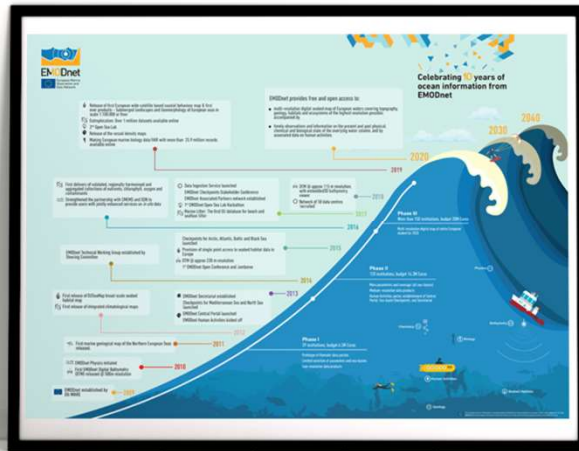


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New communication tools in 2020

INFOGRAPHIC '10 years of EMODnet'
www.emodnet.eu/en/infographics



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EMODnet 10 Years Webinar

Part 1

[Part 1] Webinar - EMODnet: A decade of achieve...

Webinar - EMODnet
 A DECADE OF ACHIEVEMENT
 CONNECTING MARINE DATA KNOWLEDGE

Part 1

22 September 2020 14:00-17:00 CEST

14:00	Welcome & Introduction	Master of Ceremonies Kate Larkin EMODnet Secretariat
14:05	Formal opening	Christos Economou, Acting Director of Maritime Policy and Blue Economy DG MARE
14:10	Before EMODnet, the objectives & its impact on the marine data landscape and the life of its users - A personal perspective [pdf]	Keynote speaker Koen Verbruggen Geological Survey Ireland
14:20	Sneak Preview: Video 10 years of EMODnet in 10 minutes [link]	

14:30	Showcase of the thematic lots & data ingestion with focus on main achievements since 2009	
	The EMODnet vision [pdf]	Iain Shepherd DG MARE
	EMODnet, an evolving network [pdf]	Jan-Bart Calewaert EMODnet Secretariat
	A light-speed run through 10 years of network achievements [pdf] [10 Years EMODnet infographic]	Alessandro Pititto, on behalf of and with input from all thematic coordinators COGEA, EMODnet Human Activities Coordinator
	Q&A	


www.emodnet.eu/en/webinar

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EMODnet 10 Years Webinar

Part 2



15:20	Testimonials from EMODnet Data Providers : what are the benefits and added value	
	Introduction [pdf]	Patrick Gorringe SMHI, EMODnet Physics and EMODnet Ingestion
	IBCM & MediMap: The Early Beginnings of EMODnet [pdf]	John Hall Geological Survey of Israel
	EMODnet & Southern Ocean Observing System [pdf]	Pip Bricher SOOS
	T-MEDNet data ingestion into EMODnet [pdf]	Nathaniel Bensoussan T-MEDNet
15:35	Achievements and outputs of the EMODnet Sea-basin Checkpoints [pdf]	Quillon Harpham HR Wallingford, EMODnet Associated partner
15:45	Panel with representative users : how EMODnet is used and for what purpose	

	Alessio Maglio SINAY - Marine Data Solution [pdf]	
	Telmo Carvalho Portuguese Institute for Sea and Atmosphere (IPMA) [pdf]	
	Berthe Vastenhou Berring Data Collective [pdf]	
	Aldo Drago Physical Oceanography Research Group, University of Malta [pdf]	
	Anna Hermsen The Netherlands Organisation for applied scientific research (TNO) [pdf]	
	Q&A	
16:25	Short Break 5'	
16:30	EMODnet for Global	
	The vision of mapping the ocean Mathias Jonas IHO [pdf]	
	EMODPACE-CEMDNET Data Cooperation Between EMODnet & NMDIS Wan Fangfang & Gao Zhigang NMDIS [pdf]	
16:50	Forward look to the EMODnet Open Conference in 2021 [pdf]	Zoi Konstantinou DG MARE
16:55-17:00	Concluding remarks	Andreea Strachinescu DG MARE

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EMODnet VIDEO: Ten Years of EMODnet in Ten Minutes

www.emodnet.eu/en/videogallery



+ 8 VIDEOS:

EMODnet for science (already available) – EMODnet for MSP (soon available) – EMODnet for business – EMODnet for policy – EMODnet for civil society – EMODnet for aquaculture – EMODnet for tourism – EMODnet for the offshore energy sector

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New communication tools in 2020

Article: 'Breaking Borders in Ocean Information: A European Success Story'

<https://www.ecomagazine.com/in-depth/featured-stories/breaking-borders-in-ocean-information-a-european-success-story>



Breaking Borders in Ocean Information: A European Success Story



The problem:
Scenario A: A Dutch diving company needs information on sea-floor geology in Belgian coastal waters. Who do they contact? Which governmental department can provide this data? What language do they use? What format will the data be in? What metadata do they use? How do they grade particle size, does gravel in Dutch equate to gravel in Belgium?
Scenario B: An international environmental NGO is trying to find information on oil extraction platforms in the Mediterranean to create a map of these in relation to fisheries distribution. How many countries have territorial waters in the Mediterranean? What language do they speak? Which government departments in these countries should they contact and how to find out? How do they record this information? Will it be in formats they can use?

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New communication tools in 2020

IMPROVED SLIDE-DECK

Release beginning 2021



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Social media : Twitter and LinkedIn



4814 followers (9 November 2020)


EMODnet @EMODnet · Jun 30

We are proud to release the EMODnet [#Bathymetry](#) World Base Layer Service ([#EBWBL](#)): fast and easy access to worldwide bathymetric information

emodnet.eu/emodnet-bathym...

In [#collab](#) with [@gebcobathymetry](#) & [@seabed2030](#)

[#topobathy](#)
[#topography](#)
[#marinedata](#)
[#opendata](#)
[#FAIR](#)
[#GIS](#)
[#WMTS](#)



EU Maritime & Fish and 9 others

2 50 73

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705 followers (9 November 2020)

EMODnet
 705 abonnés
 4 mois

We are proud to release the EMODnet [#Bathymetry](#) World Base Layer Service [#EBWBL](#): fast and easy access to worldwide bathymetric information. [...voir plus](#)

[Voir la traduction](#)



54 · 2 commentaires

J'aime Commenter

Impressions organiques : 1888 impressions [Montrer les statistiques](#)

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Website improvements

www.emodnet.eu/en/news-digest

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Website improvements

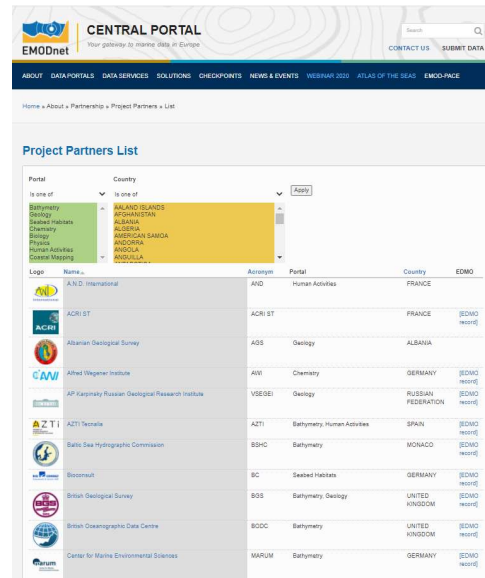
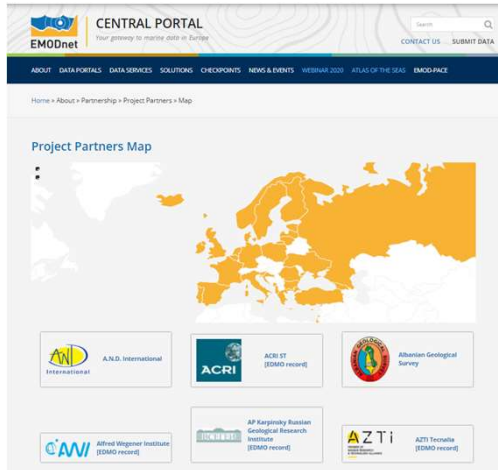
www.emodnet.eu/en/checkpoints

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Website improvements

www.emodnet.eu/en/partners-map
www.emodnet.eu/en/partners-list



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Website improvements

www.emodnet.eu/en/emod-pace



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Communication protocol for the promotion of new EMODnet dataset

Reminder to inform the Secretariat 1 month before the expected launch to prepare the communication material and optimise the visibility

EMODnet Bathymetry: EBWBL



“ The new EMODnet Bathymetry World Base Layer Service is a real breakthrough in the provision of open-access global ocean information for all types of users; from industry to the general public, and from scientists to marine spatial planners. It highlights EMODnet's contribution and leading role in the global ocean observation landscape. ”

Iain Shepherd, Senior Policy Officer, EC DG MARE

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EMODnet

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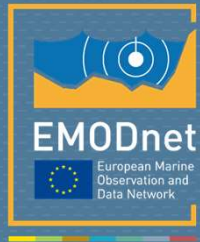
Portal Data and Product Releases:

- **Bathymetry:** #EBWBL released on 30 June 2020; EMODnet 2020 grid (new DTM) before the end of 2020.
- **Biology:** Data Product Workshop in June 202 - a number of data products coming
- **Chemistry:** Mapping of the latest contaminants collection (product), after the release of eutrophication data products
-development of joint EMODnet-CMEMS MSFD portfolio, starting with products relevant for D5-eutrophication
--> Use Case: ADRION HarmonIA
- **Geology:** Marine minerals product was updated on 7 October 2020 and released
- **Human activities:** New sources for wrecks and submarine cables - data online by next quarter; route density maps have been updated to August 2020
--> Use Cases based on indicator 5
- **Physics:** Two new sea level products, ready to be published during next period (i.e. Q4 2020)
- **Seabed Habitats:** --> Use Cases based on indicator 5

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