



EMODnet



European Marine
Observation and
Data Network

EMODnet Communication: updates on latest strategy

16th EMODnet Steering Committee
27-28 April 2022

EMODnet Secretariat
emodnet.ec.europa.eu

EMODnet Communication | Overview

1. EMODnet's value proposition

2. Audience Segmentation

3. Internal Communication

EMODnet Confluence

EMODnet Jira

EMODnet **Technical Developments**

EMODnet **Communication**

EMODnet **Helpdesk**

4. External Communication and Dissemination

5. Events

- a. Attending Events: cfr. *Recent and upcoming events to end of 2022*
- b. Organising Events: cfr. *Concept Open Sea Lab 3 & Open Conference 2023*

EMODnet Communication | Overview

6. Effective Communication Instruments

- a. Specific dissemination products
- b. Two infographics
- c. Video updates and new releases
 - New videos planned

7. Annual reports

8. Delivering presentations, demonstrations and trainings of EMODnet

EMODnet Communication | EMODnet's value proposition

At its broadest level, EMODnet's value proposition can be summarized as follows:

EMODnet as the EU operational service that enables free, unrestricted access to *in situ* marine data and data products as key contributor to the marine data space in Europe and beyond

by

Sharing, discovering and re-using digital data cost-effectively, using the established human and technical networks

in order to

Focus further developments to serve the future needs of all marine and maritime sectors as a critical marine service supporting the EU Green Deal and Digital Agenda envisaged transitions in Europe and globally.

EMODnet Communication | Audience Segmentation

The **classic segmentation**

- **Research**
- **Policy**
- **Civil Society**
- **Industry**

New approach **across Marine Knowledge value chain**

- Marine **data originators, holders and managers**
- Marine **data services**
- Marine **data users**
- Decision **makers and funders**

+ **Key Messages** during & after **Centralisation**

EMODnet Communication | Website

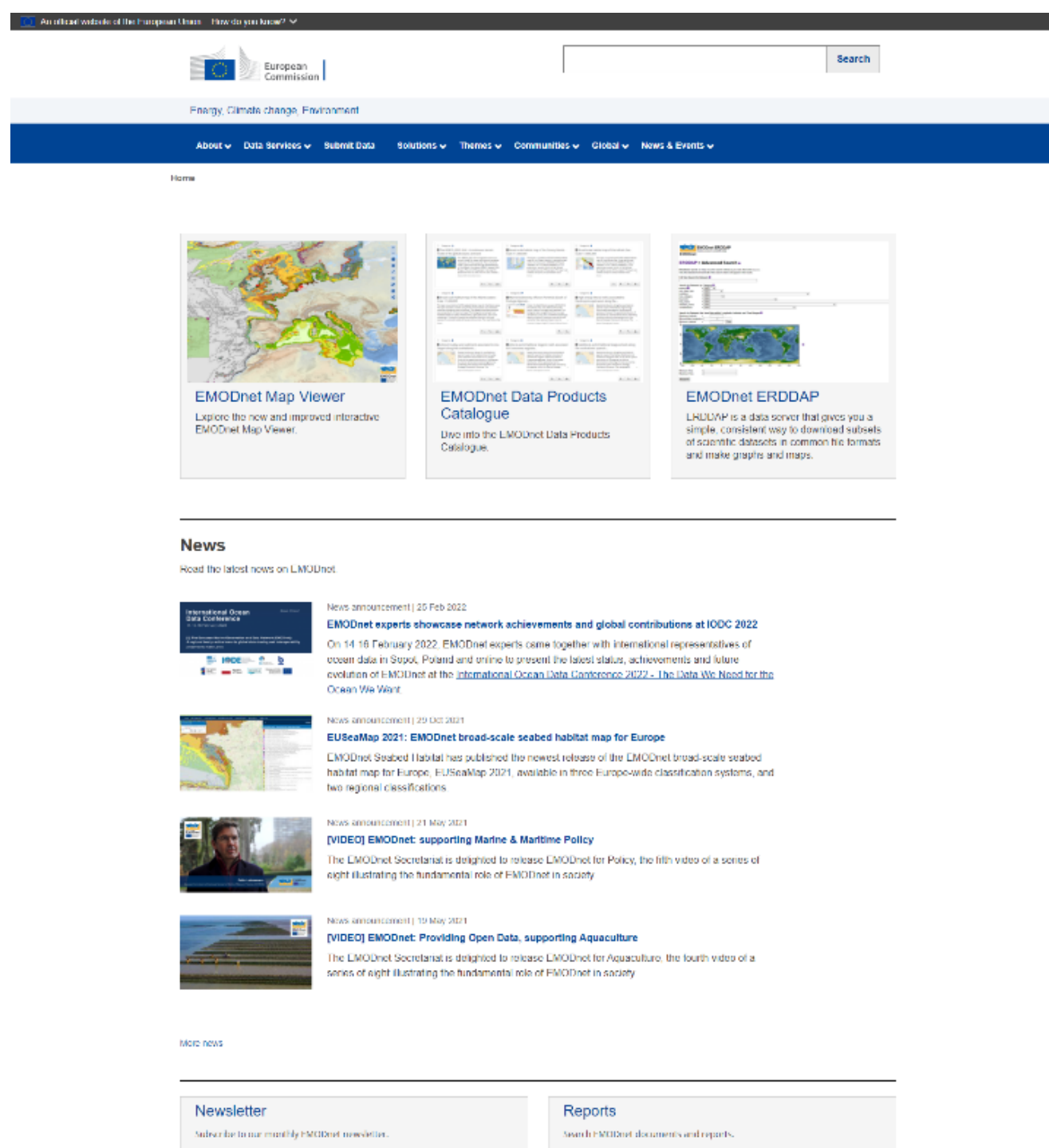
Work in progress:

Centralisation of the Thematic Portals

Migration of Static Content

+ Add new components on the Home Page

+ Revision of the main menu



The screenshot shows the EMODnet website homepage. At the top, there is a navigation bar with the European Commission logo and the text "Energy, Climate change, Environment". Below this is a dark blue navigation menu with items: "About", "Data Services", "Submit Data", "Solutions", "Themes", "Communities", "Global", and "News & Events". A search bar is located in the top right corner. The main content area features three featured cards: "EMODnet Map Viewer" (with a map thumbnail), "EMODnet Data Products Catalogue" (with a grid of product thumbnails), and "EMODnet ERDDAP" (with a world map thumbnail). Below these cards is a "News" section with the heading "Read the latest news on EMODnet" and four news items, each with a thumbnail and a brief description. At the bottom, there are two boxes for "Newsletter" and "Reports".

Home

EMODnet Map Viewer
Explore the new and improved interactive EMODnet Map Viewer.

EMODnet Data Products Catalogue
Dive into the EMODnet Data Products Catalogue.

EMODnet ERDDAP
ERDDAP is a data server that gives you a simple, consistent way to download subsets of scientific datasets in common file formats and make graphs and maps.

News
Read the latest news on EMODnet

News announcement | 25 Feb 2022
EMODnet experts showcase network achievements and global contributions at IOOC 2022
On 14-18 February 2022, EMODnet experts came together with international representatives of ocean data in Szepol, Poland and online to present the latest status, achievements and future evolution of EMODnet at the [International Ocean Data Conference 2022 - The Data We Need for the Ocean We Want](#).

News announcement | 29 Oct 2021
EUSeaMap 2021: EMODnet broad-scale seabed habitat map for Europe
EMODnet Seabed Habitat has published the newest release of the EMODnet broad-scale seabed habitat map for Europe, EUSeaMap 2021, available in three Europe-wide classification systems, and two regional classifications.

News announcement | 21 May 2021
[VIDEO] EMODnet: supporting Marine & Maritime Policy
The EMODnet Secretariat is delighted to release EMODnet for Policy, the fifth video of a series of eight illustrating the fundamental role of EMODnet in society.

News announcement | 19 May 2021
[VIDEO] EMODnet: Providing Open Data, supporting Aquaculture
The EMODnet Secretariat is delighted to release EMODnet for Aquaculture, the fourth video of a series of eight illustrating the fundamental role of EMODnet in society.

More news

Newsletter
Subscribe to our monthly EMODnet newsletter.

Reports
Search EMODnet documents and reports.

EMODnet Communication | Newsroom newsletter



EN English

Logged in

Newsroom

EMODnet Topics Archives

"EMODnet News Digest" Newsletter Issues

Date:

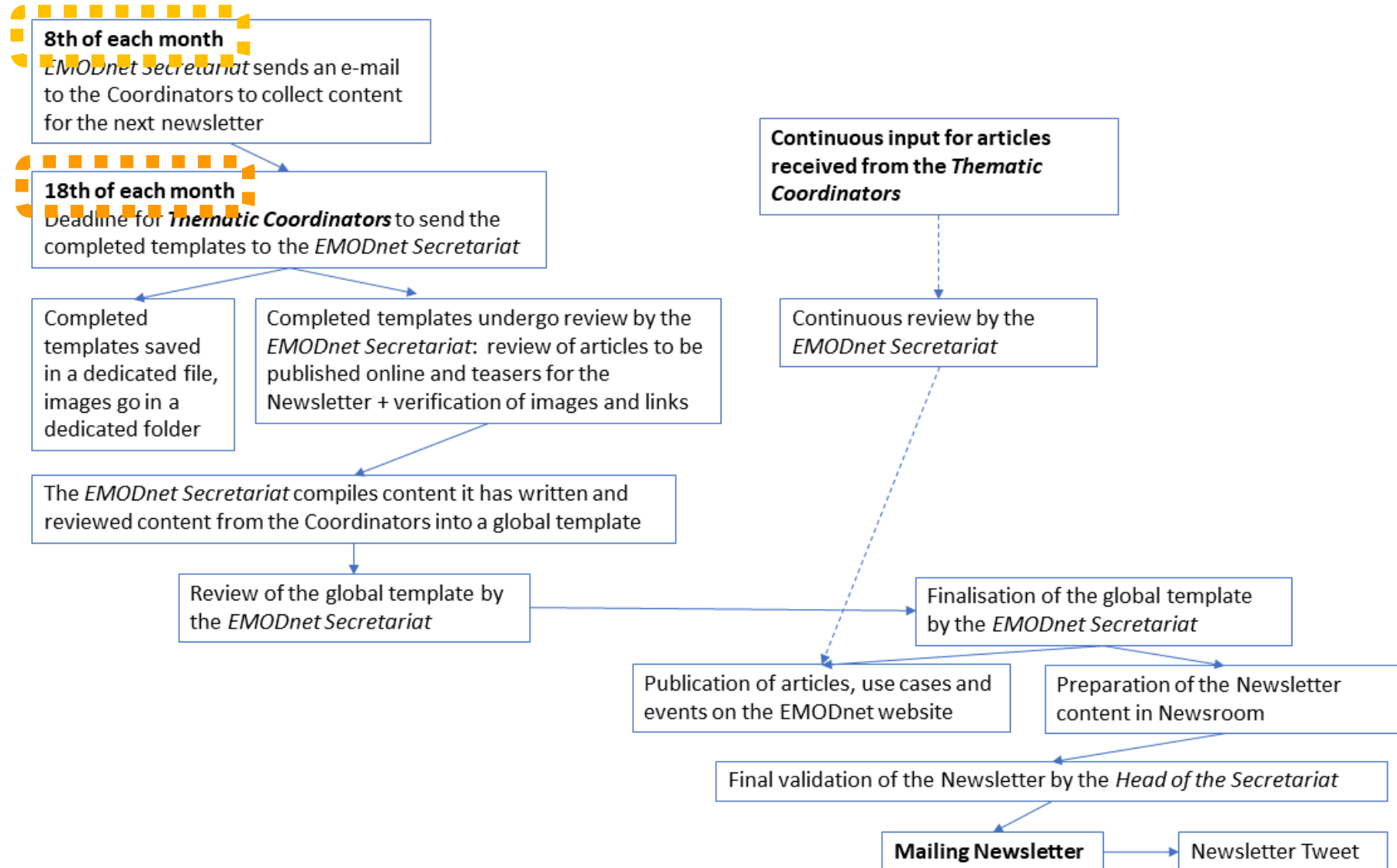
Language:

Items Per Page:

Reset

	◆ Date	◆ Subject	◆ Language
+	31/03/2022	EMODnet News Digest - 31/03/2022	
+	28/02/2022	EMODnet News Digest - 28/02/2022	
+	31/01/2022	EMODnet News Digest - 31/01/2022	
+	23/12/2021	EMODnet News Flash - Re-subscribe to our newsletter	

EMODnet Communication | EMODnet newsletter workflow



STATISTICS

Before Jan 2022

- MailChimp Subscribers = 2810
- Opening rate ~ 35% - 45%

After Jan 2022

- Newsroom Subscribers = 381
- Opening rate ~ 98% -> **High-Value Subscribers**

Twitter

@EMODnet:

1,660 followers (2017)

-> 5,395 followers (September 2021)

-> 5,671 followers (April 2022)

#MakeEUBlue pledges



EMODnet Communication | Social Media

YouTube

164 subscribers (September 2021)

-> 182 subscribers (March 2022)

& 18,611 views (May 2015 – Sep 2021)

Highlight: EMODnet in Society Series

An official website of the European Union How do you know? ▾

European Commission

Energy, Climate change, Environment

European Marine Observation and Data Network (EMODnet)

About ▾ Data Portals ▾ Data Services ▾ Solutions ▾ News & Events ▾ Atlas of the Seas ▾ EU-China ▾

Home > About > Communication > Video Gallery

Video Gallery

Select a playlist:

EMODnet in Society Series ▾

Apply

EMODnet for Tourism

EMODnet for Civil Society

EMODnet for Offshore Energy

EMODnet for Business

EMODnet for Maritime Spatial Planning

EMODnet for Aquaculture

EMODnet European Marine Observation and Data Network

EMODnet Communication | Social Media

LinkedIn

1,101 followers

- remains open for historical value
- only be used for key updates



Looking for [#MarineData](#), [#DataProducts](#) or [#MarineServices](#)? Make sure to look at the EMODnet website: <https://lnkd.in/eADqVkY> ...see more



European Marine Observation and Data Network (EMODnet)

emodnet.ec.europa.eu • 1 min read

EMODnet Communication | Social Media

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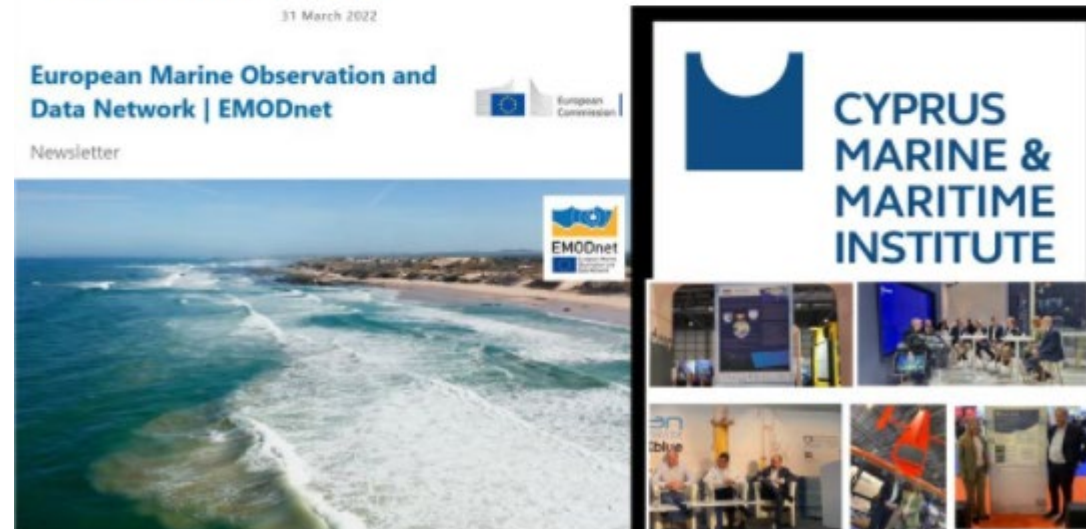


#EMODnet welcomes new Associated Partner Cyprus Marine and Maritime Institute (CMMI). CMMI, based in Larnaca, Cyprus, was established in April 2019. It is a Centre of Excellence for marine and maritime research, innovation, and technology development.

Discover all the EMODnet Associated Partners and find more information on joining the EMODnet Associated Partner network: <https://lnkd.in/ggmHgiTN>

Read all recent EMODnet news in the latest News Digest: <https://lnkd.in/e7wUxEwT>

Sign up to receive the News Digest each month in your inbox: <https://lnkd.in/gTFQ929G>



EMODnet Communication | Communication instruments

a. Specific dissemination products: Update Toolkit (EC EMODnet Communication Toolkit, **EMODCOM-108**)

▼ Issues in epic

EMODCOM-109	Brochure	✓	TO DO
EMODCOM-110	EMODnet for Business Brochure	✓	IN PROGRESS
EMODCOM-111	Leaflet	✓	TO DO
EMODCOM-112	Posters	✓	TO DO
EMODCOM-113	Banners	✓	TO DO
EMODCOM-114	Infographics	✓	IN PROGRESS
EMODCOM-115	Introductory and overview presentations	✓	TO DO
EMODCOM-116	Combined EMODnet products portfolio / catalogue	✓	TO DO
EMODCOM-117	Videos	✓	TO DO
EMODCOM-118	Tutorials	✓	TO DO
✓ EMODCOM-119	Logos	✓	DONE

EMODnet Communication | Communication instruments

- a. Specific dissemination products
- b. Two infographics

1. Highlighting how **EMODnet can contribute to developing a more sustainable Blue Economy** in line with the Commission's recent communication on a new approach for a sustainable blue economy in the EU (COM/2021/240 final). This can also be used in the context of the EMODnet for business concept.
2. Showing **the crucial role and contribution that EMODnet has in the European and global marine knowledge landscape**, to bring in the 'umbrella' of the UN Ocean Decade and the UN 2030 Agenda (SDGs), GEO and GEO Blue-Planet, and the regional collaborations like EU-China. Possibly this could be developed *in collaboration or with input from Copernicus Marine Service*.

EMODnet Communication | Communication instruments

- a. Specific dissemination products
- b. Two infographics
- c. Video updates and new releases

New videos

1. One video will be focused solely on the **EMODnet Centralisation**, and could include footage from the Open Sea Lab 3
2. A second video will be about **EMODnet's role in a Digital Ocean**

EMODnet Communication | Annual reports

Cover designs for the *EMODnet Annual Report 2021* . Full report coming soon.



EMODnet Communication | presentations, demonstrations and trainings

See the Upcoming events in 2022, Open Sea Lab 3 and EMODnet Open Conference in 2023

EMODnet Communication | 2022, what is next for EMODnet

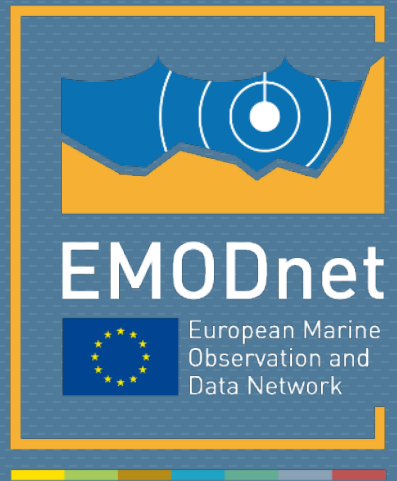
List of outputs, names, numbers and indicative time of delivery

2022			
Q1	Q2	Q3	Q4
Publishing Newsletter			
	2 Slide Decks (major revision)		
	Annual Report 2021		
		Updated EMODnet modular Communications Toolkit	
		Infographic 1	
			Video: EMODnet Centralisation
	Helpdesk		

EMODnet Communication | 2023, what is next for EMODnet

List of outputs, names, numbers and indicative time of delivery

2023			
Q1	Q2	Q3	Q4
Publishing Newsletter			
	Instruction Guide new Central Portal services		
	Annual Report 2022		
		Infographic 1	
			Video: EMODnet's role in a Digital Ocean
Open Sea Lab 3		Open Conference	



emodnet.ec.europa.eu

Your gateway to marine data in Europe

