

Strategic Promotion Plan

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European Commission



 PAN-EUROPEAN INFRASTRUCTURE FOR OCEAN & MARINE DATA MANAGEMENT

SeaDataNet

STRATEGIC PROMOTION PLAN

DELIVERABLE D6.5

Project Acronym : SeaDataNet II
Project Full Title : SeaDataNet II: Pan-European infrastructure for ocean and marine data management
Grant Agreement Number : 283607


Strategic Promotion Plan – Friday 23 December 2011
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SeaDataNet

PAN-EUROPEAN INFRASTRUCTURE
FOR OCEAN & MARINE DATA
MANAGEMENT

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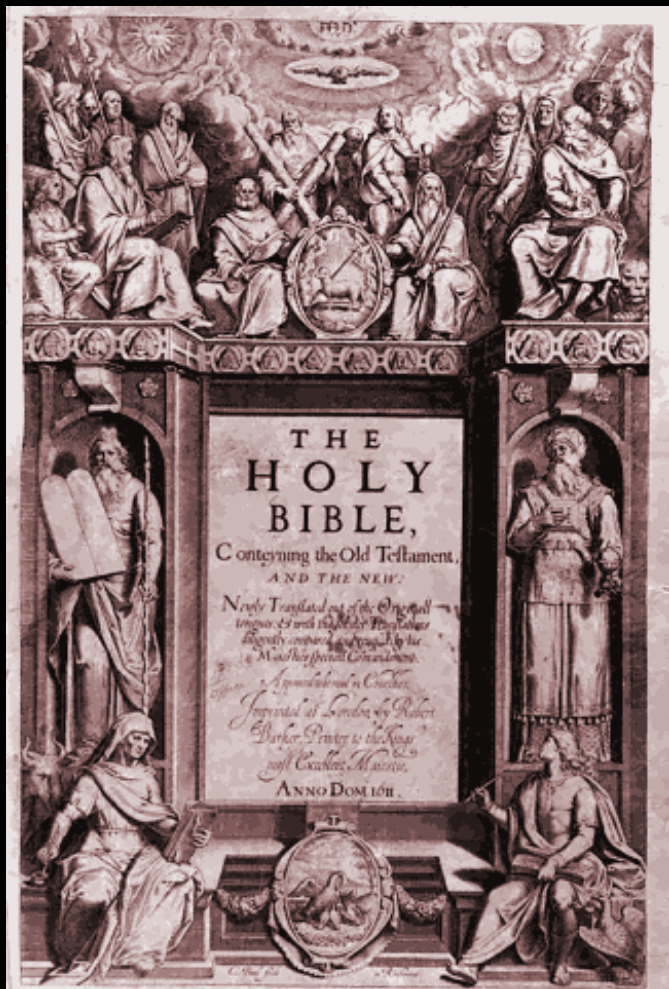
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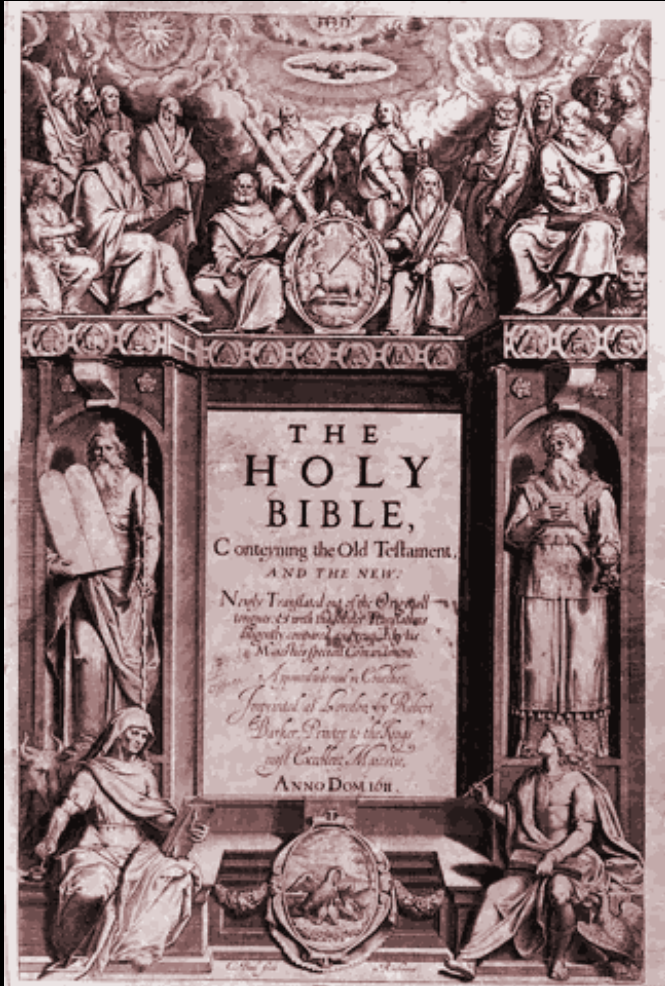
Strategic Promotion Plan: **Rationale**



To be adopted in the European - even global - visions and perspectives, SDN2 ideas must be promoted in various contexts and fora, where intellectual and technical cross-fertilization takes place.



Strategic Promotion Plan: **Rationale**



To be adopted in the European - even global - visions and perspectives, SDN2 ideas must be promoted in various contexts and fora, where intellectual and technical cross-fertilization takes place.



Therefore, SDN2 must envisage a specific effort for the strategic dissemination, promotion and indeed "marketing" of its conceptual products.

Strategic Promotion Plan: Objectives

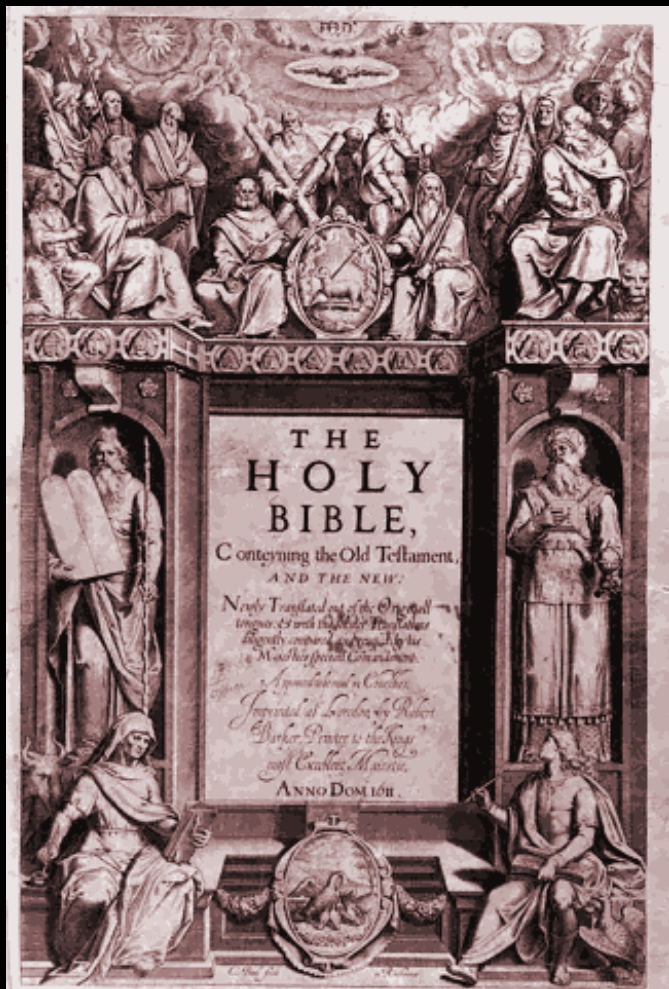


... main objectives of the SDN2 [...] Strategic Promotion, will be:

- establishing contacts and illustrating technical and strategic positions,
- publicizing and demonstrating project achievements, and
- seeking cooperation agreements.

Feedback into the project development is expected from the achieved liaisons and collaborations.

Ultimately, the goal is to increase synergies, of both technical and strategic nature, with other complementary initiatives.



Strategic Promotion Plan: European Initiatives



Specific policies and initiatives of ... the EC, EEA, ESA and intergovernmental Group on Earth Observations (GEO) shall be the object of a dedicated awareness campaign, aiming at the diffusion of the SDN technical culture, and possibly at its adoption in the applicable domains. [...] the SDN consortium is already seeking to develop relationships with:

- the EU Integrated Maritime Policy (IMP) and EMODnet in particular;
- the EC Infrastructure for Spatial Information in Europe (INSPIRE);
- the European Program on Global Monitoring for Environment and Security (GMES);
- the planned EC/EEA Water Information System for Europe (WISE) - Marine;
- the Global Earth Observation System of Systems (GEOSS).

Strategic Promotion Plan: **International Fora**



The activities foreseen in the present Plan shall include investigating opportunities, contacting potential counterparts, and representing SDN in a series of international fora. In particular ... the SDN consortium will seeks tuning and co-operation with initiatives and/or organizations such as:

- Marine Metadata Interoperability (MMI) Project, US
- Rolling Deck to Repositories (R2R) Program, US
- Integrated Ocean Observing System (IOOS), US
- National Oceanographic Data Center (NODC), US
- UNIDATA Program, US
- Integrated Science Data Management (ISDM), Canada
- Integrated Marine Observing System (IMOS), Australia
- Australian Ocean Data Centre Joint Facility (AODCJF)
- Ocean Data Portal (ODP), IODE program, IOC, UNESCO
- Ocean Biogeographic Information System (OBIS), IODE

Strategic Promotion Plan: **current/future activities**



Current Engagements & Future Developments

- EMODnet preparatory actions *
- Spatial Data Interest Communities (SDIC) of INSPIRE
- MoU MyOcean + EuroGOOS (GMES framework) *
- WG on Data, Information and Knowledge Exchange (DIKE)
(EMODnet to WISE-Marine coupling) *
- Interoperability with GEOSS facilities
(GEOportal with EuroGOOS)
- Geo-Seas, EUROFLEETS, JERICO ...
- Ocean Data Interoperability Platform (ODIP) proposal
(Geo-Seas, IOC/IODE ... EU, US, Australia coordination)
- ...

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Deliverables

The deliverables of the present Plan will be constituted by:

- (a) feedback into SDN2 Steering Committee,*
- (b) support elements for SDN2 Advisory Board,*
- (c) periodic reports, detailing contacts established and advice or comments received.*

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Milestones

The milestones foreseen for the SP Plan shall coincide with the natural timeframe of the project, i.e. that of annual reporting, meeting and steering activities.

Accordingly, the delivery dates (months from T0) will match the 12-month periodicity foreseen by the Project Plan for annual reports and meetings.



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SeaDataNet 2, First Plenary Meeting, Amathus Hotel, Rhodes (Greece), 19-20 September 2012

