

Kick off meeting - Riga - December 1st, 2016



SeaDataNet

*PAN-EUROPEAN INFRASTRUCTURE
FOR OCEAN & MARINE DATA
MANAGEMENT*

***WP4: The communication, dissemination and
exploitation development of SeaDataCloud***

Leda Pecci - ENEA



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- Planned activity during the first year
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Objectives:

- Give more visibility to the infrastructure and its services in order to attract new data providers and new users;
- Promote the adoption of the developed standards and tools;
- Have more data available;
- Cooperate with similar e-infrastructures and projects;
- Develop an exploitation plan for long term sustainability



WP4

- WP 4.1 4.1 Promotion and Dissemination Plan
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WP4

WP
4.5

4.5 Submission of standard to ISO, OGC, W3C, etc

WP
4.6

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Tasks WP4.1

- Deliverable D4.4: Promotion and dissemination plan (ENEA, M4)

The plan will contain an overall strategy that will be revised and updated as the project proceeds



Tasks WP4.2 Dissemination and Promotion activities

- Upgrading and regular updating of the SeaDataNet portal (IFREMER);
- Electronic newsletter (D 4.8, MARIS, M5);
- Promotional materials as posters and leaflets (D4.4, ENEA, M6);
- Presentations at other projects;



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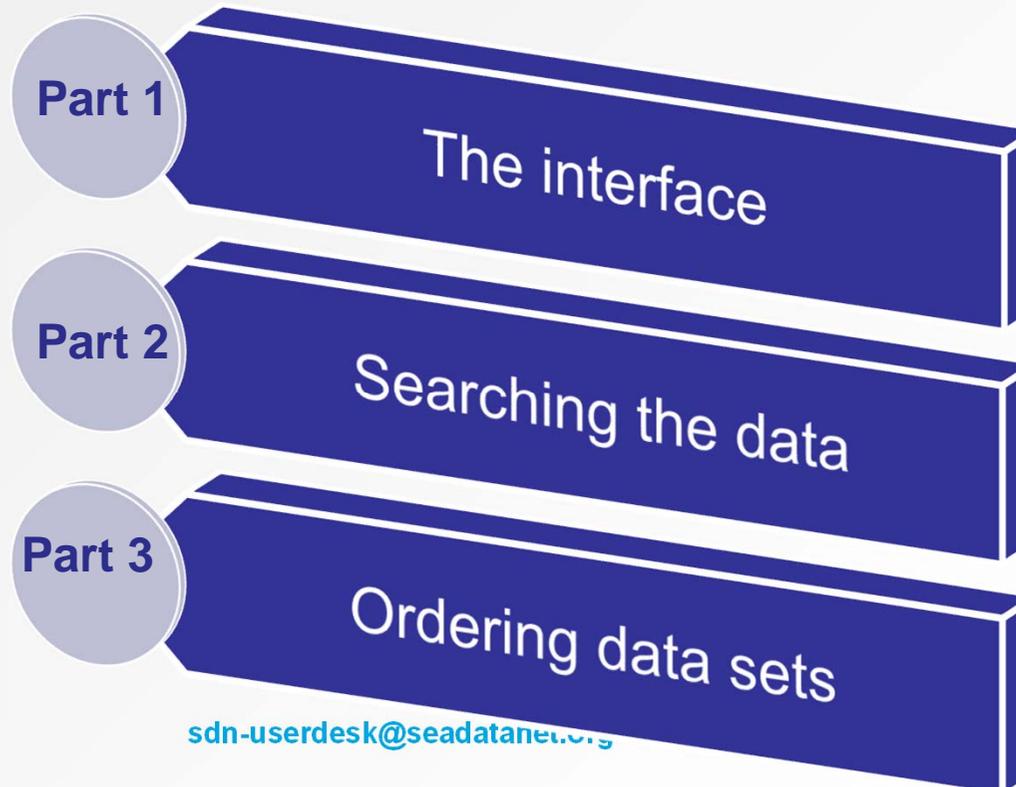
Tasks WP4.2 Dissemination and Promotion activities – ENEA and IFREMER together with partners

- Presentations at congresses and conferences (e.g. EGU, ...);
- Articles in relevant magazines, journals, e-journals and web-sites;
- Presentations at international working groups IOC, ICES, Joint WMO/IOC Commission on Marine Meteorology and Oceanography (JCOMM).



Tasks WP4.2 Dissemination and Promotion activities

3 short video tutorials that last 2-3 minutes each to ease end-users to search and download data





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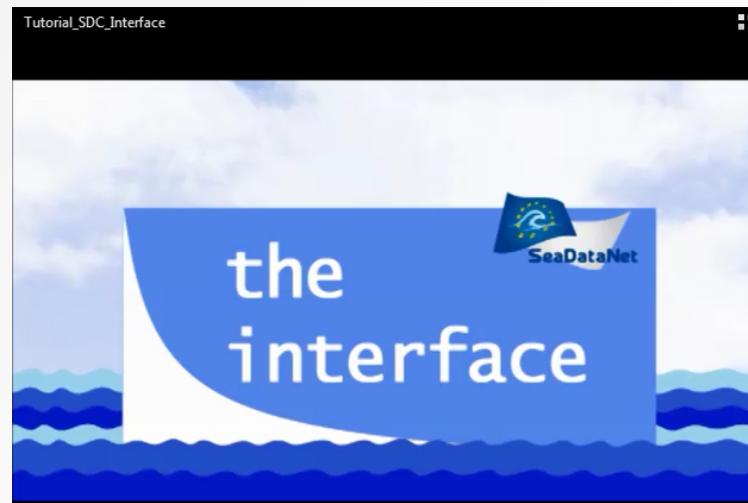
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Tasks WP4.2 Dissemination and Promotion activities

ENEA is working on the first video tutorial that will be spread via Youtube, the SeaDataCloud portal and in the ENEA Web TV;

The video tutorial will be realised with audio comments, with a professional speaker, as well as with subtitles in order to be suitable also for visually and hearing impaired.





Communication

ENEA with its communication and external relations office has an in-house professional capacity with the communication tasks, drafting of press releases, graphic design, etc.

ENEA announced the beginning of the SeaDataCloud project through:

- its web site;
- its newsletter;
- some Italian news agencies;
- specialised e-journals and web sites



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Communication through ENEA's web-site and newsletter

hologia | e-gazette x Environment: Innovative x

www.enea.it/en/news/environment-innovative-tools-for-the-largest-european-marine-data-network

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ENEA
Italian National Agency for New Technologies,
Energy and Sustainable Economic Development

Research & Development Services International Activities Publications ENEA News Job & Study Contacts

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Environment: Innovative tools for the largest European Marine Data Network

SeaDataCloud, a EU funded project within Horizon 2020, having the objective of improving the consultation of and participation in SeaDataNet, the large IT platform ensuring long - term data archiving of multidisciplinary marine data in the sector of physical oceanography as well as chemistry, geology, geo-physics and biology, kicked off in November 2016.

SeaDataNet, a wealth of oceanographic data, was made available by 100 data centres in 34 European countries through the previous projects SeaDataNet I and II, from which SeaDataCloud evolved and advanced, thanks to an improvement of data access procedures.

ENEA will develop several activities and coordinate the communication and diffusion also through advanced IT tools and innovative solutions. In the next months an ad hoc plan envisaging targeted actions will be developed by a team of experts at the ENEA Santa Teresa Research Center.

In order to provide users with an immediate understanding of the information contained in the portal and simplify its usage for different

Italian-English versions

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Se non visualizzi correttamente [apri nel browser](#)

ENEA inform@

27 ottobre 2016 [archivio](#)

PARIGI E OLTRE

Gli impegni nazionali sul cambiamento climatico al 2030

ENEA ISPRA

Clima: Testa (ENEA), ricerca e innovazione essenziali per economia low carbon
"Bisogna puntare su ricerca e innovazione per migliorare e rendere ancora più conveniente una transizione dell'economia in chiave low carbon, rafforzando l'impegno verso le tecnologie che contribuiscono a raggiungere quest'obiettivo". Ad affermarlo il Presidente dell'ENEA Federico Testa in occasione della presentazione dello studio "Parigi e oltre", realizzato da ENEA e ISPRA, in collaborazione con il Ministero dell'Ambiente, per fare il punto sugli impegni nazionali sul cambiamento climatico alla luce delle decisioni assunte alla COP-21 e che saranno al centro dell'imminente COP 22 di Marrakesh [leggi tutto](#)

Energia: prima scuola nazionale per politiche di efficienza nelle piccole isole
Avrà sede nello storico Palazzo d'Avolas a Pisciotta la prima Scuola nazionale a supporto delle politiche energetiche nelle isole minori. La scuola rappresenta la prima iniziativa concreta dell'intesa siglata a luglio scorso tra ENEA e ANCIUM, l'Associazione Nazionale Comuni

Ambiente: strumenti innovativi per la maxi piattaforma Ue di dati marini
Prende il via dal 1° novembre SeaDataCloud progetto finanziato dalla Ue nell'ambito di Horizon 2020 con l'obiettivo di migliorare la consultazione e la partecipazione a SeaDataNet, la grande piattaforma informatica che consente di archiviare e condividere dati

Desktop » IT

sdn-userdesk@seadatanet.org – www.seadatanet.org



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Communication through **Italian news agencies** and specialised e-journals



ask@news





Communication through *Italian news agencies and specialised e-journals*

Starting from the national multimedia news agencies that spread the information about the infrastructure other journalists took the information and diffused on other electronic journals and web-site.



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Communication through a researchers' web site



Association of Italian researchers in the world



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Basic partners engagement in the dissemination activity

All the consortium partners are involved in the dissemination activity and are strongly encouraged to:

1. use their own dissemination channels to promote the SeaDataNet infrastructure
2. identify relevant events, seminars, conferences and fairs at national and international level and informing the other partners sending an e-mail to michele.fichaut@ifremer.fr ;
3. produce at least one dissemination activity among the following presented in the next page



Communication

Four different “itineraries”:

University

- Presentations at libraries connected with universities that give courses in oceanography and marine sciences;

Policy maker

- Presentations at partners’ sites, with the participation of policy makers and/or industries;

Industry

- Fairs and exhibitions dedicated to the marine and ocean sectors as well as marine environment;



Communication

Four different “itineraries”:

Scientific community

- Presentations at other related projects;
- Papers based on the SeaDataCloud’s results;
- The members of the Scientific Committee (GEOMAR, CNRS, INGV, HCMR, IFREMER, Univ-Bergen lead by EU-JRC) will support the communication in this case because they represent some of the most relevant scientific user communities



Different strategies for different target audiences;

We will prepare different presentations that could readily be used together with other materials, such as short messages for a generic newsletter, leaflets, posters, etc.; The aim is to simplify the work of each partner (to be done by ENEA and the collaboration of volunteers partners) to replicate the dissemination action.



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Tasks WP4.6 Collaboration with SeaDataNet as a legal entity and IPR

- See Serge Scory's presentation



Task WP 4.8 MoU with Copernicus Marine Environmental Monitoring Service

Deliverable D4.24 (IFREMER, M12)

To formalise the cooperation and to establish an official long-term arrangement with the Copernicus Marine Environmental Monitoring Service (CMEMS) for synergy and mutual exchanges of data and data products (IFREMER – MARIS, NERC-BODC, ETT, EuroGOOS and EU-JRC)



List of the activities carried out October 2015 - November 2016

- Organization of the IMDIS conference (2016);
- Presentations at conferences, workshops and other projects;



IMDIS conference 2016

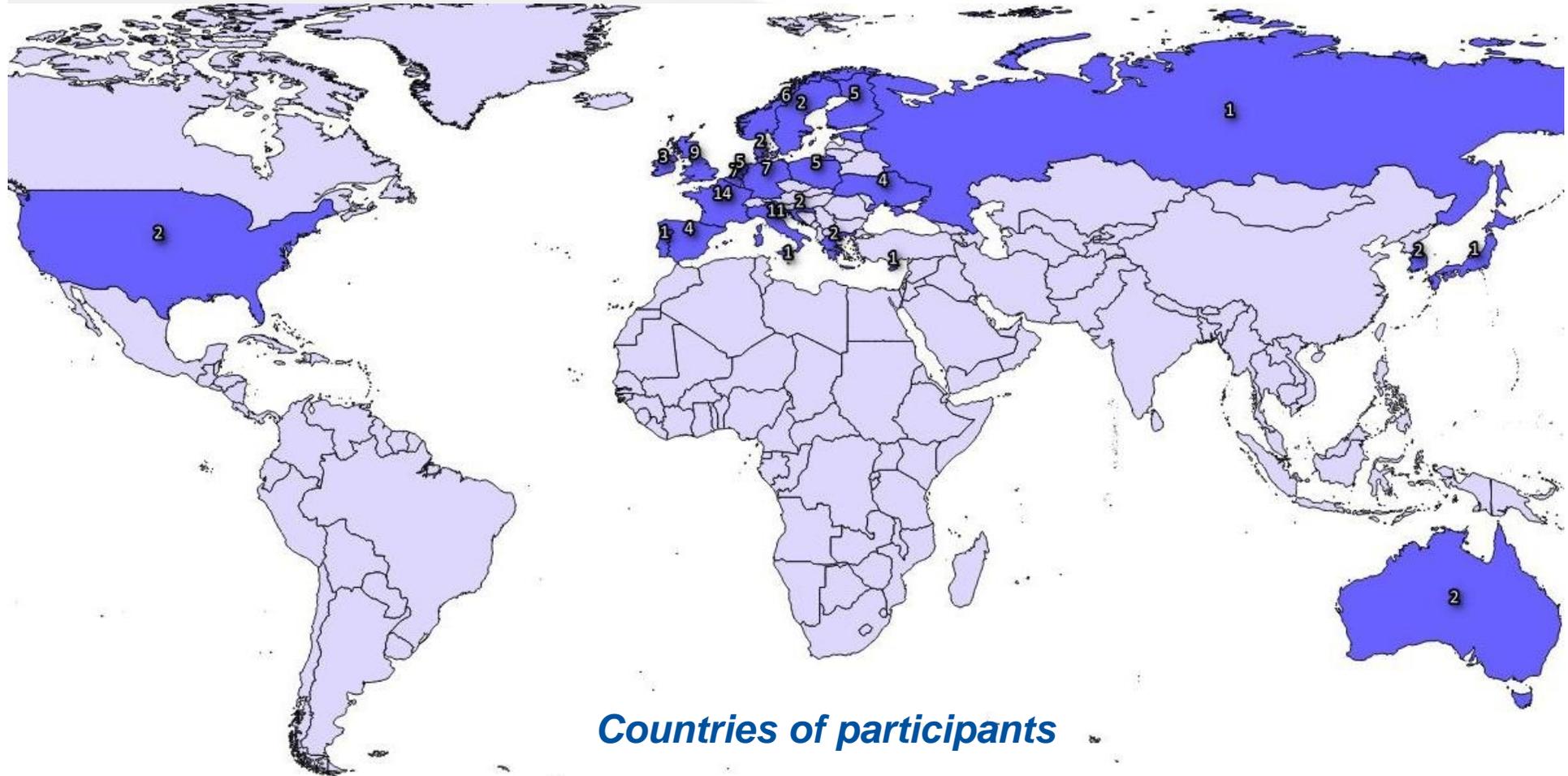
- The fifth International conference on Marine Data and Information Systems (IMDIS 2016) was held on October 11-13, 2016, in Gdansk (Poland). The conference has been co-organised by: IFREMER, MARIS, OGS (abstracts), BODC, IO-PAN, CSIC and IMGW
- The IMDIS 2016 proceedings are available at web address:
<http://imdis2016.seadatanet.org/Proceedings>
- The conference has been a success with 99 participants from 25 countries, with the participation and representatives of the EuroGOOS, EC-JRC and NASA



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IMDIS conference 2016



Countries of participants



The international conferences:

EGU 2016

- **Earth & Space Science Informatics:**

Informatics in Oceanography and Ocean Science ESSI (1.1)
(chaired by Giuseppe Manzella & Dick Schaap)

- 11 oral presentations
- 6 posters



**European Geosciences Union
General Assembly 2016**

Vienna | Austria | 17-22 April 2016

EGU.eu |





The international conferences:

EGU 2016

- 4 oral presentations connected to standards and software developed by SeaDataNet about Emodnet Bathymetry, EMODnet Chemistry, DIVA and Sensor Nanny
- 2 posters about the SeaDataNet data products and DIVA



**European Geosciences Union
General Assembly 2016**

Vienna | Austria | 17-22 April 2016

EGU.eu





*The international conferences and **workshops***

- SciDataCon 2016, L. Rickards, M. Fichaut, Dick Schaap, 2016 - SeaDataNet, a pan-european infrastructure for marine and ocean data management. SciDataCon 11-13 Sept 2016, Denver
- World Meteorological Organization Integrated Global Observing System (WIGOS) workshop Split, (Croatia) 5-7 September 2016, Vlado Dadic, SeaDataNet activities and opportunities for enhancing partnerships on marine data exchange



Promotion at national level:

Standards

- Italian project: RIMA (Rete Integrata previsionale Mediterranea per la gestione dell'Ambiente marino e costiero – Integrated forecasting network for the marine and coastal Mediterranean environment - ENEA)

General presentation

- On 16th November 2015 to a delegation of Italian Navy visiting the ENEA research centre in La Spezia
- Fair “Futuro Remoto”



Promotion at national level:

Fairs

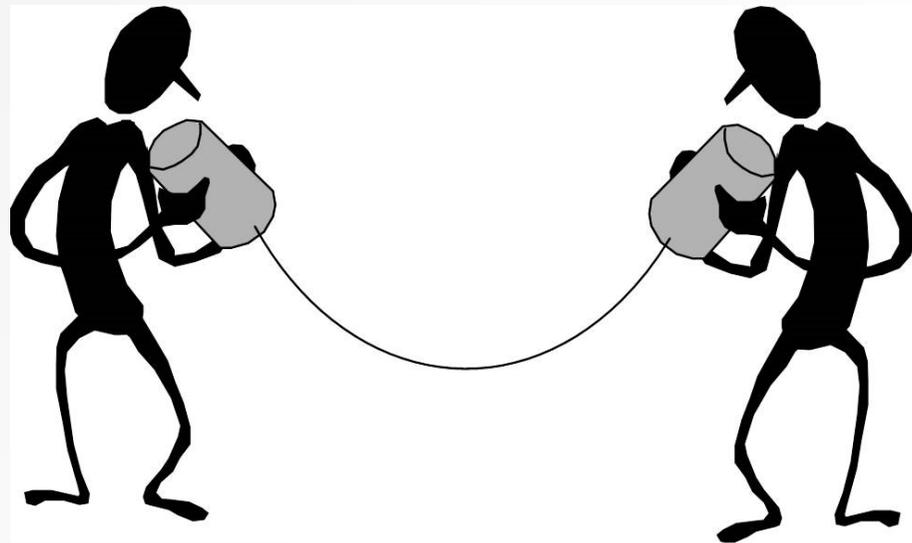
“Futuro remoto”, October 7-10, 2016

Naples, Italy 2016, the longest lived event of the Italian scientific dissemination, with a number of visitors that has exceeded 230,000.

ENEA had a stand in which a researcher promoted the project's activity by means of direct contacts with people and promotional material

Communication

- **SeaDataCloud needs the efforts of each of you for an effective communication**
- **Thank you for your work!**



Clipart from <http://cliparts.co/picture-for-communication>