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1. Scope of the document

The scope of this document is to report dissemination activities performed by the EUROFLEETS beneficiaries from month 18 to month 36 (March 2011-August 2012). This report describes outreach and promotional activities targeted at three major groups: (i) scientific community, (ii) industrials, and (iv) general public, including policy-makers and media. Dissemination objectives, tasks undertaken, and, to limited extend, planned activities are characterized for each target group.

2. EUROFLEETS project dissemination objectives and subjects

EUROFLEETS dissemination plan - "Plan for dissemination and promotion activities", submitted in November 2009, identified a variety of dissemination subjects/topics and the most appropriate methods taking into consideration the target audience/end users, aiming to effectively raise awareness and understating of the project goals and outcomes. The success of the project dissemination strategy will be partially assessed by the level recognition of the European Marine Community regarding the EUROFLEETS-proposed solutions/products.

The development of dissemination activities, in particular targeting industrials, was foreseen to be executed in close cooperation and following the guidelines of the Executive Committee (ExComm) and Industrial Property Committee (IPC). However, as described in the previous deliverable 7.3 – Progress Report on Dissemination, the set-up of the IPC was delayed. Nevertheless such delay did not impair the development of dissemination activities towards industrials. The EUROFLEETS project works at two dissemination levels:

1. **internal dissemination activities** - scheduled to ensure efficient communication between project beneficiaries involved in different WPs;
2. **external dissemination activities** - aim to promote project results among scientific community, industrials, European and national policy-making bodies, but also among general public including universities, schools, media and European citizens.

There are seven major dissemination topics within the project: (1) European research fleets common strategic vision, (2) cost-effectiveness of cruises, (3) "green" research vessels design and eco-responsibility, (4) coordination, sharing and inter-operability of existing and future equipment, (5) training of marine scientists and technicians and education activities, (6) transnational access to research vessels and equipment, and (7) new developments of facilitating transnational access and interoperability software. Table 1 summarizes dissemination topics, specific end-users and the tools to be implemented for each outreach theme.

Table 1 – EUROFLEETS Dissemination Plan Matrix (adapted from the EUROFLEETS "Plan for dissemination and promotion activities")

Dissemination topic	End-users	Methods of dissemination
European research fleets common strategic vision	Beneficiaries	Poster, Leaflet, (E)-newsletter, Reports, Workshops
	R/V Operators	Poster, Leaflet, (E)-newsletter, Media, Reports, Workshops
	Scientific Community	Poster, Leaflet, (E)-newsletter, Media, Reports, Workshops
	Policy Makers and Decision Makers	Poster, Media, Reports, Workshops
	General Public/Media	Leaflet, Media

Cost-effectiveness of cruises	Beneficiaries	Poster, Leaflet, (E)-newsletter, Reports
	RV Operators	Poster, Leaflet, (E)-newsletter, Reports
	Scientific Community	Poster, Leaflet, (E)-newsletter, Reports
“Green” research vessels design and eco-responsibility	Beneficiaries	Poster, Leaflet, (E)-newsletter, Media, Reports
	RV Operators	Poster, Leaflet, (E)-newsletter, Media, Reports
	Scientific Community	Poster, Leaflet, (E)-newsletter, Media, Reports
	Industry	Leaflet, (E)-newsletter, Media, Reports
	Policy Makers and Decision Makers	Poster, Media, Reports, Workshops
	General Public/Media	Leaflet, Media
Coordination, sharing and inter-operability of existing and future equipment	Beneficiaries	Poster, Leaflet, (E)-newsletter, Reports, Workshops
	RV Operators	Poster, Leaflet, (E)-newsletter, Media, Reports, Workshops
	Scientific Community	Poster, Leaflet, (E)-newsletter, Media, Reports
	Industry	Poster, Leaflet, (E)-newsletter, Media, Reports, Workshops
Training of marine scientists and technicians and education activities	Beneficiaries	Poster, Leaflet, (E)-newsletter, Reports
	RV Operators	Poster, Leaflet, (E)-newsletter, Media, Reports
	Scientific Community	Poster, Leaflet, (E)-newsletter, Media, Training activities
	Industry	Poster, Leaflet, (E)-newsletter, Media, Training activities
	Students	Poster, Leaflet, (E)-newsletter, Media, Educational activities
Transnational access to research vessels and equipment	Beneficiaries	Poster, Leaflet, (E)-newsletter, Reports, Workshops
	RV Operators	Poster, Leaflet, (E)-newsletter, Media, Reports
	Scientific Community	Poster, Leaflet, Mailing actions, (E)-newsletter, Media, Reports
	Policy Makers and Decision Makers	Poster, Leaflet, Media, Reports, Workshops
New developments of facilitating transnational access and interoperability software	Beneficiaries	Poster, Leaflet, (E)-newsletter, Reports, Workshops, visits
	RV Operators	Poster, Leaflet, (E)-newsletter, Media, Reports
	Scientific Community	Poster, Leaflet, (E)-newsletter, Media, Reports
	Industry	Leaflet, (E)-newsletter, Reports, Workshops, Visits

2.1 Dissemination to the scientific community

In accordance with the “EUROFLEETS Plan for Dissemination and Promotion Activities”, dissemination of the EUROFLEETS project to the “scientific community is of extreme importance, as one central aim of the project is to provide fully funded ship-time on a range of European research vessels and equipment, to selected research projects of the European marine research community”. Consequently, the scientific community can be classified as the main user of the EUROFLEETS outcomes.

However, besides the transnational access to research vessels and equipment, the scientific community subjects/topics of dissemination, taking into consideration EUROFLEETS vision and aims, include as well:

1. European research fleets common strategic vision;
2. Cost-effectiveness of cruises;
3. “Green” research vessels design and eco-responsibility;
4. Coordination, sharing and inter-operability of existing and future equipment;
5. Training of marine scientist and technicians and education activities and,
6. New developments of facilitating transnational access and interoperability software.

Conversely, as expected due to the Project's Work Planning, not all the subjects were extensively addressed in the second reporting period of the Project. Hence the dissemination towards the scientific community addressed the following Project components: the "Green" research vessels design and eco-responsibility"; the "Coordination, sharing and inter-operability of existing and future equipment"; the "Training of marine scientist and technicians and education activities" and, on the "Transnational access to research vessels and equipment".

2.1.1 Green research vessels design and eco-responsibility

The first dedicated dissemination activities on the "Green" research vessels design and eco-responsibility" component of the EUROFLEETS project took place in the first semester of 2012, thus in line with the timetable foreseen in the "EUROFLEETS Plan for Dissemination and Promotion Activities".

The dissemination of the Project's green design and eco-responsibility activities was mainly carried out through the participation of EUROFLEETS beneficiaries in several meetings and conferences, namely:

1. Greening the Research Fleet UNOLS-sponsored workshop, held in Duke University, USA on January, 10th and 11th, where NERC (WP Leader) and VLIZ had the opportunity to give a presentation entitled "Greening the European research vessel fleet";
2. European Research Vessels Operators (ERVO) 2011 Meeting, held in Oristano, Italy on May 10th and 11th, where VLIZ presented the status of the work carried out by the Green design and eco-responsibility WorkPackage;
3. SaferSeas Conference, held in Brest, Belgium from May 10th to 13th, where NERC (WP Leader) had the opportunity to present the Project's developed activities, and
4. European Research Vessels Operators (ERVO) 2012 Meeting, held in Azores, Portugal on May 8th and 9th, where VLIZ presented the findings on current vessels performances and requested further inputs from the group.

Although the dissemination of the Project's green design and eco-responsibility activities towards the scientific community were not foreseen to be carried out through the participation in conferences and meetings, as indicated in the "EUROFLEETS Plan for Dissemination and Promotion Activities", the success of these events is evident from the positive feedback of the conferences/meetings participants expressed orally and via email.

Additional dissemination activities were carried out, such as the development of dedicated news articles, listed below, in the EUROFLEETS "Internet Hub" and their release through the Project e-newsletters, to contacts ranging from EUROFLEETS beneficiaries to self-registered ones participants:

1. the participation of EUROFLEETS in the Greening the Research Fleet UNOLS-sponsored workshop (5th e-newsletter – May 16th 2011, to circa 250 contacts) and,
2. the Report on specific needs definition (minimum and high end) of the future vessel design (6th e-newsletter – February 13th 2012, to circa 300 contacts).

2.1.2 Coordination, sharing and inter-operability of existing and future equipment

In the second 18 months of the Project (March 2011 – August 2012) the Consortium maintained and updated the “EUROFLEETS Virtual RV Platform” existing modules and further developed the Platform through the integration of an additional information module, Large Exchangeable Instruments (LEXI) database, available on-line in the EUROFLEETS “Internet Hub” since April 16th 2012.

The dissemination of the extended Virtual RV Platform towards the scientific community was addressed through the update, by EurOcean in cooperation with the NA2 Leader, of the respective content pages in the EUROFLEETS “Internet Hub”.

An additional dissemination activity was carried out through the participation in the ESFRI 2011 Symposium held in Brest, France, from the 28th of June until the 1st of July 2011, where the EUROFLEETS beneficiary RBINS-MUMM displayed a poster entitled “Synergy between Eurofleets and SeaDataNet: the example of EARS (“Eurofleets Automatic Reporting System”) and the “Cruise Summary Report” database”.

Further dissemination actions are envisioned in the second semester of 2012 upon completion of the “EUROFLEETS Virtual RV Platform”, such as the release of the extended Virtual RV Platform through the Project e-newsletter, slight delayed regarding the timetable identified in the “EUROFLEETS Plan for Dissemination and Promotion Activities”.

2.1.3 Training of marine scientist and technicians and education activities

In the period from March 2011 to August 2012 the Project the Consortium developed, in collaboration with the Doctoral School of Earth Sciences and Ecology and the Marine Systems Institute at Tallinn University of Technology, a single training activity dedicated to PhD students: the “Ship-based training course in oceanography”, held on-board the research vessel *SALME* in Tallinn, Estonia, from July 6th to 10th 2011.

The dissemination of the training course to the scientific community was addressed through the development, by EurOcean in cooperation with NA6 beneficiaries, of the respective content page and news article in the EUROFLEETS “Internet Hub” and their release through the Project e-newsletter (5th-May 16th 2011) to circa 250 contacts from EUROFLEETS beneficiaries to self-registered ones. The training course was also disseminated to circa 2.350 researchers and policy-makers through the release of a dedicated news article in a EurOcean e-newsletter (May 6th 2011).

In accordance with the “EUROFLEETS Plan for Dissemination and Promotion Activities”, dissemination of this topic should be supported by: poster, leaflet, (e)-newsletter, media and training activities *per se*. However, as no conference/meeting was attended by the EUROFLEETS Consortium beneficiaries in the timeline of the course open call, no poster and leaflet were used in the dissemination of this specific training course.

Nevertheless the success of the dissemination activities is visible in the number of applicants to the training courses in comparison with the available places (circa 233%) and, through the evolution of the number of visits to the “Training and Education” category of the EUROFLEETS “Internet Hub”, with the highest pick of visits in May 2011 (corresponding to the open call) being four times higher than preceding month (April 2011).



Figure 1. Evolution of the number of visits to the EUROFLEETS “Training and Education” “Internet Hub” Category

Further dissemination actions are envisioned in the beginning of the 2nd semester of 2012, such as the release of a dedicated news content on the results of all developed training activities (D.6.1.1 - available in the EUROFLEETS “Internet Hub” since June 7th 2012), and its dissemination through the Project e-newsletter.

2.1.4 Transnational access to research vessels and equipment

Both EUROFLEETS ship-time calls were launched during the first 18 months of the Project, hence the dissemination actions from March 2011 until August 2011, focused on the results of the “Regional 2” 2011 call and on dedicated news articles the funded cruises.

The results of the “Regional 2” 2011 were disseminated through the development, by EurOcean in cooperation with NA5 Leader, of the respective content page and news article in the EUROFLEETS “Internet Hub” and their release through the Project e-newsletter (6th - February 13th 2012) to circa 300 contacts from EUROFLEETS beneficiaries to self-registered ones. The call results were also disseminated to circa 2.600 researchers and policy-makers through the release of a dedicated news article in a EurOcean e-newsletter (February 16th 2012).

The success is visible by analysing the evolution of the number of visits to the EUROFLEETS Call “Regional 2” 2011 page (see Figure 2), as the second highest pick corresponds to the release of the e-newsletter (February 2012). The highest visits pick (April 2011), corresponds to the last month of the “Regional 2” 2011 call, which clearly indicate the success of the dissemination activities undertaken in the 1st 18 months of the Project.



Figure 2. Evolution of the number of visits to the EUROFLEETS Call “Regional 2” 2011

Additionally, dissemination towards the scientific community of the transnational access component of the EUROFLEETS project was carried out through the development of news articles in the EUROFLEETS “Internet Hub” regarding:

1. the DIAPICNA (“Ocean” and “Regional 1” 2010 call) funded cruise, which was released through the Project e-newsletter (6th - February 13th 2012) to circa 300 contacts from EUROFLEETS beneficiaries to self-registered ones and,
2. the CWC-Moira (“Regional 2” 2011 call) funded cruises.

Although no additional transnational access activities are envisioned during the lifetime of the project, further dissemination activities are foreseen for the 2nd semester of 2012, such as the dissemination of the cruise report abstracts.

2.1.5 New developments of facilitating transnational access and interoperability software

The first dedicated dissemination activities on the "New developments of facilitating transnational access and interoperability software" component of the EUROFLEETS project took place in the 1st semester of 2011, in line with the timetable foreseen in the "EUROFLEETS Plan for Dissemination and Promotion Activities".

The dissemination of the Project's software development activities was mainly carried out through the participation in the European Geosciences Union (EGU) General Assembly, held in Vienna, Austria from April 3rd to 8th, where the EUROFLEETS beneficiary CSIC had the opportunity to present a poster on the activities undertaken on new software to facilitate transnational access.

An additional dissemination action towards the scientific community was carried out through the development of a dedicated news article on a Project deliverable related to the 3D HDTV specification for camera modules and its release through the Project e-newsletter (6th - February 13th 2012) to circa 300 contacts from EUROFLEETS beneficiaries to self-registered ones.

The dissemination activities undertaken are thus in line with the "EUROFLEETS Plan for Dissemination and Promotion Activities", although further dissemination activities are expected during the remaining lifetime of the Project.

2.1.6 General dissemination

Similarly to the 1st 18 months of the Project, apart from the dedicated dissemination actions, the dissemination of the Project towards the scientific community was also addressed through general dissemination activities, namely:

1. the participation of the Project Coordinator and of the Project beneficiary CNR in the European Research Vessels Operators (ERVO) 2011 Meeting, held in Oristano, Italy on May 10th and 11th, where the project's main results and the evolution of the European research fleet for the next 10 years were presented and discussed;
2. the participation of the Project beneficiary CSIC in the 2011 European Geosciences Union General Assembly, held in Vienna from May 3rd to 8th, where EUROFLEETS was presented;
3. the participation of the Project Coordinator as invited speaker in the ESFRI 2011 Symposium held in Brest, France, from June 28th until July 1st 2011, where on June 28th the "EUROFLEETS European project: first results and perspectives" under the symposium's session 3 "Feedbacks from existing large integrated infrastructures". The participation in this event was also disseminated through a dedicated news article in the EUROFLEETS "Internet Hub", released in the Project e-newsletter (5th - May 16th 2011);
4. the participation of the EUROFLEETS beneficiary OGS in the 8th edition of the Italian Forum of Earth Sciences, held in Torino, Italy on September 2011;

5. the organization by the EUROFLEETS beneficiary IOPAS of the EuroGOOS 2011 conference on sustainable operational oceanography, held in Sopot, Poland on October 4th-6th 2011 where roll-ups and brochures were displayed;
6. the participation of the EUROFLEETS Transnational Access Activity Coordinator HCMR in the EuroRIs-Net Project workshop, held in Athens, Greece on October 11th 2011, where a poster and Project leaflets were presented. The participation in this event was also disseminated through a dedicated news article in the EUROFLEETS "Internet Hub", released in the a Project e-newsletter (6th – February 13th 2012);
7. Scientists from the EUROFLEETS beneficiary IOPAS participated in the "Oceanology International 2012, the global forum where industry, academia and government share knowledge and connect with the marine technology and ocean science community", held in London, United Kingdom on March 13th-15th; They have established "Eurofleets Corner" for presentation of EUROFLEETS through materials and posters;
8. the participation of the Project Coordinator in the European Research Vessels Operators (ERVO) 2012 Meeting, held in Azores, Portugal on May 8th and 9th where we presented the major achievements of the Project;
9. the participation of the EUROFLEETS beneficiary MI in the ESOF Euroscience Open Forum 2012, held in Dublin, Ireland from July 11th to 15th, where the research vessel *Celtic Explorer* was open to visits by delegates and officials; and
10. the organization, by the EUROFLEETS beneficiary IOPAS, of the workshop entitled "Data Management in Research, held in Sopot, Poland from August 27th and 28th 2012, where EUROFLEETS roll-up and brochures were presented.

In accordance with their general nature, these dissemination activities addressed solely the awareness and understanding levels of dissemination.

Scientific publication and presentations can also be viewed as a method for dissemination of project-related activities. The results from the DIAPICNA cruise taken on board the *r/v Dom Carlos I* were included in three M.Sc. Theses:

1. Roukaerts, A., 2012. Importance of nitrogen fixation in the surface primary production process near the Azores Front, North Atlantic Ocean. Master II Thesis, Vrije Universiteit Brussel, Belgium;
2. Fonseca Batista, D., 2012. Abundance and importance of diazotrophic pico-cyanobacteria as a source of "fixed" nitrogen on both sides of the Azores Front. Master II Thesis, Université Pierre et Marie Curie, Paris, France;
3. Fonseca Batista, D., 2011. Implémentation d'une nouvelle technique d'incubation avec des traceurs isotopiques stables 15N et 13C pour la mesure simultanée de fixation du N2 et du HCO3- par le phytoplancton océanique. Master I Thesis, Université Pierre et Marie Curie, Paris, France;

and presented during two scientific meetings:

1. Roukaerts, A., Fonseca Batista, D., Riou, V., Dehairs, F., 2012. Nitrogen fixation in the Northeast Atlantic Ocean. VLIZ Young Marine Scientist's Day 2012, Brugge, Belgium, Poster.
2. Roukaerts, A., Dehairs, F., 2012. Nitrogen fixation in the Northeast Atlantic Ocean, in: Mees, J. et al. (Ed.) (2012). Book of abstracts - VLIZ Young Scientists' Day. Belgium, 24 February 2012. VLIZ Special Publicat.

Table 2 – Comparison of the EUROFLEETS Plan for Dissemination and Promotion Activities identified dissemination actions towards the scientific community and actual undertaken ones in the Project's 2nd Reporting Period (March 2011 - August 2012)

"EUROFLEETS Plan for Dissemination and Promotion Activities"			Actual undertaken Activities in EUROFLEETS 2nd Reporting Period
Why (The aim)	How	When	How
European research fleets common strategic vision	Poster, Leaflet, (E)-newsletter, Media, Reports, Workshops	Throughout the project	Generic Dissemination Actions
Cost-effectiveness of cruises	Poster, Leaflet, (E)-newsletter, Reports	Throughout the project but in particular 2 nd half project	Generic Dissemination Actions
"Green" research vessels design and eco-responsibility	Poster, Leaflet, (E)-newsletter, Media, Reports	Throughout the project but in particular mid project	Generic Dissemination Actions; Greening the Research Fleet UNOLS-sponsored workshop; SaferSeas Conference; ERVO 2012 Meeting; (E)-newsletter; Report
Coordination, sharing and interoperability of existing and future equipment	Poster, Leaflet, (E)-newsletter, Media, Reports	Throughout the project but in particular mid project	Generic Dissemination Actions; ESFRI 2011 Symposium
Training of marine scientists and technicians and education activities	Poster, Leaflet, (E)-newsletter, Media, Training activities	Throughout the project but in particular 2 nd half project	Generic Dissemination Actions; (E)-newsletters; Training Courses; Report
Transnational access to research vessels and equipment	Poster, Leaflet, Mailing actions, (E)-newsletter, Media, Reports	Throughout the project but in particular 1 st half project	Generic Dissemination Actions; (E)-newsletters
New developments of facilitating transnational access and interoperability software	Poster, Leaflet, (E)-newsletter, Media, Reports	Throughout the project but in particular mid project	Generic Dissemination Actions; European Geosciences Union (EGU) General Assembly; (E)-newsletter; Report

2.2 Dissemination to industrials

The EUROFLEETS "Plan for Dissemination and Promotion Activities" identified as relevant Project topics for industrials the eco-responsibility, new IT technologies, innovations and professional training among the industrial partners, in order to support the more efficient use of already existing European research fleet. The planned activities should facilitate cooperation with industry, and as a result allow the project Beneficiaries to possibly develop various services that would meet other than scientific needs. Specific activities were supposed to be identified and prepared in collaboration and under the supervision of the Industrial Advisory Committee (IAC) and the Club of Industrial Interests (CII). However, neither IAC nor CII have been established during the timeframe scope of this report. Nevertheless, specific dissemination activities to promote the exploitation of the Project's final results, in collaboration with the IAC and CII, are envisioned.

However, due to the delay in the set-up of the aforementioned groups, alternative actions have been implemented. In this context IOPAS prepared a proposal of compensatory measures which included:

1. the assessment of already existing practices of the EUROFLEETS R/V Operators (in terms of collaboration with industry);
2. screening the R/V Operators web sites in order to evaluate the number and quality of information related to research vessels;
3. the review of outreach activities adopted in FP6 and FP7 infrastructure projects.

During the 2011 EUROFLEETS General Assembly meeting, upon IOPAS request, a NA7 working meeting was organised dedicated to develop complementary instruments for dissemination among industrials. During the workshop discussions, it was decided to extend the evaluation of the EUROFLEETS R/V Operators. Collaboration with policy-makers and actions towards general public were included in the planned surveys.

As a result three questionnaires were developed. The first of them is the self-evaluation study and was designed to be completed by the EUROFLEETS R/V Operators. It consisted of three parts and assessed practices concerning cooperation with industry, actions aiming at general public and, actions targeted at policy makers, local authorities and environmental managers. Specific questions included the assessment of present cooperation forms with the industrial partners, basis and frequency of the collaboration, description of outreach activities developed for research cruises, and finally weaknesses and strengths, and opportunities and threats related to the activities in question. Please see attachment 1 to this report for the full list of questions.

Out of 16 R/V Operators involved in EUROFLEETS project 4 have not completed the survey. The report is currently under preparation and its first release is planned for the project upcoming General Assembly (Potsdam, Germany, October 22nd to 25th, 2012).

The Second questionnaire aimed to assess the EUROFLEETS R/V Operators web-pages. The evaluation questions investigate:

1. if and how information on research vessels are presented on the beneficiaries web-sites (e.g., technical parameters, equipment available, contact information, applying procedures),
2. evidence of outreach activities developed for research cruises,
3. evidence of ship use information,
4. evidence of any unusual and/or innovative ideas for research vessels promotion,
5. educational, promotional and dissemination activities as a whole.

The survey also verifies if special sub-sections are developed for the most important target groups, namely: citizens, industrials and decision-makers. The full list of questions is available in attachment 2 to this report. All EUROFLEETS beneficiaries' web sites have been evaluated and the summary report is under preparation. The main conclusions will be presented during the upcoming EUROFLEETS General Assembly (Potsdam, Germany, October 22nd to 25th, 2012).

The final questionnaire was initially developed to assess the visibility of research vessels on the various project web-sites. However, after a brief screening, it turned out that in general research projects do not underline the use of ship, even if it seems to be an important part of the particular project implementation schedule. Therefore the survey was re-organized and infrastructure projects (funded within EC FP6 and FP7) will be evaluated. This assessment will take into account relevant projects dissemination and educational strategies. The survey is currently being implemented, but the first results should also be available for the next EUROFLEETS General Assembly or soon after. The full list of evaluation questions is available in attachment 3 to this report.

Apart from the actions undertaken, in order to minimize the effects of the delay in the set-up of the IAC and CII, general dissemination activities have been implemented on regular basis. IOPAS presented the EUROFLEETS project during Oceanology International 2012 (London, UK, March 13th to 15th, 2012). Oceanology International is a global biannual event, major conference and exhibition for ocean science and marine technology. It is designed to interlink science community, government, NGOs and industry. Oceanology International creates the forum for these various organizations to share their knowledge on ocean, marine and coastal areas, to connect with new developments in marine technology, and to improve their strategies in measuring, exploiting, protecting and operating in the world's seas and oceans. IOPAS presented EUROFLEETS roll-up, posters, the project brochures were also available. Additional information was given upon request. Additionally, during European Maritime Day held in Poland on April 19th-20th, 2011, during informal meetings with representatives of science, industry and administration EUROFLEETS matters were presented and discussed.



Figure 3. EUROFLEETS dissemination during Oceanology International 2012

2.3 Citizen awareness

The “Plan for Dissemination and Promotion Activities” indicates general public, media and policy makers to be the most important target groups within “Citizen Awareness” sub-tasks. EUROFLEETS project seeks solutions that could translate “science” into easily understandable information. This information should be useful and meaningful for general audience, managers and decision-makers. In particular the project aims to:

1. explain the links between marine environment, anthropogenic pressures, and social and economic well-being,
2. demonstrate the importance of the well organized and efficient research fleet for the scientific studies, and as a result in the management and governance processes.

In this way the EUROFLEETS project will contribute to the creation of society of knowledge. The outreach activities within this task address all the dissemination levels planned in the ‘Plan for Dissemination and Promotion Activities’, namely: awareness and understanding and additionally for action, through the implementation of special dedicated activities as described below.

Dissemination activities implemented between March 2011 and August 2012 can be divided into following major themes:

- participation in stakeholders and scientific meetings;
- events promoting links between marine research and society;
- open access visits to research infrastructure;
- interviews and other press releases;
- leaflets, brochures and posters;
- information posted on the Internet Hub.

MI presented the strategic vision of common European research fleet during Expert Group on Marine Research Infrastructures. Another project partner - FCT – introduced EUROFLEETS project to the President of Portugal and local administration representatives, in the framework of joint dissemination activities of the University of Aveiro and the Aveiro Port Authority. OGS participated in the meeting at CNR (May, 31st, 2012, Rome, Italy) for national strategic coordination regarding observatories and marine infrastructures at high latitudes. The meeting involved topics related to EUROFLEETS in general, and r/v OGS-Explora in particular.

One of the EUROFLEETS beneficiary – OGS – has participated in the “Round table” at the 8th edition of the Italian Forum of Earth Sciences. The meeting was held in Turin, Italy in September 2011 and aimed at research and sustainable development in the Arctic. Scientists and media representatives were the major groups involved in this event.

Dissemination of the Project to the general public was also addressed through the participation of the Project beneficiary IOPAS in the 2011 European Maritime Day, held in Gdańsk, Poland. Additionally, IOPAS presented the EUROFLEETS project during Sopot Day of Science in May 2011 and May 2012. These are annual events targeted at general public. Their major aim is to talk about scientific discoveries in an easily understandable language and promote science among students, teachers, the inhabitants and tourists of the Tricity metropolitan area. The Sopot Day of Science is a part of the larger event called Baltic Sea Science Festival, engaging all academic and research institutions from Northern Poland. In 2011 r/v Oceania dedicated exhibition was prepared as well as the lecture entitled “History and research work of r/v Oceania at sea”. EUROFLEETS poster and brochures were available in both years.



Figure 4. RV "Oceania" available for general audience during Festival of Science 2011



Figure 5. Eurofleets roll-up presented during Sopot Day of Science 2012

MI carried out an open-ship day on board r/v Celtic Explorer during the ESOF conference in Dublin, Ireland (July 11th -15th, 2012). The ship was available for visits by delegates and officials.



Figure 6. Image from Celtic Explorer tied up at Sir John Rogerson's Quay – opposite the Dublin Convention Centre for ESOF 2012, July 11th -15th (<http://esof2012.org/>)

Likewise in the last reporting period (M1-M18) leaflets, posters and other printed dissemination materials were an important method of outreach and dissemination activities. The Project poster was presented during the seminar entitled “Rotas de investigação sobre o mar” (Research Routes on the Sea), and EUROFLEETS brochures were made available for general public and students of University of Aveiro on the occasion of this event.

Information on EUROFLEETS-financed research cruise of r/v Dom Carlos I called DIAPICNA was posted on the web site of the University of Azores. The cruise took place between July 25th and August 3rd, 2011 and investigated planktonic microbial species producing the necessary enzymes for N₂ fixation in the Azores Current Front. (http://www.horta.uac.pt/intradop/index.php?option=com_content&task=view&id=1982).

Similar information was posted on MI web site with regard to AmSeDIS (Amplified Growth of Sediment Waves in the Irish Sea) cruise. The objectives of this EUROFLEETS-supported survey on r/v Celtic Voyager aim to increase the understanding of the inter-linkages between grain size variability, gas seepage and the prevailing hydrodynamics in sediment wave behaviour. (<http://www.marine.ie/home/aboutus/newsroom/news/Eurofleetsfunded surveysuccessfullycompletedonboardtheRV CelticVoyager.htm>)

Activities targeted at general public were also an important part of the third EUROFLEETS-sponsored cruise: ATLANTIC-CDOM on r/v Polarstern. Upon the request on the research vessel provider (AWI), there were student participants among IOPAS scientific crew. Two students from University of Gdansk (Anna Raczkowska and Oskar Glowacki) participated in the ATLANTIC-CDOM expedition. They were asked to maintain the digital diary throughout the cruise. The intention of this diary was its publication in the form of a blog. EUROFLEETS coordinators were informed about this initiative and expressed their support of this idea. The blog will be published on the EUROFLEETS web page as a part of dissemination

activities. The edited text of the students' diary was delivered to AWI as a part of the after-cruise report. Currently IOPAS is awaiting the final authorization of the blog from the EUROFLEETS coordinator. After the technical instructions for blog submission are delivered, the materials will be published on line and will be publicly available.

3 Closing Remarks

In overall most of the EUROFLEETS dissemination activities were carried out without major problems and delays, apart from the delay of the IAC and CII, which are not fully operational until now. However, the NA7 team has implemented the contingency actions, which will allow the successful implementation of the outreach plan. EUROFLEETS dissemination activities will be continuously carried out following the project development in line with what is defined in the dissemination plan.

Attachment 1: Self evaluation report

EUROFLEETS - Towards an alliance of European research fleets, GA 228344

NA 7 – Dissemination and Exploitation

Task 7.3: Dissemination to industrials and citizen awareness

Name and acronym of the TNA ocean and regional coordinator

Contact person (name and email address):

Name of the ship:

Web site URL:

1-2 lines description of the institution:

1-2 lines description of the ship:

Realized projects that include or included the use of the ship. Please indicate the projects that were implemented at least within five last years.

Please reply to all below questions in terms of ship use & ship visibility:

1. Cooperation with industry

Do you cooperate with industrials? Please describe.

Do you cooperate on regular basis?

Is it usually a partnership or are you a subcontractor?

Do you actively seek for industry-research partnership or are you usually contacted by the industry?

Is there a special department at your organization that supports cooperation with the industry? Please provide details.

What are the major obstacles to develop the cooperation with industry?

Description of outreach activities developed for research cruises aiming at the industrials (please list all the action types and give examples from the last 2-5 years).

2. Actions aiming at general public

Do you organize any special events aimed at general public?

Do you perform that on regular basis?

Is there a special department at your organization that coordinates education and/or communication with the public? Please provide details.

What are the major obstacles to use the ship for communication and dissemination purposes?

Description of outreach and education activities developed for research cruises aiming at the general public (please list all the action types and give examples from last the 2-5 years)

3. Actions aiming at policy makers, local authorities and environmental managers

Do you cooperate or/and advise policy makers? Does this collaboration involve ship itself or only the scientific data or reports?

Do you cooperate/advise on regular basis?

Is there a special department that supports cooperation with policy making? Please provide details.

What are the major obstacles for more active networking or involvement in decision-making?

Description of outreach activities developed for research cruises involving policy makers (please list all the action types and give examples from the last 2-5 years):

Any other comments?

4. SWOT analysis (please provide 3-4 bullet points)

	Strengths	Weaknesses	Opportunities	Threats
Cooperation with industry				
Dissemination aimed at general public				
Cooperation with policy makers / local authorities / environmental managers				

Attachment 2: EUROFLEETS beneficiary web page evaluation survey

EUROFLEETS - Towards an alliance of European research fleets, GA 228344

NA 7 – Dissemination and Exploitation

Task 7.3: Dissemination to industrials and citizen awareness

Name and acronym of the TNA ocean and regional coordinator:

Contact person (name and email address)

Name of the ship:

Web site URL:

1-2 lines description of the institution

1-2 lines description of the ship

Projects realized as per the web page:

Available information on the ship (e.g., technical parameters, equipment available, contact information, applying procedures)

Evidence of Outreach Activities having been developed for research cruises (at the institution level):

Flyer:

Gadgets:

Education events:

Schools and colleges:

Training:

Newsletter:

Film and audio:

Newspaper articles:

Blog:

Celebrity endorsement:

Stakeholders workshops:

Policy summary:

Datasets:

Other:

Evidence of information specifically developed for the promotion and dissemination of information on research cruises / ship use to industrials (at the institution level):

Unusual and/or innovative ideas (dissemination to industrials and citizens):

Special section dedicated to different stakeholders, especially industrials:

Special section prepared for the policy makers and local authorities:

Media uptake (tv, radio, newspaper) on research cruises:

Are there any efforts to make the organization work, especially the ship-related activities, visible to the public? Industrials? Policy makers?

Is the web site user-friendly?

Any other comments (Eurofleets presence on the web site)?

Attachment 3: Infrastructure projects outreach activities assessment survey

EUROFLEETS - Towards an alliance of European research fleets, GA 228344

NA 7 – Dissemination and Exploitation

Task 7.3: Dissemination to industrials and citizen awareness

Project Name (and acronym):

Funding Body/Scheme:

Years:

Website URL:

Kind of infrastructure project?

1-2 Line Description

Evidence of Outreach Activities.

General comments

Flyers

Academic Conferences

Gadgets

Stakeholder workshops

Film & audio

Newspaper articles

Newsletter

Publicly aimed website / forum

Blog

Policy summary

Public summary

Schools & Colleges / training

Datasets

Direct industry involvement

Unusual and/or innovative ideas (please note if they refer to dissemination to industrials or citizens):

Did the infrastructure-related activity engage the public?

Did the infrastructure-related activity engage industrials?

Did the infrastructure-related activity engage policy makers?

Is there any evidence of media uptake (tv, radio, newspaper)? If so, who is the expected audience?

Are there any efforts to make the project, especially infrastructure-related activities, visible to the public? Industrials? Policy makers?

Is the web site user-friendly?

Any other comments?