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1. Scope of the document

In this document we report the dissemination activities performed by the EUROFLEETS Beneficiaries between month 37 and month 48 (September 2012 till August 2013). This report refers to the actions undertaken to inform three major target groups as identified in the “Plan for dissemination and promotion activities”, developed in November 2009 and implemented throughout the whole EUROFLEETS duration. The three target groups identified in the Plan include: (i) scientific community (both within and outside the project), (ii) industrial partners, and (iii) general public. Policy- and decision-makers are considered to be a part of the third group – general public. Dissemination objectives and tasks undertaken are reported for each target group.

2. EUROFLEETS project dissemination objectives and subjects

Dissemination, information and promotional activities within the whole implementation phase of the EUROFLEETS projects were based on the “Plan for dissemination and promotion activities”. This document was prepared at the beginning of the project, i.e., in November 2009.

The overall goal of this plan was to raise awareness and understanding of the EUROFLEETS project and its activities. The specific objective was to identify dissemination objectives, and most efficient tools and methods to achieve these objectives.

The methods planned considered not only a specific EUROFLEETS' objective, but also the characteristics of all target groups, hence the appropriate communication channels. The dissemination activities were additionally divided into two levels, i.e., internal and external dissemination activities. The first group includes internal communication between the project Beneficiaries, the second consists of a range of activities undertaken to connect the project to the outside world, including scientists, industrial partners, European, regional, and national policy- and decision-makers, universities, schools, media and citizens.

EUROFLEETS “Plan for dissemination and promotion activities” identified seven major dissemination topics, which reflect seven major areas of the project activities. These topics include [p.4]:

- (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,
- (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.

Why (The aim)	To Whom	How	When
European research fleets common strategic vision	Beneficiaries and Assoc. Partners	Poster, Leaflet, (E)-newsletter, Reports, Workshops	Throughout the project
	RV international Operators	Poster, Leaflet, (E)-newsletter, Media, Reports, Workshops	Throughout the project
	International Scientific Community	Poster, Leaflet, (E)-newsletter, Media, Reports, Workshops	Throughout the project
	Policy and Decision Makers	Poster, Media, Reports, Workshops	Throughout the project
	General Public/Media	Leaflet, Media	Throughout the project
Cost-effectiveness of cruises	Beneficiaries and Assoc. Partners	Poster, Leaflet, (E)-newsletter, Reports	Throughout the project but in particular 2 nd half project
	RV International Operators	Poster, Leaflet, (E)-newsletter, Reports	Throughout the project but in particular 2 nd half project
	International Scientific Community	Poster, Leaflet, (E)-newsletter, Reports	Throughout the project but in particular 2 nd half project
“Green” research vessels design and eco-responsibility	Beneficiaries and Assoc. Partners	Poster, Leaflet, (E)-newsletter, Media, Reports	Throughout the project but in particular mid project
	RV International Operators	Poster, Leaflet, (E)-newsletter, Media, Reports	Throughout the project but in particular mid project
	International Scientific Community	Poster, Leaflet, (E)-newsletter, Media, Reports	Throughout the project but in particular mid project
	Industry	Leaflet, (E)-newsletter, Media, Reports	Throughout the project but in particular mid project
	Policy and Decision Makers	Poster, Media, Reports, Workshops	Throughout the project but in particular mid project
	General Public/Media	Leaflet, Media	Throughout the project but in particular mid project
Coordination, sharing and inter-operability of existing and future equipment	Beneficiaries and Assoc. partners	Poster, Leaflet, (E)-newsletter, Reports, Workshops	Throughout the project but in particular mid project
	RV International Operators	Poster, Leaflet, (E)-newsletter, Media, Reports, Workshops	Throughout the project but in particular mid project
	International Scientific Community	Poster, Leaflet, (E)-newsletter, Media, Reports	Throughout the project but in particular mid project
	Industry	Poster, Leaflet, (E)-newsletter, Media, Reports, Workshops	Throughout the project but in particular mid project
Training of marine scientists and technicians and education activities	Beneficiaries and Assoc. Partners	Poster, Leaflet, (E)-newsletter, Reports	Throughout the project but in particular 2 nd half project
	RV International Operators	Poster, Leaflet, (E)-newsletter, Media, Reports	Throughout the project but in particular 2 nd half project
	International Scientific Community	Poster, Leaflet, (E)-newsletter, Media, Training activities	Throughout the project but in particular 2 nd half project
	Industry	Poster, Leaflet, (E)-newsletter, Media, Training activities	Throughout the project but in particular 2 nd half project
	Students	Poster, Leaflet, (E)-newsletter, Media, Educational activities	Throughout the project but in particular 2 nd half project
Transnational access to research vessels and equipment	Beneficiaries and Assoc. Partners	Poster, Leaflet, (E)-newsletter, Reports, Workshops	Throughout the project but in particular 1 st half project
	RV International Operators	Poster, Leaflet, (E)-newsletter, Media, Reports	Throughout the project but in particular 1 st half project
	International Scientific Community	Poster, Leaflet, Mailing actions, (E)-newsletter, Media, Reports	Throughout the project but in particular 1 st half project
	Policy and Decision Makers	Poster, Leaflet, Media, Reports, Workshops	Throughout the project but in particular 2 nd half project
New developments of facilitating transnational access and interoperability software	Beneficiaries and Assoc. Partners	Poster, Leaflet, (E)-newsletter, Reports, Workshops, visits	Throughout the project but in particular mid project
	RV International Operators	Poster, Leaflet, (E)-newsletter, Media, Reports	Throughout the project but in particular mid project
	International Scientific Community	Poster, Leaflet, (E)-newsletter, Media, Reports	Throughout the project but in particular mid project
	Industry	Leaflet, (E)-newsletter, Reports, Workshops, Visits	Throughout the project but in particular mid project

Table 1: EUROFLEETS Dissemination Plan Matrix (adapted from the EUROFLEETS “Plan for dissemination and promotion activities”[p.14])

The implementation of the dissemination, information and promotional activities has been performed with close cooperation with the Executive Committee (ExComm) and Industrial Property Committee (IPC), and has been revised and updated according to their guidelines.

The final success of the project dissemination strategy can be assessed at two levels, i.e., (i) participation of the scientific and industrial partners in the EUROFLEETS' activities, and (ii) the potential uptake of the developed solutions and products after the completion of the project. Both levels can be assessed as successful. Calls for ship time (in 2010 and in 2011) were a success with 11 high quality projects funded in 2010 (for both ocean and regional vessels) and 8 in 2011 (for regional vessels). The summaries of these research projects can be found at EUROFLEETS web page (<http://www.Eurofleets.eu>). The web page itself was run and updated during the whole project duration. The recognition of importance of the EUROFLEETS -proposed solution and the need for further coordination of the European fleet resulted in the submission of the new project: EUROFLEETS 2. EUROFLEETS 2 has been built upon results and lessons learnt from the implementation of EUROFLEETS 1. It officially started in March 2013 (for details please see <http://www.Eurofleets.eu/np4/50>).

3. 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:

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

Conversely even if not all the subjects of dissemination were developed in the last year of the project (September 2012 - August 2013), in line with the project's Work Planning (Description of Work – DoW), due to the conclusion of the project, dissemination activities towards the scientific community were undertaken addressing the majority of the subjects/topics. However a special emphasis/focus on the transnational access to research vessels and equipment activities, considered an important milestone/product of EUROFLEETS, is evident, also as means of promotion of the EUROFLEETS2 project.

Hence the dissemination towards the scientific community in the period covered by this report (September 2012 – August 2013) addressed the following project components: the "European research fleets common strategic vision"; 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"; the "New developments of facilitating transnational access and interoperability software", apart from the "Transnational access to research vessels and equipment

3.1 European research fleets common strategic vision

In accordance with the EUROFLEETS Plan for Dissemination and Promotion Activities, the European research fleets common strategic vision component of the project continued to be disseminated in the period covered by this report through the participation of EUROFLEETS Beneficiaries in meetings/conferences namely:

- the European Research Vessels Operators (ERVO) 2013 Meeting, held in Brest, France on June 5th and 6th, where Beneficiary representatives of Ifremer and CNR, Valérie Mazauric and Anna Vetrano respectively, presented the findings of the EUROFLEETS fleet evolution group.

3.2 ".Green research vessels design and eco-responsibility

Although, as foreseen, the dissemination of the "'Green" research vessels design and eco-responsibility" component of the EUROFLEETS project was not so prominent in the project's last running year dissemination activities were undertaken such as the publication of the article Eco-Design of Research Vessels on the Journal of Ocean Technology, Vol. 8, No. 2, 2013, in line with the project Description of Work (DoW), develop by Andre Cattrijsse (VLIZ); Roland Rogers (NERC); Harrold van Vliet and Pieter Huyskens.

Additionally, the dissemination of the project's green design and eco-responsibility activities was carried out through the participation of EUROFLEETS VLIZ Beneficiary representative Andre Cattrijsse in several meetings/conferences namely:

- the European Research Vessels Operators (ERVO) 2013 Meeting, held in Brest, France, on June 5th and 6th, where the outcomes of the project's WP3 – Eco-Responsibility and Eco-design for existing and new research vessels were presented and,
- the EUROFLEETS Final Conference held in Brussels, Belgium, on June 13th, where recommendations for European greener RVs were presented, as part of global project dissemination activity (please refer to point 3.7 – General Dissemination).

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/meetings, as indicated in the EUROFLEETS Dissemination Plan, the success of these is evident from the positive feedback of the conferences/meetings participants.

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

The dissemination of the extended Virtual RV Platform component was addressed through the participation of MARIS Beneficiary representative Dick Shaap in the EUROFLEETS Final Conference, held in Brussels, Belgium, on June 13th, where the EVIOR portal and its perspectives were presented, as part of global project dissemination activity (please refer to point 3.7 – General Dissemination).

Additionally, as a component of global EUROFLEETS1 and EUROFLEETS2 presentation (please refer to point 3.7 - General Dissemination), the EVIOR component was also presented at the MSI 2012: International Marine and Sub-Marine Infrastructures symposium, co-organized by SEAS-ERA¹; EUROFLEETS and the Ifremer Toulon Centre, held in Toulon, France, from November 13th to 15th 2012.

Despite the fact that dissemination of the project's inter-operability component towards the scientific community was not foreseen to be carried out through the participation in conferences/meetings, as indicated in the EUROFLEETS Plan for Dissemination and Promotion Activities, the positive feedback provided by the meeting/conferences clearly indicates the success of these activities.

3.4 Training of marine scientist and technicians and education activities

In the period from September 2012 to August 2013, EurOcean developed, in collaboration with the Professor Luis Menezes Pinheiro, FCT Beneficiary representative from the Center for Environmental Studies and the Sea (CESAM), University of Aveiro, Portugal, and the Center of Oceanography from the University of Lisbon, an educational activity on-board of Vera Cruz, the replica of a caravel from the sixteenth century belonging to the Portuguese Association of Sail Training from May 13th to 15th.

The dissemination of the educational activity to the scientific community was addressed through the development, by EurOcean, of the respective news articles in the EUROFLEETS "Internet Hub" and their release through the project e-newsletter (7th – July 9th) to circa 438 contacts from EUROFLEETS Beneficiaries to self-registered ones. Additionally, the educational activity was disseminated through the Beneficiary FCT website through a dedicated news article which was also released in an internal e-newsletter reaching also the scientific community.

In accordance with the "EUROFLEETS Plan for Dissemination and Promotion Activities", additional dissemination of this topic was carried out through the participation of EurOcean Beneficiary representative Sandra Sá in the European Research Vessels Operators (ERVO) 2013 Meeting, held in Brest, France on June 5th and 6th, who gave a dedicated presentation.

¹ SEAS-ERA: Towards Integrated Marine Research Strategy and Programmes is an EU FP7 ERA-NET - <http://www.seas-era.eu/np4/homepage.html>

The dissemination of the training component was also addressed through the participation of OGS Beneficiary representative Michele Rebesco and a Latvian student Leva Putna in the EUROFLEETS Final Conference, held in Brussels, Belgium, on June 13th, where the training outputs and feedback were presented, as part of global project dissemination activity (please refer to point 3.7 – General Dissemination).

3.5 Transnational access to research vessels and equipment

The transnational access to research vessels and equipment was one of the most addressed topics in the dissemination activities carried out from September 2012 to August 2013 towards the scientific community. Not only have part of the funded EUROFLEETS cruises results been available only at that time as, this project component is considered a major achievement which will be follow through EUROFLEETS2 project. Consequently several dissemination activities were undertaken that can be divided in two main categories: participation in meetings/conferences and, publication in websites.

In terms of participation in meetings/conferences the following dissemination activities were undertaken:

- The participation of the EUROFLEETS “Regional 2” SARAS funded cruise Principal Investigator Dr. Elia d'Acremont, in the 11th International Conference of Gas in Marine Sediments, held in Nice, France, from September 4th to 7th, where a scientific poster of the SARAS cruise was displayed;
- the participation of the AWI and MI Beneficiaries representatives, Nicole Biebow and Fiona Grant respectively, in the MSI 2012: International Marine and Sub-Marine Infrastructures symposium, held in Toulon, France, from November 13th to 15th 2012, where the EUROFLEETS experience regarding the access to research vessels, including the logistics review panel component was presented;
- the participation of the EUROFLEETS “Regional 2” CUMECS funded cruise Principal Investigator, Dr. Aaron Micallef, in the 2013 European Maritime Day (EMD), held in Valletta, Malta on May 21st and 22nd, where a documentary of the cruise was displayed;
- the participation of the EUROFLEETS Beneficiary AWI and the “Regional 2” CUMECS funded cruise Principal Investigator, Dr. Aaron Micallef, in the Townhall Meeting at the EGU conference, held in Vienna, Austria, on April, 9th, 2013; where the results of the EUROFLEETS -funded cruise CUMES where presented apart from the introduction of EUROFLEETS 2 call for ship time;
- the participation of the EUROFLEETS “Ocean” SALFLU funded cruise Dr. Roger Urgeles Esclasans, in the AAPG European Regional Conference; Exploring The Mediterranean: New Concepts In An Ancient Seaway, held in Barcelona, Spain, from April 8th to 10th, where he presented the results of the cruise;
- the participation in the Forum of Arctic Research Operators (FARO) during the Arctic Science Summit Week in Krakow/Poland on April 15th were the EUROFLEETS 1 results and the EUROFLEETS 2 plans and objectives were presented and,

- the participation of Dr. Silvia Spezzaferri from the University of Fribourg in the EUROFLEETS Final Conference, held in Brussels, Belgium, on June 13th, where, as EUROFLEETS CWC-Moira cruise Principal Investigator she gave a presentation, apart from the EUROFLEETS Trans National Access results, presented, as part of global project dissemination activity (please refer to point 3.7 – General Dissemination), by AWI Beneficiary representative Nicole Biebow.

Regarding the dissemination of the transnational access to research vessels and equipment through websites and other medium, several activities were undertaken namely:

- the dissemination by the EUROFLEETS Beneficiary VLIZ of the EUROFLEETS “Regional 1” DIAPICNA funded cruise scientific poster in their website;
- the dissemination of the EUROFLEETS “Regional 2” AmSedis funded cruise article presented at the Marine and River Dune Dynamics – MARID IV Conference, held in Bruges, Belgium, on April 15th to 16th 2013, through VLIZ’s website;
- the dissemination by the EUROFLEETS Beneficiary IPEV of basic information related to the EUROFLEETS “Ocean” Gateway and TORE funded cruises;
- the dissemination of news articles and scientific poster of the EUROFLEETS “Regional 2” SARAS funded cruise by EUROLFEETS Beneficiary OGS and through the project Internet “Hub”;
- the dissemination of information on the EUROFLEETS “Regional 2” CWC-Moira funded cruise through the Beneficiary RBINS-MUMM 2012 Report and through a dedicated news article displayed in the project Internet “Hub” including a snapshot of a related article published in the Fribourg newspaper on July 24th;
- the dissemination of information on the EUROFLEETS “Ocean” ECO2@NORTHSEA funded cruise through a press release developed by the project Beneficiary MI, disseminate also through a dedicated news article in the EUROFLEETS Internet “Hub”, apart from a news article disseminated through the GEOMAR website;
- the dissemination of the EUROFLEETS “Regional 2” funded cruise CUMECS though a dedicated blog and a dedicated video available on YouTube that were viewed by 4.000 and 1.600 users, respectively, in addition to a dedicated news article in the EUROFLEETS Internet “Hub”;
- the dissemination of the EUROFLEETS “Regional 2” funded Caldera 2012 cruise through an article published on Nature on July 20th apart form a dedicated news article in the EUROFLEETS Internet “Hub”.

3.6 New developments of facilitating transnational access and interoperability software

The dissemination of the project's software development activities was mainly carried out through the dissemination of a news article concerning the test of two software packages developed in the frame of EUROFLEETS: GLOBE (visualisation and processing of bathymetric data) and EARS (EUROFLEETS Automatic Reporting System), on a cruise of sediment measurements on-board of RV Belgica, published by EUROFLEETS Beneficiary RBINS-MUMM and by the Dutch engineering website Engineeringnet.

The dissemination activities undertaken are thus in line with the "EUROFLEETS Plan for Dissemination and Promotion Activities".

Additionally, as a component of global EUROFLEETS presentation (please refer to point 3.7 - General Dissemination), the EUROFLEETS Joint Research Activities and the developed 3d HDTV camera component were also presented at the EUROFLEETS Final Conference, by MARUM Beneficiary representative Gerrit Meinecke and, at the MSI 2012: International Marine and Sub-Marine Infrastructures symposium, by MARIS Beneficiary representative Dick Shaap, respectively.

3.7 General Dissemination

Additionally, apart from the dedicated dissemination actions the dissemination of the project towards the scientific community was also addressed through general dissemination activities, namely:

- The participation of the project Coordinator, Jaques Binot apart from other Beneficiaries, in the MSI 2012: International Marine and Sub-Marine Infrastructures symposium, co-organized by SEAS-ERA²; EUROFLEETS and the Ifremer Toulon Centre, held in Toulon, France, from November 13th to 15th 2012, where, among other topics, the recommendations of EUROFLEETS 1 and the objectives and roadmap of EUROFLEETS2 were presented.

The symposium's was also disseminated through the SEAS-ERA project website as well as through the Ifremer European Underwater Technology Centre website;

- the participation of the EUROFLEETS "Regional 2" CUMECS funded cruise Principal Investigator, Dr. Aaron Micallef, in the 2013 European Maritime Day (EMD), held in Valletta, Malta on May 21st and 22nd, where circa 150 institutional brochures, available in the University of Malta exhibition booth, were disseminated to stakeholders including scientists;
- the participation of the project Coordination Team Ifremer Beneficiary representative Valérie Mazauric, in the European Research Vessels Operators (ERVO) 2013 Meeting, held in Brest, France on June 5th and 6th, where the main achievements of the Project were presented;
- the organisation by EurOcean as WP Leader, of the EUROFLEETS Final Conference, held in the Auditorium of the Royal Belgian Institute of Natural Sciences, Brussels, Belgium on June 13th,

² SEAS-ERA: Towards Integrated Marine Research Strategy and Programmes is an EU FP7 ERA-NET - <http://www.seas-era.eu/np4/homepage.html>

where the main achievements of the project, including the display of EUROFLEETS funded cruises posters where presented to circa 50 stakeholders including scientists. In addition, a dedicated brochure with the project's main results entitled "EUROFLEETS in numbers", was also provided to the participants as part of the project's Final Conference pack and later distributed to all Beneficiaries.

The project's Final Conference was not only disseminates through the EUROFLEETS Internet "Hub" news articles and through the project's 7th e-newsletter of July 9th (circa 438 contacts from EUROFLEETS Beneficiaries to self-registered ones), but also through RBINS-MUMM and IEO Beneficiaries websites.



Figure 1 - Participants of the EUROFLEETS Final Conference

Additionally the EUROFLEETS project was advertised to a broader audience, including the scientific community through:

- the Portuguese Hydrographic Institute website news article reporting the visit of RBINS-MUMM representative and operator of the RV Belgica Lieven Naudts, to the Portuguese Hydrographic Institute on June 20th and,
- the European Commission press release entitled EU, US, Canada launch Atlantic Ocean research alliance, dated of May 24th.

“EUROFLEETS Plan for Dissemination and Promotion Activities”			Actual undertaken Activities in EUROFLEETS 3rd 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; ERVO 2013 Meeting
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; ERVO 2013 Meeting; EUROFLEETS Final Conference; Article publication
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; MSI 2012 Symposium; EUROFLEETS Final Conference
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; Education Activity; ERVO 2013 Meeting; EUROFLEETS Final Conference
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; Several meetings; Posters; News and e-news; Articles
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; web based news articles; MSI 2012 Symposium; EUROFLEETS Final Conference

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 3rd Reporting Period (September 2012 - August 2013)

4. Dissemination to industrials

The EUROFLEETS "Plan for Dissemination and Promotion Activities" identified industrial partners as an important target group for the project activities. Actions undertaken towards this group aimed to support the cooperation with industry, and to develop products and services that meet other than only scientific needs.

Dissemination to industrials was planned to be implemented with close cooperation and under supervision of the Industrial Advisory Committee (IAC) and the Club of Industrial Interests (CII). However, the constitution of these bodies was delayed and the alternative actions have been implemented. These actions, among other, included the assessment of (i) present dissemination activities of EUROFLEETS Beneficiaries targeted at industrials, (ii) evaluation of the outreach strategies and methods adopted by other EU-funded infrastructure projects, targeted towards the same dissemination group. The results of these surveys identify urging problems and drawbacks, and will be used to prepare and improve the dissemination strategy for the EUROFLEETS 2 project. They were also used when the proposal for EUROFLEETS 2 was prepared. These results are briefly discussed in the next sections.

The first assessment evaluated the existing dissemination practices of the EUROFLEETS r/v Operators. The Operators were asked to describe activities that involved collaboration with industry. To limited extent, this survey also assessed dissemination practices focused on policy makers and general public. 12 out of 16 r/v Operators involved in the EUROFLEETS project returned the filled in questionnaires. One of the r/v Operators (FCT) is not an owner or a regular operator of the vessel it brought to the project (D. Carlos I), and the ship-time for EUROFLEETS was chartered. Therefore, its questionnaire is not relevant for the assessment, and is not included in the further analysis.

The majority of r/v Operators (7 out of 11) reported some kind of cooperation with the industrial partners. These Beneficiaries reported that the research vessel can either be chartered, or the cooperation is established on more partnership basis, e.g., through dedicated research or cooperation programmes. Cooperation with industry refers predominantly to environment-related services, such as geophysical investigations, pre-construction field-assessments (e.g., for pipelines), establishing environmental baselines, and environmental assessment studies needed for the installation of industrial constructions. One Beneficiary reported that its cooperation is mainly based on sampling with a specific equipment (giant corer), another that there is some sort of cooperation for new technology testing and development. Only one underlined that science-industry cooperation takes almost half of an annual ship-time. Interestingly, one Beneficiary mentioned that there was no cooperation with industry for over 30 years.

Only 4 r/v Operators actively seek cooperation opportunities with industrial partners. Other were contacted directly by the interested companies, or the cooperation is established through the European funding that encourages this kind of links. 4 Beneficiaries have departments that are directly responsible for contacts with industrials. This relatively low level of active cooperation is perhaps related to lack of qualified personnel and other essential resources. One institution mentioned that it has a technology transfer department that supports its cooperation with the industry, and is also responsible for licensing, private-public partnerships as well as for the creation of spin-offs. There was a clear relationship between the organization setting and reported scheme of cooperation. Other barriers listed by the r/v Operators include:

- (1) administration regulations or lack of them;
- (2) industrial recession and economic crisis;

- (3) lack of tradition to cooperate with industrial partners and a strong focus on basic research;
- (4) difficulties to combine research with the cooperation, including different timeframes and different goals and objective;
- (5) cooperation on project basis – lack of funding to establish long-term cooperation, other than vessel chartering;
- (6) no established/defined common interests despite their obvious existence (e.g., gravel extraction, geophysical exploration, off shore wind mill farm installation, fisheries, etc.) and,
- (7) lack of equipment that is needed to establish cooperation with certain industrial partners (e.g., for geological and mineral resources-related surveys).

The EUROFLEETS Beneficiaries hardly ever undertake any actions to disseminate the ship-related information to the industrials. Only two of them mentioned that such activities are performed on regular basis, and that they give presentations on research vessels and the institution innovations at trade fairs (like Oceanology International), that they prepare brochures, send information emails about ships' activities (e.g., on type and present location), create dedicated websites, or organize seminars for industry representatives. Some r/v Operators mentioned that outreach activities are performed irregularly, only when such an opportunity emerges.

All EUROFLEETS Beneficiaries web sites include a relevant section on their research vessels. In order to assess what kind of vessel-related information are displayed on web sites, we reviewed all 16 web sites of EUROFLEETS r/v Operators. Some websites were developed in national languages (only or predominantly), and therefore their content was difficult to assess. However, it was possible to conclude that the level of details provided was indeed varied. Vessels-related sections were very detailed in case of 4 Beneficiaries. They included technical characteristics, list of laboratories, list of deck and scientific equipment available, contact information, applying procedure, reports and gallery. Some web sites hosted dedicated sections for scientists and students. 4 institutions presented basic information in English, and more detailed content was available in national languages only. 10 web sites contain a relatively good selection of information, but, especially when compared with the top four, there was still room for improvement, e.g., the most common drawback was the lack of applying procedure. 7 Beneficiaries posted a flyer/brochure on the ship on its web site, or at least in these seven cases we were able to locate these materials. The selection of dissemination tools to promote research vessels was rather limited, but it seems that that situation is improving. On 9 web sites we found photos and movies from the ship (general dissemination), 6 Beneficiaries run blogs from the on board of the vessel, another 6 presented some information on how the cruise data can be obtained. The EUROFLEETS Beneficiaries attempt to prepare dedicated materials for industrial partners. 4 r/v Operators developed a sub-section for potential customers. These four web sites contained quite detailed description what kind of services and expertise is offered, who should be contacted, and what is the former experience in this field. 4 more has some sort of industry-dedicated sub-section, but these subsections either did not include detailed information on how to apply for these services or expertise, or the sub-section was in fact a description of the former collaboration with industrials, than a real market offer.

We also looked for some good practices related to cooperation with industry. We, therefore, evaluated 7 FP6 and 22 FP7 infrastructure projects in order to find what tools and materials are prepared for different group of users. The projects, which web sites we visited, used a variety of dissemination tools, but majority of them has been already employed in the EUROFLEETS project. The ways to collaborate with industrial stakeholders were similar to these selected in the EUROFLEETS "Plan for dissemination and promotion activities".

Information collected during these surveys was supposed to be background information for the Industrial Advisory Committee (IAC) and the Club of Industrial Interests (CII), due to delay in their establishment. Their usage in the implementation of the EUROFLEETS project was, however, limited, because they were collected in the relatively late phase of the project. However, lessons-learned from this evaluation will be incorporated into EUROFLEETS 2 “Plan for Communication and Outreach” and they will support and further enhance cooperation with industrial partners and stakeholders.

Dissemination to general public and decision- and policy-makers was of secondary importance in our assessments, but some conclusions can be made. The results, based on 11 replies to the previously mentioned (self-assessment) questionnaire of existing dissemination practices, indicated that all r/v Operators are engaged in dissemination towards general public. However, only 7 reported that there is a special unit that is responsible for outreach. All EUROFLEETS Beneficiaries cooperate with decision- and policy-makers, but only 2 of them mentioned that there is a dedicated person for these contacts. In both cases it was one of the directors, so contacts are maintained at a very high strategic level. The cooperation mainly refers to delivering scientific and technical advice and data, and is not connected to the ship itself. One r/v Operator mentioned that it delivers an annual report from its activities, and vessel-related information constitutes an important part of it. These results are further supported by the evidence coming from the r/v Operator web-sites, where the areas of advice are described in more detail. Moreover, the EUROFLEETS Beneficiaries have also identified major barriers for more intense cooperation with policy- and decision-makers. These barriers include:

- (1) lack of well-organized structures to enhance science-policy collaboration in the long-term,
- (2) shortage of governmental funds for such a long-term collaboration focused on delivering data for management purposes,
- (3) lack of interest from decision-makers side,
- (4) fragmented structure of marine-related administration.

EUROFLEETS Beneficiaries attempt to use the research vessels to make their research recognizable at higher level.³ r/v Operators mentioned that a day-long cruises were organized for the ministry and/or governmental representatives. These cruises aimed to present the vessel and scientific crew capabilities for carrying marine research, to enhance collaboration between science, policy-makers and business, or were part of a larger international celebration, e.g., International Polar Year.

Dissemination aimed at general public is undertaken by all r/v Operators. In general it includes open days on board the vessels, participation in science festivals or similar events, but also blogs, photos, and movies related to the ship. Cost and ship availability were the major obstacles for further use of the ships for such activities. However, these activities are quite popular among EUROFLEETS Beneficiaries and were used as one of the tool during the project implementation as well. Table 2 summarizes the major finding coming out from the dissemination practices analysis.

Table 3: SWOT analysis for the dissemination practices of EUROFLEETS r/v Operators

	Strengths	Weaknesses	Opportunities	Threats
Cooperation with industry	Good knowledge of processes in the marine environment	No strategic vision for cooperation, i.e., aims, rules, scope and means of support	Growing interest on exploration and exploitation of marine resources	Different goals and timeframes in both sectors
	In-house scientific expertise	Very little transfer of innovation to the industry	Emerging needs for fulfilling EU regulations (e.g., research and monitoring infrastructure, environmental pollution, MSFD)	Risk of unbalance between well-paid industrial service and poorly-supported academic research
	Vessel as a platform for cooperative work	No cooperation with industry for usage of the vessel	Possible change in present regulations	Lack of competences to carry such a cooperation
	High specialization	Legal and administration regulations, including restrictions on ship usage	Use of academic/industry contacts during International congress	Equivalent equipment in other (also commercial) institutions and companies
	Specific tools available on board	Difficult to combine service to industry with academic research	Available funding to increase science-industry cooperation	Aging vessel
	Modern and well maintained equipment	Poor communication and dissemination of research achievements	Funding schemes for upgrading the scientific equipment onboard	Poor economic situation in Europe
	High working standards	Lack of dedicated department (or unit) facilitating and supporting cooperation with industry		
	Well-trained personnel	Lack of funding to enhance cooperation		
		Lack of specific technical equipment for proving certain services (e.g., geological and mineral resources-related surveys)		
Dissemination aimed at general public	Limited numbers of ships available for dissemination activities	Limited opportunity to work actively on board of the vessel	Increasing interest in the environmental problems	Needs professionals to support researchers in communication activities
	Experience in providing high level teaching/lecturing	Very limited funding	Availability of national and international funds	The economic crisis and decrease of funding available for education
	Top scientists time	Short time that the infrastructure will be available for this purpose	Better visibility of institution and an opportunity to become well regarded at regional and national level	Needs of institutional harmonization on communication about research vessels
	Unique infrastructure (vessel, instrumentation)	Time- and effort-consuming activity		
	Ownership and authorship of contents interesting for general public	Considerably low interest from the public		
	Contacts with media	Poor communication and dissemination of research achievements		
	Improved perception of the importance of			

	marine sciences	Lack of dedicated department (or unit) facilitating and supporting cooperation		
Cooperation with policy makers / local authorities / environmental managers	Already established contacts with decision-makers	Limited intensity of cooperation, passive cooperation	Growing interest on marine resources and growing concern on environmental health which requires more research	Competence and political decisions for public tendering
	High standard equipment	No foundations for long-term cooperation		The frequent change of the political/administration personnel, and tasks of the agencies
	Well-trained personnel	Misunderstandings and mistrust	Future (national and European) regulations focused on monitoring and the protection of the environment	The insufficiency of the middle and upper governmental officials
	Expertise and knowledge of processes in the marine environment	Limited number of staff available for these activities	Increase of environmental competences of decision-makers	The different jargon used by these two sectors
	The pressure derived from the EU Directives	Fragmented administration and management structure and lack of coordination	More active cooperation	Immediate/short-term targets in management and constraints for innovation
	Historical and permanent support	Lack of dedicated department (or unit) facilitating and supporting cooperation	Prospect for higher recognition by the authorities	Decreased funding availability
	Direct impact on everyday life		Being regarded as the 'institution of the first choice' in case of a need for environmental expertise and opinion	
	Inclusion in the Research Infrastructures Roadmap	Lack of interest coming from researchers to get involved in management and policy-making processes		
		Shortage of dedicated funding	Opportunity to directly contribute to local and national needs	

Apart from these additional measures, some regular actions have been undertaken by EUROFLEETS Beneficiaries between M37 and M48. IMR presented the project-related information during the meetings with Norwegian companies such as *Kongsberg* (hydracoustics), *Scantrol* (winch control systems), *Det Norske Veritas* (class) or *Skipsteknisk* (ship design).

5. Citizen awareness

EUROFLEETS project aims to contribute to the creation of the society of knowledge. Therefore, an important part of the dissemination activities were aimed at general public, media and decision-makers. The information delivered to these groups should not only avoid scientific and technical jargon, but also be visually attractive to better translate "science" into "practice" and "general environmental awareness". In particular, EUROFLEETS aimed to increase the understanding of the links between the healthy marine ecosystem and "Blue Growth", and to propose solutions for more efficient marine governance through increasing the role of scientific advice and scientific data. The project also demonstrated how well

coordinated European research fleet can contribute to these two goals. Therefore, during its lifetime EUROFLEETS undertook a variety of actions that among others included:

- (1) participation in stakeholders and scientific meetings,
- (2) events promoting links between marine research and society,
- (3) open access visits to research infrastructure,
- (4) interviews and other press releases,
- (5) leaflets, brochures and posters,
- (6) information posted on the Internet Hub.

Between month 37 and month 48, a set of activities was undertaken. These activities represented the majority of the above actions.

EUROFLEETS Beneficiaries and funded cruises Principal Investigators participated in the stakeholders & scientific meetings, where information about the project and its results were presented to the wider audience namely:

- the project Beneficiary – AWI – presented EUROFLEETS results during the Townhall Meeting at the EGU conference in Vienna/Austria (April, 9th, 2013), where also Dr. Aaron Micallef not only presented the results of the EUROFLEETS -funded cruise CUMES, but also introduced and advertised the EUROFLEETS 2 call for ship time;
- a talk on EUROFLEETS 1 results and EUROFLEETS 2 plans and objectives was given at the Forum of Arctic Research Operators (FARO) during the Arctic Science Summit Week in Krakow/Poland (April 15th, 2013);
- a talk on the EUROFLEETS funded CWC-Moira cruise during the EUROFLEETS Final Conference in Brussels/Belgium (June, 13th, 2013).
- The project partner – IOPAN – distributed the project brochures and poster during Baltic Science Festival (May, 25th 2013) in Sopot/Poland. This is a regular IOPAN activity concerning EUROFLEETS project, and r/v Oceania-related activities are presented to students, teachers, citizens and tourists of the Tricity metropolitan area;
- The project partner OGS has also developed some general dissemination activities through the organization and participation in several meetings aiming to define the Italian sea strategy, which encompassed discussions on the refitting and usage of the two Italian vessels available in EUROFLEETS (*RV OGS-Explora* and *RV Urania*), in addition to the visit on March 2013 of the German Federal Institute for Geosciences and Natural Resources delegation. Additionally OGS has also disseminated the EUROFLEETS project to general public in their 2013 OGS-Explora Open Days;
- The project was also present at the 2013 European Maritime Day (EMD), held in Valletta, Malta on May 21st and 22nd, where circa 150 institutional brochures, available in the University of Malta exhibition booth, were disseminated to stakeholders including general public and policy-makers and,
- The final initiative of dissemination of the project and its results towards the policy-makers was however the EUROFLEETS Final Conference organized by EurOcean as leader of the dissemination Work Package, held in Brest, Brussels, on June 13th.

In this reporting period, EUROFLEETS Beneficiaries participated or (co)-organized dissemination and educational events aimed at general public. EurOcean in cooperation with FCT representative Prof. Luis Menezes Pinheiro from the University of Aveiro organized an outreach cruise in the Tagus River Estuary,

on board a replica of a Portuguese caravel from the XVI century. The aim of this cruise was to encourage five groups of students between 4th grade (7 to 8 years old) till high school (17 to 18 years old) to better understand the role of the research vessels, the investigation of the oceans, and the Portuguese maritime heritage as one of the greatest values of the country. These students participated in various tasks that involved the acquisition of geophysical data (high resolution seismic and side scan sonar data acquired with a Chirp Sonar) and oceanographic data (acquired with a current meter and a CTD). Information about this cruise was posted in a regional and in an online newspaper. Further the interviews about the cruise were presented in two Portuguese TV channels: Tvi24 & RTP. At least three internet hubs included the information on the cruise too.

During the cruise EUROLFEETS canvas were displayed on board, bags with project logo and educational brochures were also distributed among participants.

Additionally the majority of the EUROLFEETS Beneficiaries disseminated information related to the project, including the funded cruises as detailed in point 3.5 - Transnational access to research vessels and equipment - on their institutional websites as, EUROLFEETS Beneficiary IMS-METU that disseminated information on the EUROLFEETS1 results and EUROLFEETS 2 project apart from publishing this contents in professional networks such as LinkedIn and ResearchGate.

6. Closing Remarks

In overall the dissemination activities throughout the whole project duration can be assessed as successful. The project Beneficiaries managed to deliver information to all target groups and used all the planned methods and tools. Lessons learnt from EUROLFEETS 1 dissemination activities will be used to even better coordinate outreach activities in the EUROLFEETS 2 project that will build upon the achievements of EUROLFEETS.