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## 1. Scope of the document

The aim of this document is to report dissemination activities performed by the beneficiaries during M1-M18 period of the EUROFLEETS project. Content of this document invokes description of dissemination objectives, of tasks and the current status of the planned activities.

## 2. EUROFLEETS project dissemination objectives and subjects

The major objective of the EUROFLEETS dissemination plan is to identify and organize the necessary activities to be undertaken in order to effectively and efficiently raise awareness and understanding to maximize the influence of the project and to promote adoption/exploitation of the project results. In particular dissemination objectives are to implement the appropriate e-tools for easy communication and to disseminate information among the EUROFLEETS beneficiaries and other stakeholders with interests in marine research infrastructures. Dissemination is specifically oriented to insure efficient communication and dissemination of information on different work packages activities between all the beneficiaries of the EUROFLEETS in order to build up an active dialogue with industrial parties in cooperation with the European CII and the Industrial Advisory Committee (IAC) for innovation and technology transfer, to disseminate information related to the research cruises toward students, scientific community and general audience.

Disseminated information is directed to beneficiaries (internal dissemination), RV Operators, Scientific Community, Industry, all potentially concerned stakeholders and all levels of policy-makers: such as standardisation bodies, European and national policy makers, universities, schools and European citizens, Students and General Public/Media (external dissemination). Table 1 presents matrix of identified aims, audience targets and specific directed actions of dissemination.

**Table 1 – EUROFLEETS Dissemination Plan Matrix**

Why (The aim)	To Whom	How	When
European research fleets common strategic vision	Beneficiaries	Poster, Leaflet, (E)-newsletter, Reports, Workshops	Throughout the project
	RV Operators	Poster, Leaflet, (E)-newsletter, Media, Reports, Workshops	Throughout the project
	Scientific Community	Poster, Leaflet, (E)-newsletter, Media, Reports, Workshops	Throughout the project
	Policy Makers and Decisors	Poster, Media, Reports, Workshops	Throughout the project
	General Public/Media	Leaflet, Media	Throughout the project
Cost-effectiveness of cruises	Beneficiaries	Poster, Leaflet, (E)-newsletter, Reports	Throughout the project but in particular 2 <sup>nd</sup> half project
	RV Operators	Poster, Leaflet, (E)-newsletter, Reports	Throughout the project but in particular 2 <sup>nd</sup> half project
	Scientific Community	Poster, Leaflet, (E)-newsletter, Reports	Throughout the project but in particular 2 <sup>nd</sup> half project
“Green” research vessels design and eco-responsibility	Beneficiaries	Poster, Leaflet, (E)-newsletter, Media, Reports	Throughout the project but in particular mid project
	RV Operators	Poster, Leaflet, (E)-newsletter, Media, Reports	Throughout the project but in particular mid project
	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 Makers and	Poster, Media, Reports,	Throughout the project but

	Decisors	Workshops	in particular mid project
	General Public/Media	Leaflet, Media	Throughout the project but in particular mid project
<b>Coordination, sharing and inter-operability of existing and future equipment</b>	Beneficiaries	Poster, Leaflet, (E)-newsletter, Reports, Workshops	Throughout the project but in particular mid project
	RV Operators	Poster, Leaflet, (E)-newsletter, Media, Reports, Workshops	Throughout the project but in particular mid project
	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
<b>Training of marine scientists and technicians and education activities</b>	Beneficiaries	Poster, Leaflet, (E)-newsletter, Reports	Throughout the project but in particular 2 <sup>nd</sup> half project
	RV Operators	Poster, Leaflet, (E)-newsletter, Media, Reports	Throughout the project but in particular 2 <sup>nd</sup> half project
	Scientific Community	Poster, Leaflet, (E)-newsletter, Media, Training activities	Throughout the project but in particular 2 <sup>nd</sup> half project
	Industry	Poster, Leaflet, (E)-newsletter, Media, Training activities	Throughout the project but in particular 2 <sup>nd</sup> half project
	Students	Poster, Leaflet, (E)-newsletter, Media, Educational activities	Throughout the project but in particular 2 <sup>nd</sup> half project
<b>Transnational access to research vessels and equipment</b>	Beneficiaries	Poster, Leaflet, (E)-newsletter, Reports, Workshops	Throughout the project but in particular 1 <sup>st</sup> half project
	RV Operators	Poster, Leaflet, (E)-newsletter, Media, Reports	Throughout the project but in particular 1 <sup>st</sup> half project
	Scientific Community	Poster, Leaflet, Mailing actions, (E)-newsletter, Media, Reports	Throughout the project but in particular 1 <sup>st</sup> half project
	Policy Makers and Decisors	Poster, Leaflet, Media, Reports, Workshops	Throughout the project but in particular 2 <sup>nd</sup> half project
<b>New developments of facilitating transnational access and interoperability software</b>	Beneficiaries	Poster, Leaflet, (E)-newsletter, Reports, Workshops, visits	Throughout the project but in particular mid project
	RV Operators	Poster, Leaflet, (E)-newsletter, Media, Reports	Throughout the project but in particular mid project
	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

Dissemination is performed in close cooperation and according to recommendations of Executive Committee (ExComm) and Industrial Property Committee (IPC). The IPC proposes the ExComm the exploitation and dissemination plan (including standardization aspects) and its necessary updates and revisions.

### 3. Status of activities

Dissemination activities are organized within the WP7 into following sub-tasks:

- to the scientific community
- to industrials
- citizen awareness.

#### 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:

- 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, as expected due to the Project’s Work Planning, not all the subjects of dissemination were developed in the first 18 months of the Project. Hence the dissemination towards the scientific community only addressed: 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 Coordination, sharing and inter-operability of existing and future equipment**

In the first 18 months of the Project the Consortium developed the main components of the “EUROFLEETS Virtual RV Platform” to be available at the time of the launch of the 1st ship-time call, which was launched on the 4th of May 2010.

The dissemination of the Virtual RV Platform towards the scientific community was addressed through the development, by EuroOcean (Sub-Task Leader) in cooperation with the NA2 Leader, of the respective content pages and news articles in the EUROFLEETS “Internet Hub” and their release through the Project 2nd e-newsletter, dated of May 21st 2010, to circa 210 contacts from EUROFLEETS beneficiaries to self registered ones. Additionally, EurOcean developed a news article about all the Virtual RV Platform and, dissemination through its e-newsletters to circa 2.000 researchers and policy-makers.

Taking into consideration the obligation of the EUROFLEETS ship-time call funded researchers the dissemination activities addressed all dissemination levels namely awareness, understanding and action.

Further dissemination actions will be developed once the “EUROFLEETS Virtual RV Platform” is completed which is expected in the 2st semester of 2011. In this context the assessment of the success of the dissemination activities will be performed in 2011/2012, thus in line with the timetable identified in the “EUROFLEETS Plan for Dissemination and Promotion Activities”.

## 2.1.2 Training of marine scientist and technicians and education activities

In the first 18 months of the Project the Consortium developed three training activities dedicated to scientists, technicians and students, namely:

- 1.The “PhD course in Sea-truthing for calibration and validation of satellite ocean colour imagery of coastal zone and lakes”, held in Askö Marine Laboratory, Sweden from the 16th to 23rd May 2010;
- 2.The “EUROFLEETS multidisciplinary marine science ship-based training courses for postgraduate students of marine-related sciences”, held in Cork from August 14th to August 19th 2010 and,
- 3.The “EUROFLEETS ship-based training course, for scientists and technicians, in multibeam echo sounder technology”, held in Bergen from 25th to 27th January 2011.

The dissemination of the training courses to the scientific community was addressed through the development, by EurOcean (Sub-Task Leader) in cooperation with NA6, of the respective content pages and news articles in the EUROFLEETS “Internet Hub” and their release through the Project e-newsletters (1st - March 15th; 2nd – May 21st and, 3rd – November 12th) to circa 210 contacts from EUROFLEETS beneficiaries to self registered ones.

The dissemination of the second training course (dedicated to postgraduate students) was also addressed through the development, by EurOcean (Sub-Task Leader) in cooperation with NA6 Leader, of a dedicated flyer which was displayed and disseminated by EurOcean (as Task 6.5 Leader) in the Project’s permanent stand in the 3rd European Maritime Day held in Gijon, Spain from the 19th to the 21st May 2010, to circa 100 stakeholders from policy-makers to scientific community. Additionally to the dedicated flyer, the Project’s Research Vessels Poster was also displayed and distributed thus raising the stakeholder’s interest in the possible future on board training activities, apart from the institutional poster, institutional leaflet, roll-up and institutional presentation.

Although the responsibility of the dissemination towards the scientific community is solely EurOcean’s as Sub-Task Leader, other EUROFLEETS beneficiaries, either by direct request from EurOcean or by their own initiative, have disseminated EUROFLEETS training courses such as:

- EurOcean – through the development of news articles about all the 3 training courses and dissemination through its e-newsletters to circa 2.000 researchers and policy-makers;
- OGS - through the development of news article about the multibeam echo sounder technology training course and dissemination through the Consorzio Interuniversitario Terrara, Padua, Trieste, website;
- FCT - through the development of news article about all the multibeam echo sounder technology training course and dissemination through the CESAM - Centro de Estudos do Ambiente e do Mar website.

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. In this context, and taking into consideration the dissemination of the ship-based training courses for postgraduate students through European Commission Directorate-General Research News webpage - Media, the training activities in their conjunction were disseminated through more means than the ones identified in the “EUROFLEETS Plan for Dissemination and Promotion Activities”, due to the participation of EUROFLEETS in the 3rd European Maritime Day.

The success of the dissemination activities is visible in the number of applicants to the training courses in comparison with the available places (circa 30% for the ship-based training course for postgraduate students and 300% for the multibeam echo sounder technology training course) and,

through the evolution of the number of visits to the “Training and Education” category of the EUROFLEETS “Internet Hub”, as the number of visits in March 2010 almost doubled in comparison to February 2010 due to the dissemination of the PhD and the ship-based training course for postgraduate students and, as the number of visits in November 2010 increased circa 60% in comparison to October 2010 due to the dissemination of the multibeam echo sounder technology training course.



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

Taking into consideration the training courses, the dissemination activities addressed all dissemination levels namely awareness, understanding and action.

### 2.1.3 Transnational access to research vessels and equipment

The EUROFLEETS ship-time calls were both launched during the first 18 months of the Project as the 1st ship-time call designated “Ocean” and “Regional 1” was launched on March 9th 2010 and, the 2nd call named “Regional 2” was launched on February 10th 20011.

The dissemination of the “transnational access to research vessels and equipment” towards the scientific community was addressed through the development and mailing by EurOcean (Sub-Task Leader) of the EUROFLEETS Research Vessels Poster on January 2010 as well as, by the development of the respective content pages and news articles, in the EUROFLEETS “Internet Hub”, and their release through the Project’s e-newsletters (1st - March 15th; 2nd – May 21st and, 3rd – November 12th) to circa 210 contacts from EUROFLEETS beneficiaries to self registered ones.

The dissemination of the “Ocean” and “Regional 1” ship-time call was also addressed through the participation of EUROFLEETS in the 3rd European Maritime Day held in Gijon, Spain from the 19th to the 21st May 2010, in the scope of Task 6.5 (lead by EurOcean) where, information on the 1st ship-time call was provided to circa 75 stakeholders from policy-makers to scientific community, additionally to the display and distribution of the Project’s Research Vessels Poster, institutional poster, institutional leaflet, roll-up and institutional presentation.

Conversely the 2nd call was also disseminated through the development, by EurOcean (Sub-Task Leader) in cooperation with NA5 Leader, of a dedicated flyer which was displayed and distributed by EurOcean in the EurOCEAN2010 Conference, held in Ostend, Belgium from the 12th to the 13th October 2010, to circa 100 stakeholders from policy-makers to scientific community, additionally to the display and distribution of the Project’s Research Vessels Poster, institutional poster, institutional leaflet, roll-up and institutional presentation.

Although the responsibility of the dissemination towards the scientific community is solely EurOcean’s, as Sub-Task Leader, other EUROFLEETS beneficiaries, either by direct request from EurOcean or by their own initiative, have disseminated the EUROFLEETS ship-time calls through their institution’s websites such as:

- EurOcean – through the development of news articles about the 2 ship-time calls and dissemination through its e-newsletters to circa 2.000 researchers and policy-makers;
- AWI - through the development of news article about the 1st ship-time call;
- VLIZ - through the development of news article about the 1st ship-time call;
- MI - through the development of news article about the 1st call under the “News” and “In Funding” categories in institution’s website;
- FCT - through the development of news article about the 1st ship-time call;
- RBINS-MUMM – through the development of news article about the 1st ship-time call and,
- IOBAS - through the development of news article about the 1st ship-time call.

In accordance with the “EUROFLEETS Plan for Dissemination and Promotion Activities”, dissemination of this topic should be supported by: poster, leaflet, mailing actions, (e)-newsletter, media and reports. In this context, and taking into consideration the dissemination of the 1st ship-time call through the European Science Foundation (ESF) and, through European Commission Directorate-General Research News webpage, besides several others displaying the AWI dedicated press release - Media, the ship-time calls in their conjunction, were disseminated through more means than the ones identified in the “EUROFLEETS Plan for Dissemination and Promotion Activities”, due to the participation of EUROFLEETS in the 3rd European Maritime Day and the EurOCEAN2010 Conference, apart for the use of reports, foreseen for the next reporting period.

The success of the dissemination activities is visible through the evolution of the number of visits to the “Call “Ocean” and “Regional 1” 2010” category of the EUROFLEETS “Internet Hub”, as the number of visits in March 2010 increased dramatically in comparison to February 2010 due to the dissemination of the 1st ship-time call and that, the number of visits decreased drastically upon the closure of the call.

The success is also visible by comparing the highest pick in the number of visitors of the 1st ship-time call (around 1.200) and the highest pick in the number of visits of the “Training and Education” category (around 300). Finally the success of the dissemination activities is also showed by the fact that apart from the homepage, the “Ocean” and “Regional 1” 2010” and the “Accessible RV and Equipment Info” pages were the most visited in the period of February 1st 2010 to June 30th 2010.



Figure 2 – Evolution of the number of visits to the EUROFLEETS Call “Ocean” and “Regional 1” 2010

To date the analysis of the impact in the number of visits to the 2nd ship-time “Call “Regional 2” 2011” webpage of the EUROFLEETS “Internet Hub” does not reflect the impact of the dissemination activities as this report dates at the time of the launch of the call.

The dissemination activities, taking into consideration the calls themselves, addressed all dissemination levels namely awareness, understanding and action.

## 2.1.4 General Dissemination

Apart from the dedicated dissemination actions, the dissemination of the Project towards the scientific community was also addressed through:

- the development of the Project's Institutional Presentation, displayed in the 3rd European Maritime Day and the EuroOCEAN2010 Conference and available under the "Products" category in the Project's "Internet Hub";
- the development and mailing by EurOcean (Sub-Task Leader) of the EUROFLEETS Research Vessels Poster on January 2010 to circa 50, also available under the "Products" category in the Project's "Internet Hub";
- the development by EurOcean of the institutional poster, institutional leaflet and roll-up on March 2010, displayed in the 3rd European Maritime Day and the EuroOCEAN2010 Conference and available under the "Products" category in the Project's "Internet Hub";
- the development by EurOcean in cooperation with the Activities Coordinators of the Project's 1st newsletter (January 2010) disseminated through EUROFLEETS beneficiaries and through EurOcean's mailing list., also available under the "Products" category in the Project's "Internet Hub";
- the participation with a permanent stand in the 3rd European Maritime Day (in the scope of the Task 6.5) co-organised by the European Commission, the Spanish Presidency of the European Union and the Government of the Principality of Asturias, held in Gijon, Spain from the 19th to the 21st May 2010;
- the participation with a permanent stand in the scientific dedicated event, EuroOCEAN2010 Conference, held in Ostend, Belgium from 12th to the 13th October 2010, where marine scientists from across Europe gathered to discuss the future priorities for "European marine research in the coming decade and unanimously agree that the Seas and Oceans are one of the Grand Challenges for the 21st Century".

General dissemination of "New developments of facilitating transnational access and interoperability software" was also addressed by the development of a specific NA10 flyer by EurOcean in cooperation with NA10 Leader, which was displayed and distributed by EurOcean (as Task 6.5 Leader) in the Project's permanent stand in the 3rd European Maritime Day held, to circa 100 stakeholders from policy-makers to scientific community.

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

**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 1st 18 months

"EUROFLEETS Plan for Dissemination and Promotion Activities"			Actual undertaken Activities in EUROFLEETS 1 <sup>st</sup> 18 months
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 <sup>nd</sup> 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

<b>Coordination, sharing and inter-operability of existing and future equipment</b>	Poster, Leaflet, (E)-newsletter, Media, Reports	Throughout the project but in particular mid project	Generic Dissemination Actions; (E)-newsletter; Ship-time Calls
<b>Training of marine scientists and technicians and education activities</b>	Poster, Leaflet, (E)-newsletter, Media, Training activities	Throughout the project but in particular 2 <sup>nd</sup> half project	Generic Dissemination Actions; (E)-newsletters; Media; Flyer 3 <sup>rd</sup> European Maritime Day; Training Courses
<b>Transnational access to research vessels and equipment</b>	Poster, Leaflet, Mailing actions, (E)-newsletter, Media, Reports	Throughout the project but in particular 1 <sup>st</sup> half project	Generic Dissemination Actions; Mailing action; (E)-newsletters; Media; Flyer EurOCEAN2010 Conference; Ship-time Calls
<b>New developments of facilitating transnational access and interoperability software</b>	Poster, Leaflet, (E)-newsletter, Media, Reports	Throughout the project but in particular mid project	Generic Dissemination Actions; Flyer 3 <sup>rd</sup> European Maritime Day

## 2.2 Dissemination to industrials

According to the 'Plan for Dissemination and Promotion Activities', EUROFLEETS project aims to promote ecoresponsibility, new IT technologies, innovations and professional training in order to support the more efficient use of already existing fleet. The actions to be undertaken should facilitate the cooperation with industry by delivering different kind of services that could meet other than scientific needs. The detailed plan was to be developed in collaboration of the involved beneficiaries with the Industrial Advisory Committee (IAC) and the Club of Industrial Interests (CII). Neither IAC nor CII has been constituted so far. Therefore the development of the detailed action plan has been postponed until these bodies are fully operational. This issue is given a special attention by the project management team, especially the ExComm. It is expected that IAC and CII will be created shortly and the first working meeting could be scheduled for the second half of 2011.

Basic methods for the dissemination to the industrials were developed during preparation stage for feasibility study – input document for IPC to work on recommendations for dissemination procedures. These methods include the dedicated workshops and conferences, e-newsletters or the special access to the cruises supported by EUROFLEETS. Particular methods are already tested and used in order to promote the project and its objectives to this group of end-users. Feasibility study will be prepared for the IAC and CII members for further analysis and support of the decision making process on dissemination and exploitation plan.

If IAC and CII implementation is further postponed, a backup plan, already prepared will be implemented to promote the project among the industrials and to a proper communication platform. This collaboration framework will assure that the project goals will be achieved and the present delay will have no negative influence on the implementation of the dissemination plan. The key actions of the backup plan will also become part of the IAC and CII dedicated report, either as the preliminary proposal for the further actions or the summary report of the activities already performed.

The key actions include the revision of the already existing industry-science partnerships and/or different kind of cooperation between these sectors. The review will be predominantly based on the experience of the EUROFLEETS partner institutions, but wherever possible we will also try to interview other research vessels operators that are not project beneficiaries. The first part of this assessment will include the basic identification of the industrial end-users at local, regional, national and international level. This identification will be performed with the support of the all beneficiaries

involved in this task and oceanic and regional coordinators. A dedicated questionnaire will be prepared. NA 7 coordinator – EurOcean – by IOPAS request will organize a dedicated meeting to discuss this questionnaire. The first part of the survey will assess the existing practices of the EUROFLEETS partners in terms of outreach activities aimed at the industrials. The questionnaire in its second part will also try to investigate the possible cooperation fields as perceived by the vessels operators and/or the research institutions. We also plan to contact the companies that are already cooperating or might be interested in establishing such collaboration in order to compare if the needs recognized are the needs existing in fact. This action will be implemented with the support of IAC. The questionnaires will be followed by the study visits to the institutions that have the best cooperation strategy as well as to those which are less experienced. We also plan to introduce complementary actions: screening of the partners web pages, evaluation of the available information on the research vessels and the review of the solutions adopted in the related projects funded by the EU. We will end up with the SWOT analysis on the marine research and industry cooperation, summarize the existing best practices and issue the recommendation how the present situation can be improved.

The EUROFLEETS project already identified some drawbacks that potentially decrease the number of services that might be offered to the industrials. Our study reveals that there is lack of the well-trained technical staff on board the regional vessels, the standardized emergent technologies for efficient research operations are not existent as well as the standards for low environmental impact. Eliminating this gap is one of the projects major targets. That will be achieved by delivering high profile courses on modern “interportable” equipment and promoting new standards and experimental protocols to be tested on board all the research vessels involved. We aim at spreading these solutions over the whole European Research Area. Our goals cannot be fully accomplished without the support of the industry representatives. It is highly beneficial to include them from the beginning in the planning phase in order to ensure the proper introduction of industry-needed and industry-transferable knowledge.

Proposal for an announcement on the Internet website concerning industrial involvement in training courses' was developed under the scope of NA 6. This proposal attempts to encourage the industry sector to sponsor the courses and the places offered to the technicians and scientists onboard the oceanic and regional vessels. It is also an invitation to organize these events jointly. The scientific community would advantage from additional funding, but we believe that such cooperation would also be beneficial for the industry. The gains could include capillary-type promotion and possibilities to advertise new products and equipments at low or no costs at all. Following the described document a dedicated section on the EUROFLEETS webpage was deployed: <http://www.eurofleets.eu/np4/46>. The proposal was also introduced in the EUROFLEETS 3rd e-newsletter.

Representative of industrial companies have attended Workshop on Data Management held in IOPAS in October 2010. Part of the workshop has been voted to cooperation between science and industry in research related to marine environment.

### 2.3 Citizen awareness

According to the 'Plan for Dissemination and Promotion Activities' general public, media and policy makers are considered to be most important groups within the sub-task aimed at citizen awareness. The EUROFLEETS project seeks for the solutions that could deliver scientific knowledge in the easily understandable way. We try to explain the links between marine realm, anthropogenic pressures towards underwater habitats and the social and economic well-being. These relations can only be properly balanced and managed once they are investigated and understood. We attempt to demonstrate the importance of the well organized research fleet for the scientific studies, hence in the management and governance processes. We will show what kinds of data are gathered, why they are collected and what are the consequences of the poor quality data for the environmental decision

making processes. In this way the EUROFLEETS project will contribute to the creation of society of knowledge.

The project strategy on dissemination to policy makers is based on different assumptions. The major goal is to promote the vision of the coordinated European research fleet. Better coordination would allow for the more efficient use of the existing resources, both in terms of costs and scientific results. The alliance of the European vessels operators will strengthen the growth of the European Research Area and in long-term will contribute to the improvement of the integrated European Maritime Policy.

Since this sub-task is only in its very beginning phase, limited number of actions has been so far undertaken. The outreach activities addressed however all the dissemination levels planned in the 'Plan for Dissemination and Promotion Activities': awareness, understanding and action.

Dissemination activities so far implemented can be divided into following major groups:

- participation in stakeholders and scientific meetings,
- events promoting links between marine research and society,
- multimedia products and TV episodes,
- popular science papers,
- leaflets, brochures and posters
- information posted on the Internet Hub.

The dissemination of the Project to the general public was addressed by EurOcean through the development of printed dissemination materials on March/April 2010, such as the EUROFLEETS institutional poster, brochure, roll-up and NA6 and NA10 flyers in cooperation with the NA6 and NA10 Work Package regarding the participation of the Project in the 2010 European Maritime Day, held in Gijon, Spain, from 19th to 21st of May 2010

OGS presented the EUROFLEETS project during the *Ericon-Aurora Borealis Science Advisory Panel* in Strasbourg, France in 2010. Present and future benefits obtained from research infrastructure were also presented by the same beneficiary during *International Conference on Research Infrastructures* in Rome, Italy and during some other local meetings with the Italian research institutes. Another project partner - IMS-METU - introduced EUROFLEETS to the Turkish Science Council. The Council is the administrator of the national network of all science-related parties and was requested to disseminate the information on the project using this communication channel. The network was also used to announce the first call of the ship time. The project was also presented during *EurOCEAN2010* conference. This event was predominantly dedicated to scientists and policy-makers, but the second day was also Open University students.

AWI and IOPAS carried out open-ship days on board of r/v Polarstern, r/v Heincke and r/v Oceania. These events were not completely dedicated to the EUROFLEETS, but introduced the research activities performed on the ships and in the respective scientific institutions. Nevertheless they included information on the project: the EUROFLEETS poster was presented as well as the additional commentary was available for the interested visitors.

A movie on polar research with ice-strengthened r/v OGS-Explora was prepared. It was sponsored by the OGS and the National Museum of Antarctica and included issues related to the EUROFLEETS project.

Press releases on the EUROFLEETS project were other important actions undertaken. AWI issued a dedicated press release on the project shortly after the Kickoff meeting. IMS-METU released the article about the alliance of European research fleets in the Turkish popular science magazine.

EurOcean developed the institutional poster, leaflet and roll-up that are general enough to be presented to the general public as well. In scope of NA 6, MI presented the ship-based training and

the project itself to the general public using dedicated leaflets and posters. IOPAN presented the EUROFLEETS poster during the Baltic Sea Science Festival held in May 2010.

Apart from the above indicated press releases, MI distributed the information on the project and ship-based courses on other than EUROFLEETS web-pages: European Commission or AQUATT.

### **3 Planned activities**

Next reporting period for the activities covered by this report is M36. The EUROFLEETS project will work together with the IAC and CII to disseminate large information about the research fleets and the possibilities to work together for cost-efficient research. We will also identify innovations and technologies of potential interest for the industry, which will be advertised in the EUROFLEETS website.

The further implementations of other EUROFLEETS dissemination materials are underway. These include newsletters and "internet hub" as well as additional development of materials such as poster, leaflets, reports, conferences, e-newsletter, etc..

### **4 Closing Remarks**

In overall all the EUROFLEETS project dissemination activities were carried out without major problems and delays. Dissemination activities will be carried out throughout the project development on the basis of the defined dissemination plan which will be revised on the regular basis referring to the project progress and newly identified stakeholders' needs and responses. In particular the dissemination plan will be updated after analysis and proposition made by IAC and CII, but the required actions have been already undertaken in order to minimize the influence of delayed committees operational status.