



# MyOcean Final Report

## Main Dissemination Activities and Exploitation of Results

Date : 22-06-2012

Issue : 1.1

## 1. MAIN DISSEMINATION ACTIVITIES

The 3-years project objectives were:

- ✓ To promote MyOcean (products and services) in the European community
- ✓ To strengthen the link with GMES program
- ✓ To involve the project partners and provide them with common communication tools
- ✓ To contribute to enlarging the user's community (in Europe and beyond)

### 1.1. MyOcean HOUSESTYLE and LOGO


This was a pre-requisite for this long-term communication action plan. A communication's agency created the logo, the graphic rules, and the web templates so as any documentation's templates.

The "MyOcean" look guarantees the MyOcean's image consistency all over the project period and provide MyOcean partners with a common corporate identity for any kind of documents (internal, external).

### 1.2. ACTIONS ACCORDING TO AUDIENCE TARGET and PLANNING

Targets/Means	Decision Makers & Stakeholders	Service Providers & End Users	Project Members	General Public
<b>Website</b>	✓	✓	✓	✓
<b>Events</b> <i>including Exhibitions and Conference</i>	✓	✓	✓	
<b>Hand-outs/Leaflets</b>	✓	✓	✓	
<b>Posters/Power Point</b>		✓	✓	
<b>Internal Newsletter</b>			✓	
<b>Video</b>	✓	✓	✓	✓
<b>Media/Press/Publications</b>	✓	✓		✓

Actions/Planning	Kick-Off	Period 1 (Apr09/Apr10)	Period 2 (Apr10/Apr11)	Period 3 (Apr11/Mar12)
<b>Website</b>	Launch (V0)		Upgrade ( V2)	Upgrade (V2)
<b>External Events</b> organised by MyOcean	✓		✓	✓
<b>Hand-outs/Leaflets</b>		General leaflet	Leaflet per Segment	Data Sheets (with WP17)

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<b>Posters/Power Point</b>	✓		✓	
<b>Internal Newsletter</b>		✓	✓	✓
<b>Video</b>	✓		✓	✓
<b>Media/Press/Publications</b>	✓	<i>(on demand)</i>	<i>(on demand)</i>	<i>(on demand)</i>

### 1.2.1. Actions towards GMES stakeholders

External communication has been managed by WP1.3, in close cooperation with GMES bureau and SWIFT project.

From April 2010 until March 2012, WP1.3 has actively supported GMES communication actions:

- Input for GMES info website ( News, Events, Catalogue)
- Contribution to GMES posters and Roll-ups production ( May 2010):



- Contribution to the GMES booth on the Toulouse Space Show (8/11 June 2010)
- Contribution to the GMES booth on ESA Living planet in Bergen on 28 June/2 July.
- Inputs for Commissioners' breakfast organized by VP Tajani / Oct 2010 (*Illustration per area of Benefit*)
- Input for an exhibition related to GMES at the Berlaymont building in Jan 2011 (*Illustration*)
- Inputs for the GMES Video (*MyOcean Animations*) Jan/Feb 2011
- Inputs for the FP7 Partner Board meeting planned in Dec 2010 (*2-3 pages summary of the internal review process +catalogue*)
- Participation to 4 SWIFT meetings in Brussels (March 2010/Sept2010/March2011/December 2011)

### 1.2.2. Actions towards the European Union presidencies

Two MyOcean partners have been deeply involved: CSIC IMEDEA and MUMM.

- **EU Spanish Presidency/ CSIC Imedeia**  
**European Maritime Day, Gijon- 18/21 May 2010**





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MyOcean was present on EuroGOOS booth. Nadia PINARDI and Pierre BAHUREL were speakers to the conference.



- **EU Belgian Presidency/ MUMM**

**EuroOceandays, Ostend 12/13 Oct. 2010** « Grand Challenges for Marine Research in the Next Decade ». Kostas NITTIS (WP18/HCMR) presented an Introduction to the Ostend declaration).

As a « Pre-event », a conference has been organized in the EUROPEAN PARLIAMENT: « Monitoring the Oceans, Essential Knowledge for a Sustainable Maritime Economy », where Pierre BAHUREL (CO01) made a presentation with the contribution from Sébastien LEGRAND, (P46-MUMM Belgium).

### 1.2.3. MyOcean Web site

**As from Day One (April 1<sup>st</sup> 2009), MyOcean website (V0) was open: <http://www.myocean.eu>**

At this time, the website was merely providing a query-able catalogue with a few products. A limited editorial content was updated on a best effort basis. The outstanding service level upgrade occurred in December 2010 (V1) by transforming MyOcean “website” into a “web portal”. The editorial content evolved accordingly with:

- An editorial policy
- A living media
- Frequent and regular updates
- Tracking data to measure audience

#### a. **An editorial policy**

As any kind of media, a website needs an editorial policy, giving the “tone” and the “look and feel” according to the MyOcean positioning.

The following MyOcean positioning has been defined:

	POSITIONING	DETAILED
GEOGRAPHICAL ORIGIN ?	EUROPE	European Service in the GMES and MCS frames
GENERALIST or SPECIALIST ?	A <b>UNIQUE EXPERTS TEAM</b> in OPERATIONAL OCEANOGRAPHY	Experts build a reliable knowledge basis to sustain EU maritime policies
WHICH OUTPUT ? PUBLIC or COMMERCIAL?	A <b>SERVICE of GENERAL INTEREST</b>	A unique Data provider in Europe through a "One stop shop" service
PRIORITY TARGETS ?	<b>Users and Project Stakeholders</b>	1. European end-users and prospective users among European and national agencies. 2. European stakeholders

As a Data Provider pooling a unique experts’ team in Operational Oceanography, MyOcean had to move from a **PROJECT-DRIVEN** website to a **USER-DRIVEN** web portal by inspiring trust and credibility. As a consequence following items have been introduced:

- To demonstrate the benefits of Use (of MyOcean products & Services)
- To explain the MyOcean User Approach



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- To detail the catalogue of services beside the catalogue of products
- To highlight Project members and stakeholders (with hyperlink to their website)
- To provide an information platform (News, Showcase, Newsflash, Products improvements...)
- To give a direct access to Products and Services from the home-page
- To regularly update the Editorial content

Actually, the targets of MyOcean are obviously larger than Users and Stakeholders and can be extended to the general public, to the Press, to students and to any European citizen in general. So far, they are considered as secondary targets. Secondly, "Users" have been addressed as an homogeneous population, whilst they cover many sub-targets such as Public End-Users, Private End-Users, Downstream users... This segmentation will be taken into account during MyOcean2 as far as downstream users are concerned.

### b. A living media (content/functionality/update)

A large range of new contents has been implemented as from V1 (December 2010): on the project, on the service, on the products, on areas of benefits and on Operational Oceanography in general.

The MyOcean User Workshop was a good opportunity to get users feedback and improvements ideas to improve the Editorial Website and match our targets. As a consequence, the website was also improved for the V2 step (December 2011).

Here below are detailed the new web sections and sub-sections implemented for V1 (December 2010):

#### A. VERTICAL MENU BAR :

##### "ABOUT US" :

##### The project (description)

- . Objective (description + diagrams)
- . Schedule (description + diagrams)
- . Organisation (description + diagrams)
- . Intranet (ALFRESCO access)

##### Our Partners (Map)

- List per country (with hyperlinks with partners' website)
- List per partner (with hyperlinks with partners' website)

##### A user-driven approach (description + maps)

##### NEWS & EVENTS (latest article + archive)

##### FOCUS ON

- . Latest article (aiming at illustrating a specific feature of MyOcean)
- . Archive

##### PRODUCT SHOWCASE (Promoting a MyOcean's product)

- . Latest Image
- . Archive

##### EDUCATION (tutorial section)

- . Observations
- . Modelling
- . Ocean parameters

##### PRESS/EDITION CORNER

##### GMES/FP7 (description and hyperlinks)

##### FAQ (related to the project in general, not to the products)



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### Site Map and ALL RIGHTS RESERVED

#### B. HORIZONTAL MENU BAR :

#### PRODUCTS & SERVICES

. For the 4 areas of benefits:

- Domain of application
- Frequently requested parameters
- Products families frequently in use
- Users involved (URD)

- . Catalogue of services (description)
- . Access to Products (WP2)
- . News Flash (Service Desk's E-warnings on products & Services to users)
- . Products improvements (Section oriented CALVAL)
- . Technical FAQ (linked to registration/downloads/Scripts...)

**CONTACT US** (enlarged to Service Desk and Communication team)

#### VO HOME PAGE



#### V1 HOME PAGE



⇒ Some new functionalities (not as many as expected due to technical constraints):

- RSS Field on 3 sections (News & Events, Product Showcase, and Focus On)
- Technical FAQ for guiding users step by step
- A direct link to the catalogue of products from the Home page

⇒ Frequent and regular updates: Thanks to the new CMS, each member of the WP1.3 team is in a position to update the editorial part of the web portal. However, the content production and validation steps are essentially ensured by 2 persons only (Communication Manager and Web Design Manager). Following sections are regularly updated:

- NEWS&EVENTS (monthly update in average)
- PRODUCT SHOW CASE (monthly update)
- FOCUS ON (update according to News related to Ocean)
- EDUCATION (update according to text improvements/precisions/new illustrations)
- NEWS FLASH! ( daily or weekly, synchronised with Service Desk's E-mail to users)
- TECHNICAL FAQ (according to Service version)

According to users demand, WP1.3 have been striving to bring improvements for an easier navigation and an easier access to data:



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- ➔ A “**User Corner**” has been created so Users can directly access to Service functionalities from the Home page: Catalogue, Registration, Service desk, News Flash (on-line messages from the Service Desk), Products improvements and Technical FAQ.
- ➔ A “**search area**” has been implemented for any query.
- ➔ The Areas of benefits are still detailed though not as an entry to the catalogue to avoid any misunderstanding: MyOcean proposes a sole catalogue.
- ➔ A “**Scientific publications**” web section has been created to allow MyOcean Users, Consortium members or Stakeholders to submit and promote their work related to MyOcean activities to a large scientific community. The documents can be issued from: *MyOcean Science Days, Published papers, Conference/Colloquium, Doctoral Thesis, User Forums or else.*

As a result, the MyOcean V2 Home page has become:



### c. Tracking data

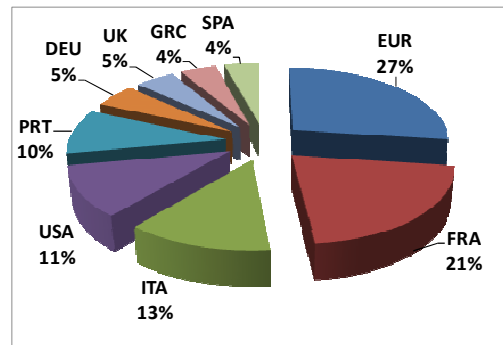
MyOcean website is monitored by analytic logs (statistics) since March 2010. The website has recorded important audience improvement. In February 2010, the monthly visits did not reach **2 500** while 2 years later they increased almost fourfold, up to **9 182**. The order of magnitude is even bigger for the number of pages displayed (less than 20 000 in Feb2010 versus 186 000 in Feb.2012)

The table here below shows the audience increase from V1 to V2:

MyOcean Weblogs	DECEMBER 2010	FEBRUARY 2012	Variation
<b>Single Visitors</b>	<b>2 112</b>	<b>4 580</b>	<b>+ 117%</b>
<b>Visits</b>	<b>3 919</b>	<b>9 182</b>	<b>+ 134%</b>
<b>Visits/Single Visitor (average)</b>	<b>1,86</b>	<b>2,00</b>	<b>+ 8%</b>
<b>Visits/day (average)</b>	<b>125</b>	<b>317</b>	<b>+ 153%</b>
<b>Pages displayed(excluding robots)</b>	<b>98 000</b>	<b>185 924</b>	<b>+ 90%</b>



The countries of origin of the MyOcean Website are more or less the same since March 2011 (Illustration below). However in February 2012, Turkey appears in the Top 10, while Germany disappears.



### 1.2.4. Other dissemination activities

- Hand out
- Events
- Publications
- Internal Newsletter
- iPhone App
- Success stories
- Users interviews and MyOcean closure videoclip

#### 1.2.4.1. HANDOUT

MyOcean partners can be all considered as potential ambassadors by spreading MyOcean words in their own community or by sustaining MyOcean messages in conferences for instance.

WP1.3 therefore decided to provide MyOcean partners with relevant documentation and materials; depending on the topic of an event, they can be all or partially stored in a dedicate MyOcean folder

- General leaflet (Front and back page)
- Leaflet Maritime Safety (Front and back page)
- Leaflet Marine & Coastal Environment (Front and back page)
- Leaflet Marine Resources (Front and back page)
- Leaflet Weather, Seasonal Forecasting & Climate (Front and back page)



- Generalist poster on MyOcean
- USB sticks dedicated to Events attendees (including copy of catalogue or of reference MyOcean documents)



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All communication materials are posted on ALFRESCO and a complete list of materials has been provided to MyOcean partners during the latest Annual Review in Roma.

#### 1.2.4.2. EVENTS

Two major events organized by MyOcean have been dedicated to **SCIENCE** and **USERS**, the two MyOcean key-drivers:

- **The first MyOcean Science Days** (WP3) on 1-2 December 2010 in Toulouse, targeting MyOcean Scientists and Researchers.
- **The first MyOcean User Workshop** on April 7-8 2011, targeting users, prospective users and MyOcean stakeholders.

*MSD 2010: WP1.3 merely gave a logistic support.*

*MUW 2011: WP1.3 partners (Mercator Ocean and CLS) were deeply involved (before March 31<sup>st</sup> 2011) in the preparation and the organization of the first User Workshop which gathered more than 100 people in Stockholm.*

- **First EC Innovation Convention:** The very first Innovation Convention organised by the European Commission took place in Brussels on 5/6 December 2011. The MyOcean project was honored to have been selected by the Directorate-General for Research & Innovation to be part of this outstanding event. For this occasion, WP1.3 had developed and exhibited a brand new iPhone app: "**Your Ocean online**". The Convention has brought together the world's leading experts in research and innovation. More than 1200 visitors have attended the convention to listen to high level conferences, to attend workshops and to discover about 50 research and innovation results being developed under European funding programmes (out of which MyOcean - FP7 Space). The Convention was opened by President Barroso and Commissioner Geoghegan-Quinn (Research, innovation and Science).

The Events also became "Communication materials":

- These 3 events were systematically announced and reported on the section "News & Events" gathering documents produced at that time (with authorization of authors).
- Interviews have been conducted with 4 users during the User Workshop, enabling to have User testimonies posted on the Web portal and on next-to-come Success Stories.

**To be noticed: A survey realized by the WP1.3 team (with 35% coverage) during the MyOcean user Workshop pointed out the trust level of users in MyOcean:**

**-> 60% did recommend MyOcean to a third person**

**-> 80% would recommend MyOcean to a third person**

MyOcean was also present (booth or oral presentations) in external events such as (*not exhaustive*):

- 4th GEO European Projects Workshop, Athens, 29-30 April 2010





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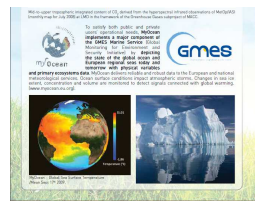
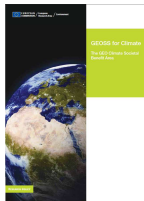
- International Polar Year, Oslo, 8-12 June 2010
- 3rd Euro-Argo User Meeting, Paris 17-18 June 2010
- The Harmony-on-Ice workshop in Louvain la Neuve, Belgium, 13-14 Sept. 2010,
- Eumetsat meteorological satellite conference, Cordoba, 20-24 Sept. 2010
- GEO Ministerial Summit, Beijing, 3-5 Nov. 2010
- The Arctic Frontiers Conference, Tromsø (inside the Arctic circle) 28<sup>th</sup> Jan. 2011

### 1.2.4.3. PUBLICATIONS

WP1.3 produced or contributed to following publications, posted on the MyOcean Web portal



- Public Service Review: \*Science & Technology 6\* (March 2010):
- Public Service Review: \*Science & Technology 7\* (May 2010) / Editorial
- GEOSS Brochure 2010: GEOSS for Climate - The GEO Climate Societal Benefit Area



- GEOSS Brochure 2011: GEOSS for Water- The GEO Water Societal Benefit Area
- ALMANACCO DELLA SCIENZA (4<sup>th</sup> may 2011) : MyOcean at its second annual review



### 1.2.4.4. INTERNAL NEWSLETTER

An internal newsletter has been created in April 2010 to enable any member to follow the project development. 4 Newsletters have been issued since and sent by E-mail to MyOcean members. They are also stored on Alfresco, the project Intranet. The format is a front/back page, easy to ready, with following sections: *From the Board/About Production/About Service/Consortium life/GMES corner/Seen on the Website.*



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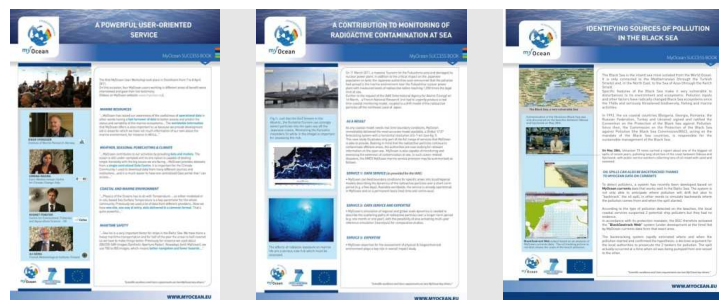
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This newsletter was initially sent to about 200 persons and further new subscriptions, is sent to close to 300 persons. An internal survey made among MyOcean members during the 2011 Annual Review in Roma clearly fosters this media.

### 1.2.4.5. SUCCESS STORIES

In order to illustrate MyOcean benefits to national and European decision makers, REA did encourage WP1.3 to issue regularly success stories. The format is a one-page document with images and non-scientific language. Started mid-2011, this initiative has been leading to 3 success stories: 4 users' feedback, MyOcean contribution during Fukushima event, MyOcean contribution to Black Sea Pollution combat.



### 1.2.4.6. SMARTPHONE APP

Smartphone apps are a new powerful communication tool.

MyOcean iPhone app, called " **Your Ocean on-line**" does obviously not provide the same Web portal service, but is an easy way to spread MyOcean capabilities and benefits around the World. The 2 first versions (V1 in December 2011 and V2 in March 2012) have been developed to be easily understood by a large (and not necessarily scientist) audience and shows 3 entries: Ocean forecasts from the bottom to the surface of the ocean (Day /Day +2/Day+4), "Multimedia" and "About Us". Since the application launch in December 2011, the logs show 60 to 70 visits per week on average with an unexplainable peak at 112 visits early February 2012. To be noticed: Numerous visits from the USA



and Australia.



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### 1.2.4.7. USERS INTERVIEWS and MyOcean CLOSURE VIDEOCLIP

A first Video Clip was produced before the project launch and was obviously "intentions" oriented. A final Video clip was necessary to show, 3 years after, the MyOcean benefits and results, to hear users' feedback and to introduce the next steps.

WP1.3 therefore interviewed 5 users related to 5 regions: IBI (MeteoGalicja), MED (Moon members), BLACK SEA (Black Sea Commission), ARCTIC (Total) and GLOBAL (Starlab).

As a result:

- ➔ each region will have a dedicated video clip (interview of their user) which they will be able to use for their own communication purposes
- ➔ a small part of these interviews has been used for the MyOcean closure video clip (3'40)

The video clip scenario prepared with WP1.3 reminds the origin and the aim of the project, the Areas of benefits, the current number of users (1000 in March 2012), shows a user working on the MyOcean catalogue on-line, illustrates key-features of MyOcean through Users' words ( open & free access, scientific excellence, reliability, one point of entry, sustainability) and introduce the roadmap to MyOcean2 and ECOMF.

## 2. EXPLOITATION OF RESULTS

The added value and the benefits of MyOcean services are largely demonstrated through different media channels:

1. The free MyOcean smartphone application (Your Ocean online: <http://itunes.apple.com/fr/app/myocean-online/id481028824?mt=8&uo=4>) has been developed for a not-scientist audience who can easily and playfully understand (tactile search and touch video) what types of data and services MyOcean provides and the FP7/GMES frame. The data, issued from the MyOcean's 7 regions are daily updated.
2. A closure video realized at the end of MyOcean (March 2012) is meant to show results and users satisfaction (while the Kick-off video issued early 2009 was merely describing intentions). It is used for Communication at European level and at Regional level (through partners).
3. User interviews, posted on the website, enable potential users and decision makers to understand how far MyOcean gives value to different usages in our 4 Areas of benefits :
  - a. Maritime Safety: Offshore Oil Exploration in extreme climate conditions; Coastal models for pollution combat; Transports in Arctic Area.
  - b. Marine Resources: Protection of biodiversity, Aquaculture.
  - c. Coastal and marine environment: service to Fishermen and tourism, to water quality, oil spill combat.
  - d. Weather, Climate & SF: weather forecast, Climate change.
4. Success stories edited in paper and posted on the website (contribution to monitoring of radioactive contamination from Fukushima, Oils spill combat in the Black Sea...).
5. Exhibition organized by GMES ( GEO Summit Beijing Nov.2010 / Toulouse Space Show June 2010/ GEO Summit Istanbul Nov.2011/ FP7 Let's embrace Space conference in Budapest June 2011 / Breakfast with EC commissioners Oct. 2011 + exhibition at Berlaymont/Brussels.
6. On the editorial web portal: 3 web sections are contributing to the exploitation on results: **FOCUS ON** which highlights specific topics directly linked to MyOcean services, **SCIENTIFIC PUBLICATIONS** on which MyOcean Users, Consortium members or Stakeholders can submit and promote their work related to MyOcean to a large scientific community and **PRODUCT SHOWCASE** illustrating MyOcean products through animations and Oceanic events.