

Project	AtlantOS – 633211
Deliverable number	10.12
Deliverable title	Visual and interactive legacy outputs
Description	Development and dissemination of up to 6 visual / interactive outputs aimed at stakeholder groups
Work Package number	10
Work Package title	Engagement, Dissemination, and Communication
Lead beneficiary	BLIT
Lead authors	Kathryn Keeble, Simon Keeble
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Submission data	
Due date	PM45
Comments	8 weeks delay due to the complexity of getting the text and visuals correct. This is a legacy output so additional time was required to look at the conclusions of the different work packages.



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Stakeholder engagement relating to this task*

WHO are your most important stakeholders?	<input type="checkbox"/> Private company If yes, is it an SME <input type="checkbox"/> or a large company <input type="checkbox"/> ? <input type="checkbox"/> National governmental body <input type="checkbox"/> International organization <input type="checkbox"/> NGO <input type="checkbox"/> others Please give the name(s) of the stakeholder(s): <i>This deliverable report details a number of visual, interactive and legacy products that are aimed at a wide variety of stakeholders including researchers, commerce, policy, public and education</i>
WHERE is/are the company(ies) or organization(s) from?	<input type="checkbox"/> Your own country <input type="checkbox"/> Another country in the EU <input type="checkbox"/> Another country outside the EU Please name the country(ies): ... <i>All countries interested in the Atlantic Ocean observing, AtlantOS vision and its products and services</i>
Is this deliverable a success story? If yes, why? If not, why?	<input type="checkbox"/> <i>Yes, because a number of interactive, visual and legacy product have been developed and disseminated to a range of end-user groups</i> <input type="checkbox"/> No, because
Will this deliverable be used? If yes, who will use it? If not, why will it not be used?	<input type="checkbox"/> <i>Yes, by AtlantOS community and end-user groups who will continue to use and promote the visual and interactive products and services after the project ends in June 2019</i> <input type="checkbox"/> No, because

NOTE: This information is being collected for the following purposes:

1. To make a list of all companies/organizations with which AtlantOS partners have had contact. This is important to demonstrate the extent of industry and public-sector collaboration in the obs community. Please note that we will only publish one aggregated list of companies and not mention specific partnerships.
2. To better report success stories from the AtlantOS community on how observing delivers concrete value to society.

*For ideas about relations with stakeholders you are invited to consult [D10.5](#) Best Practices in Stakeholder Engagement, Data Dissemination and Exploitation.

Description of Work

An independent parallax website has been designed and developed as a visual legacy output of the AtlantOS project. Parallax scrolling is a technique in computer graphics where background images move past the camera more slowly than foreground images. This creates an illusion of depth in a 2D scene and a sense of immersion in the virtual experience.

The website focusses on ocean observations in the past, present and future and targets a ranges of end-user groups. The site was launched as a visual legacy product in February 2019 (<https://www.atlantos-h2020.eu/ocean-observation/>) (Figures 1a, 1b and 1c).

The parallax website is accessed through the AtlantOS website Homepage (<https://www.atlantos-h2020.eu>) but it can also act as a stand-alone website. Alternative hosting arrangements will be sought at the end of the project to maintain the available of the legacy product.

The parallax website will be disseminated widely through Social Media, the [First International AtlantOS Symposium](#) (on a touch screen device), the AtlantOS community and their extended networks.

In addition, a range of visual and interactive products and graphics have been designed and developed targeting a range of end-user groups (e.g. leaflets and banners, product-centric website features). These supporting products and graphics contribute to the AtlantOS project identity, making outputs from the project immediately recognisable during the project lifetime and in its legacy.

Scrolling Parallax Website: Ocean Observation: Our challenge to learn everything we can about the ocean environment

An independent parallax website has been designed and developed as a visual legacy output of the AtlantOS project. Parallax scrolling is a technique in computer graphics where background images move past the camera more slowly than foreground images. This creates an illusion of depth in a 2D scene and a sense of immersion in the virtual experience (<https://www.atlantos-h2020.eu/ocean-observation/>).

The website focusses on ocean observations in the past, present and future and the challenge to learn everything possible about the ocean environment. The website is designed to be a narrative of the importance of the global oceans and the Atlantic Ocean and the role of ocean observation. The story goes on to give a brief history of ocean observing, an overview of the present status of ocean observation and what will be required in the future in order to meet the challenges. The website features a number of high-quality, visually appealing and impactful images and graphics. The images and graphics support the narrative and highlight the key element of the story (Figures 1a, 1b, and 1c).

The website is aimed at a broad audience type, including policy, science, research, education and society with an interest in why the oceans are important, ocean observation, threats, degradation, management and/or conservation.

The website was launched in February 2019 and is available from the AtlantOS website homepage (<https://www.atlantos-h2020.eu>).

The parallax website will be disseminated widely through Social Media, the AtlantOS community and their extended networks. It is planned to be showcased at the First International AtlantOS Symposium (<https://www.atlantos-h2020.eu/first-international-atlantos-symposium/>) throughout the event using touch screen technology in Paris, March 2019.

The parallax website will continue to be available on the AtlantOS website but it can also act as a stand alone website. Alternative hosting arrangements will be sought toward the end of the project to maintain the availability of the legacy product.

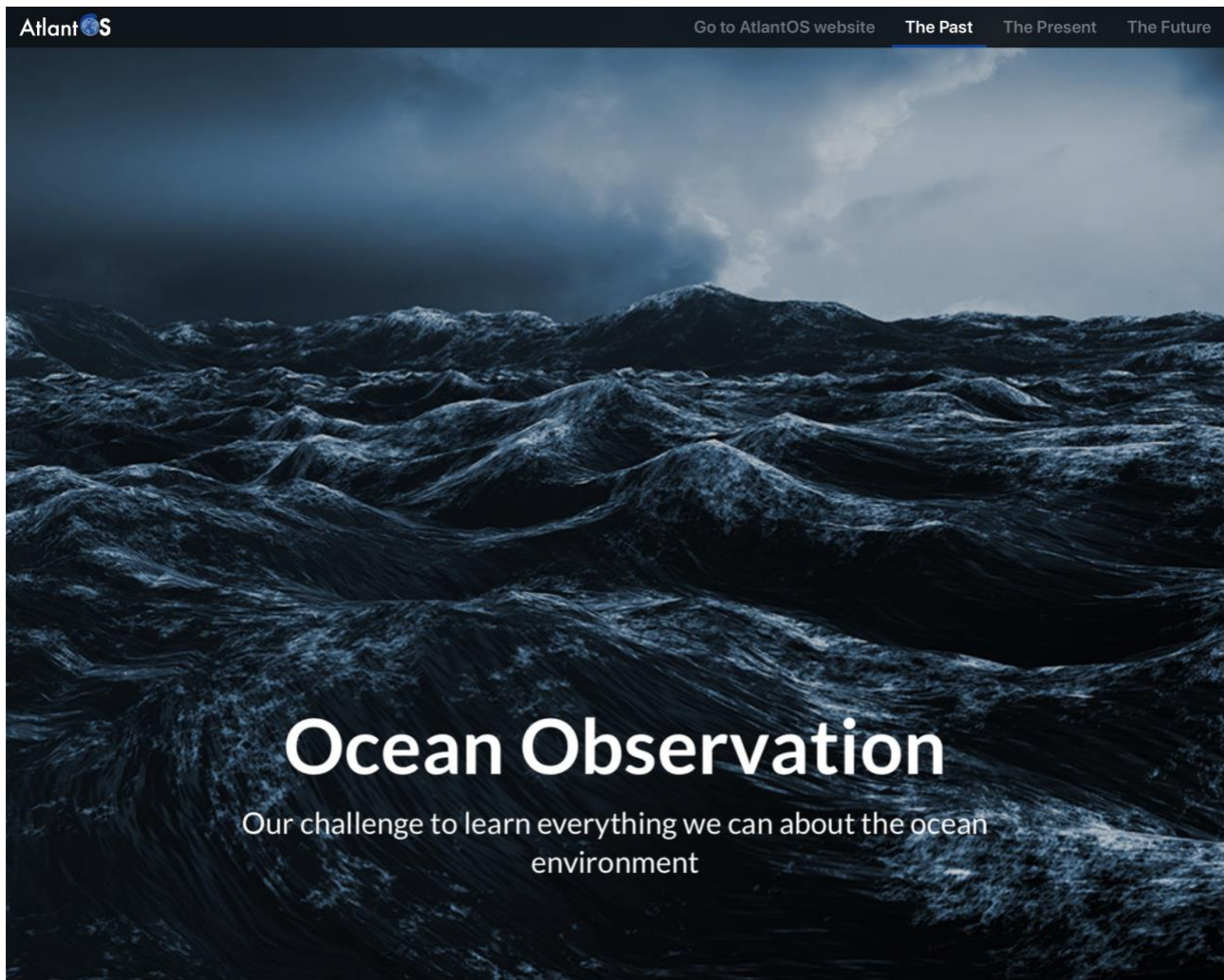


Figure 1a. Screenshot of the AtlantOS parallax website title page.

The image is a screenshot of the AtlantOS website. The top navigation bar includes the AtlantOS logo on the left and three menu items: 'Go to AtlantOS website', 'The Past' (which is highlighted with a blue underline), 'The Present', and 'The Future'. The main content area features a large background image of a coastal town with colorful buildings and boats docked at a pier. A semi-transparent white text box is overlaid on the right side of the image, containing the following text:

The Importance of the Ocean and the Role of Ocean Observation

The ocean covers 71% of the Earth's surface. The ocean is critical to the Earth's global systems by regulating weather and climate, the concentration of greenhouse gases in the atmosphere and nutrient recycling as well as by providing important food resources and rejuvenating the Earth's fresh water supplies.

Today, the oceans face unprecedented pressure. More than 40% of the global population lives in areas within 200 km of the ocean, and 12 out of 15 mega-cities are coastal. The doubling of the world population over the last 50 years, rapid industrial development, and growing human affluence are exerting increasing pressure on the oceans.

The Atlantic Ocean is a crucial part of the Earth's global ocean systems. Degradation of coastal habitats, increasing pollution, destructive fisheries practices, biodiversity decline, bleached and dying coral reefs, receding polar ice sheets, sea-level rise and ocean acidification are all real threats to a healthy, resilient, safe and productive Atlantic Ocean.

We all recognise changes in our immediate environment on land. Not so in the ocean. And we almost never intuitively notice the effects such changes have on ecosystems. Data from the ocean allows us to understand an environment that we don't live in, but without which we cannot live. Not only is all life on Earth fundamentally dependent on the oxygen produced by algae, but we depend on the oceans for food and transport.

Effective observation and monitoring are central to improving our understanding of the Atlantic Ocean and its role in the global ocean systems and the resources it provides. This in turn is critical to managing the pressures and their impacts

Figure 1b. Screenshot example of part of the AtlantOS parallax website



Figure 1c. Screenshot example of part of the AtlantOS parallax website

Range of Additional Supporting Products and Graphics

A range of visual and interactive products and graphics have been designed and developed targeting a range of end-user groups. These supporting products and graphics contribute to the AtlantOS project identity, making outputs from the project immediately recognisable during the project lifetime and in its legacy.

The products include:

- AtlantOS flyer for both digital and printed distribution
- Enhanced Website Structure and Functionality for the AtlantOS legacy
- 5 themed project newsletters,
- 3 focussed AtlantOS briefing papers
- Other visual products to support the AtlantOS brand and awareness including meeting brochures, logo updates, website banners, and presentation templates

AtlantOS Flyer

A one-page AtlantOS flyer was designed as a visual product to give an overview of the AtlantOS project. The flyer, entitled “Optimising and Enhancing the Integrated Atlantic Ocean Observing System”, is targeted at a wide range of end-users and is available on the project website for digital and print (https://www.atlantos-h2020.eu/download/Media/project_information_factsheets/AtlantOS-Flyer_v4-Digital.pdf).

The flyer has been widely distributed electronically via the website, email and Social media. The print version has been distributed at a number of meetings and events.

Enhanced Website Structure and Functionality for the AtlantOS legacy

The project website has been enhanced to promote key outputs visually and improve the legacy of the AtlantOS products and services. Significant enhancements of the website structure and functionality are:

- The Integrated data portal and AtlantOS catalogue (WP7)
- Embedding end-user products defined by WP8
- Transitioning the website to be more news centric

The Integrated Data Portal

One long term goal of AtlantOS is to ensure that Atlantic data from different and diverse in-situ observing networks are readily accessible and useable to the wider community, international ocean science community and other stakeholders in this field.

The AtlantOS Integrated Data Portal designed under WP7 “Data flow and integration” is not a new system. It is an integrated access to existing systems, these being enhanced to ingest more in-situ observation data on Atlantic and to better serve the users, in a harmonised way across the systems (<https://www.atlantos-h2020.eu/project-information/integrated-data-portal/>).

The following interactive elements have been embedded into the AtlantOS website:

- Monthly maps displaying the main elements of the Global Ocean Observing Systems have been embedded into the website (<https://www.atlantos-h2020.eu/project-information/integrated-data-portal/monitoring-monthly-maps/>).
- The AtlantOS Catalogue, which provide the entry point to the integrated data system of AtlantOS (WP7). It provides a discovery service to users and it facilitates the access to existing services (viewing, downloading and monitoring) customized to show the Atlantic Ocean as defined within AtlantOS (<https://www.atlantos-h2020.eu/atlantos-catalogue/#/search?from=1&to=20>).

Embedding End-User Products

A new section of the website has been created that is dedicated to the end-user products defined by WP8. The sections feature an overview page with a high level description of image for each of the “Products for End-Users” (<https://www.atlantos-h2020.eu/products-for-end-users/>). User can click on the product of interest to go to a more detailed description with methodologies and data sources e.g. Operational forecast system for Atlantic albacore tuna (<https://www.atlantos-h2020.eu/targeted-product/operational-forecast-system-for-atlantic-albacore-tuna/>).

News Centric Website Structure

The website has been transitioned to become more news centric. A key feature of the projects homepage is the News Hub (<https://www.atlantos-h2020.eu>). The news hub showcases the latest news from the project and related initiatives. All news is routinely distributed via the projects Social Media accounts to maximise dissemination to a range of end-user groups.

Project Newsletters Design and Layout

Four themed project newsletters and one special issue newsletter have been designed as part of task 10.12. All five newsletters are available to the public in both digital and print formats from the Media section of the project website (<https://www.atlantos-h2020.eu/media/>). All are aimed at a range of end-user groups and have been distributed in print at a number of international meetings and events and electronically via the AtlantOS website, Social Media and a number of email lists.

The 4 themed newsletters all consist of:

- An Editorial
- A Focus Area featuring a number of articles relating to the specific theme of the newsletter
- A News for the Work Packages section featuring a number of articles highlighting key project outputs and activities
- An Opinion Page relating to the theme from a relevant expert
- News articles from the private sector highlighting key activities and innovations relevant to the theme and project
- A Kids Corner sections aimed at the next generation
- A Capacity Building section featuring a number of articles on training opportunities and capacity building from AtlantOS
- A section for other news from the community
- An agenda of upcoming relevant events.

AtlantOS Newsletter 1

The first project newsletter focussed on introducing the Vision of AtlantOS to the wider community interested in the Atlantic Ocean and the societal benefit that is enabled by sustained ocean observation. The newsletter consists of 20 pages that have been designed and laid out using the AtlantOS colour schemes and logos (https://www.atlantos-h2020.eu/download/Media/newsletters-briefing-apers/AtlantOS-newsletter-1_2.pdf).

AtlantOS Newsletter 2

The second project newsletter focusses on the contribution of ocean observing to societal benefits and end-user requirements. The newsletter consists of 24 pages that have been designed and laid out using the AtlantOS colour schemes and logos (<https://www.atlantos-h2020.eu/download/Media/newsletters-briefing-apers/AtlantOS-newsletter-2-Digital-Version-1.0.pdf>).

AtlantOS Newsletter 3

The third AtlantOS newsletter focusses on how the project contributes to the enhancement and optimisation of management, harmonisation, and integration of Atlantic Ocean data. The newsletter

consists of 28 pages that have been designed and laid out using the AtlantOS project identity (<https://www.atlantos-h2020.eu/download/Media/newsletters-briefing-apers/ATLANTOS-001-AtlantOS-Newsletter-3-V1.0-Digital.pdf>).

AtlantOS Newsletter 4

The fourth AtlantOS newsletter focuses on Early Career Scientists in Ocean Observing Sciences. The newsletter consists of 27 pages that have been designed and laid out using the AtlantOS project identity (<https://www.atlantos-h2020.eu/download/Media/newsletters-briefing-apers/AtlantOS-Newsletter-4.pdf>).

Special Issue Newsletter

The special issue newsletter focusses on Strengthening pan-Atlantic Cooperation for Ocean Observing. The newsletter features 27 pages that have been designed and laid out using the AtlantOS identity (<https://www.atlantos-h2020.eu/download/Media/newsletters-briefing-apers/AtlantOS-Newsletter-Special-Issue-V1.0.pdf>).

AtlantOS Briefing Papers

Three AtlantOS briefing papers have been designed using the AtlantOS project identity. The briefing papers are available on the Media section of the project website in digital and print formats (<https://www.atlantos-h2020.eu/media/>). All three have been distributed via the project website, Social Media channels, email distribution lists and at a number of international meetings and events.

The first Briefing Paper focusses on the AtlantOS vision of a long-term observing system in the Atlantic Ocean (https://www.atlantos-h2020.eu/download/Media/newsletters-briefing-apers/AtlantOS-Briefing-Paper-1-Digital_2.pdf).

The second Briefing Paper focusses on the societal benefits of ocean observing and the AtlantOS products and services (<https://www.atlantos-h2020.eu/download/Media/newsletters-briefing-apers/AtlantOS-Briefing-Paper-2-Digital-Version.pdf>).

The final Briefing Paper focusses on making technologies for ocean observing accessible (<https://www.atlantos-h2020.eu/download/Media/newsletters-briefing-apers/AtlantOS-Briefing-Paper-3-Digital-Version.pdf>).

Other Graphics and Visual Products

A number of additional graphics and products have been developed to promote the AtlantOS identity and its vision, products and services. These include:

- Updated AtlantOS logo design – The original logo was updated to include the Mediterranean Sea in the globe. The logo is available in a variety of formats from the media section of the project website (<https://www.atlantos-h2020.eu/media/>)
- Kick-off meeting brochure – A Kick-off meeting brochure was designed using the AtlantOS colour scheme and identity for distribution to project partners and delegates. The brochure is available to the public from the Media section of the project website (<https://www.atlantos-h2020.eu/download/Media/brochures/AtlantOS-Kick-off-meeting-brochure-V1.5-HQ.pdf>)

- 3rd General Assembly logo and banner - and a specific logo, header and banner were designed for the 3rd General Assembly meeting (Figure 2a, b and C).
- Design of website banner for the First International AtlantOS Symposium. The banner features prominently on the homepage of the AtlantOS website and link to the section for the First International AtlantOS Symposium (<https://www.atlantos-h2020.eu>).
- PowerPoint presentation template was designed in line with the AtlantOS project identity and used for all AtlantOS presentations at a wide variety of meeting and events for a range of target end-users. The template is available from the media section of the project website (<https://www.atlantos-h2020.eu/media/>)



Figure 2a. AtlantOS logo variation for the 3rd General Assembly

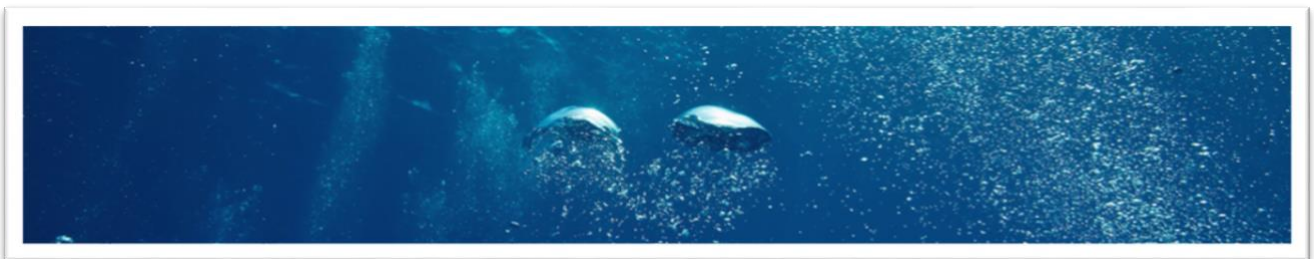


Figure 2b. AtlantOS registration banner for the 3rd General Assembly



Figure 2c. AtlantOS header for the 3rd General Assembly

Further work on visual outputs and legacy products expected before the end of the project

Future work that will contribute to the AtlantOS visual outputs and interactive legacy product to be undertaken prior to the end of the project include:

- Wide dissemination of the parallax website through Social Media, the [First International AtlantOS Symposium](#), the AtlantOS community and their extended networks.
- Continued population of the project website with outputs and news from AtlantOS.
- To design the layout for the final project newsletter.