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Executive summary

The purpose of this report is to provide a compilation of the communication and dissemination activities in EuroSea. It also proposes, as a guide, some guidelines and considerations to be included in the Communication and Dissemination Strategy in European projects.

Dissemination and communication activities are essential for the success of the European Union's Horizon 2020 research and innovation Programme, and the EuroSea project is no exception. The project has focused on improving ocean observing and forecasting for a sustainable ocean, and effective communication has been a crucial element in bringing together the interest groups, ensuring all stakeholders are to work towards the common goal of sustainable, science-based ocean management, as well as promoting and fostering public understanding of the importance and value of the ocean and its crucial role in climate change.

This document offers a summary of the consortium's activities carried out during the whole life of the project (November 2019 - October 2023) related to all EuroSea communication and dissemination tools (official website, social media, newsletter, press release), as well as materials generated for the project (visual identity, printed and audiovisual materials) and the events-based dissemination.

Key considerations in planning and strategy include defining project objectives, identifying target audiences, crafting effective messages, and selecting appropriate communication channels and tools. Evaluation and adjustment are also vital to measure the effectiveness of communication and dissemination activities.

Overall, this guide could serve as a resource for any team involved in communication and dissemination activities in projects from Horizon 2020. This information will be instrumental in enhancing future efforts, maximizing the impact of the activities and ensuring the success of the project.

1. Context

1.1. The ocean as a global priority: a key element in EU Innovation Actions

The ocean is one of the main repositories of the world's biodiversity. It constitutes over 90% of the habitable space on the planet and is the source of livelihoods for 3 billion people. The ocean is vital for sustaining life, as it provides food, safeguards our coastlines, and fosters the development of recreational and economic activities crucial for modern society. Additionally, it plays a critical role in regulating the Earth's weather and climate, serving as a critical sink for greenhouse gases and the heat generated by human activities¹.

In recognition of this, the UN has deemed 2021-2030 the Decade of Ocean Science for Sustainable Development². The desired outcomes of the Ocean Decade, the 2030 Agenda for Sustainable Development³, and the targets of SDG 14⁴ require collaborative efforts by all stakeholders in ocean science. Specifically, the SDG target 14.a aims to “increase scientific knowledge, develop research capacity and transfer marine technology, taking into account the Intergovernmental Oceanographic Commission Criteria and Guidelines on the Transfer of Marine Technology (TMT), in order to improve ocean health and enhance the contribution of marine biodiversity to the development of developing countries, in particular small island developing states and least developed countries”⁵.

1.2. EuroSea as an EU-funded innovation action

Innovation actions are part of the Horizon 2020 and Horizon Europe funding programs and are designed to support research and innovation activities that have the potential to create significant economic and societal impact. The EC⁶ defines research and innovation actions as “activities aiming to establish new knowledge and/or to explore the feasibility of a new or improved technology, product, process, service or solution. For this purpose, they may include basic and applied research, technology development and integration, testing and validation on a small-scale prototype in a laboratory or simulated environment. Projects may contain closely connected but limited demonstration or pilot activities aiming to show technical feasibility in a near to operational environment”. With this international framework, the EU-funded EuroSea project aligns well with this global initiative, as one of the project’s overarching goals is to integrate European national ocean observation systems into an international system.

The EU-funded innovation action EuroSea has brought together key European ocean observing and forecasting expertise with the overarching aim to “Improve and Integrate European Ocean Observing

¹ <https://www.un.org/en/chronicle/article/marine-biodiversity-and-ecosystems-underpin-healthy-planet-and-social-well-being>

² <https://oceandecade.org/>

³ <https://www.un.org/sustainabledevelopment/development-agenda/>

⁴ <https://www.un.org/sustainabledevelopment/oceans/>

⁵ <https://unesdoc.unesco.org/ark:/48223/pf0000375148>

⁶ https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/applying-for-funding/find-a-call/what-you-need-to-know_en.htm

and Forecasting Systems for Sustainable Use of the Ocean”⁷. EuroSea has worked towards setting up a truly interdisciplinary ocean observing and forecasting system that delivers the essential ocean information needed to support our wellbeing, the Blue Economy and sustainable management of the ocean.

Ocean observing and forecasting systems are needed to advance scientific knowledge about our climate, marine ecosystems, and their vulnerability to human impacts, predict the ocean conditions, and underpin decisions and policies. Citizens cannot have a viable economy and a healthy environment without them.

EuroSea has not only worked to strengthen the European Ocean Observing System but has also contributed to optimising technologies and information sharing systems and aligning European ocean governance with global best practices⁸. Furthermore, communication has been a crucial element in bringing together the interest groups, ensuring all stakeholders are working towards the common goal of sustainable, science-based ocean management, as well as promoting and fostering public understanding of the importance and value of the ocean and its crucial role in climate change.

⁷ <https://eurosea.eu/download/eurosea-declaration-on-ocean-observing-and-forecasting/?wpdmdl=6348&refresh=6537dcac3c2981698159788>

⁸ <https://cordis.europa.eu/article/id/445672-science-based-governance-of-oceans-benefits-blue-economy>

2. Communication and dissemination

2.1. Communication and Dissemination in the framework H2020 project

Communication and dissemination are essential components of Horizon 2020 projects. The beneficiaries of the project must promote the action and its results by providing targeted information to multiple audiences, including the media and the public, in a strategic and effective manner. Communication activities must already be part of the proposal and are taken into consideration as part of the evaluation of the criterion 'impact'. Communication involves strategic planning, clear communication objectives, and targeting audiences beyond the project's own community, including the media and the public⁹.

Dissemination, on the other hand, involves sharing project results and the project itself with a wider audience. It goes beyond communication and should be planned and implemented to ensure maximum outreach and impact during and after the project. The European Commission highly values communication and dissemination in Horizon 2020 projects, considering them to be of great importance¹⁰.

2.2. EuroSea effective Communication and Dissemination

EuroSea prioritized effective communication and dissemination through the implementation of structured plans (Communication Plan¹¹ and Updated Dissemination and Exploitation plan¹²), emphasizing the importance of shared knowledge, increased visibility and updated as the project progresses. This approach included:

A) Main focuses: EuroSea's communication strategy adhered to key principles, namely:

- Communication is critical, both within the consortium and with the project's stakeholders.
- Key communication messages should be shared and used by all project partners.
- Communication targets should be well-defined and analysed.
- Communication tools should be designed for specific needs, accessible and usable by the partners.



⁹ https://ec.europa.eu/research/participants/docs/h2020-funding-guide/index_en.htm

¹⁰ <https://europamediatraining.com/blog/post/303/dissemination-vs-communication-in-h2020-projects>

¹¹ [10.3289/eurosea_d8.1.](https://ec.europa.eu/research/participants/docs/h2020-funding-guide/index_en.htm#10.3289/eurosea_d8.1)

¹² [10.3289/eurosea_d8.2](https://ec.europa.eu/research/participants/docs/h2020-funding-guide/index_en.htm#10.3289/eurosea_d8.2)

B) Core Messages: EuroSea communication efforts revolved around four main messages, each integral to the project's mission:



1. Sustained information comes from sustained observations: EuroSea emphasized the necessity for fit for purpose, robust, integrated, and sustained ocean observing and forecasting systems across Europe and beyond, essential for comprehensive science based ocean knowledge and services.

2. Serving stakeholders and society: EuroSea recognized the importance of engagement with diverse societal actors through dialogue, co-design, and shared values, ultimately leading to tailored services for various users.

3. Global Partnerships: EuroSea positioned itself as a valuable contributor to global ocean science, observing, and forecasting, benefiting all participating countries and beyond.

4. Catalyst for Innovation and growth: EuroSea aimed to foster innovation, growth, and job creation in the Blue Economy by promoting new technologies, products, and services.

C) Target Audiences: EuroSea's communication plan followed the Quadruple Helix Model, encompassing the four major actors in the innovation system: science, policy, industry, and society. It aimed to demonstrate the value of EuroSea's partnerships in global ocean science, observing, and forecasting, extending benefits to all participating nations and beyond.



The EuroSea Work Package 8 'Communication: Engagement, Dissemination, Exploitation, and Legacy' has led the project's communication and impact assessment efforts. However, to ensure effective external communication within EuroSea, close interrelation among all project work packages has been vital. This synergy has allowed advancing the ambitions and objectives of EuroSea. It's worth noting that the project's internal communication has been ensured through Work Package 9, 'Coordination,' working closely in collaboration with Work Package 8.

3. EuroSea Communication and dissemination activities

This section offers a summary of the consortium's activities carried out related to all EuroSea communication and dissemination tools (official website, social media, newsletter, press release), as well as materials generated for the project (visual identity, printed and audiovisual materials) and the events-based dissemination.

3.1. Communication and dissemination tools

EuroSea is working to deliver their own communication messages to various audiences through a set of communication and dissemination tools.

3.1.1. Official project website

The EuroSea website¹³ represents the key instrument in the EuroSea communication activities. The EuroSea website is the central point for the project's information, web articles and news, and achievements.

It was officially launched in November 2019 and has continued to be an important aspect of the project. Since October 2021¹⁴ until the submission date of this report, the EuroSea website has received a 32,960 visits, with 7,605 users and 11,872 total sessions. A total of 4.43 web pages viewed per user, and the average engagement time per session was 1 minute and 27 seconds. Most visitors accessed the site from desktop devices (80.5%) and mobile devices (18.9%). The primary sources of traffic included direct (2,881 users), organic search (3,190 users), referrals from other websites (657 users), and organic social (225 users).



Image 1. EuroSea official project website

The most active area of the EuroSea site is the news & events section, where news and project updates have been uploaded, as well as the achievements:

¹³ <https://eurosea.eu/>

¹⁴ Please note that the information presented in this report only reflects data from Google Analytics as of October 30th, 2021 onwards. EuroSea only has access to information from this date onwards.

- **News & Events**¹⁵: A total of 91 news articles have been published on the EuroSea website between November 2019 and October 2023.
- **Achievements**: This section includes:
 - **Outputs and reports**¹⁶: EuroSea has published a section on its website dedicated to some outputs of the project, aimed at supporting the strategic objectives through targeted communication. Outputs include the project visual identity (communication kit, virtual background, presentations and logo) as well as all the communication and outreach materials developed, such as the itinerant exhibition, brochure career profiles, EuroSea Key Exploitable Result Posters, the EuroSea Declaration, and the RRI factsheet (for further information, see Section 2.2. of this document).
 - **Deliverables**¹⁷: All public deliverables are published on the EuroSea website, which includes technical reports, dissemination reports, impact assessment reports, and other documents.
 - **Impacts**¹⁸: EuroSea has published information about the impacts of the project on its website, including improvements in the coordination and integration of European ocean observing and forecasting systems, optimization and innovation in many aspects of the ocean observing value chain, and the development of innovation demonstrators focused on operational services, ocean health, and climate. EuroSea has developed an impact monitoring protocol that allows us to assess the impact for the duration of the project and beyond. Around 103 pages summarizing the project impacts are available on the project website.

EuroSea also ensures that all its documentation is easily accessible to the public through its website. This commitment to transparency and accessibility allows interested parties to stay updated on the progress and findings of the project. The website also serves as a platform for EuroSea to share its knowledge and resources with the wider ocean observing community, promoting collaboration and innovation in the field. Overall, EuroSea's comprehensive approach to outreach and communication ensures that its message reaches a diverse audience and fosters a greater understanding and appreciation of the importance of ocean observing and forecasting.

3.1.2. Social media channels

Social media is a dynamic and essential component of the EuroSea project's communication strategy. They have enabled the project to reach a wider audience, interact with stakeholders and share its progress and results effectively, contributing to its overall success in the field of ocean observing and forecasting. The project has official X (Twitter) and YouTube accounts, which have been used to share project updates, news, and events with followers.

¹⁵ <https://eurosea.eu/news-and-events/>

¹⁶ <https://eurosea.eu/outputs-reports/>

¹⁷ <https://eurosea.eu/deliverables/>

¹⁸ <https://eurosea.eu/impacts/>



The EuroSea X (Twitter) account¹⁹ has, to date, been the primary social media channel. It was established in November 2019, and has shown consistent growth to date, reaching 1,620 followers at the end of October 2023. The project's presence on X (Twitter) includes at least weekly posts, and the contents shared not only cover the information from the project but also the information relevant to our target audience on topics related to ocean observing and forecasting.

The EuroSea YouTube channel²⁰ was created in November 2020 and included several videos related to the project, such as the official project video, recordings of the EuroSea anniversary webinars and symposium, as well as videos about tools and applications developed in the project (see section 2.2.3. of this report). The activity on the EuroSea YouTube channel during the whole life of the project has included 13 videos, representing 2,384 new views and 35 subscribers.



3.1.3. Newsletters

- **Internal Newsletters:** To further strengthen internal communication on a regular basis, the coordination team created a total of 17 monthly newsletters called "EuroSea News". These short internal newsletters were sent to the whole consortium and the advisory boards ISTAB and ISC. They provided all persons working in the different tasks of the project a short personal view on general current aspects in the field of ocean observing and forecasting by the project coordinator, as well as a short update from the project coordination (task tracking, deadlines...) and communication by the project. Due to limited time resources and low response, the newsletter was discontinued after the last issue in July 2022.
- **Public newsletters:** In an effort to provide current information, project updates, and progress to the EuroSea project's target audience, two public newsletters were issued during the project, in October 2021 and April 2022. However, it was observed that the subscription and open rates for these newsletters were relatively low. As a result, the decision was made to discontinue the production of these newsletters and instead focus on strengthening other public communication channels, such as X (Twitter) and YouTube, and also engaging more actively with related initiatives via their successful newsletters, notably EuroGOOS, European Marine Board, POGO, and GOOS.

In order to enrich the mentioned EuroSea communication tools and streamline the flow of information from the whole consortium to WP8, the EuroSea call for content form²¹ has been created, through which all the consortium members inform WP8 about their content proposals, such as scientific discoveries, events, case studies, etc. for dissemination of their work through the EuroSea website, newsletter and social media.

¹⁹ https://twitter.com/Euro_Sea

²⁰ <https://www.youtube.com/channel/UCS4yuekKpYA8QVtr7vrl50Q>

²¹ <https://forms.gle/8xx8DuC53tBV39YL6>

3.1.4. Press release

Press releases were developed by GEOMAR media department at the beginning (November 2019) and at the end of the EuroSea project (September 2023), as well as for the Saildrone platform mission in the tropical Atlantic region (October 2021).

At the project's outset during the Kick-off meeting in 2019, the first²² press release played a crucial role in officially announcing the European project's commencement. Its primary objective was to foster awareness among stakeholders, the scientific community, and the general public regarding the project's mission and objectives. Additionally, this press release served as a means to engage with the media, potentially resulting in media coverage that could boost the project's visibility and capture the attention of journalists. Notably, they set the stage by outlining the project's intended accomplishments, core objectives, and the societal benefits it aimed to deliver.

In 2021, the second²³ press release regarding the Saildrone mission in the tropical Atlantic region was developed. This press release aimed to convey this EuroSea study's findings, shedding light on the Eastern Tropical Atlantic Ocean's contribution to climate change and the oceanic carbon cycle. Furthermore, the press release served as a means for EuroSea to underscore its commitment to international scientific cooperation and its dedication to addressing crucial environmental challenges.

As the project was approaching its end, the third²⁴ press release was issued during the final EuroSea Symposium in September 20203 which was distributed to a broad network of over 251 international media contacts and communication departments of EuroSea partners. This press release effectively communicated the project's comprehensive results, notable achievements, and key findings obtained throughout its duration. In doing so, it marked the conclusion of the project's communication cycle, providing a comprehensive and conclusive assessment of its overall success.

3.1.5. OceanRep - GEOMAR Repository

OceanRep²⁵ is an open-access digital repository maintained by GEOMAR. This repository serves as a platform for storing and providing open access to a wide range of resources related to marine research and oceanography. OceanRep is part of the broader movement to promote open science²⁶ and facilitate the sharing of scientific knowledge. All EuroSea deliverables with dissemination level 'public' are published on the OceanRep repository and by the end of the project, 81 reports will be publicly available there. The availability of the reports and revised versions (e.g. after incorporation of changes following the official review by the EC) is thus given even after the end of the EuroSea project, when the project website will no longer be maintained as OceanRep is curated by the GEOMAR librarians.

²² <https://www.geomar.de/en/news/article/eurosea-gathering-more-knowledge-for-a-sustainable-use-of-the-ocean>

²³ <https://www.geomar.de/en/news/article/maiden-voyage-tracking-carbon-dioxide-in-the-ocean>

²⁴ <https://www.geomar.de/en/news/article/neue-impulse-fuer-eine-nachhaltige-interdisziplinaere-ozeanbeobachtung>

²⁵ <https://oceanrep.geomar.de/>

²⁶ <https://www.unesco.org/en/open-science/about?hub=686>

3.2. Communication materials developed

The general communication material developed has been used for communicating general aspects of the project throughout all activities, as well as to communicate the importance of ocean observation and forecasting.

In order to bring together all the communication and promotion materials of the project in one place, the EuroSea Communication kit²⁷ was developed in June 2021. The kit collects all EuroSea communication and dissemination resources from links to videos & presentations, roll-up or a virtual meeting background. This document also includes a short introduction to EuroSea to help consortium partners communicate about the project. Contact details for media requests are also included, as well as the EuroSea project accounts on social media. Although, all the communication materials produced in the EuroSea project are also available to the public on the EuroSea website (outputs and report section).

3.2.1. Project visual identity

Project visual identity is fundamental to effectively communicate its purpose, values and achievements to targeted audiences. The EuroSea brand was established from the beginning of the project to ensure brand visibility and recognition. The following are some of the materials developed and available in the Outputs & reports section on the EuroSea website:

- **Logo:** EuroSea logo²⁸ was developed before the Kick-off Meeting in November 2019. It is distinctive and memorable, and has been used on all communication materials related to the project. All information about how to use the project logo, brand front and colours is available on the EuroSea brandbook²⁹.
- **Presentation deck:** Standardized presentation templates ensure consortium members to promote the project and in a harmonized way, adding to the recognizability of the project and a strong EuroSea brand. They include slide layouts, colours and fonts that follow the visual identity of the project, as well as infographic resources that can be used by the team involved in the project. Two versions of presentations are available: short³⁰ (12 slides) and extended³¹ version (33 slides).
- **Virtual background:** In a virtual communication environment, EuroSea's virtual background³² reinforces the brand during videoconferences and online presentations linked to the project.



²⁷ <https://cutt.ly/3wQWwksX>

²⁸ <https://cutt.ly/OwQWwQxg>

²⁹ <https://cutt.ly/TwQQ78E1>

³⁰ <https://cutt.ly/UwQQ5uJ5>

³¹ <https://cutt.ly/wwQQ5hld>

³² <https://cutt.ly/LwQQ5zwm>

3.2.2. Printed promotional and outreach materials

- **Business card and roll up:** were developed to attract attention and direct interested stakeholders to the EuroSea website, and also to highlight EuroSea in face to face meetings and events.
- **RRI factsheet³³:** EuroSea has delivered a factsheet on Responsible Research and Innovation (RRI). This fact sheet highlights the importance of RRI in planning and carrying out ocean observing and forecasting activities.
- **Itinerant exhibition³⁴:** To raise awareness of the EuroSea project in physical events to the wider public, the EuroSea itinerant exhibition was developed and submitted as milestone MS20 on 29 July 2022.



Image 2. EuroSea itinerant exhibition installed on the occasion of the European Researchers' Night in Mallorca (Spain), September 2022. Author: Verónica Ortiz / SOCIB

Aimed at the general public, the EuroSea itinerant exhibition is composed of 12 printed cardboard panels showcasing texts, illustrations, audiovisuals and a photobooth and has been presented at a range of events and locations throughout Europe, including fairs and festivals. Its aim is not only to present information about the EuroSea project, but also to increase public awareness of the importance of ocean observing, monitoring, and forecasting, and promote ocean literacy³⁵.

- **Job Profiles Brochure³⁶:** This brochure shows the diversity of career opportunities in ocean observing and forecasting. It is targeted at early career scientists or students and were created based on actual CVs and individual interviews with EuroSea members.
- **Key Exploitable Result Posters:** In order to strengthen the visibility of the products developed in the demonstrator WPs at in-person events, a roll-up was designed for each of the 4 defined key exploitable results (KERs): i) OSPAC tool³⁷, ii) Innovative aquaculture observing system for extreme marine events³⁸, iii) Low maintenance & low cost tide gauges³⁹, and iv) Prototype sea

³³ <https://cutt.ly/mwEBi9nJ>

³⁴ <https://cutt.ly/qwQQ5YaV>

³⁵ [10.3289/eurosea_d8.5](https://doi.org/10.3289/eurosea_d8.5)

³⁶ <https://cutt.ly/twEngxxO>

³⁷ <https://cutt.ly/lwEnnng>

³⁸ <https://cutt.ly/6wEnnyfe>

³⁹ <https://cutt.ly/4wEnbC3A>

level planning & scenario visualization tool⁴⁰. The aim is for the partners to continue using them at future in-person events to present the products developed in EuroSea to interested stakeholders, even after the project is finished.

- **The EuroSea Declaration**⁴¹: the EuroSea Declaration on Ocean Observing and Forecasting was officially launched at the EuroSea Symposium in Paris on 21st September 2023. This declaration is a commitment to advancing ocean observing and forecasting, signifying a united effort among global stakeholders to address critical ocean challenges and ensure the sustainable future of our ocean.

3.2.3. Audiovisual materials

- **Official video**: EuroSea video⁴² was published in October 2020 as a Milestone and used to promote the first anniversary webinar. With eleven subtitles in eleven EuroSea partnerships languages, this video helps raise public awareness of a sustained ocean observation relevance to our daily lives, and brings about the big EuroSea messages.
- **Recordings about webinars and symposium**: Recordings of the three Anniversary webinars (November 2020⁴³, 2021⁴⁴ and 2022⁴⁵) and the EuroSea Symposium on Ocean Observing and Forecasting⁴⁶ (September 2023) have been shared on our YouTube channel with the purpose of improving access to project-related information to people interested in the project, as well as contributing to the effective communication and dissemination of the project's progress and foster cooperation for the results' legacy.
- **Videos about tools and applications** developed in the project: video presentations about products developed in the framework of EuroSea project, such as: OSPAC tool⁴⁷ (how maritime activities in harbours and cities require quick access to reliable oceanographic information, and how the OSPAC tool provides this information) and the deployment of buoys⁴⁸ in Ireland and Spain as part of the EuroSea project's efforts to develop an observational and warning system for European waters. These videos have strengthened the visibility of the products developed in the demonstrators WP5 & WP6, respectively.
- **Informative videos** about other EuroSea activities include a report video about the overview of EuroSea's involvement in the 3rd WASCAL Floating University⁴⁹, as well as a video⁵⁰ that accompanied the joint policy brief title "Nourishing Blue Economy and Sharing Ocean

⁴⁰ <https://cutt.ly/FwEnvod8>

⁴¹ <https://cutt.ly/iwEnmx8Z>

⁴² <https://www.youtube.com/watch?v=S1Cb8XwxAFY&t=7s>

⁴³ <https://www.youtube.com/watch?v=C5kVhO9pSQk&t=7s>

⁴⁴ <https://youtu.be/cNt-akKer-8?si=-mM4eRk0KEmBeMdl>

⁴⁵ <https://youtu.be/QKOJnGRjzy4?si=Ko7PgsPvwpmnMnCeeW>

⁴⁶ <https://www.youtube.com/playlist?list=PLQbvHHhGCSJJ4vPMKAhPPynCkbEVO-Fdu>

⁴⁷ https://www.youtube.com/watch?v=kWH3x_OUqVs&t=45s

⁴⁸ <https://www.youtube.com/watch?v=JwBdvDDtQNK&t=13s>

⁴⁹ <https://youtu.be/b68FS74vPfU?si=Ged-6dFjVekTWu6e>

⁵⁰ <https://youtu.be/K2segf-qsME?feature=shared>

Knowledge”. This policy brief was published by a cluster of 10 European project that are leading innovations for ocean observing and data sharing for evidence-based management of the ocean and the Blue Economy, and was supported by the EU Horizon Results Booster.

3.3. Events-based dissemination

The EuroSea project has significantly enhanced awareness and dissemination through its participation in various relevant events. These events play a pivotal role in conveying EuroSea's objectives, progress, and preliminary outcomes. The EuroSea project has actively engaged in a diverse array of event formats, spanning from conferences and workshops to exhibitions, both online and on-site.



Image 3. EuroSea symposium on Ocean Observing and Forecasting. 21 September 2023, IOC/UNESCO Headquarters in Paris (France). Author: Fabrice GENTILE/UNESCO



Image 4. EuroSea day at The Ocean Race Grand Finale. 28 June 2023, Genoa (Italy). Author: EuroSea

In relation to the project dissemination activities, the EuroSea Dissemination activities form⁵¹ has been created to track all dissemination activities directly linked to the project. Consortium members are asked to fill in the information each time they participate in any dissemination event in order to collect all the information required for their reporting and evaluation by the European Commission.

It's important to note that the audience reached data collected in this form are estimations based on the member's self-reporting. While every effort is made to provide accurate figures, it's essential to acknowledge that there may be potential underestimations or overestimations in the reported data. The estimations are the best representations of each EuroSea member's involvement, but variations can occur due to different perspectives, interpretations, or limitations in tracking the full scope of dissemination activities.

Taking this into consideration, by the end of October 2023, EuroSea consortium reported the following: 13 organization of conferences/workshops with an estimated audience of 8,148 participants, participated in 83 conferences/workshops and others, including activities organized jointly with other EU projects, reaching an estimated audience of 58,466 participants. Notably, the

⁵¹ <https://forms.gle/7rEJy5RzR32cvaVD8>

EuroSea itinerant exhibition, featured at several events, reached an estimated audience of more than 8,000 participants. (The complete list of event-based dissemination as well as the estimated audience numbers is available in Annex I).

4. Importance of planning and strategy in communication and dissemination

Planning and strategy are essential for the successful communication and dissemination of EU Horizon 2020 projects. These projects are often complex and involve multiple stakeholders, and effective communication is very important to ensure that all parties are informed and engaged throughout the project lifecycle.

It starts by identifying and clarifying the project's main goals and objectives, followed by defining the target audience, developing effective messages, and identifying appropriate methods and tactics for delivering those messages⁵². This includes selecting the most effective communication channels and tools, such as social media, the project website, webinars, and press releases, to reach the intended audience.

Measuring the effectiveness of the communication efforts is also important to ensure that the project is meeting its communication goals and objectives. This may involve tracking metrics such as website traffic, social media engagement, and stakeholder feedback. Finally, adjusting the communication strategy as needed can help improve its effectiveness and achieve the desired outcomes.

By developing a comprehensive communication and dissemination plan, the project team can ensure that they effectively communicate their objectives and findings to the target audience, leading to increased impact and engagement.

Based on the experience gained during the development of the EuroSea project, the following are some considerations to take into account in relation to the communication and dissemination strategy of EU Horizon 2020 projects.

Continuous updating of planning and strategy

Evaluating the effectiveness of the communication strategy during the project plays a key role in ensuring that the project's objectives are met and that communication activities remain relevant and effective. Developing indicators, analysing strengths and weaknesses, using feedback, impact monitoring and continuous evaluation are some ways to evaluate the effectiveness of the communication strategy in European projects.

The EuroSea project had to adapt its communication strategy due to the COVID-19 pandemic. In the

⁵² <https://reefresilience.wpengine.com/wp-content/uploads/Strategic-Communication-for-Conservation-Workbook-2020.pdf>

fourth month of the project (March 2020), physical dissemination was no longer possible, and all planned activities, including participation workshops and on-site events, were cancelled. The COVID-19 pandemic necessitated the adaptation of dissemination and engagement strategies, driving the digitization and adoption of virtual formats. Virtual and/or hybrid events have emerged as a new category and are no longer considered merely temporary substitutes for in-person events. Virtual and/or hybrid events allow for reaching a broader audience, provided that resources are invested based on an optimal strategy. They offer greater accessibility, increase sustainability, reduce expenses, and provide more detailed attendee data. However, these formats cannot completely replace the qualities of in-person activities and the value of interacting with other people, participants, guides, and staff involved.

It is essential to have a clear understanding of the purpose: if the goal is solely to communicate content, the virtual format is a suitable choice; on the other hand, if the focus is on networking and engagement, an in-person gathering is more appropriate. Establishing clear objectives is crucial to determining the activity format that best suits the audience and helps convey the intended message.

Multidisciplinary team dedicated

A multidisciplinary team within European project communication work packages plays a vital role. This team brings diverse perspectives and skill sets to the table, ensuring that communication and dissemination efforts align effectively with project objectives⁵³. This approach guarantees relevance and appropriateness across various media channels and platforms.

While having a multidisciplinary team can be diverse, it can also present challenges, particularly when team members are from different organizations, located in different places, and work part-time. Communication can be difficult, and it may be challenging to ensure that everyone is on the same page and working towards the same goals. Additionally, having team members who work part-time can make it difficult to ensure consistent engagement and progress on tasks. These factors can contribute to coordination challenges and make it difficult to achieve project objectives efficiently.

To address these challenges, **it is important to establish clear communication channels and define roles and responsibilities for each team member. Regular check-ins can help ensure that everyone is making progress towards their goals, and the use of collaborative tools can improve communication and streamline collaboration.**

Key qualifications for this team include expertise in strategic and effective communication, which ensures the efficient management of project communication. Additionally, experience in event planning, management, and organization is essential for coordinating tasks while adhering to established budgets and considering the specific requirements of each event or activity. Also, the communication team is very aware of the specific objectives of the project, ensuring that all communication efforts are closely aligned with the desired achievements and expected results.

⁵³ <https://www.navarra.es/documents/48192/5051117/Guia+de+comunicacion+de+proyectos+europeos.pdf>

Human resources and budget allocation

Effective management of the staff involved in project communication is crucial for the success of the project, as is the dimensioning of the budget to the actions and personnel dedicated. Detailed human resource planning and the team's ability to adapt to changes in the workforce in the event of changes throughout the life of the project are essential. This includes **clear internal communication about the roles and responsibilities of each team member, as well as early identification of problems and implementation of solutions to ensure that the project progresses efficiently.**

It is not uncommon for the disappearance or withdrawal of partners during the progress of a European project to have various consequences, such as the need for remaining team members to take on additional responsibilities, restructuring or revising the project to account for the loss of a partner, and financial implications as remaining partners may have to cover costs previously assigned to the departing partner. It may also require the project to find a replacement partner, which can be a challenging and time-consuming process.

This happened in EuroSea. In particular, staff allocation in WP8 was significantly disrupted since, during the project's lifetime, one partner left the project, one team member left the team, and another substantially reduced its contribution for the remainder of the project. The WP8 co-leaders took responsibility and committed additional staff capacity to fill these gaps. Finally, the transfer was successfully achieved and was virtually unnoticed in the development of the assigned responsibilities in WP8.

Internal awareness and team cohesion

It is important for all team members to understand their roles and responsibilities and be aligned with the project objectives in European projects. Effective communication is essential for the success of the project and a good internal awareness and team cohesion can improve collaboration and communication among the members of the project, allowing them to stay informed and engaged with the project, share ideas, solve problems, and make effective decisions.

In the case of EuroSea, one way to ensure that partners are on the same page, working towards common goals, and fully aware of the progress and challenges of the project has been the organization of EuroSea Anniversary Webinars. Each year in November, EuroSea hosts an online anniversary webinar, bringing together members, stakeholders, and users to share knowledge, assess the anticipated impacts of their work, and discuss EuroSea's contributions to European and global ocean observing and forecasting, and policy. This not only allows for the internal sharing of project developments and experiences among consortium members but also provides a platform to receive valuable input from external stakeholders and users.

Communication Training

Communication in European projects is of major importance to achieve the project's objectives, provide transparency in the use of European funds, and extend and share the knowledge generated

in the project. The European Union has detected that one of the challenges to be improved in science projects is the effective communication of publicly funded projects⁵⁴; public funding agencies not only expect scientific impact but also demand social impact⁵⁵.

All project beneficiaries are obliged to disseminate project results, so to further support EuroSea partners in communicating effectively in the online space, EuroSea organized a specific training session for online presentations with a communications expert and professional facilitator. The training received very positive feedback from the participants and helped EuroSea partners prepare short videos for dissemination of their EuroSea work via social media.

Communication in virtual environments has become essential in the COVID-19 framework and will continue to play an important role in how we work, communicate and connect with others. **Offering communication training to staff involved in European projects can help them develop the essential skills and knowledge required to understand the importance of effective communication for both the project's success and their own roles.** This training empowers them to engage with stakeholders, ensure that the messages reach the intended audience, and disseminate project results efficiently.

⁵⁴ doi.org/10.2777/46837

⁵⁵ doi.org/10.31009/hipertext.net.2022.i24.03

5. Conclusions

This section provides an overview of the main conclusions and considerations regarding this compilation of the communication and dissemination activities in the EuroSea project.

- Communication and dissemination are essential components of EU Horizon 2020 projects, and the EuroSea project is no exception. The project has focused on improving ocean observing and forecasting for a sustainable ocean, and effective communication has been crucial to inform and engage all stakeholders throughout the project lifecycle.
- EuroSea project has designed and implemented an effective communication strategy, focusing its messages on four main areas: the importance of sustained ocean observations, service to stakeholders and society, global partnerships, and driving innovation and growth in the Blue Economy.
- To reach its target audience, the EuroSea project has developed a wide variety of communication and dissemination tools and materials. These include an official project website, social media channels, newsletters, and press releases, as well as printed and audiovisual promotional and educational resources. Furthermore, active participation in conferences, workshops, and exhibitions, both online and in person, has provided valuable opportunities to share the project's objectives and progress, establish collaborations, and raise awareness about the importance of ocean observing and forecasting.
- Adequate planning and strategy, continuous evaluation of communication effectiveness, communication training, and the allocation of human and budgetary resources are crucial to ensuring the success of communication in a European project. In addition, internal awareness and team cohesion, together with adaptability to change, are critical elements for effective project progress.
- To ensure that all audiences are informed and engaged throughout the whole life of the project, it is important to constantly assess the efficacy of the communication and dissemination efforts and activities and allocate sufficient human and financial resources. In addition, fostering internal awareness and team cohesion while also embracing adaptability are indispensable factors contributing to the project's overall success.

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Annex I. List of EuroSea event-based dissemination

Type of event	Title of the event	Audience reached
Organization of a conference	1. An Ocean of Values: the 5th Community Workshop of the IOC-UNESCO Ocean Best Practices System, 20 – 24 September 2021, online.	670 participants Type of audience: Scientific Community (Higher Education, Research), Industry, Civil Society, Policy Makers, General public
	2. Autonomous Ship Expo and Conference 2023, 20-22 June 2023, Amsterdam (Netherlands).	600 participants Type of audience: Scientific Community (Higher Education, Research), Industry, Policy Makers, Investors, Customers
	3. EuroSea Symposium on Ocean Observing and Forecasting, 21 September 2023, Paris (France)	170 participants Type of audience: Scientific Community (Higher Education, Research), Industry, Policy Makers
Organization of a workshop	1. Opportunities in Spain: BlueTech in The Canary Islands, 28 September 2021, online.	90 participants Type of audience: Scientific Community (Higher Education, Research), Industry, Civil Society, Policy Makers, Investors, Customers
	2. Deep & BGC Argo workshops, 27 September - 1 October 2021, online.	100 participants Type of audience: Scientific Community (Higher Education, Research)
	3. EuroSea Workshop 'Towards a Coordinated European Observing System for Marine Macroalgae', 23-25 November 2021, online	60 participants Type of audience: Scientific Community (Higher Education, Research), Industry, Policy Makers
	4. EOOS Technology Forum 2022 Workshop, 22-24 March 2022, online.	5,000 participants Type of audience: Scientific Community (Higher Education, Research), Industry, Civil Society, General Public, Policy

Type of event	Title of the event	Audience reached
		Makers, Investors, Customers
	5. IOC Africa Seminar 2022, 13-14 April 2022, online.	200 participants Type of audience: Scientific Community (Higher Education, Research), Policy Makers
	6. Workshop on Ocean Prediction and Observing System Design, 29 June to 1 July 2022, Exeter (UK)	50 participants Type of audience: Scientific Community (Higher Education, Research)
	7. Marine Institute Lunchtime Seminar, 24 August 2022, Galway (Ireland) & online.	30 participants Type of audience: Scientific Community (Higher Education, Research)
	8. Ocean Practices: OBPS VI Workshop 5 and 19 October 2022, online.	1,000 participants Type of audience: Scientific Community (Higher Education, Research)
	9. 7th Argo Science Workshop, 11-13 October 2022, Brussels (Belgium) & online	150 participants Type of audience: Scientific Community (Higher Education, Research)
	10. FYORD meets WASCAL, 13 April 2023, Kiel (Germany)	28 participants Type of audience: Scientific Community (Higher Education, Research)
Participation to a conference	1. ESIP Sensors 2021, 2 March 2021, online.	300 participants Type of audience: Scientific Community (Higher Education, Research), Industry, Policy Makers
	2. IMDIS 2021, 12-14 April 2021, online.	1,000 participants Type of audience: Scientific Community (Higher Education, Research), Industry, Civil Society, Policy Makers
	3. 9th EuroGOOS International conference, 3-5 May 2021, online.	100 participants Type of audience: Scientific

Type of event	Title of the event	Audience reached
		Community (Higher Education, Research)
	4. All-Atlantic2021 Conference, 2-4 June, Ponta Delgada (Portugal).	150 participants Type of audience: Scientific Community (Higher Education, Research), Civil Society, Policy Makers, Media, Customers
	5. TRANSNAV 2021, 16-18 June 2021, Gdynia (Poland) & online.	70 participants Type of audience: Scientific Community (Higher Education, Research), Civil Society, Policy Makers, Media, Customers
	6. MARTECH 2021, 16-18 June 2021, Vigo (Spain) & online	80 participants Type of audience: Scientific Community (Higher Education, Research), Industry, Customers
	7. OCEANS 2021: San Diego-Porto, 20-23 September 2021, online.	3,000 participants Type of audience: Scientific Community (Higher Education, Research), Industry, Civil Society, General Public, Policy Makers, Media
	8. MONGOOS General Assembly and Workshop, 26-28 October 2021, online.	50 participants Type of audience: Scientific Community (Higher Education, Research)
	9. COP 26, 31 October -12 November 2021, Glasgow (Scotland).	10,000 participants Type of audience: Scientific Community (Higher Education, Research), Industry, Policy Makers
	10. Maritime Autonomous Systems Regulatory Working Group Conference 2022, 18-19 January 2022, online.	150 participants Type of audience: Scientific Community (Higher Education, Research), Industry, Civil Society, Policy Makers, Investors, Customers

Type of event	Title of the event	Audience reached
	11. International Ocean Data Conference-I, 14 February 2022, Sopot (Poland).	1,500 participants Type of audience: Scientific Community (Higher Education, Research), Industry, Civil Society, Policy Makers
	12. OCEAN 2022, 21-24 February 2022, Chennai (India) & online	3,000 participants Type of audience: Scientific Community (Higher Education, Research), Industry, Civil Society, General Public, Policy Makers, Media
	13. Ocean Science Meeting 2022, 24 February - 4 March 2022, online.	50 participants Type of audience: Scientific Community (Higher Education, Research)
	14. Oceanology International 2022, 15-17 March 2022, London (UK).	5,000 participants Type of audience: Scientific Community (Higher Education, Research), Industry, Civil Society, General Public, Policy Makers, Investors, Customers
	15. Arctic Observing Summit, 30 March - 1 April 2022, Tromsø (Norway) & online	200 participants Type of audience: Scientific Community (Higher Education, Research), Industry, Policy Makers
	16. ESA Living Planet Symposium, 23–27 May 2022, Bonn (Germany).	50 participants Type of audience: Scientific Community (Higher Education, Research)
	17. EGU General Assembly 2022, 23–27 May 2022, Vienna (Austria) & online.	7,315 participants Type of audience: Scientific Community (Higher Education, Research)
	18. United Nations Open-ended Informal Consultative Process on Oceans and the Law of the Sea, 6–10 June 2022, New York (USA).	100 participants Type of audience: Scientific Community (Higher Education, Research), Industry, Policy Makers

Type of event	Title of the event	Audience reached
	19. 2022 UN Ocean Conference, 27 June-1 July 2022, Lisbon (Portugal).	5,000 participants Type of audience: Scientific Community (Higher Education, Research), Industry, Policy Makers, Media
	20. Encuentro del Atlántico 2023, 29 June - 2 July 2023, Santa Cruz de la Palma (Spain).	150 participants Type of audience: Scientific Community (Higher Education, Research), Civil Society, General Public, Policy Makers
	21. AIR Centre Networking Fridays, 1 July 2022, online.	300 participants Type of audience: Scientific Community (Higher Education, Research), Industry, Civil Society, General Public, Policy Makers, Media, Investors, Customers
	22. VII Expanding Ocean Frontiers conference (EOF 2022), 6– 8 July 2022, Las Palmas de Gran Canaria (Spain) & online.	50 participants Type of audience: Scientific Community (Higher Education, Research)
	23. VIII International Symposium on Marine Sciences (ISMS) 2022, 6-8 July 2022, Las Palmas de Gran Canaria (Spain).	400 participants Type of audience: Scientific Community (Higher Education, Research)
	24. IMO Seminar on Development of a Regulatory Framework for Maritime Autonomous Surface Ships (MASS), 5-6 September 2022, online	800 participants Type of audience: Scientific Community (Higher Education, Research), Industry, Policy Makers, Investors, Customers
	25. International Conference for Young Marine Researchers (ICYMARE), 13-16 September 2022, Bremerhaven (Germany)	62 participants Type of audience: Scientific Community (Higher Education, Research), General Public
	26. ICES Annual Science Conference 2022, 19-22 September 2022, Dublin (Ireland) & online.	829 participants Type of audience: Scientific Community (Higher Education, Research), Policy Makers

Type of event	Title of the event	Audience reached
	27. 2022 IEEE International Workshop on Metrology for the Sea, 3-5 October 2022, Milazzo (Italy).	30 participants Type of audience: Scientific Community (Higher Education, Research)
	28. Sustainable Ocean Summit 2022, 17-18 October 2022, Barcelona (Spain).	100 participants Type of audience: Scientific Community (Higher Education, Research), Industry, Policy Makers, Investors
	29. 2nd Climate Observation Conference, 17 – 19 October 2022, Darmstadt (Germany).	200 participants Type of audience: Scientific Community (Higher Education, Research), Policy Makers
	30. Global Blue Finance Summit 2022, 19 October 2022, Barcelona (Spain).	100 participants Type of audience: Scientific Community (Higher Education, Research), Policy Makers
	31. GEO Week 2022, 31 October-4 November 2022, Accra (Ghana).	200 participants Type of audience: Scientific Community (Higher Education, Research), Industry, Policy Makers
	32. COP 27, 6-18 November 2022, Sharm el-Sheij (Egypt)	10,000 participants Type of audience: Scientific Community (Higher Education, Research), Industry, Policy Makers
	33. EuroGEO workshop 2022, 7-9 December 2022, Athens (Greece).	100 participants Type of audience: Scientific Community (Higher Education, Research), Industry, Policy Makers
	34. Ocean Visions Biennial Summit 2023, 4-6 April 2023, Atlanta (Georgia, USA)	35 participants Type of audience: Scientific Community (Higher Education, Research), Industry, Policy Makers, Media

Type of event	Title of the event	Audience reached
	35. EGU General Assembly 2023, 23-28 April 2023, Vienna (Austria) & online.	140 participants Type of audience: Scientific Community (Higher Education, Research)
	36. 10th EuroGOOS International conference, 3-5 October 2023, Galway (Ireland).	160 participants Type of audience: Scientific Community (Higher Education, Research)
Participation to a workshop	1. EuroSea OceanGliders Best Practices Workshop, 11-25 May 2021, online.	100 participants Type of audience: Scientific Community (Higher Education, Research), Industry
	2. Jornada Sistemas no Tripulados en el Sector Naval y Offshore, 12 May 2021, Cadiz (Spain) & online.	70 participants Type of audience: Scientific Community (Higher Education, Research), Industry, General Public
	3. iXblue Webinar on ASV - Transitioning to remote hydrography: challenges and opportunities, 20 May 2021, online.	50 participants Type of audience: Scientific Community (Higher Education, Research), Industry, Policy Makers, Investors, Customers
	4. SINTEF Autonomous Ship Seminar, 20-21 May 2021, online.	60 participants Type of audience: Scientific Community (Higher Education, Research), Industry
	5. DTU Summer School 2021: Autonomous Systems for Collaborative Marine Operations, 23 August 2021, Kongens Lyngby (Denmark).	70 participants Type of audience: Scientific Community (Higher Education, Research)
	6. The FarFish Data Limited Methods Course (UNESCO GRÓ Fisheries Training Programme workshop), 29 September - October 2021, online.	45 participants Type of audience: Scientific Community (Higher Education, Research)
	7. MTS Technology Forum, 30 September 2021, online.	100 participants Type of audience: Scientific

Type of event	Title of the event	Audience reached
		Community (Higher Education, Research), Industry, Civil Society, General Public, Policy Makers, Investors, Customers
	8. 1st Autonomous Surface Vehicles (ASV) Network workshop, 5-6 October 2021, online.	100 participants Type of audience: Scientific Community (Higher Education, Research), Industry, Civil Society, Policy Makers
	9. MATS 2021, 9-11 November 2021, Southampton (UK) & online.	200 participants Type of audience: Scientific Community (Higher Education, Research), Industry, Civil Society, General Public, Policy Makers, Investors, Customers
	10. ILICO General Assembly, 15 November 2022, Villefranche sur mer (France).	60 participants Type of audience: Scientific Community (Higher Education, Research), Industry
	11. BOOS General Assembly and BOOS Scientific Workshop, 24-26 November 2021, online.	30 participants Type of audience: Scientific Community (Higher Education, Research)
	12. Best practice in Aquaculture workshop, 5 April 2022, online.	30 participants Type of audience: Scientific Community (Higher Education, Research), Industry, Policy Makers
	13. ICTs and its applications in Research and Innovation, 27-29 April 2022, Las Palmas de Gran Canaria (Spain) & online.	60 participants Type of audience: Scientific Community (Higher Education, Research), Civil Society, General Public
	14. Ocean Decade Co-Design Workshop, 7-9 June 2022, online.	100 participants Type of audience: Scientific Community (Higher Education, Research), Policy Makers

Type of event	Title of the event	Audience reached
	15. Marine Robotics Summer School 2022, 11-22 July 2022, Faial island (Portugal) & online	80 participants Type of audience: Scientific Community (Higher Education, Research)
	16. FilaChange workshop, 29 August-2 September 2022, Paris (France)	400 participants Type of audience: Scientific Community (Higher Education, Research), Industry, General Public, Policy Makers, Media
	17. I Jornada Técnica sobre Buques Autónomos, 25 October 2022, Madrid (Spain).	100 participants Type of audience: Scientific Community (Higher Education, Research), Industry, General Public, Policy Makers, Media, Investors, Customers
	18. GOE Seminar ICMAN-CSIC, 23 March 2023, Cadiz (Spain)	25 participants Type of audience: Scientific Community (Higher Education, Research)
	19. Journées LEFE/GMMC 2023, 31 May - 2 June 2023, Plouzané (France)	60 participants Type of audience: Scientific Community (Higher Education, Research)
Participation to an event other than Conference or a workshop	1. HELCOM State & Conservation 14-2021 3-7 May 2021, online.	50 participants Type of audience: Scientific Community (Higher Education, Research), Policy Makers,
	2. SWOT Science Team Regional Validation working group meeting, 3 June 2021, online.	30 participants Type of audience: Scientific Community (Higher Education, Research)
	3. Balearic Yatch Show 2021, 3-6 June 2021, online.	624 participants Type of audience: General public
	4. Speed dating with scientists - European Researcher's Night, 24 September 2021, Palma (Spain).	50 participants Type of audience: General public

Type of event	Title of the event	Audience reached
	5. SWOT Inversion Working Group meeting, 13 October 2021, online.	40 participants Type of audience: Scientific Community (Higher Education, Research)
	6. Glider School 2021, 25-29 October 2021, Telde (Spain).	40 participants Type of audience: Scientific Community (Higher Education, Research), Industry, Customers
	7. Working Party on Maritime Issues. Several 1 to 1 meetings 2022. Online.	2 participants Type of audience: Policy Makers
	8. Blue-Cloud Hackathon. 7-9 February 2022, online.	100 participants Type of audience: Scientific Community (Higher Education, Research), Industry, Policy Makers
	9. Launch event of the “Odyssey Project”, 8 February 2022, Brest (France) & online.	100 participants Type of audience: Scientific Community (Higher Education, Research), Industry, Policy Makers
	10. 8th meeting of the COSS-TT: International Coordination Meeting, 12-13 April 2022, online.	70 participants Type of audience: Scientific Community (Higher Education, Research)
	11. HELCOM IC State & Conservation 1-2022, 12-13 May 2022, Berlin (Germany) & online	50 participants Type of audience: Scientific Community (Higher Education, Research), Policy Makers
	12. ICES Working Group on Southern Horse Mackerel, Anchovy and Sardine (WGHANSA-1). 23-27 May 2022, online.	16 participants Type of audience: Scientific Community (Higher Education, Research)

Type of event	Title of the event	Audience reached
	13. Semana de la Administración Abierta, 30 June 2022, online.	2,000 participants Type of audience: Scientific Community (Higher Education, Research), Industry, Civil Society, General Public, Policy Makers, Media, Investors, Customers
	14. Malizia Ocean Festival, 6-7 September 2022, Hamburg (Germany).	300 participants Type of audience: General public
	15. 1st EU-Canada Ocean Partnership Forum, 3-4 October 2022, Brussels (Belgium).	50 participants Type of audience: Scientific Community (Higher Education, Research), Policy Makers
	16. Glider School 2022, 24-28 October 2022, Telde (Spain).	50 participants Type of audience: Scientific Community (Higher Education, Research), Industry, Customers
	17. Berlin Science week, 4-5 November 2022, Berlin (Germany) & online.	30 participants Type of audience: General public
	18. G7 FSOI Working Group Meeting 2022, 29 -30 November 2022, Berlin (Germany).	100 participants Type of audience: Scientific Community (Higher Education, Research), Policy Makers
	19. WASCAL Floating University, 28 March-11 April 2023, Mindelo (Cape Verde) - Bremerhaven (Germany)	11 participants Type of audience: Scientific Community (Higher Education, Research)
	20. The Ocean Race Grand Finale - Ocean Data Week, 27-30 June 2023, Genoa (Italy).	100 participants Type of audience: Scientific Community (Higher Education, Research), Industry, Policy Makers, Media, General public
	21. Forseeing Europe - Fresh Visions for the Future, 15 September 2023, Berlin (Germany)	90 participants Type of audience: General public

Type of event	Title of the event	Audience reached
	22. Co-Designing Ocean Forecasting: Working Together to Deliver as One, 27-28 September 2023, Toulouse (France)	22 participants Type of audience: Scientific Community (Higher Education, Research)
Participation in activities organised jointly with other EU project(s)	1. EuroSea and Blue-Cloud meeting, 31 May 2021, online.	10 participants Type of audience: Scientific Community (Higher Education, Research)
	2. EuroSea and NAUTILOS thematic meeting on Sensors and instruments for aquaculture facilities, 14 September 2021, online.	10 participants Type of audience: Scientific Community (Higher Education, Research)
	3. EuroSea and TechOceanS meeting, 8 October 2021, online.	10 participants Type of audience: Scientific Community (Higher Education, Research)
	4. Jornadas MARCET-II, 18 October 2022, Las Palmas de Gran Canaria (Spain) & online.	60 participants Type of audience: Scientific Community (Higher Education, Research), General Public, Customers
Exhibition	1. Photo exhibition "Researching the ocean, sharing the future" - European Researchers' Night & Mediterranean Coast Day, 24 September 2021, Palma (Spain)	211 participants Type of audience: General public
	2. Photo exhibition: "Researching the ocean, sharing the future" - Semana de la Ciencia y Tecnología del CSIC (Science week), 4-11 November 2021, Palma (Spain)	570 participants Type of audience: General public
	3. Photo exhibition: "Researching the ocean, sharing the future" - SOCIB dissemination activities, 27 November 2021-19 May 2022, Bunyola, Mallorca (Spain)	3,510 participants Type of audience: General public

Type of event	Title of the event	Audience reached
	4. EuroSea itinerant exhibition - European Researchers' Night, 30 September 2022, Palma (Spain)	200 participants Type of audience: General public
	5. Photo exhibition: "Researching the ocean, sharing the future" - SOCIB dissemination activities, 23 September 2022-18 October 2022, Palma (Spain)	340 participants Type of audience: General public
	6. EuroSea itinerant exhibition - 10th 'Ciència per a tothom 2023' ('2023 Science for all'), 11-13 May 2022, Palma (Spain)	5,200 participants Type of audience: General public
	7. EuroSea itinerant exhibition - ASLO Aquatic Sciences Meeting 2023, 4-6 June 2023, Palma (Spain)	2,500 participants Type of audience: Scientific Community (Higher Education, Research), Industry, Policy Makers
	8. Photo exhibition "Researching the ocean, sharing the future" - European Researchers' Night, 29 September 2023, Palma (Spain)	300 participants Type of audience: Scientific Community (Higher Education, Research), Industry, Policy Makers
	9. Photo exhibition "Researching the ocean, sharing the future" - First edition of the Port of Palma Open Day, 30 September 2023, Palma (Spain)	120 participants Type of audience: General Public