ODYSSEA

Operating a network of integrated observatory systems in the Mediterranean Sea

Project Deliverable Report

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1 Executive Summary

The ODYSSEA Communication Plan was updated on 20th May 2020. The revised communication plan shifted from a project focussed communication strategy to defining a plan for promoting the key products and outputs of the project to its stakeholders and user communities.

This document reports on the implementation of the revised project communication plan between 1st June 2020 and the 30th November 2021 when the ODYSSEA project ended, including updated metrics for evaluation.

General communication tools including the project website and social media channels have continued to be effective at communicating and disseminating project news, events, products and services.

Dissemination of key products and services has been intensified during the final 18 months of the project. Key dissemination activities/products have included:

- Marinomica has been established as a stand-alone product, which has its own brand identity, website and social media presence ready for continued marketing and promotion after the end of the project.

- The ODYSSEA project website has been updated to showcase key highlights of the project achievements.

- A Final Project Conference was attended by more than 150 partners and key stakeholders. Presentations focussed on key outputs, products, services and impacts of the ODYSSEA project.

The ODYSSEA project website and social media channels will remain available for a minimum of 2 years after the end of the project. Marinomica will be further developed through other EU Horizon 2020 projects, including EcoScope (for Eco-centric fisheries management) and ILIAD (Digital Twin of the Ocean).

2   Introduction

The ODYSSEA project has successfully used a mix of 11 communication tools to implement the communication plan (D11.3). The tools provide a combination of 1- and 2-way communication between the project and the 10 key stakeholder groups representing public, policy, industry, education, environmental conservation and scientific / research sectors.

The communication tools were:

- Project identity and logo design

- Graphical product (flyers, leaflets, posters and banners)

- The ODYSSEA project website

- Newsletters

- Summer schools

- Social media

- Workshops and focus groups

- Conferences, events and exhibitions

- Scientific publications

- Emails

- Storymap

The ODYSSEA Communication Plan (D11.1) was devised and implemented during the first 3 years of the project (1st June 2017 to 31st May 2020). D11.3 reports on the implementation of the Communication Plan and the mix of communication tools used during the first 3 years of the ODYSSEA project.

The ODYSSEA Communication Plan was updated on 20th May 2020. The revised communication plan shifted from a wholly project focussed communication strategy to defining a plan that:

- Continues the general project communication activities, which had been successful in achieving its aims and objectives (D11.3).

- Promotes the key products and outputs of the project to its stakeholders and user communities.

A series of metrics were proposed to track the effectiveness of each communication tool in reaching end-user groups and stakeholders.

This document is the final dissemination report on the implementation of the revised project communication plan between 1st June 2020 and the 30th November 2021, when the ODYSSEA project ended.

1.1   Overview of the ODYSSEA communication strategy

The revised communication plan sets out a series of activities and methods to achieve the following key objectives:

- To continue to inform and update project partners and external stakeholders and end-users on the latest news, events, products and services through the variety of 1 and 2- way communication channels, which were proved to be successful in D11.3.

- To promote and raise awareness of the ODYSSEA project's key products and services amongst external stakeholders and potential end-users and to maintain their interest.

The ODYSSEA communication strategy used a diverse range of means to target individually identified or collective stakeholder user groups. The strategy and channels of communication used depend on the target audiences, purpose and the key messages to communicate.

To achieve its objectives, the revised communication plan includes channels of communication for disseminating the general project activities through the use of:

- The project website

    - press releases

    - new posts

    - events

- Social media outputs

- Meetings, workshops, focus groups and conferences

- Scientific publications

- Emails

- Graphical products and services

These activities were effective in the first 3 years of the project (D11.3) and would continue to be implemented during the final 18 months.

In addition, a range of specific communication activities focused on the effective dissemination of the key products and services of the project, including the Marinomica platform. Specific dissemination and communication activities to promote the key outputs of the project were proposed:

- Websites

- Meeting, workshops, focus groups and conferences

- Capacity building

- Scientific publications

- Social media

- Email

- Graphical products and services

- A dedicated final conference to showcase the key outputs to a range of project and stakeholder groups

1.2   Target audiences

The Mediterranean Sea is a natural resource supporting a wide variety of commerce and uses including:

- Maritime, transport and shipbuilding

- Food, nutrition, health and ecosystem services

- Energy and raw materials

- Leisure, working and living

- Coastal protection

- Maritime monitoring, research and surveillance

Individuals, companies or organisations with a direct/indirect interest in any of the above sectors represent ODYSSEA's stakeholders and potential end-users of its products and services.

Therefore, ODYSSEA's potential audience includes representatives from public, policy, industry, education and scientific/research stakeholder end-user groups. More specifically, the following potential end-user groups can be identified as target audiences:

- Industry relating to maritime, transport and shipbuilding operating in the Mediterranean Sea (e.g., ferry operators, freight/cargo ship companies)

- Industry relating to food nutrition and ecosystem services (e.g., aquaculture operators)

- Industry relating to energy and raw materials (e.g., oil and gas companies)

- Public recreational users of the Mediterranean Sea (e.g., sailors, anglers)

- Public persons who live and / work on the Mediterranean Sea directly or indirectly (e.g., coastal residents, employees of industry operating in the Mediterranean Sea)

- SMEs operating on the Mediterranean Sea directly or indirectly

- Local, National and International organisations charged with coastal zone management (e.g., local government, policymakers regulating industry, policymakers enforcing coastal protection, sustainable exploitation)

- Educators teaching subjects relating to the Mediterranean Sea, its resources or its uses.

- Researchers and scientists external to the project whose discipline is related to marine observation, ocean modelling and forecasting, marine data management and presentation or other related disciplines

- Internal project partners

1.3   Metrics to evaluate the effectiveness of the communication activities

The ODYSSEA communication strategy and the communication tools used can be evaluated using a variety of metrics. The metrics used to provide a measure of the effectiveness of the communication strategy and tools employed:

- Number of conferences, events, meetings and workshops organised/attended,

- Number of posters, flyers, leaflets, stickers, newsletters etc. distributed

- Number of posts, articles, press releases, papers, tweets and social media updates published

- Number of people reached measured by session views on websites, followers on social media,

- Number of people attending conferences, meetings, events and workshops

- Feedback on communication activities from partners, external stakeholder groups engaged in the project, and delegates attending the summer schools and workshops

2   General project communication activities

This section provides an overview on the methods of communication used to disseminate the general project activities to partners and stakeholders. Evaluation metrics for each communication tool are provided.

2.1   Project website

The ODYSSEA website was designed and launched in September 2017 (D11.2). The ODYSSEA project website has continued to act as the main point for general project information for partners and stakeholders and a resource for the latest news, events, products and services. It hosts the project's blog and links to social media channels.

The project website has continued to be updated regularly with the latest news, events, press releases, publication, products and services during the final 18 months of the project.

2.2   Blog posts & press releases

The ODYSSEA Blog has 63 posts, which have been written and uploaded since the start of the project, with 25 being added during the last 18 months of the project. There have been 11 press releases during the project, which have marked major milestones such as launch of the project and the launch of new observatories (10 during the first 3 years and 1 during the last 18 months).

All blog posts and press releases were disseminated through the project social media channels.

2.3   Events

For the final 18 months of the project, 6 events have been uploaded to the website. The COVID pandemic severely curbed the number of events, with most cancelled completely or changed to online events. Partners have displayed posters, given oral presentations (both physical and online) and demonstrated the use of the Marinomica platform. Promotion of events, links to register and participate and recordings or other training assets have primarily been via the project website and Social Media channels.

2.4   Deliverable Reports

All project deliverable reports have been routinely uploaded to the project website for dissemination. The consortium is informed every time a new deliverable becomes available to raise awareness and assist in dissemination. Over 20 deliverable reports have been uploaded during the final 18 months of the project.

2.4.1   Meeting Reports

Meeting reports, presentations and information relating to project meetings were routines recorded and uploaded to the website's Meeting Reports pages. The consortium is informed every time new materials become available to raise awareness and assist in dissemination. Five meeting reports have been uploaded during the final 18 months of the project.

2.4.2   Scientific Publications

The ODYSSEA website Publications page is routinely updated with the latest scientific publications that have received funding from the ODYSSEA project. The project has published 24 scientific publications since it started, with 13 of these published during the final 18 months of the project.

2.4.3   Training Materials

Training materials and presentations from 7 training events for capacity building workshops and webinars and summer schools for early career scientists have been uploaded on the project website to promote further uptake and dissemination. Four were held in the final 18 months of the project (see section on events below).

2.4.4   Metrics for evaluation

Since the start of the project, there have been more than 63 blog posts, 11 press releases, 34 events, 50 deliverable reports, 27 meeting reports, 24 scientific publications, a variety of training materials and resources to keep users up to date with the latest project activities and outputs.

During the previous 18 months there have been 25 blog posts, 1 press release, 6 events, 20+ deliverable reports, 5 meeting reports, 13 scientific publications and 7 training events materials and presentations uploaded to the project website (Table 1).

TABLE 2.1: CONTENT UPDATES ON THE PROJECT WEBSITE TO COMMUNICATE THE LATEST PROJECT ACTIVITIES AND OUTPUTS

Content type	Total Number uploaded 1st june 2020 to 30th November 2021	Total Number uploaded since the start of the the project (1st February 2017)	Link
Blog post	25	63	http://odysseaplatform.eu/blog/
Press release	1	11	http://odysseaplatform.eu/press-releases/
Events	6	34	http://odysseaplatform.eu/events/
Deliverable reports	20+	50	http://odysseaplatform.eu/deliverables/
Meeting reports	5	27	http://odysseaplatform.eu/project-information/meeting-reports/
Publications	13	24	http://odysseaplatform.eu/project-information/publications/
Training materials	7	8	http://odysseaplatform.eu/project-information/training-materials/
Total	77+	217	

Since the start of the project, the ODYSSEA website has received over 30,000 visits (as of 17/11/2021). The average time a visitor has spent on the website is just over 2 minutes. A high average duration indicates that visitors are finding content of interest (Source: Google Analytics). The site received almost 12,000 of these visitors during the final 18 months of the project.

2.5   Social media

Social Media accounts were operated in English, Spanish, Arabic, French and Greek. The section below provides updates on each social media account's activity since June 2020 and the relevant metrics for evaluation. See D11.3 for additional information and earlier statistics.

2.5.1   ODYSSEA Platform Facebook page and metrics for evaluation

The ODYSSEA community has posted more than 100 posts to the ODYSSEAPlatform Facebook page between 1st June 2020 and 22nd November 2021. The posts have promoted the activities and results of the ODYSSEA project. The page has attracted 615 followers and 572 likes (Figures 1 and 2). Both the number of followers and likes have increased over the period. The page followers are 50% women, 48% men and predominantly aged between 25 and 44 years old from Greece and the North African countries: Tunisia, Morocco and Israel (Figure 3).
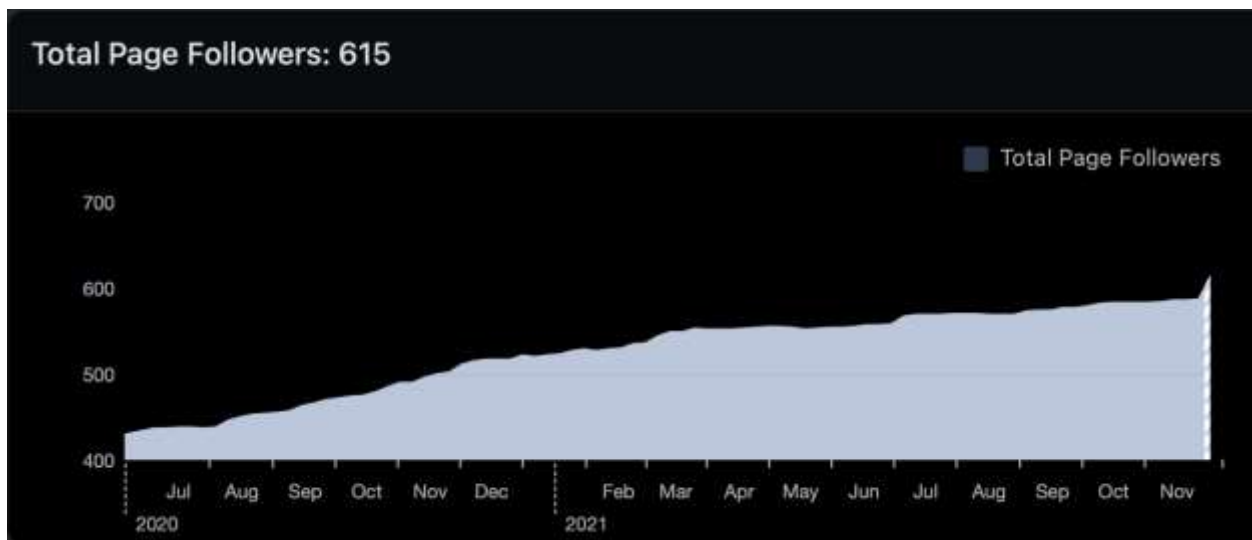
FIGURE 2.1: ODYSSEA PLATFORM FACEBOOK PAGE FOLLOWERS BETWEEN 1ST JUNE 2020 AND 22ND NOVEMBER 2021.

FIGURE 2.2: ODYSSEA PLATFORM FACEBOOK PAGE LIKES BETWEEN 1ST JUNE 2020 AND 22ND NOVEMBER 2021.

2.5.2   ODYSSEA Platform Twitter page (@ODYSSEAPlatform) and metrics for evaluation

The ODYSSEA community have posted nearly 400 Tweets to the ODYSSEA Twitter account promoting the activities and outputs of the ODYSSEA project and related information. The Twitter page has 273 relevant followers as of 22nd November 2021.

2.5.3   ODYSSEA Greece Facebook page and metrics for evaluation

As of 11th November 2021, the total number of page followers for the ODYSSEA Platform, Greece Facebook page is 826 with an upward trend with 796 of them liking the page (Figure 2.3). Between 0 and 1450 unique users visited the page each day. Total daily views ranged from 1 to over 100. (Figure 2.4).
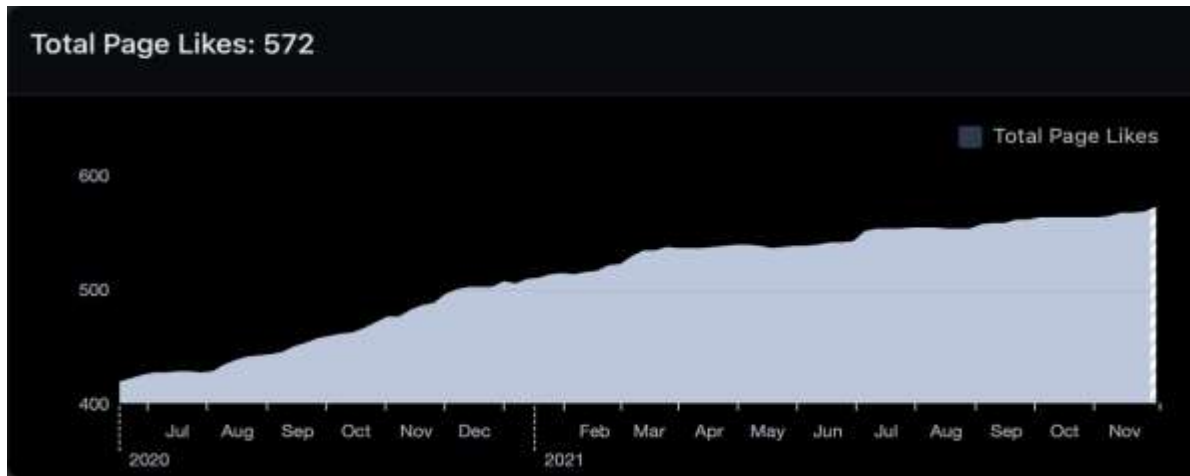

FIGURE 2.3: ODYSSEA-GREECE FACEBOOK PAGE LIKES BETWEEN FEBRUARY 2020 AND 11TH NOVEMBER 2021.
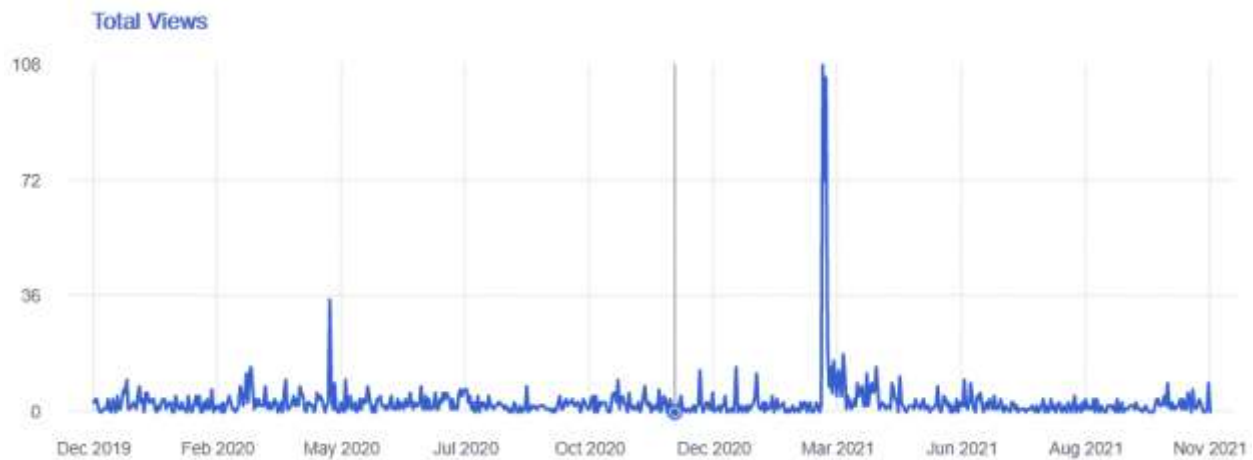
FIGURE 2.4: ODYSSEA-GREECE FACEBOOK TOTAL DAILY VIEWS BETWEEN 1ST DECEMBER 2019 AND 11TH NOVEMBER 2021.

2.5.4   ODYSSEA Egypt Facebook page and metrics for evaluation

As of 15 November 2021, the ODYSSEA Platform, Egypt Facebook page had 308 Likes and 312 Followers. There were approximately 450 posts between 1st June 2020 and 15th November 2021.

2.5.5   ODYSSEA Tunisia Facebook page and metrics for evaluation

As of 15 November 2021, the ODYSSEA Platform, Tunisia Facebook page had 524 Likes and 234 Followers. There were approximately 450 posts between 1st June 2020 and 15th November 2021.

2.5.6   ODYSSEA Spain Facebook page and metrics for evaluation

The ODYSSEA Platform, Spain Facebook page has attracted 89 likes and 383 followers since it was launched. Most of the followers are fishermen and professional associations.

The page posted more than 120 posts during the last 18 months of the project. The number of people each post reached ranged from 1 and 63.

2.5.7   ODYSSEA Turkey Facebook page and metrics for evaluation

As of the 1st November 2021, the ODYSSEA Platform, Turkey Facebook page has attracted 140 followers and 137 likes (Figures 2.5 and 2.6). The most accessed posts were forecasts about the local weather and sea conditions, and other announcements related to the project.

The number of people each post reached ranged between 1 and 114. The number of people that reached the page at least one time without being followers had a total of 3416 and the number of people that engaged was 232. Total daily views ranged between 0 and 8 (Figure 2.7).

FIGURE 2.5: ODYSSEA TURKEY FACEBOOK TOTAL PAGE FOLLOWERS BETWEEN 1ST JUNE 2020 AND 31 OCTOBER 2021
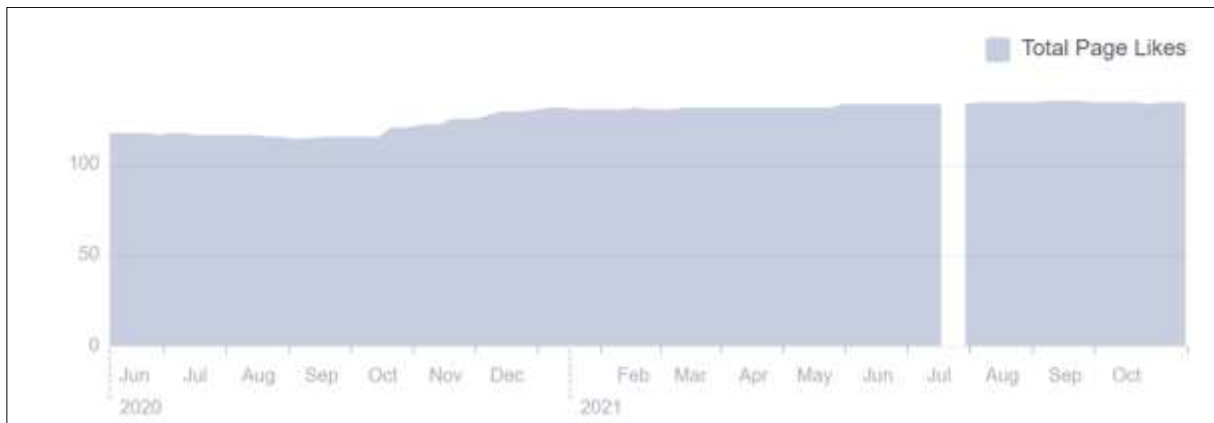
FIGURE 2.6: ODYSSEA TURKEY FACEBOOK TOTAL PAGE LIKES BETWEEN 1ST JUNE 2020 AND 31 OCTOBER 2021
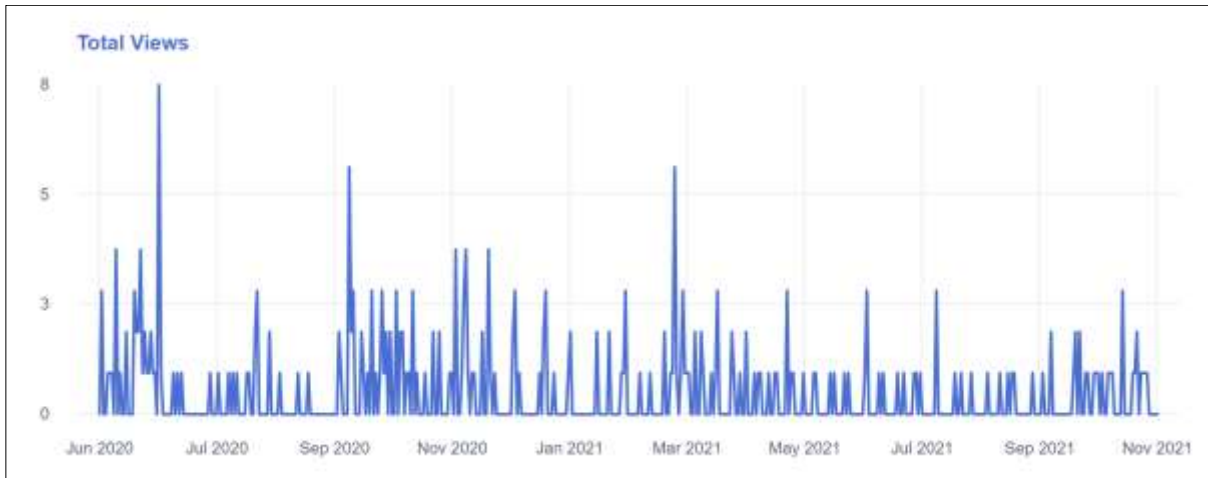
FIGURE 2.7: TOTAL DAILY VIEWS BETWEEN 1ST JUNE 2020 AND 31 OCTOBER 2021.

2.6 Workshops, conferences, webinars and focus groups

The ODYSSEA consortium have contributed to and organised a wide range of training events, summer schools, webinar, workshops, conferences and focus groups. The major events held / attended during the first 3 years of the project are detailed in D11.3. A number of deliverable reports provide the full details of events that have been organised by the ODYSSEA project (Table 2.2).

TABLE 2.2: DELIVERABLE REPORT DETAILING ODYSSEA WORKSHOPS, CONFERENCES, TRAINING, WEBINARS AND FOCUS GROUPS.

Title	Number	Link
Report on the ODYSSEA Final Conference	D11.6	View Report
Report on two training workshops / summer schools	D11.5	View Report
Reports of local workshops for capacity building	D10.2	Due 30th November 2021
Reports of thematic workshops	D9.4	View Report

Workshops, conferences, webinars and focus groups have been a mix of online and in-person during the final 18 months of the project. The main focus has been capacity building or training on the use of ODYSSEA

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products. The increased capacity and training achieved through these events will help to ensure the project's product uptake and legacy. Key events are listed in Table 2.3.

TABLE 2.3: ODYSSEA KEY CONFERENCES, WEBINARS, TRAINING EVENTS, WORKSHOPS AND FOCUS GROUPS 1ST JUNE 2020 TO 30TH NOVEMBER 2021

Title	Date and location	Purpose	Number of people	Links
ODYSSEA Final Conference	2-3 November 2021, Online	Present project results to stakeholders	164	Presentations Event Deliverable report
ODYSSEA Platform Validation and Capacity Development Workshop, Egypt	14-15 July 2021 Online	Training	28	Training materials Blog post
ODYSSEA Platform User Validation & Operational Oceanography Training Workshop. Morocco	2-3 June 2021	Training	60	Training materials Blog Post
Geospatial Analytics and Remote Sensing for Climate Change Impact on Marine and Coastal Ecosystem	22-24 February 2021. Cairo, Egypt	Workshop	28	Presentations and Information
Virtual School on Oceanography from Space, Tunisia	23-27 November 2020, Virtual	Training	50	Training materials Blog post
1st SHAREMED Capitalisation Workshop	14-15 December 2020 Virtual	Workshop	200	Presentation Blog post
Virtual session with mussel-farming producer Anastasiou Mussels, based in Olympiada, in Greece's Chalkidiki region	8 December 2020	Workshop	10	Blog post
9th General Assembly of the Mediterranean Operation Network for the Global Ocean Observing System (MONGOOS)	24-26 November 2020	Meeting	80	Blog post

Webinar on the implementation of the International Convention for the Control and Management of Ships' Ballast Water and Sediments in the Mediterranean region	23 September 2020	Workshop	69	[Blog post](#)
Total			601	

2.6.1   Metrics for evaluation

There have been 9 virtual or face-to-face meetings, events, training courses, workshops and conferences between 1st June 2020 and 30th November 2021, reaching a combined total of 601 professionals and stakeholders.

2.7   Storymap

A visually engaging, public-facing online storymap webpage was developed as part of [D9.4](#). The ODYSSEA Project, [A Storymap of ODYSSEA's engagement with Mediterranean stakeholders to improve access to ocean data](#) presents ODYSSEA's engagement with stakeholders and various capacity building activities, including stakeholder workshops and summer schools. A blog post, [Engaging Mediterranean stakeholders to improve access to ocean data: A Storymap](#) was written to highlight the webpage and direct readers to further information.

2.7.1   Metrics for evaluation

Between 11/11/2020 and 11/11/2021 there were 562 visitors to the Storymap page on the ODYSSEA website.

2.8   Emails

Email continues to be a key method of communication between project partners and external stakeholder user groups who are engaged in the project's activities. They have been successful in keeping recipients updated with the latest information.

2.8.1   Metrics for evaluation

There has not been any negative feedback regarding email communication from partners.

3 Disseminating key products

During the last 18 months of the ODYSSEA project, three key activities within WP11 have focussed on the dissemination key products and services:

- Launch of a standalone brochure style, product focussed website for [Marinomica](#)

- The ODYSSEA Final Conference

- Redesign of the [ODYSSEA project website homepage](#) to highlight the key products and services delivered during the project

3.1 Disseminating Marinomica

The [Marinomica platform](#) is one of the key outputs from the ODYSSEA project. At the end of the project, the platform will continue to operate and provide products and services for end-user groups. The platform has been adopted in several ongoing projects including EcoScope (Ecocentric management for sustainable fisheries and healthy marine ecosystems) and Iliad (Digital Twin of the Ocean).

The [Marinomica application](#) was launched in late 2020 and already provides state of the art on-demand, accurate, reliable and high-resolution data services and forecasts for obtaining seawater quality parameters that are critical for a range of sectors, including:

- Environmental Protection Agencies

- Oil & Gas

- Marine Renewables

- Shipping & Ports

- Fishing & Aquaculture

- Leisure & Tourism

The revised communication plan initially proposed to produce a third project newsletter to coincide with the launch of the Marinomica platform. However, the platform was already being demonstrated to various interested stakeholders and end users, involved in a number of H2020 project proposals and being part of a plan for commercialisation of the application and brand. Therefore, efforts were focussed on developing the brand and identity in preparation for its continued development as a standalone product after the ODYSSEA project ends.

3.1.1 Marinomica brand and identity

The Marinomica brand and identity was established during the first 3 years of the project. The branding process and rationale is detailed in D11.3.

During the final 18 months of the project, the Marinomica brand and identity have been updated to include a new and improved logo (figure 9).

FIGURE 3.1: THE UPDATED MARINOMICA LOGO.

3.1.2 Marinomica social media channels

Marinomica social media channels have been set up (Facebook, Twitter and YouTube) and will be used for all Marinomica social media activity after the end of the ODYSSEA project.

3.1.3 Marinomica website

The Marinomica website is a product focussed website (Figure 10). The website hosts the Marinomica application, gives an overview of the Marinomica platform, as well as more specific information on its Services. There is a Blog specific to the application and its services, which will be used to promote and highlight how Marinomica is being successfully used and further developed. The Marinomica website will be a key communication tool for disseminating, marketing and promoting the platform after the ODYSSEA project ends.
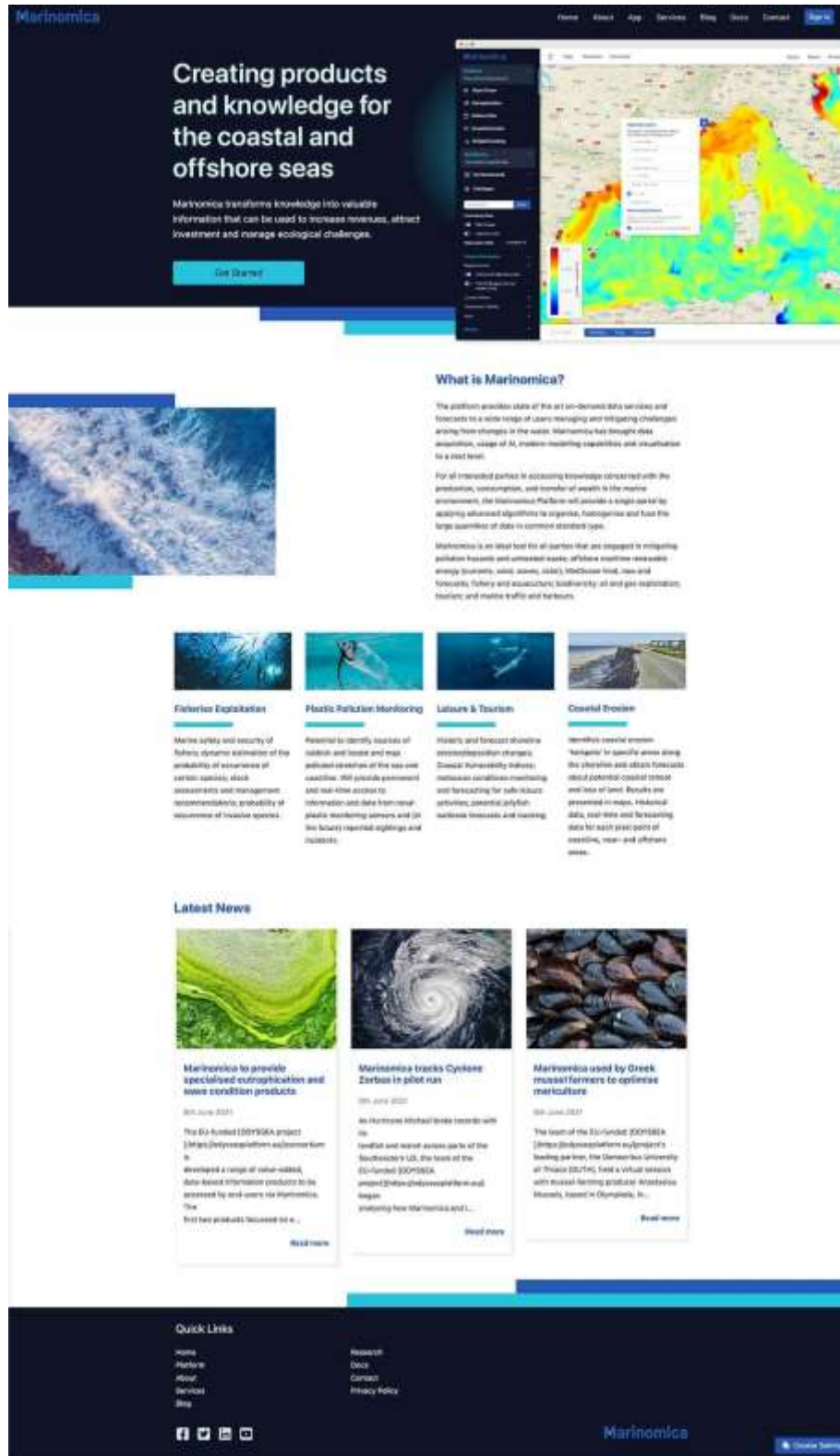
FIGURE 3.2: SCREENSHOT OF THE MARINOMICA WEBSITE HOMEPAGE.

3.1.4 Marinomica mobile application

A mobile application has been developed which features some of the key elements of the Marinomica desktop application. It is designed for use on Android and iOS devices. The application is available from the Google Play store and Apple App Store (Figure 11). The mobile app is promoted on the ODYSSEA project website as part of highlighting Marinomica as a key product of the project. More detailed information on the mobile application is available in D9.3.
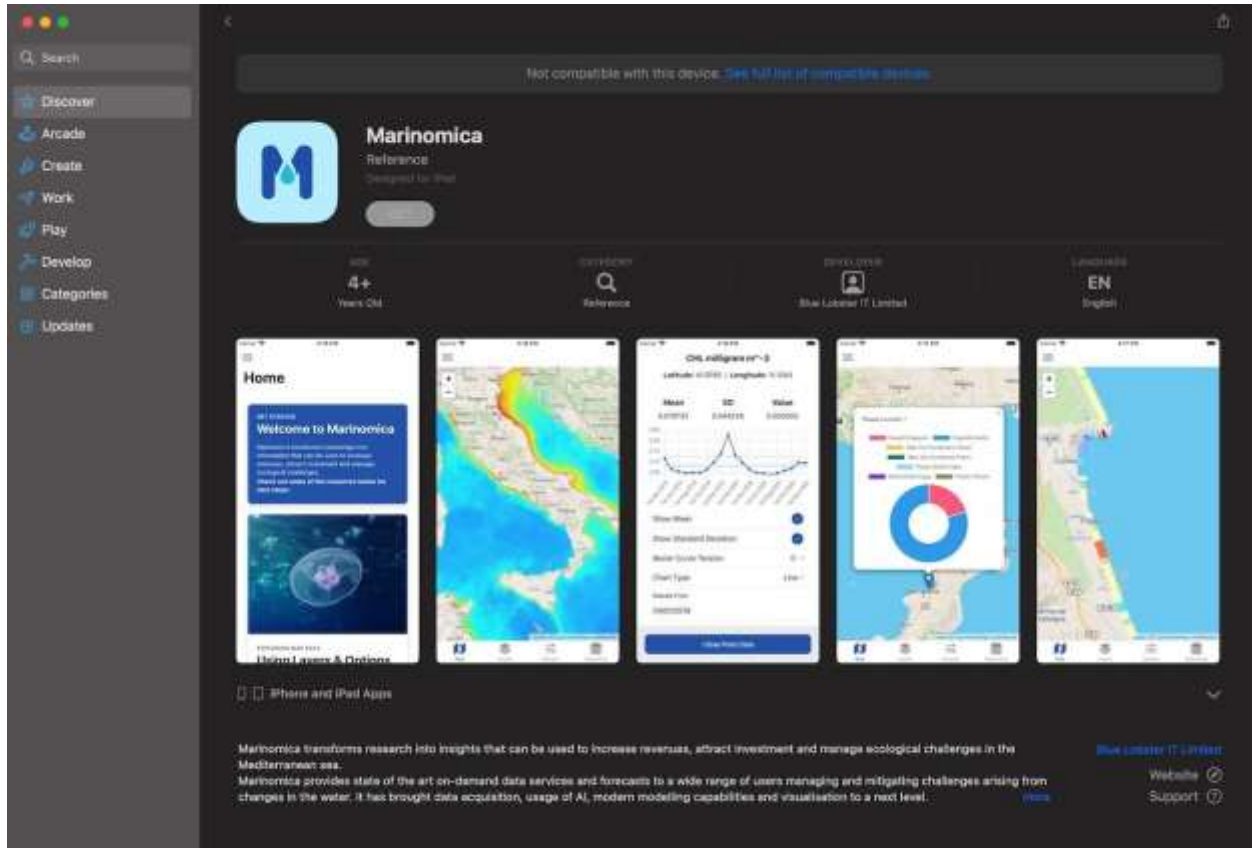
FIGURE 3.3: SCREENSHOT OF THE MARINOMICA MOBILE APP IN THE THE APPLE STORE.

3.1.5 Metrics for evaluation

There are no metrics for evaluation currently available due to the short time that the products have been available. The website was launched on the 1st July 2021. Visitors and traffic will be monitored as the site becomes more active after the end of the ODYSSEA project.

The mobile applications became available in the Google Play and Apple stores on 4th and 24th October 2021, respectively. Usage and feedback will be monitored after the ODYSSEA project ends.

After the end of the ODYSSEA project, the Marinomica Social Media accounts will be the main communication channels for all Marinomica related news.

3.2   ODYSSEA Final Conference

WP11 organised a key dissemination event in the form of a Final Conference. The purpose of the event was to present the key project achievements to its stakeholders.

The final conference of the ODYSSEA project was held on Wednesday 3rd November (virtually).

The conference presented the final ODYSSEA results and outputs to key target audiences: partners, the scientific community, marine-based industry (including SMEs), policymakers, public authorities, media, consumer organisations and the general public.

The conference was arranged into 6 specific areas of focus:

- Capacity-building around the Mediterranean (with emphasis in North Africa)

- Marinomica – the data visualisation platform

- Development of Marinomica products and services.

- Observatories – the new Med observatories.

- End user services and contribution to policy processes

- Impacts and the future

    o   Blue growth

    o   Continued operation of Marinomica.

    o   Continued operation of the observatories.

    o   EcoScope – fisheries management

    o   Iliad – The EU's digital twin of the ocean

3.2.1   Metrics for evaluation

325 individuals registered to attend the Final Conference, 164 of registrants participated in the meeting in 433 sessions for a total of 640 hours.

Full details of the Final Conference are reported in D11.6.

3.3   Revised ODYSSEA Website Homepage

At the end of the project, the ODYSSEA project website was redesigned to highlight the key project outputs and achievements.

The final conference highlighted 8 key project outputs:

- The Marinomica Platform integrates new and existing model and in situ observation systems to provide new products and knowledge for the Mediterranean Sea.

- Nine new in situ observatories in the eastern Mediterranean Sea and along the North African Coast, including 8 glider missions, 5 surface observatories and 2 sea bed landers

- A suite of new or extended models for wave power, coastal erosion, fisheries, benthic biodiversity, jellyfish blooms and water quality in the Mediterranean Sea.

- Engaged with and influenced different policy processes and actors at local, regional and international levels to fill observational gaps with new in situ and model observatories and further develop Marinomica's role as a decision support tool.

- Provided extensive capacity building activities with a range of end-users in North African Countries and around the Mediterranean.

- Pioneered testing of new sensor technologies, including micro plastic sensors

- Held 2 academically accredited summer schools to educate postgraduates and early career scientists' platform and data usage.

- Developed a suite of products and services for Marinomica that combine data integrated from existing platforms (e.g., Copernicus) with new ODYSSEA model and in situ observatories and extract secondary policy relevant indicators on water quality wave power, jellyfish abundance and distribution and fisheries.

The revised communication plan included a proposed "end of project" final newsletter to demonstrate the key highlights and achievements. However, with very few face-to-face meetings and because the website will remain available for a minimum of 2 years after the project ends, the maximum impact would be through the website and social media channels. The ODYSSEA website homepage has been redesigned to feature a scrolling list of these key highlights (Figure 12). The newly designed homepage was launched on the 16th November 2021. A series of Social Media posts will follow and will be based on these 8 outputs.

3.3.1   Metrics for evaluation

There are no metrics for evaluating the impact of these changes as they have only been available for 2 days at the time of writing this report. The website and social media channels will remain active for a minimum of 2 years after the end of the ODYSSEA project. These outputs, the website and the Social Media community will be an important legacy of the project.

FIGURE 3.4: SCREENSHOT OF THE ODYSSEA HOMEPAGE FEATURES A PROMINENT BANNER WHICH DISPLAYS A SCROLLING LIST OF 8 KEY PROJECT OUTPUTS.

3.4 Summary

Table 3.1 gives a summary of the general communication activities and tools used to implement the revised ODYSSEA communication plan and metrics for evaluation for the final 18 months of the project and since the project started on 1st February 2017.

TABLE 3.1: SUMMARY OF GENERAL COMMUNICATION ACTIVITIES AND METRICS FOR EVALUATION FOR THE LAST 18 MONTHS OF THE PROJECT (1ST JUNE 2020 TO 30TH NOVEMBER 2021) AND THE WHOLE PROJECT (1ST FEBRUARY 2017 TO 30TH NOVEMBER 2021)

Medium / Activity	Type of Audience	Communication Level	Communication Type	Date / Frequency	Evaluation Metric	Metrics (1st June 2020 to 30th November 2021)	Metrics (1st February 2017 to 30 November 2021)
Newsletters	Public	International	1-way	2 in total	Number distributed	N/A	500
Social media	Public	International	1-way	2 per week (dependent on 1 tweet per month from each WP leader)	Number of followers	535	2,783
ODYSSEA website	Public	International	1-way	On-going updates	Number of sessions (average session time)	12,000 (2:29)	30,000 (2:05)
Conferences, training, workshops, webinars, focus groups	Science and Research, Policy, Industry, Education	International	1-way, 2-way	Attend and present at all relevant conferences, events and exhibitions possible. Organise/attend frequent workshops and meetings throughout the project.	Number attended	601	7,149
Peer reviewed publications	Science and Research	International	1-way	1 or 2 peer reviewed publications from the project	Number of publications	13	25

Flyers and banners	Science and Research, Policy, Industry, Education	International	1-way	1 near the start of the project focussed on project aims and objectives	Number of printed and downloaded	N/A	2533
Website content updates	Science and Research, Policy, Industry, Education	International	1-way	Regular updates with new events, blog posts, press releases, deliverable reports, training materials, meeting reports etc.	Total number of new contents uploaded	77+	217
ODYSSEA logo / identity	Science and Research, Policy, Industry, Education	International	1-way	To be used on ALL project communication activities and channels.	Are the templates being used by all partners?	Logo and branding are effectively used on all project outputs	Logo and branding are effectively used on all project outputs
Marinomica logo / identity	Public, Science and Research, Industry	International	1-way	Used on Marinomica communication activities and channels.	Feedback	Logo updated following feedback	Logo available to use on all Marinomica outputs after the ODYSSEA project ends
Emails	Internal partners, External stakeholders engaged in the project	International	1-way, 2-way	On-going communication	Feedback received regarding email communication	No feedback from recipients received	No feedback from recipients received
Press releases	Public	International	1-way	Press releases for all newsworthy project outputs	Number released	1	11

ODYSSEA blog posts	Public	International	1-way	Aim for at least 1 per month	Number of posts	25 posts	63 posts
Marinomica blog posts	Public	International	1-way		Number of posts	3 posts	3 posts
Storymap	All	International	2-way	Launched late 2020	Number of visitors	562 page views	562 page views
Approximate number of times stakeholders and users have been reached by the communication activities	Circa 14K (1st June 2020 to 30th November 2021 and circa 44K (1st February 2017 to 30th November 2021)* *sum of website visits, number of newsletter downloads, number of people reached at conferences and events, number of flyer and banner downloads, total number of social media followers						

The metrics show that the overall strategy has been effective in targeting representatives from each sector identified as target audiences. The combination of tools has reached end-users and stakeholders circa 14,000 times during the final 18 months of the project and 43K since the project started on 1st February 2017. The communication strategy has achieved a combination of 1-way and 2-way communication with stakeholders and end-user groups at local, national and international levels.

The Marinomica platform has been established as a standalone product with a full brand and identity, social media channels, a product website for launch and a mobile application. The visitors and other metrics for evaluation will be monitored after the ODYSSEA project ends.

The ODYSSEA Final Conference was organised and held on 3rd November 2021. The purpose of the event was to present the key project achievements to its stakeholders. The conference was attended by 164 participants.

The ODYSSEA project homepage has been re-designed to showcase the 8 key project outputs. The website will remain available for approximately 2 years after the project ends.

4   Next Steps

- Development and dissemination of the Marinomica platform will continue including:

    o   Business development of Marinomica with the aim of it becoming financially self-sustaining.

    o   Collaboration, integration and development within other Horizon 2020 projects such as EcoScope and ILIAD.

    o   Relevant Marinomica outputs from the ODYSSEA project will be re-cast for the Marinomica website blog.

    o   The Marinomica social media accounts will become active and updated regularly.

    o   The established ODYSSEA social media community will be used for wider dissemination of Marinomica posts and activities.

- The ODYSSEA project website will be maintained for a minimum of two years after the end of the project.

- The main ODYSSEA social media channels will be maintained for a minimum of two years after the end of the project with the focus shifting to share Marinomica news and posts.

4.1   Resources

RI-VIS - Communication Toolkit for Research Infrastructure (2021)

https://toolkit.ri-vis.eu/community

(Accessed 13th September 2021)

European Commission - *Online Manual, Grant Management, Communicating your project.* https://webgate.ec.europa.eu/funding-tenders-opportunities/pages/viewpage.action?pageId=1867972

(Accessed 21st September 2021)