



ODYSSEA

Operating a network of integrated
observatory systems in the Mediterranean
Sea

Project Deliverable Report

Deliverable Number: 11.2

Deliverable Title: A project identity and a specific project website

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Work Package Number: 11

Work Package Title: Dissemination, Communication and Visibility



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Grant agreement number	727277
Project coordinator	Georgios Sylaios
Project start date and duration	1 st June 2017, 54 months
Project website	http://odysseaplatform.eu/

Deliverable Information	
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Deliverable number	11.2
Deliverable title	A project identity and a specific project website
Description	Design and development of the project identity (logo, report and presentation templates) and the project website (http://odysseaplatform.eu/)
Lead beneficiary	Blue Lobster
Lead Author(s)	Kathryn Keeble, Simon Keeble
Contributor(s)	
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Approvals				
	Name	Organisation	Date	Signature (initials)
Coordinator	Georgios Sylaios	DUTH	29/11/2017	GS
WP Leaders	Simon Keeble	Blue Lobster	29/11/2017	SK

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Executive Summary

The ODYSSEA project identity has been designed and agreed by all partners. The project identity consists of a project logo and colour scheme. The logo and colour schemes have been used to design:

- The first ODYSSEA banner and flyer, which highlight the key project aims and objectives
- A PowerPoint presentation template
- A deliverable report template
- The ODYSSEA project website

The project logo, colour scheme and templates are available for public access on the ODYSSEA project website (<http://odysseaplatform.eu/project-information/project-graphics-and-templates/>).

The project logo and colour scheme will be used for all communication materials produced as part of the ODYSSEA project.

The ODYSSEA project website has been designed, developed and launched using the project logo and colour scheme. The website will serve as an attractive showcase for the project and a vehicle for the effective dissemination of the latest project news, events and products and services available.

The website was populated with initial content and launched in September 2017 (<http://odysseaplatform.eu>). Since its launch, it has received almost 2,000 session views with an average session duration of 5 minutes 37 seconds. A long average duration indicates that the content is of interest to its users.

The website will continue to be updated with the latest project news, events, products and services as ODYSSEA progresses.

All new website content will be broadcast, where appropriate, through the projects established English, Greek, French and Arabic Social Media channels.

Introduction

D11.2 is related to Task 11.2 and is composed of 2 parts:

1. To create a corporate identity for the ODYSSEA project.
2. To design and build a specific website for the ODYSSEA project.

The project identity will ensure a common graphic line (project leaflet, website, presentation templates etc.) for all communication material produced by the consortium.

The website will Act as the main point for general project information for partners and stakeholders. It will be maintained and updated throughout the course of the project, serving as an important resource for latest news, events, products and services. The website will be integral with the projects blog and Social Media campaign.

Method and Results

This section describes the processes to create the ODYSSEA project identity and website and provides details of the products produced.

Creating the ODYSSEA Project Identity

The ODYSSEA project identity was created and agreed by all members of the consortium using a collaborative approach. In the first instance, the projects logo and colour schemes were agreed. The agreed logo and colour scheme were then used to design

1. A project flyer and banner outlining the main aims and objectives of the project
2. A series of templates for presenting and reporting purposes
3. The project website

The project logo and colour schemes will be used on all the communication and dissemination materials produced during the project as detailed in the Communication Plan (D11.1).

Logo

The ODYSSEA logo was designed and presented to all project partners for feedback and critique. The initial logo design was adapted based on partner feedback and the final logo was agreed (Figure 1). From the logo, a palette of complimentary colours was designed to produce the projects colour scheme. The logo and colour schemes will be used on all products produced throughout the project.

The final logo and colour schemes were uploaded to the project website to provide easy access for all partners and stakeholders. The logo is available in a variety of formats for print and digital use. Usage guidelines are also provided

(<http://odysseaplatform.eu/project-information/project-graphics-and-templates/>).

ODYSSEA Logo V1.0 26th May 2017

Blue Lobster IT Ltd - www.bluelobster.co.uk

BRAND LOGO



The inner white area indicates Clear Space. This area must be kept free of other elements.

Gray padding indicates the Safe Zone; this is an area where other elements can be positioned safely without encroaching on the logos Clear Space; think personal bubble.

PRIMARY COLOUR PALETTE

	H: 208° S: 92% B: 51% R: 10 G: 70 B: 131 #: 0A4683	C: 100% M: 75% Y: 20% K: 5%
	H: 197° S: 80% B: 89% R: 45 G: 171 B: 227 #: 2DABE3	C: 71% M: 13% Y: 0% K: 0%

TYPEFACE

Proxima Nova Bold
 1234567890!@#\$%^&*()
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

ALTERNATIVES



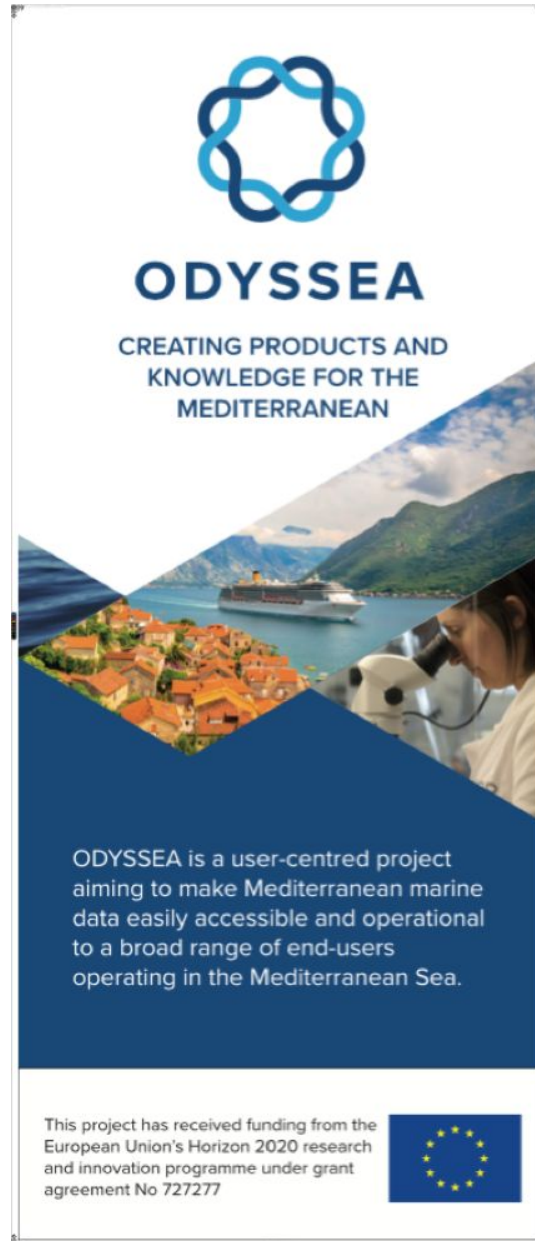
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Flyer and Banner

An initial project flyer and banner have been designed using the project colour scheme. The flyer and banner highlight the main aims and objectives of the project and will be used to promote ODYSSEA to its stakeholders at forthcoming meetings and events.

Both the flyer and banner are available publically on the project website in a variety of formats suitable to print and digital use

(<http://odysseaplatform.eu/project-information/project-graphics-and-templates/>) (Figure 2 and 3).



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ODYSSEA will set up, operate and maintain a network of nine local / regional Observatories around the Mediterranean Sea aiming to cover and support end-users' specific needs in marine data.

ODYSSEA IS EXPECTED TO:

- Integrate existing Earth Observing systems into a single platform
- Develop a community of Mediterranean data users
- Offer on-demand derived data services for end-users and stakeholders.

ODYSSEA

ODYSSEA is a user-centred project aiming to make Mediterranean marine data easily accessible and operational to a broad range of end-users operating in the Mediterranean Sea.

ODYSSEA will train and educate policy-makers and end-users on marine data usage, demonstrate all new technologies (sensors, models, systems) and educate young scientists, engineers and entrepreneurs

MARKET SECTOR

ODYSSEA develops services for end-users operating in the Coastal and Marine Environment. We will provide historic data, real-time and NRT data and operational forecasts (raw and processed).

Intermediate User
ODYSSEA acts as an intermediate user that uses marine data services to help develop and foster products and businesses for end users.

End User
ODYSSEA targets end users such as fishery and mariculture SME's, port authorities, oil & gas operators, maritime industry, public health and civil protection authorities, etc.

CONTEXT

Mussel culture operators will benefit from marine and weather data and early warnings on approaching toxic algal blooms or heat waves affecting mussels growth.

Port authorities request salinity and density data to compute cargo ship buoyancy to optimise timing for entering harbours.

National / regional authorities request wind and wave/currents data to indicate appropriate waterways for seaplanes.

OBJECTIVES AND CHARACTERISTICS

The 'ODYSSEA Platform' is the final project deliverable, integrating data from existing Earth Observing Systems (external data) and the data produced at ODYSSEA Observatories (internal data, in-situ systems and models).

Until the Platform's final delivery, an ODYSSEA platform 'mock-up' has been developed by DUTH to contact and interact with end-users. CMEMS data and data from other systems (NOAA, Metar) were retrieved and synthesised to develop easy to understand graphs and texts.

Social media (Facebook and twitter) are being used to approach end users and develop 'mock up' versions.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 722277

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Templates

A PowerPoint presentation template (Figure 4) and a deliverable report template have been designed using the project logo and colour scheme. These will enable partners to produce project outputs and dissemination in a clear and consistent format using the projects identity. The templates are available

publically on the projects website for easy access

(<http://odysseaplatform.eu/project-information/project-graphics-and-templates/>).



Creating products and knowledge for the Mediterranean

PRESENTATION TITLE

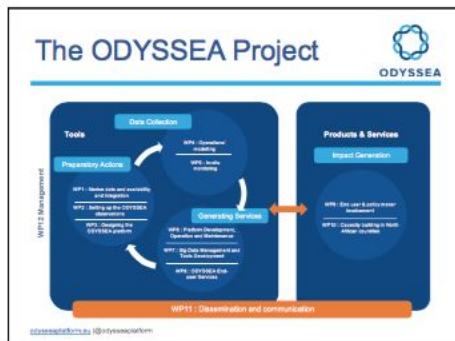
Meeting Name
Presenter Name(s)
Presenter Organisation(s)
Email

The project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017717



ODYSSEA

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The ODYSSEA Project

ODYSSEA

Tools

- Preparatory Actions
- WP1: Review state and identify key challenges
- WP2: Study the current situation
- WP3: Identify the ODYSSEA problem
- WP4: Platform Development, Design and Development
- WP5: Big Data Management and Tools Development
- WP6: ODYSSEA End-user Services

Data Collection

- WP4: Operational Learning
- WP5: Learning

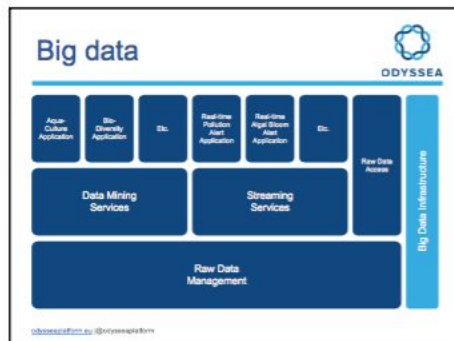
Generating Services

- WP6: End user & end-user development
- WP7: Quality testing and user acceptance

Products & Services

- Impact Generation

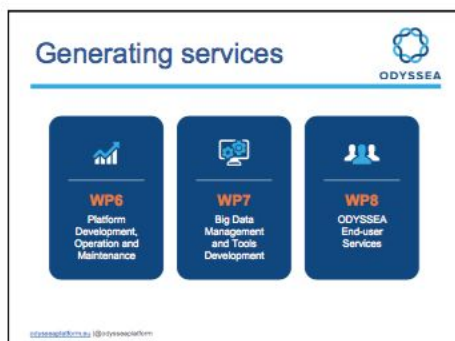
WP11: Dissemination and communication



Big data

ODYSSEA

Acquis-Culture Application, Bio-Energy Application, Etc., Real-time Prediction Asset Application, Real-time Asset Status Application, Etc., Raw Data Access, Big Data Infrastructure, Raw Data Management, Data Mining Services, Streaming Services



Generating services

ODYSSEA

- WP6**
Platform Development, Operation and Maintenance
- WP7**
Big Data Management and Tools Development
- WP8**
ODYSSEA End-user Services




More detail

ODYSSEA

odysseaplatform.eu | odysseaplatform@odysseaplatform.eu

Information box example




ODYSSEA will apply a **user-centred** approach, in which end-users and stakeholders, internal and external to the Consortium, will be involved from **Day 1** of the project in the design, development and operation of the platform as well as the data collection and operations of the Observatories. Furthermore, databases will be organized, homogenized and fused to provide data in common standard type and format as well as other types and formats according to end-user requirements in order to fulfil their needs for specialized and accurate information.

- The end-user will be able to search, retrieve and visualize data for each specific parameter within a certain time and space window using one single command, whenever the data are stored (ODYSSEA Novelty 1)
- User will be able to download archived/forecasted information and receive services for any part of the Mediterranean Sea through a single system (ODYSSEA Novelty 2)
- A set of interactive web tools will be developed for the front-end of the platform to allow the user to visualize both the location of data points (using maps) and the data values (using plots / data visualization graphs) (ODYSSEA Novelty 3)
- Data from more observational platforms, systems and networks will be readily available to end-users through the newly developed platform. Emphasis will be placed on showcasing the systems i.e., with meteorological, hydrological and citizen's science data (ODYSSEA Novelty 4)
- Databases will be re-organized, homogenized and fused to provide data retrieved in a common standard type and format, as well as other types and formats according to end-user requirements (ODYSSEA Novelty 5)

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Table example



Mission / Activity	Type of Audience	Communication Level	Communication Type	Area / Frequency	Realities
Observation	Public	International	2-way	Virtual or hybrid	Number distributed
Field visits	Public	International	2-way	2 per week (maximum of 5 level per month, maximum 100 people)	Number of visits and follow-ups
Workshop	Public	International	2-way	On-going/cyclic	Number of sessions and attendees
Conferences, events and publications	Science and Research, Policy, Industry, Education	International	1-way, 3-way	Workshop / events on all relevant conferences, workshops and webinars possible	Number organized and presentations / publications/articles, posters, research, communication
Workshops and meetings	Public, Science and Research, Policy, Industry, Education, Internal partners, External institutions, interested private	International, National, Local	2-way	Regular / special Requested workshops and meetings throughout the project	Number organized and attended

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Target example




The aim of

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Creating products and knowledge for the Mediterranean



THANK-YOU

Presenter Name(s)
Presenter Organisation(s)
Email



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017017

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Design, Development and Launch of the ODYSSEA Project website

A project holding page was uploaded at the start of the project. This interim site was available on the ODYSSEA domain name until the project website was launched in September 2017. Google Analytics was activated on 9th June 2017 to track site usage.

The ODYSSEA website was designed to give a modern website that meets current standards and optimises performance, security and accessibility. The project requirements were analysed and a functional specification was produced. The website design and functional specification were agreed by the project management team prior to development.

The website was designed using the colour scheme and logo created for the ODYSSEA project. The website homepage is designed to be an attractive showcase for the project and a vehicle for the effective dissemination of the latest project news, events and products and services available.

The ODYSSEA website was launched in September 2017 (<http://odysseaplatform.eu>) (Figure 5).

Key features of the project Homepage include:

- The main aims and objectives of the ODYSSEA project
- An Events sections to keep users up to date with the latest project and related events
- The integrated project blog to keep users up to date with the latest project news.
- Links to the project Social Media pages.

Log in English


HOME PROJECT INFORMATION EVENTS PRESS RELEASES BLOG CONTACT

ODYSSEA will develop, create and demonstrate an interoperable and open architecture for the full range of marine observing and forecasting systems across the Mediterranean basin, addressing both the open sea and the coastal zone.



The platform will collect its data from the many databases maintained by agencies, public authorities, and institutions of Mediterranean EU and non-EU countries, integrating existing and new observation facilities and networks in the Mediterranean. Sea-Buffering on key observatories such as OceanWatch, GOSOS, SIOOS, EMONNET, EOPH, LISAwatch, MacOcean, OBP, AquaticNet, Marine Data Bank, IMOSIMC and others with marine and terrestrial links. Through ODYSSEA and user centric approach to which the various groups of end-users and stakeholders, within and external to the Consortium, will be involved from Day 1 of the project in the design, development and operation of the platform, including identification of gaps in data collection and accessibility.

High priority gaps will be filled through multiple approaches that include developing a network of coastal observations, studying novel in situ sensors at sea (e.g. microelectro-mechanical systems), oceanographic modeling and integrating existing mobile apps for citizen science initiatives. Applying advanced algorithms to organise, homogenise and fuse the large quantities of data in common standardised types and formats as well as other types of formats, the ODYSSEA platform will provide access to open data and on-demand derived data services, including forecasts, from ALL Mediterranean countries through SIOOS & PUBLIC PORTAL to various end user groups and stakeholders. End user requirements will drive the creation of secondary data sets which the platform will provide as new and packaged services restoring the specialised inform about needs of users.

ODYSSEA will increase accessibility to existing data as well as increase the temporal and geographic coverage of observational data in the Mediterranean.



Upcoming Events

28th May 2018: 80th International Liege Colloquium on Ocean Dynamics
80th International Liege Colloquium on Ocean Dynamics Long-term studies in oceanography - the celebration of 50 years of studies at the Liege Colloquium Liege, Belgium - 28th May to []

6th November 2018: IMOS 2018
International Conference on Marine Data and Information Systems - Barcelona, 5-7 November 2018. The aim The IMOS topic []

31st May 2018: European Maritime Day
Date: 31 May 2018 - 1 June 2018 Location: Rungis, Bulgaria The European Maritime Day (EMD) is the annual meeting []

Blog



ODYSSEA Project Hosts First North African Public Event in Egypt

Representatives of civil society organizations, research institutes and academia, national authorities and fishermen were introduced to the objectives of the EU-funded ODYSSEA project.

The EU-funded ODYSSEA project held its first public conference in North Africa on November 11, 2017 in Egypt. The event, organized by the Egypt-based partner, The Arab Network for Environment and Development (ANED), with the cooperation of National Institute of Cosmography and Fisheries (NICF), took place in the Abu Qir area.

About 100 participants, representing civil society, research institutes...

Oct 11

Coordination and efforts to explore ways to transform Mediterranean Sea

Representatives of projects and programs, both scientific and technological experts addressing marine monitoring in the Mediterranean basin will meet on October 25, 2017 for a special international meeting organized by the EU-funded ODYSSEA Project. The workshop will focus on transforming Mediterranean Sea data into innovative information services. The event, which will be funded by ODYSSEA partner, Sorbonne University of Paris, will also be used as a learning opportunity for the different projects.

Nov 23

ODYSSEA Project participates in major Fisheries and Aquaculture Summit

At the event, ODYSSEA identified and connected with potential end users of its primary oceanography system. The EU-funded ODYSSEA Project participated.

Oct 3

ODYSSEA presented at Copernicus user in Brussels

The ODYSSEA Project was featured at the Copernicus Marine Watch, hosted by the Copernicus Marine Environment and Monitoring Service (CMEMS) in Brussels.

Jul 31

ODYSSEA launches Greek social media platform

The Laboratory of Biological Engineering and Information in the Democritus University of Thrace (DUTH) announced the opening of ODYSSEA-Greece platform.

Aug 4

ODYSSEA presented at Ocean 17 Aberdeen

For the second time in its first month of existence, the ODYSSEA project has been presented at a leading conference in its field, this time at the Ocean 17 Aberdeen.

Jun 19

ODYSSEA to be presented at Helsinki COC workshop

Later this week, after its concluding conference, the EU-funded ODYSSEA project will feature at the 11th European Group on Earth Observations (EGEO).

Links

ODYSSEA - Greece - Facebook
 ODYSSEA - Egypt - Facebook
 ODYSSEA - Tunisia - Facebook
 GEMAP

Project Information Press Releases Events Blog Contact

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 727227

Français English

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The navigation is designed to be streamlined and user friendly, providing easy access to:

- Project information
- Events
- Press releases
- Blog
- Contact page

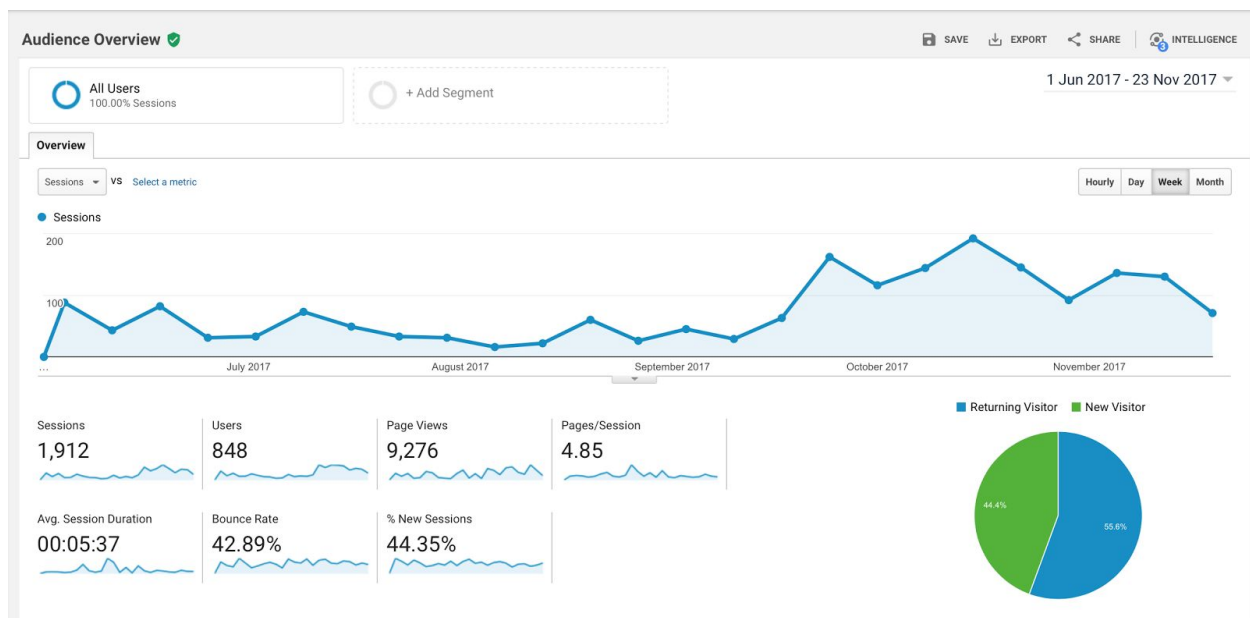
Initial website content has been identified, prepared and was uploaded to the ODYSSEA website prior to launch and includes:

- Homepage graphics and content
- Project information – project deliverables and graphics and templates
- Project events and forthcoming events relevant to the project
- Project press releases
- Project blog articles

The website content will continue to grow and evolve as the project progresses. New content will keep stakeholder end users up-to-date with the project progress, latest news, forthcoming events, new knowledge and information products.

The website also features a secure section for project partners only. This section requires project partners to log in and is used for sharing a confidential and draft documents. This part of the site is linked to the ODYSSEA Platform Google Drive and allow partners to collaborate on documents and reports.

Since the 9th June 2017, the initial project holding page and the project website have received almost 2,000 session views, with an average duration of 5 minutes 37 seconds spent on the site (Figure 6). A long average duration indicates that the content is of interest to its users.



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Outreach and Communication Activities

The ODYSSEA Social Media campaign and website serve a complementary role of the project dissemination and outreach strategy. All material that is published on the public section of the website is broadcast via the projects Social Media channels.

To date (24th November, 2017). ODYSSEAPatform (English) and ODYSSEA-Greece (Greek) have posted around 300 posts . ODYSSEAPatform, ODYSSEA-Greece, ODYSSEA-Tunisie (French) and ODYSSEA-Egypt (Arabic) have attracted almost 1,000 followers on Facebook (Figure 7).



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The ODYSSEA PowerPoint presentation template was used to deliver a presentation on the ODYSSEA Project and its aims and objectives at the AtlantOS 3rd General Assembly in November 2017 and will be used at future events.

The ODYSSEA Banner and flyers have been printed and displayed at First Stakeholder Workshop in Rome – October 2016 – “Transforming Mediterranean Sea data into innovative information services”

All project partners have been informed of how to access the logo and colour scheme, flyer, banner and presentation and reporting templates.

Next Steps

Continue to update the project website with the latest news, events, products and services.

Translate appropriate content on the website into Greek, French and Arabic using the multi-language functionality built into the website.

Translate the flyer and banner into Greek, French and Arabic where appropriate.

Continue to promote the website and the project through the established Social Media channels.

Ensure that all materials produced as part of the ODYSSEA project use the project identity and templates provided.