

# **WP11 – DISSEMINATION, COMMUNICATION & VISIBILITY**

ODYSSEA Interim review, Brussels February 2019

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 727277

# WP11 Objective



The aim of WP11 is to maximise the impact of the project's results through dissemination and communication of the project results to a wide range of relevant audiences.

# Tasks during the first period



## **Tasks**

Task 11.1: Prepare and implement Communication and Dissemination Plan

Task 11.2: Development of project identity and website

Task 11.3: Production of dissemination materials for the various stakeholder groups

Task 11.4: Training workshops / Summer schools

## **Deliverables**

D11.1: Communication plan (M6)

D11.2: A project identity and specific project website (M6)

# Communication and Dissemination Plan



ODYSSEA

- To inform and update project partners and external stakeholders and end-users on the latest news, events, products and services
- To promote and raise awareness of the ODYSSEA project, products and services amongst external stakeholders and potential end-users and to maintain their interest
- To actively engage partners and external stakeholders and end-users in the design and development of the project products and services
- Demonstrate the instrumental role of a European collaborative approach in achieving scientific excellence, contributing to competitiveness and solving societal challenges

# 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)
- SME's operating on the Mediterranean Sea directly or indirectly
- Local, National and International organisations charged with coastal zone management (e.g. local government, policy makers regulating industry, policy makers 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

# Main channels of communication



- Newsletters
- Project blog
- Project website
- Social Media
- Press releases, publications and policy
- Project identity – Logos and communication templates
- Flyers, leaflets, posters etc
- Stickers !!!
- Conferences, events and exhibition – All partners will represent ODYSSEA and promote project awareness at conferences, events and exhibitions attended during the projects.
- Workshops and meetings – Attending and organising workshops will be a key 2-way communication strategy for ODYSSEA.
- Summer schools – Summer schools are planned to engage with early career scientists.
- End-user and policy-makers focus groups – Work package 9 and Task 2.2 (WCMC Lead) will work to establish active 2-way engagement with end-user groups and policy-makers

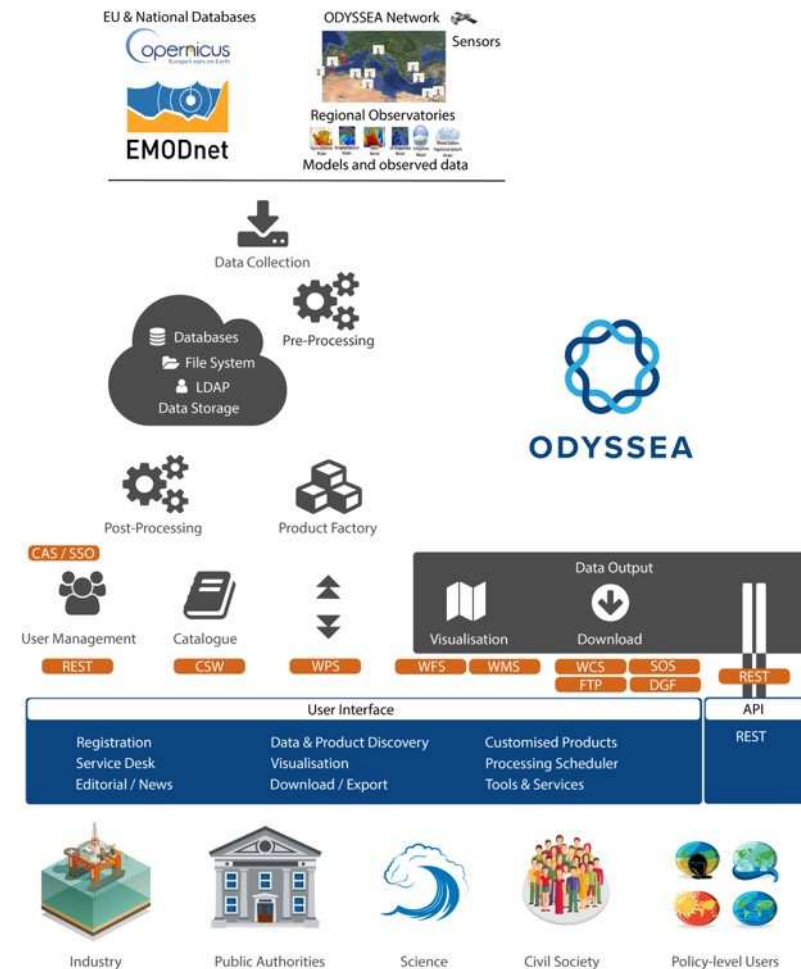
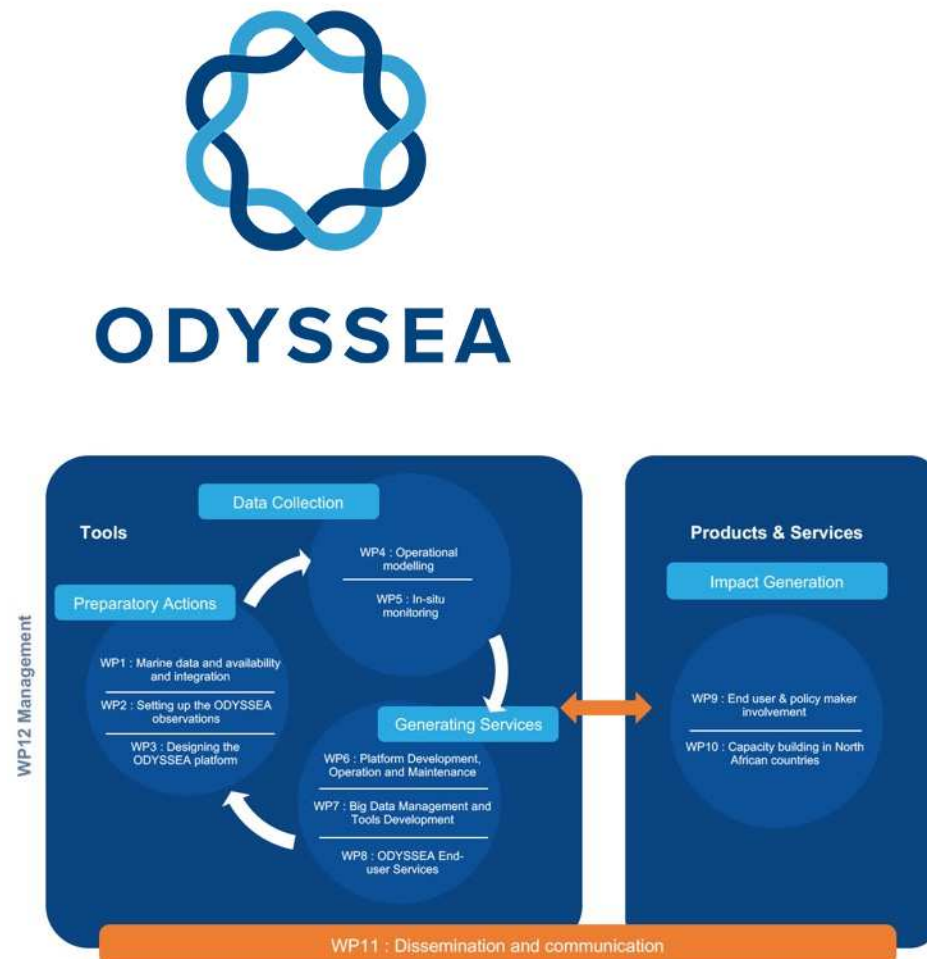
# Project identity and materials



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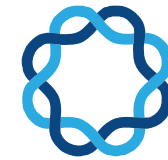
Some examples...

# Logo, project explainer graphics & platform architecture graphics





# Role-up banners



ODYSSEA

 <b>ODYSSEA</b> CREATING PRODUCTS AND KNOWLEDGE FOR THE MEDITERRANEAN	 <b>ODYSSEA</b> CREATING PRODUCTS AND KNOWLEDGE FOR THE MEDITERRANEAN	 <b>ODYSSEA</b> CRÉE DES PRODUITS ET DU SAVOIR POUR LES MÉDITERRANÉENS	 <b>ODYSSEA</b> CREATING PRODUCTS AND KNOWLEDGE FOR THE MEDITERRANEAN
 <p>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.</p> <p><a href="http://www.odysseaplatform.eu">www.odysseaplatform.eu</a></p>	 <p>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.</p> <p><a href="http://www.odysseaplatform.eu">www.odysseaplatform.eu</a></p>	 <p>ODYSSEA est un projet axé sur l'utilisateur dont l'objectif est de rendre les données marines méditerranéennes facilement accessibles et opérationnelles pour un large éventail d'utilisateurs finaux opérant en Méditerranée.</p> <p><a href="http://www.odysseaplatform.eu">www.odysseaplatform.eu</a></p>	 <p>Το έργο ODYSSEA εστιάζει στον τελικό χρήστη καθώς επιδιώκει να καταστήσει τα θαλάσσια δεδομένα της Μεσογείου εύκολα προσβάσιμα και λειτουργικά για όλους όσους δραστηριοποιούνται σε αυτήν, όπως επιχειρήσεις υδατοκαλλιέργειας, ναυτιλίας, θαλάσσιων Ανανεώσιμων Πηγών Ενέργειας, τουρισμού, διαχείρισης λιμένων, κ.ο.κ.</p> <p><a href="http://www.odysseaplatform.eu">www.odysseaplatform.eu</a></p>
<p>This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 727277</p> 	<p>This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 727277</p> 	<p>Le projet ODYSSEA est financé par le Programme-cadre de l'UE pour la recherche et l'innovation, HORIZON 2020 à travers l'accord de subvention 727277</p> 	<p>Το έργο αυτό έχει χρηματοδοτηθεί από το Πρόγραμμα έρευνας και καινοτομίας «HORIZON 2020» της ΕΕ, με την Σύμβαση επιχορήγησης αριθ. 727277</p> 

# ODYSSEA showcased at the 2018 UN Biodiversity Conference in Egypt





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 Page 01-000001

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 721271



ODYSSEA Page 01-000002



## ODYSSEA

Το έργο ODYSSEA εστιάζει στον τελικό χρήστη καθώς επιδιώκει να καταστήσει τα θαλάσσια δεδομένα της Μεσογείου εύκολα προσβάσιμα και λειτουργικά για όλους όσους δραστηριοποιούνται σε αυτήν, όπως επιχειρήσεις υδατοκαλλέργειας, ναυτιλίας, θαλάσσιων Ανανεώσιμων Πηγών Ενέργειας, τουρισμού, διαχείρισης λιμένων κ.ο.κ.

#### ΤΟ ΕΡΓΟ ODYSSEA ΑΝΑΜΕΝΕΤΑΙ:

- να ενσωματώσει δεδομένα από τα υφιστάμενα συστήματα παρακολούθησης της Γης και να τα παρουσιάσει με τρόπο εύληπτο σε μια ενιαία πλατφόρμα,
- να αναπτύξει μια κοινότητα Μεσογειακών χρηστών θαλάσσιων δεδομένων και
- να προσφέρει υπηρεσίες εξειδικευμένων δεδομένων με βάση τις ανάγκες επιχειρήσεων και επαγγελματιών που δραστηριοποιούνται στην θάλασσα, αλλά και της ευρύτερης κοινωνίας.

#### Η ΕΚΠΑΙΔΕΥΤΙΚΗ ΔΙΑΣΤΑΣΗ

- Ο συνδυασμός νέων τεχνολογιών, επιστημονικής έρευνας και ανάδειξης της κοινοτομίας καθιστά το έργο ODYSSEA μια εμβληματική πρωτοβουλία της Ευρωπαϊκής Ένωσης για την προώθηση της Γαλάζιας Ανάπτυξης στην Μεσόγειο. Πράγματι, οι κλάδοι της Θαλάσσιας Οικονομίας αντιμετωπίζουν σοβαρό έλλειμμα καταρτισμένου ανθρώπινου δυναμικού ενώ παράλληλα το εκπαιδευτικό σύστημα των περισσότερων Μεσογειακών χωρών φαίνεται να αγνοεί τις απαιτήσεις και τις ευκαιρίες που παρουσιάζονται. Το έργο ODYSSEA επιδιώκει να συμβάλει στην ανάδειξη των προκλήσεων και ευκαιριών που επιφέρει η αναδυόμενη Γαλάζια Οικονομία σε όλες τις Μεσογειακές χώρες.



# Newsletter and Summer school brochure



Issue 01 - February 2019

## NEWSLETTER

[www.odysseaplatform.eu](http://www.odysseaplatform.eu)

Creating products and knowledge for the Mediterranean

### Editorial

#### **ODYSSEA: a quest for innovative, intelligent and balanced Blue Growth**

Georgios Sylaios

ODYSSEA is a complex, multi-tasking and multi-level project. The EU-funded project aims to advance operational oceanography and link it to the needs of society and businesses.

A wealth of marine data is produced daily from high-tech systems and on-site sensors measuring an extended range of marine properties. Numerical models produce highly accurate forecasts on sea conditions whilst satellites efficiently scan the sea surface and report on diverse ocean properties. All these high-volume data are packed into 'big data' files, which are stored in advanced computerised systems at immense costs.

While many marine and maritime users could benefit from this data, only very few have the capacity to access these data files, retrieve the measured and/or forecasted parameters and make use by transforming them into meaningful information useful for their work. Moreover, large parts of the Southern and Eastern Mediterranean seem to be out of the picture, neither collecting nor benefitting from local marine data.

ODYSSEA, a Horizon 2020 project, aims to change this reality, bridging the gap between the operational oceanographic capacities and the need for information on marine conditions from the community of end-users on both shores of the Mediterranean. The project is based on the following four pillars:



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 727277.

- The development of a novel, easy-to-use platform in which data from existing platforms, networks and facilities will be collected, integrated, aggregated, exposed, and delivered to end-users who can gain from this information. Although several platforms and systems are currently in operation providing marine data, they remain fragmented, inhomogeneous in types and formats, with gaps in space (especially along Northern Africa) and parameters (especially in chemistry and biology). The ODYSSEA platform is expected to attract operational users from the entire Mediterranean Sea and aid scientists and consultants providing technical support on marine issues.

- The development and integration of new sensors into already existing monitoring systems. An operational sensor for emerging pollutants such as micro-plastics, the most significant topic in marine research nowadays, will be a key deliverable for ODYSSEA. The sensor will be miniaturized and integrated on an existing mobile monitoring system (the Sea Explorer glider) and a surface and benthic static system (the Modular Seafloor Lander). The operational measurement of microplastic particles is considered as a major breakthrough, as until now these microparticles are collected using towed nets. In parallel, submarine cameras and acoustic sensors will be integrated into existing vehicles and systems to be tested at operational scale.

- ODYSSEA intends to use operational modelling. For the first time, a set of well-known numerical models will be operationally coupled and interlinked to provide services and products to a broad range of end-



ODYSSEA

users. Existing tools and interfaces will be used for models' coupling, data management, assimilation and data exchange with the central ODYSSEA platform.

- Developing and providing well-defined services and products to end-users. A set of nine Observatories has been established for this task, mostly in Southern and Eastern parts of the Mediterranean. Users will be able to test and validate the capacity of the ODYSSEA platform to deliver these services. Modern algorithms and tools will be designed and incorporated into the platform for this purpose. For the first time, a business model for the provision of these operational services will be explored and designed.

As ODYSSEA coordinator, I find this a challenging and fascinating project making a step forward in linking science and research with the needs of society and business across both shores of the Mediterranean in the emerging sector of Blue Growth.

### In this issue:

- ODYSSEA project overview, aims and objectives
- Blue economy in the Mediterranean: a factor of growth and development
- The ODYSSEA End-User Focused Approach
- ODYSSEA Platform

1<sup>st</sup> ODYSSEA Summer School  
Operational Oceanography for Science, Business and Society  
Akotisma Hotel, Nea Karvalli, Kavala, Greece 3-12 September 2018



ODYSSEA  
Summer School  
Kavala 2018

Organised by the ODYSSEA Project  
Hosted by the Democritus University of Thrace  
Venue: Akotisma Hotel, Nea Karvalli, Kavala, Greece



ODYSSEA



[www.odysseaplatform.eu](http://www.odysseaplatform.eu)

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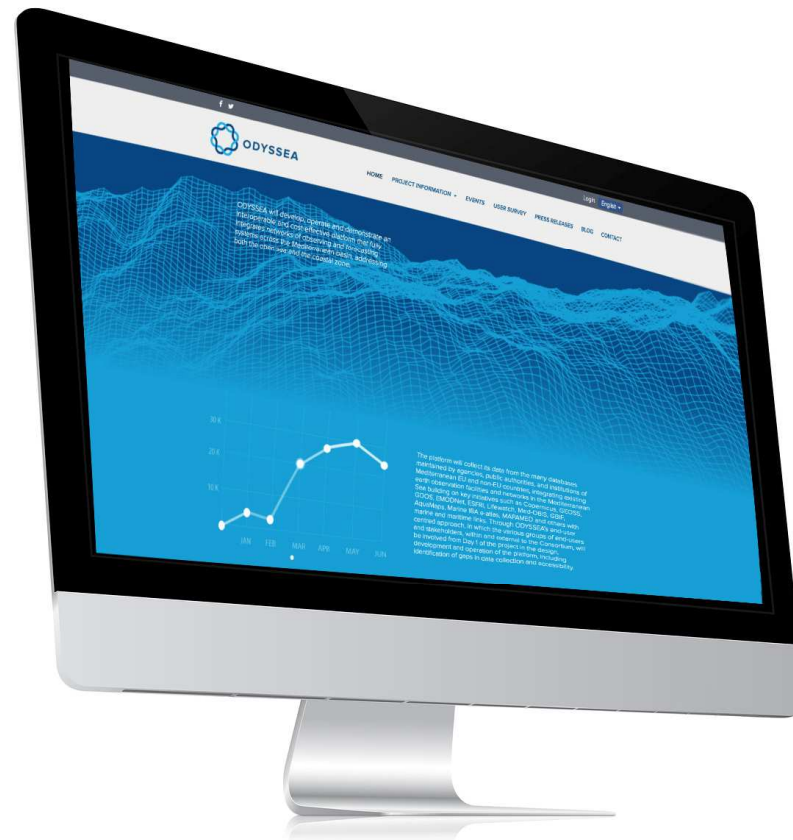


# Laptop sticker - draft!!!!





# The ODYSSEA Website



## Overview

Users ▼ VS Select a metric

Hourly Day **Week** Month

● Users



Users  
6,232

New Users  
6,232

Sessions  
11,671

Number of Sessions per User  
1.87

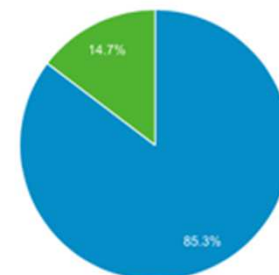
Page Views  
35,141

Pages/Session  
3.01

Avg. Session Duration  
00:02:52

Bounce Rate  
59.99%

■ New Visitor ■ Returning Visitor



### Demographics

Language

Country

City

### System

Browser

Operating System

Service Provider

### Mobile

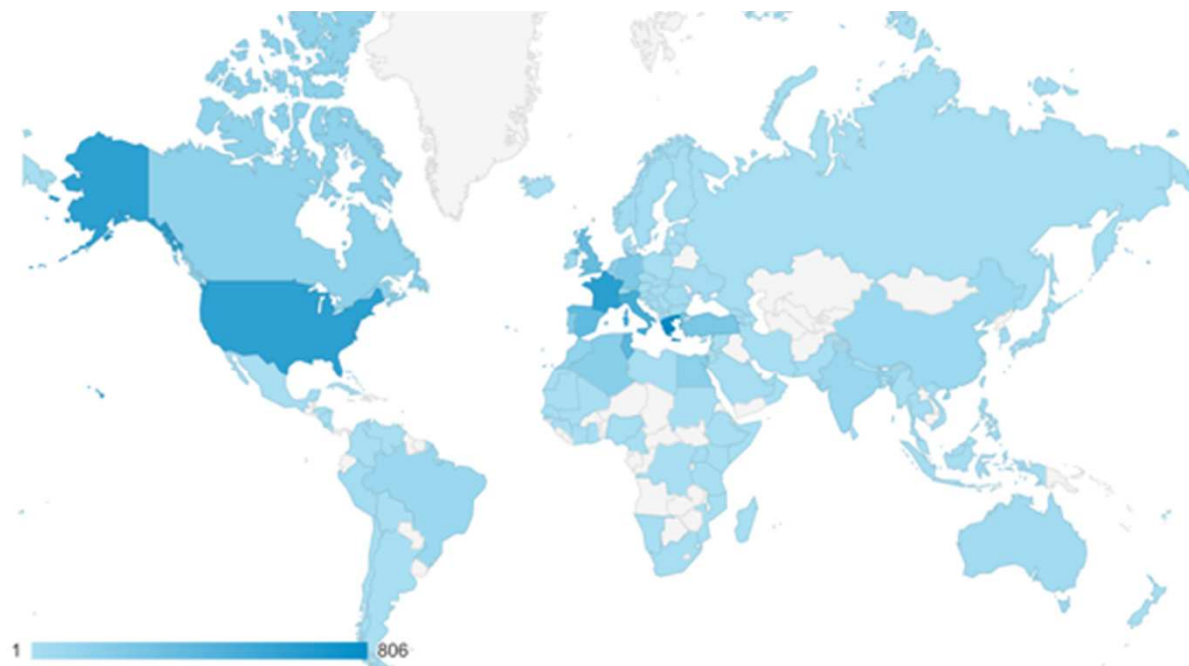
Operating System

Service Provider

Screen Resolution

### Language

	Language	Users	% Users
1.	en-us	2,325	37.05%
2.	fr	727	11.59%
3.	en-gb	531	8.46%
4.	fr-fr	527	8.40%
5.	el-gr	311	4.96%
6.	it-it	252	4.02%
7.	es-es	244	3.89%
8.	tr-tr	141	2.25%
9.	el	114	1.82%
10.	pt-pt	114	1.82%



Primary Dimension: [Country](#) [City](#) [Continent](#) [Sub Continent](#)

Secondary dimension



advanced



Country	Acquisition			Behaviour			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	6,232 % of Total: 100.00% (6,232)	6,237 % of Total: 100.08% (6,232)	11,671 % of Total: 100.00% (11,671)	59.99% Avg for View: 59.99% (0.00%)	3.01 Avg for View: 3.01 (0.00%)	00:02:52 Avg for View: 00:02:52 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	US\$0.00 % of Total: 0.00% (US\$0.00)
1.  Greece	806 (12.70%)	797 (12.78%)	1,721 (14.75%)	47.18%	3.17	00:02:42	0.00%	0 (0.00%)	US\$0.00 (0.00%)
2.  France	624 (9.83%)	614 (9.84%)	898 (7.69%)	62.03%	2.53	00:01:53	0.00%	0 (0.00%)	US\$0.00 (0.00%)
3.  United States	610 (9.61%)	609 (9.76%)	617 (5.29%)	91.90%	1.21	00:00:25	0.00%	0 (0.00%)	US\$0.00 (0.00%)
4.  Italy	486 (7.66%)	454 (7.28%)	750 (6.43%)	55.07%	3.14	00:02:29	0.00%	0 (0.00%)	US\$0.00 (0.00%)
5.  Tunisia	383 (6.04%)	381 (6.11%)	883 (7.57%)	59.34%	2.61	00:02:46	0.00%	0 (0.00%)	US\$0.00 (0.00%)
6.  Spain	357 (5.63%)	346 (5.55%)	590 (5.06%)	52.88%	3.32	00:02:12	0.00%	0 (0.00%)	US\$0.00 (0.00%)
7.  United Kingdom	322 (5.07%)	317 (5.08%)	1,761 (15.09%)	50.09%	4.99	00:07:03	0.00%	0 (0.00%)	US\$0.00 (0.00%)
8.  Turkey	232 (3.66%)	234 (3.75%)	461 (3.95%)	55.31%	4.33	00:03:19	0.00%	0 (0.00%)	US\$0.00 (0.00%)
9.  Germany	210 (3.31%)	207 (3.32%)	271 (2.32%)	64.94%	2.65	00:01:57	0.00%	0 (0.00%)	US\$0.00 (0.00%)
10.  Israel	204 (3.22%)	201 (3.22%)	567 (4.86%)	59.61%	2.60	00:02:07	0.00%	0 (0.00%)	US\$0.00 (0.00%)



# Facebook



## Followers:

Greece: 688

Egypt: 274

Tunisia: 344

Spain: 36

Turkey: 106



# Twitter



## ODYSSEA

Home Moments Notifications Messages



Search Twitter



Tweet



### ODYSSEA

Tweets 178 Following 256 Followers 133 Likes 5

Follow

#### ODYSSEA Platform

@ODYSSEAPLATFORM

#ODYSSEA is an EU-funded project aiming to make Mediterranean marine data easily accessible and operational to multiple end-users.

Kavala, Greece

[odysseapatform.eu](http://odysseapatform.eu)

Joined May 2017

Tweet to ODYSSEA Platform

Tweets Tweets & replies Media



**ODYSSEA Platform** @ODYSSEAPLATFORM · 21h  
The World Meteorological Organization (#WMO) and UNESCO's Intergovernmental Oceanographic Commission (#IOC) signed a new agreement to strengthen collaboration between the two organizations on matters of ocean observing [unesco.org/new/en/natural...](http://unesco.org/new/en/natural...) #marine #coastal #biodiversity



Who to follow · Refresh · View all



**Paul Tomlinson** @Paul\_T... ×

Follow

Promoted



**ODYSSEA-Greece** @OD... ×

Follow



**BlueMed** @BlueMedEU ×

Follow

Find people you know

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# Events and workshops



ODYSSEA Tunisia workshop attracts key stakeholders; activity expands in Maghreb and beyond February 2018

[odysseaplatform.eu](http://odysseaplatform.eu) | @odysseaplatform

Type	Number
Organisation of a conference	1
Organisation of a workshop	6
Press release	14
Non scientific and non peer reviewed publication	4
<b>Exhibition</b>	<b>2</b>
Flyer	14
<b>Training</b>	<b>8</b>
Social media	7
Website	1
Communication campaign (radio / TV)	3
<b>Participation to a conference</b>	<b>39</b>
<b>Participation to a workshop</b>	<b>39</b>
<b>Pitch event</b>	<b>4</b>
95 appearances representing ODYSSEA at events	
<b>Trade fair</b>	<b>2</b>
<b>Participation in activities organised jointly with other H2020 projects</b>	<b>1</b>
Other	11

# Some of those events...



§

7th International Fair of Fisheries and Aquaculture -SIPA 2017, Oran, Algeria

ODYSSEA Side Event to CBD COP14 - Sharm El-Sheikh

First Stakeholder Workshop – “Transforming Mediterranean Sea data into innovative information services” in Rome

Essam (RAED) and Ghada (Deltares) organized in Egypt (Abu Qir area) the first ODYSSEA promotion event for North African countries.

Workshop/Promotion Event on ODYSSEA Platform Data and Services & Observatories Set-up and Operation with the participation of the Port Authority of Heraklion and the Region of Crete

Egypt Launching workshop

National workshop on Launching ODYSSEA-Tunisia

ODYSSEA WP4 workshop on Delft-FEWS, Delft3D and AQUASAFE

ODYSSEA K-O meeting, Tunis, Tunisia

BlueMed Coordinators Meeting, Malta. Presentation by Simon Keeble

Ghada (Deltares) presents ODYSSEA project (through video call) at the EuroGOOS conference in Bergen, Norway

European Geosciences Union General Assembly 2018

Earth Observation & Copernicus Technologies and Solutions for User Applications

Operating a Network of Integrated Observatory Systems in the Mediterranean Sea (ODYSSEA), AKTAN Y., KESKİN C., KARATAS S., YARDIMCI C.H. (oral presentation)

ODYSSEA - Operating a network of integrated observatory systems in the Mediterranean Sea

“ODYSSEA Project as a tool in fisheries and aquatic science”, at the International Symposium on Fisheries and Aquatic Sciences” (FABA 2018). AKTAN Y., KESKİN C., KARATAS S., YARDIMCI C.H., GÜNDÜZ M. (Poster presentation)

2 poster presentations in the frame of  
European Geosciences Union  
General Assembly 2018

Josie Wastell (WCMC) attended the 4th Blue Planet Symposium in Toulouse, France

14th meeting of the Conference of the Parties to the Convention on Biological Diversity (CBD COP 14), Sharm El-Sheikh, Egypt:

ODYSSEA side event, including presentations by Lauren Weatherdon (WCMC), Daniel Cebrian (SPA/RAC), Essam Nada (RAED), Houssine Nibani (AGIR) and Deltares

# ...and some more...



Oceans of Knowledge: Exploring the benefits of improved ocean observation and measurement (IMarEST), London, UK

Attended by Laura Friedrich (WCMC)

4th Blue Planet Symposium, Toulouse, France Ghada El Serafy, Lorinc Meszaros (Deltares)

ESP EU Conference 2018, San Sebastian, Spain (Sonja Wanke (Deltares), 2 oral presentations)

Lauren (WCMC) attended the World Conference on Marine Biodiversity

Corfu (HCMR symposium) (Tsikliras, Dimarchopoulou, Malamidou, Sarriegi)

IMDIS meeting 2018 in Barcellona

Hekma Achour attend to the symposium on the ecosystem approach of the Mediterranean sea

Contribution to the ODYSSEA side event held in EGYPT in the frame of CBD COP14

Contribution to CBD expert workshop on marine protected areas

Contribution to the CBD Sustainable Ocean Initiative

Capacity-Building Workshop for Northern-Africa  
and the Mediterranean held in Tangiers (Morocco)

Applied Energy Symposium and Forum, Renewable Energy Integration with Mini/Microgrids, REM 2018, Rhodes and Tilos, Greece

European Geo Workshop- Presentation by ODYSSEA Coordinator, Georgios Sylaios in Session #6: Harmonization of Ocean Observations and Information – Part 1 – Setting the scene / context

Copernicus Marine Week: 2 presentation were given by Georgios Sylaios during the CMEMS User Uptake session 1) ODYSSEA Project (Author: Georgios Sylaios) and 2) Downstreaming services of CMEMS data through Social Media (Authors: G. Sylaios, N. Kokkos, K. Zachopoulos, M. Zoidou). Attended: Ghada (Deltares), Adelio (Hidromod)

H2020 Coordinators Day organised by REA in Brussels

workshop “Mediterranean Observing System” organized by MonGOOS, Athens, Greece, November 2017. Attended: Georgios (DUTH), Ghada (Deltares), SvD (Agora), Katerina Spanoudaki (FORTH), Nikolaos Kampanis (FORTH)

BlueMed workshop “A basin of research and innovation”. Sliema, Malta.

BioEconomy week:

Blue Growth Research&innovation

EOOS Forum on 8 March ‘Integrated and Sustained Ocean Observing: A European Strategy’. Ghada attended the workshop.

EuroGOOS Coastal Working Group Kick-off Meeting. Ghada attends the meeting.

Sixth MonGOOS Meeting & Workshop

November 14-16 2017. Athens, Greece

Workshop on "Mediterranean Sea Observing Systems"



# ...even more...



International Workshop on Ocean Ecosystem Services, Vilm, Germany;  
Presentation by Laura Friedrich (WCMC)

CBD Sustainable Ocean Initiative Capacity-building workshop for Northern Africa and the Mediterranean, Tangier, Morocco  
Presentation by Laura Friedrich (WCMC)

EMODnet Biology workshop on essential marine biological data products, London, UK  
Presentation by Juliette Martin (WCMC)

Corinne Martin (WCMC) attended the Convention of Biological Diversity (CBD) Regional Workshop to Facilitate the Description of Ecologically or Biologically Significant Marine Areas (EBSAs) in the Baltic Sea (Helsinki, Finland)

Juliette Martin (WCMC) attended a meeting in Paris organized by ECOSCOPE, the French Biodiversity Observation Network, to present and promote the ODYSSEA project.

Lauren (WCMC) attended a workshop on 'Delineation of subdivisions relevant for MSFD assessments in the Mediterranean' in Rome, Italy

ODYSSEA stakeholder workshop in Algeria (visa application for Josie (WCMC) submitted, meeting was subsequently cancelled)

Yelda A. Turan attended to BlueMED initiative SRIA Workshop in TUBITAK, Ankara

ICESWG on small pelagic fishes and climate impact Meeting (Tsikliras)

Tervuren (meeting with the FishBase consortium) (Tsikliras, Dimarchopoulou)

Kiel (meeting with the FishBase consortium) (Tsikliras, Dimarchopoulou)

EU Climate Week in Cairo - Attended by Dr. Emad "RAED", Essam "RAED" and Baheya "RAED"

Cairo Water Week - attended by Essam "RAED"

UfM Stakeholders' Conference on Blue Economy (Naples, Italy)

Platform development meeting, Toulouse, France

BlueMed workshop "A basin of research and innovation". Sliema, Malta., Georgios Sylaios

11th EUROPEAN GEO WORKSHOP & H2020 Coordinators Day organised by REA in Brussels, Belgium, Georgios Sylaios

Copernicus Marine Week: 2 presentation were given by Georgios Sylaios during the CMEMS User Uptake session 1) ODYSSEA Project (Author: Georgios Sylaios) and 2) Downstreaming services of CMEMS data through Social Media (Authors: G. Sylaios, N. Kokkos, K. Zachopoulos, M. Zoidou). Attended: Ghada (Deltares), Adelio (Hidromod), Brussels, Belgium

workshop "Mediterranean Observing System" organized by MonGOOS, Athens, Greece, November 2017. Attended: Georgios (DUTH), Ghada (Deltares), SvD (Agora)

ODYSSEA-Atelier national de lancement du projet ODYSSEA-Tunisie, Tunis, Tunisia

ODYSSEA: - Operating a network of integrated observatory systems in the Mediterranean Sea, Georgios Sylaios ( in the fame of the EOS-COST Action Conference "Evaluation of Ocean Synthesis"), Malta

# ...still more...



A synthetic analysis of eutrophication in the Greek coastal marine systems - the impact of morphometry and watershed dynamics , Georgios Sylaios ( in the fame of the EOS-COST Action Conference "Evaluation of Ocean Synthesis"), Malta

12th Panhellenic Symposium of Oceanography & Fisheries (ODYSSEA: Operating a Network of Integrated Observatory Systems in the Mediterranean Sea. Sylaios G & Operational forecasting system of Thracian Sea. Kokkos N, Zachopoulos K, Sylaios G), Kerkyra, Greece

Urban Strategies for Waste Management in Tourist Cities (FROM MARINE LITTER TO MICROPLASTICS : THE ODYSSEA PROJECT CONTRIBUTION, Georgios Sylaios ), Kavala, Greece

CO-EVOLVE project Info-Day:Enhacing the co-evolution of human activities and nature systems for the sustainable development of coastal and sea tourism, , Georgios Sylaios, Komotini, Greece

MEDASSET/iSea, Info Workshop on Fishers, Sea Turtles and Sharks:Alliance for Co-existence, Kavala, , Georgios Sylaios, Greece

Plastics in the Ocean

(Hekma Achour, Slim Gana, Dorra Maoui, Sarra Melki, Fadoua Ben salah, Minra Gharbi, Mohamed Amine Yahyaoui) represented ODYSSEA at the researchers night on the UE

Identification of the existing local data sources and data gaps (ODYSSEA local partners will collect the data)

Launch meeting of ODYSSEA in Tunisia - Tunis, Tunisia

Meeting -w-Businessmed & MEDEF, Paris, France

Meeting-w-Businessemed & Confindustria, Rome,Italy

Businessmed General Assembly, Rome, Italy

Meeting & dinner EbsoMed,Tunis, Tunisia

Bizerte Sea Forum, Tunisia

North Africa Business Development Forum, MEDA Week 2018, Barcelone, Spain

Meeting in Algiers of the high level working group to endorse the initiative for sustainable blue economy in Western Mediterranean "Westmed"

CBD 22th meeting of the Subsidiary Body on Scientific, Technical and Technological Advice, Montreal, Canada.

Simon Keeble presented ODYSSEA at the SEACAMS meeting at the Universoty of Bangor. SEACAMS are developing a platofrm similar to the ODYSSEA Platform in Renewables

Katerina Spanoudaki and Nikos Kampanis participated in the MEDSLIK-II steering committee meeting held in Bologna, Italy and hosted by CMCC and UNIBO

1st ODYSSEA summerschool in Kavala

Regional meeting on IMAP implementation: best practices, gaps and common challenges, Rome, Itlay;  
Presentation by Laura Friedrich and Lauren Weatherdon (WCMC)



# ...nearly there...but more...



MEDCIS General Assembly, Athens, Greece:  
Presentation by Josie Wastell (WCMC)

Meeting with the UN Environment Mediterranean Action Plan (UNEP/MAP) Coordinating Unit to discuss opportunities for collaboration with ODYSSEA  
The meeting was held in conjunction with the ODYSSEA Work Package Leaders meeting in Athens, Greece  
Meeting attended by Josie Wastell and Laura Friedrich (WCMC)

WCMC attended a meeting in Brussels as part of WCMC's engagement with the EKLIPSE project in relation to informing the ODYSSEA business plan.

Katerina presented ODYSSEA project  
activities at the Researcher's night  
organised at FORTH

ODYSSEA is presented to Keramoti and Chalastra mussel farmers and Kavala Port Authority administrators. July 2017

ODYSSEA is presented to local public education community(Elementary and High School teachers)

ODYSSEA is presented to ENERGEAN and process for hosting equipment is initiated

Bizert Sea Forum

Hekma attend to the officila ceremony of Launching the Blue Season Event- Tunisia

Meeting with the National Agency for the Protection of Environment

Meeting with the Hydrographic and Oceanographic Center of the Tunisian Navy, National Center for mapping and remote sensing

Meeting with the Ministry of agriculture, water ressources and fisheries

Meeting at the Ministry of National Defense, "Power point presentation "ODYSSEA Project", Hekma ACHOUR

Meeting at the legal departement of the National Agency for the Protection of Environment

Meeting with the Ministry of Tourism, nautical activities direction

Meeting at the Coastal Protection and Development Agency

Meeting at the National Institute of Meteorology

Meeting at Business and Decison Company

Meeting with the French Ambassador

Meeting with the Hydrographic and Oceanographic Center of the Tunisian Navy

Meeting with the Steering committe of the Blue Season event

# ...a few more...



Meeting at the Greeck Embassy

Meeting at the Heinrich Böll Stiftung

Meeting with Members of PNUD-Tunisia

MEDCIS General Assembly, Athens, Greece: WCMC was invited to attend and present ODYSSEA; the meeting was postponed last minute to February 2018 (see entry no. 15 in this category); non-refundable flights had already been booked

field work in Gökova Bay (Yelda A. Turan, Çetin Keskin)

interviews with potential end-users in Gökova Bay (Yelda A. Turan, Çetin Keskin, Süheyla Karataş Steinum)

determination of buoy construction area in Gökova Bay (Yelda A. Turan)

field work and interviews with potential end-users in Saroz Bay and Gökçeada Island (Çetin Keskin)

1st ODYSSEA Summer School (Elif Yılmaz and Turgay Öksüzoğlu attended)

Çetin Keskin attended to the course in Tromsø on "An Introduction to Ecopath with Ecosim" in Tromsø

Çetin Keskin, Murat Gündüz and Cumhur H. Yardımcı attended to the "ODYSSEA WP4 workshop on Delft-FEWS, Delft3D and AQUASAFE" in Crete

Yelda A. Turan and Çetin Keskin attended to "ODYSSEA WP4 Workshop on Ecopath Modelling" organised by AUTH in Thessaloniki

Tsikliras and Dimarchopoulou attended an stock assessment workshop on a new method (LBB)

FAO/GFCM/JRC Summer School in Quantitative Fisheries - Stock Assessment Module 2, Capo Granitola, Italy (Tsikliras)

FAO/GFCM/JRC Summer School in Quantitative Fisheries - Stock Assessment Module 2, Capo Granitola, Italy Dimachopoulou

SS3 stock assessment training workshop, Rome Italy (Tsikliras, Dimarchopoulou)

Summer School in Quantitative Fisheries - Stock Assessment Module 2, Capo Granitola, Italy (Pardalou)

1st ODYSSEA Summer School Operational Oceanography for Science, Business and Society, Kavala, Greece

Training Program for the Observatory Managers and Operators, Lisbon, Portugal

# ...and finally...



Jerico-Next Summer School On Operational Oceanography for Blue Growth held in Malta

1st ODYSSEA Summer School Operational Oceanography for Science, Business and Society, Kavala, Greece (financial support to North African 6 students)

Training Program for the Observatory Managers and Operators and GA, Lisbon, Portugal

Participation to 1st ODYSSEA Summer School Operational Oceanography for Oceanography for Science, Business and Society, Kavala, Greece

Training Program for the Observatory Managers and Operators, Lisbon, Portugal

1st ODYSSEA Summer School Operational Oceanography for Science, Business and Society, Kavala, Greece

Training Program for the Observatory Managers and Operators, Lisbon, Portugal

We have lots of requests to attend events and collaborate.

Just today, request to collaborate with the World Ocean Council where they are providing the global marine business sector with better access to relevant tools, skills and knowledge around meeting SDGs and building the engine of the Blue Economy. They are creating a communications platform to engage and distribute content with stakeholders.

# Capacity-building activities

North African partners, with the support of the ODYSSEA Project Executive, organized public events and bilateral Meetings with (mainly governmental) stakeholders which facilitated considerably the approach and dialogue with key actors at national level.

First public conference in North Africa took place in November 2017 in Egypt, organized by RAED with the participation of NIOF



ANDDCVS with the support of SPA/RAC and the participation of DELTARES and DUTH organized in February 2018 workshop in Tunis





# ODYSSEA discussed in concluding session of event on applying the Ecosystem Approach in the Mediterranean, held at INAT in April 2018



AGIR presents ODYSSEA in HCEFLCD workshop  
January 2018, Al Hoceima, Maroc





# ODYSSEA recognized by WestMED Maritime Initiative's landmark Algiers Declaration

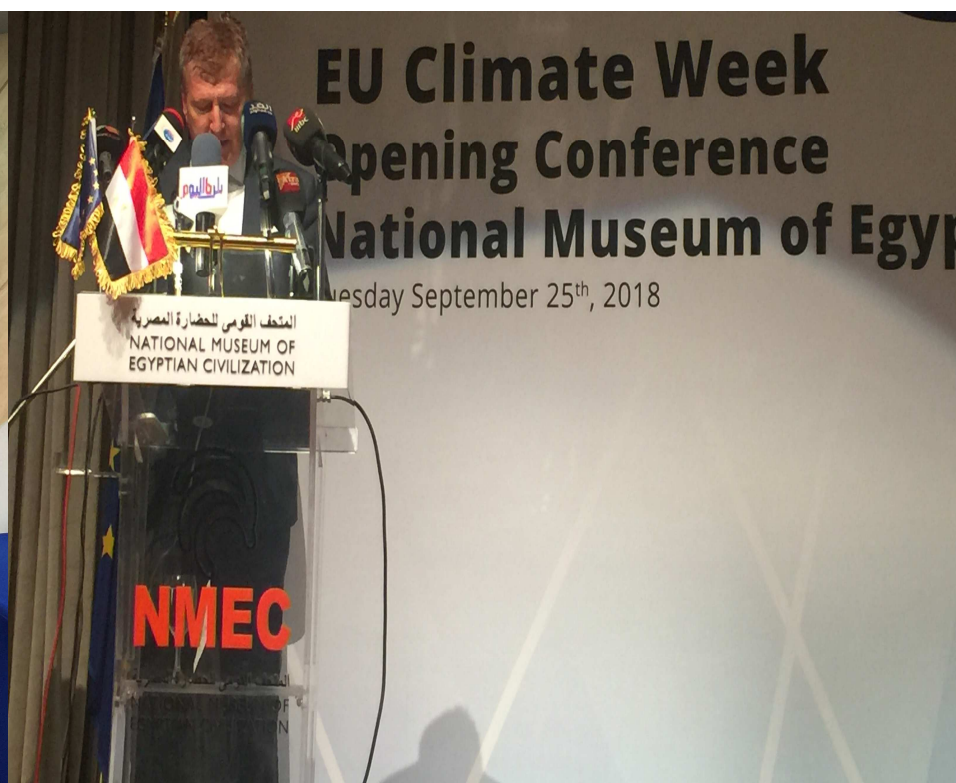




# ODYSSEA in la Nuit des Chercheurs 28-29/9/2018, Cité de la Culture, Tunis



# ODYSSEA invited to participate in "Climate Diplomacy Week", September 2018, Cairo, Egypt

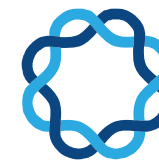




# ODYSSEA highlighted at North Africa forum of Barcelona's 2018 MedaWeek, November 2018



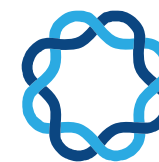
# ODYSSEA, guest of honour in 1st Sea Forum, Bizerte, Tunisia, October 2018



ODYSSEA



# ODYSSEA designated ambassador of La Saison Bleue (Tunisia, September 2018)



ODYSSEA





# ODYSSEA Project participates in major Fisheries and Aquaculture International Fair in Algeria, September 2017



# Summer School, Kavala, September 2018



Understand the concept of operational oceanography.

Use the ODYSSEA project platform for retrieving, managing and processing oceanographic and environmental data of the Mediterranean Sea.

Explore the Copernicus Marine Environment Monitoring Service (CMEMS) products, learn the data and parameters provided, download and process these datasets.

Retrieve and use satellite datasets and explore databases on the marine environment.

Learn about the modern developments on marine instruments and sensors used in field sampling for operational oceanographic monitoring.

Get acquainted with the use of operational forecasting mathematical models e.g., hydrodynamic, wave, water quality models, etc.

Final day opportunity to use all they learned.

[odysseaplatform.eu](http://odysseaplatform.eu) | @odysseaplatform



# Participants



Name	Country	Name	Country
Katherine Amorim	Brazil	Meysam Majidi Nezhad	Iran
Hassan Benaissa	Morocco	Konstantinos Michailidis	Greece
Djamel Benmayouf	Algeria	Melina Nalmpanti	Greece
Fadoua Ben Salah	Tunisia	Ilyass Nibani	Morocco
Eleni Bintoudi	Greece	Turgay Oksuzoglu	Turkey
Essam Buzaid	Libya	Thanasis Papadopoulos	Greece
Ahmed Elshazly	Egypt	Hanane Rassam	Morocco
Mirna Gharbi Dit Kacem	Tunisia	Georgios Vagenas	Greece
Amine Kabrane	Algeria	Borut Umer	Slovenia
Souad Lamouti	Algeria	Mohamed Amine Yahyaoui	Tunisia
Hussien Maiyza	Egypt	Elif Yilmaz	Turkey
Anna-Aikaterini Malamidou	Greece		



# Impact of outreach



- Establishing links with stakeholders / user / peers and partners and to develop an extensive – high value – network
- Improve collaboration opportunities
- Education and capacity building
- Identifying potential long term clients
- Creating a ‘buzz’
- Finding our place in the landscape
- **Creating advocates**

# Main tasks during the next period



- 1 Review of the Communication Plan with the Communication Working Group. The next stages of the project become more focussed on the Platform, Products & Services and the results from the Observatories.
- 2 The next Summer School is planned to be held in Tunisia in September 2020
- 3 Continued development of communication materials to focus on the supporting the uptake of the Platform, Products & Services and outputs from the Observatories.
- 4 Continued social media activities, focussed conference and workshop attendance, blog articles.
- 5 Enhance the design of the website to reflect results of the project.

# What will be different going forward?

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To the Policy Officer(s): What are your thoughts on the value and impact that ODYSSEA can bring? Can we quote you on that?



**Creating products and knowledge  
for the Mediterranean**



# THANK-YOU

Simon Keeble

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