



ODYSSEA

Operating a network of integrated observatory
systems in the Mediterranean Sea

Project Deliverable Report

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1 Executive Summary

A mix of 11 communication tools have been used to implement ODYSSEA project communication plan. The tools provide a combination of 1- and 2-way communication between the project and the 11 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 school
- Social Media
- Workshops and focus groups
- Conferences, events and exhibitions
- Scientific publications
- Emails
- Storymap

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

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 representatives of end-user groups and stakeholders around 30,000 times. The communication strategy has achieved a combination of 1- and 2-way communication, with stakeholders and end user groups at local, national and international levels.

The ODYSSEA project communication plan will continue to be implemented throughout the remaining project duration. As part of planning for exploitation of the project outputs beyond the implementation period, a new name for the ODYSSEA platform has been chosen. The name is “Marinomica” and the consortium is in the process of a key next step, which will be to split the marketing and communication strategy for the ODYSSEA platform (Marinomica) away from the project to create its own unique brand and identity that is separate from the EU-funded project ODYSSEA.

2 Introduction

This document reports on the mix of communication tools used in the dissemination and outreach of the ODYSSEA project and its activities, products and services (D11.3).

The introduction provides an overview of the ODYSSEA communication strategy, a summary of ODYSSEAs target audiences, types of communication tools used and the metrics to evaluate their effectiveness.

The main body of the report provides a detailed account of how the communication tools have been applied to implement the ODYSSEA communication plan and strategy. For each tool, metrics to assess the effectiveness of the communication tools employed are provided. The results are then summarised in relation to the metrics of effectiveness as defined in the communication plan.

The final section identifies the next steps in using the mix of communication tools to implement the communication plan

(<https://docs.google.com/document/d/14fOiN0FaODvPqIfqZQt5BwNTXjfvYG7ATHxVN3FyMIg/edit?usp=sharing>).

2.1 Overview of the ODYSSEA communication strategy

The ODYSSEA project communication and dissemination strategy was defined and outlined in the form of a Communication Plan (D11.1) during the first 6 months of the project (<http://odysseaplatform.eu/download/deliverables/ODYSSEA-Deliverable-Report-11.1-V1.0.pdf>).

The Communication Plan set out an initial communication strategy for the ODYSSEA project. The key objectives were:

- 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
- To demonstrate the instrumental role of a Euro-Mediterranean collaborative approach in achieving scientific excellence, contributing to competitiveness and solving societal challenges

The communication strategy was defined by identifying:

- Key stakeholder user groups (i.e. target audiences)
- A mix of communication tools to target individual or groups of selected users at local, national and international levels
- Metrics to measure of the effectiveness of the communication tools employed

In addition to the Communication plan, the ODYSSEA Communications working group (CWG) was established. The working group meets regularly and is composed of 10 project partners with

key roles in outreach and communication with a range of user groups. The purposes of the group are to:

- Collaborate on all aspects of ODYSSEA communication activities and the communication plan (D11.1).
- Act as the main point of contact for project partners in their communication activities.
- Hold regular meetings to ensure that all planned communication activities are carried out and to measure their success in terms of the metrics identified in the communication plan.
- To adapt the communication plan to maximise its success as appropriate.
- To ensure that all communication material and activities feed into the ODYSSEA project objectives and legacy.

The ODYSSEA Communication plan was recently updated in collaboration with the CWG in March 2020. The latest version is available via the shared documents section of the internal project website or at the following link:

(<https://docs.google.com/document/d/14fOiN0FaODvPqlfqZQt5BwNTXjfvYG7ATHxVN3FyMIg/edit?usp=sharing>).

2.2 Target audiences

Identifying target audiences was a critical first step in defining the communication strategy and the most appropriate mix of communication tools that would be required. The target audiences identified comprise representatives from public, policy, industry, education, environmental conservation and scientific / research stakeholder groups and include:

- 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)
- Citizens 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 environmental conservation and coastal zone management (e.g. local government, policy makers regulating industry, policy makers enforcing environmental protection, sustainable resources exploitation)
- Educators teaching subjects relating to the Mediterranean Sea, its natural values, resources or its uses.
- Researchers and scientists external to the project whose discipline is related to marine observation, ocean modelling and forecasting, protected areas, marine spatial planning, marine data management and presentation or other related disciplines
- Internal project partners including large and small-scale industry, academic researchers and educators, as well as policymakers
- Other related ongoing projects and initiatives such as JERICO-NEXT, BLUE MED, Respon-SEA-ble, EcApMED II, EcApAdria, among others

2.3 Mix of communication tools

The communication plan identified a mix of 11 communication tools that would provide a combination of 2-way and 1-way communication channels to reach target audiences and their wider networks. Communication channels would be tailored toward individual or groups of stakeholder user groups and may be at the local, national or international level depending on the target audience and the communication method.

The mix of communication tools included:

- 4 themed project newsletters
- Regular updates on the project website (<http://odysseaplatform.eu>)
- Regular Social Media posts broadcasting all project activity, blog articles, press releases, and information relevant to the projects e.g. conferences and events.
- Scientific publications
- Project identity including project logo, graphics and communication templates
- Regular emails between project partners and external stakeholder groups engaged with the project
- Flyers, leaflets, posters and brochures targeting individual or groups of stakeholder user groups
- Conferences, events and exhibitions relevant to the project
- Workshops and focus groups – both internal and external
- Summer schools – 2 summer schools are planned to target early career scientists
- Storymap

2.4 Metrics to evaluate the effectiveness of the communication tools

The ODYSSEA communication strategy and the mix of communication tools can be evaluated using a variety of metrics. The metrics will be used as 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

3 Communication tools used and metrics for evaluation

A mix of communication tools have been used to implement the ODYSSEA communication strategy as defined in the ODYSSEA communication plan (<https://docs.google.com/document/d/14fOiN0FaODvPqlfqZQt5BwNTXjfvYG7ATHxVN3FyMIg/edit?usp=sharing>).

This section details each communication tool used in the project and the available metrics for evaluating their success as described in the communication plan.

3.1 Project identity

A strong project brand and identity was designed during the first six months of the project (D11.2). The project identity consists of a project logo, colour scheme (Figure 1) and a series of templates.

3.1.1 Logo and colour scheme

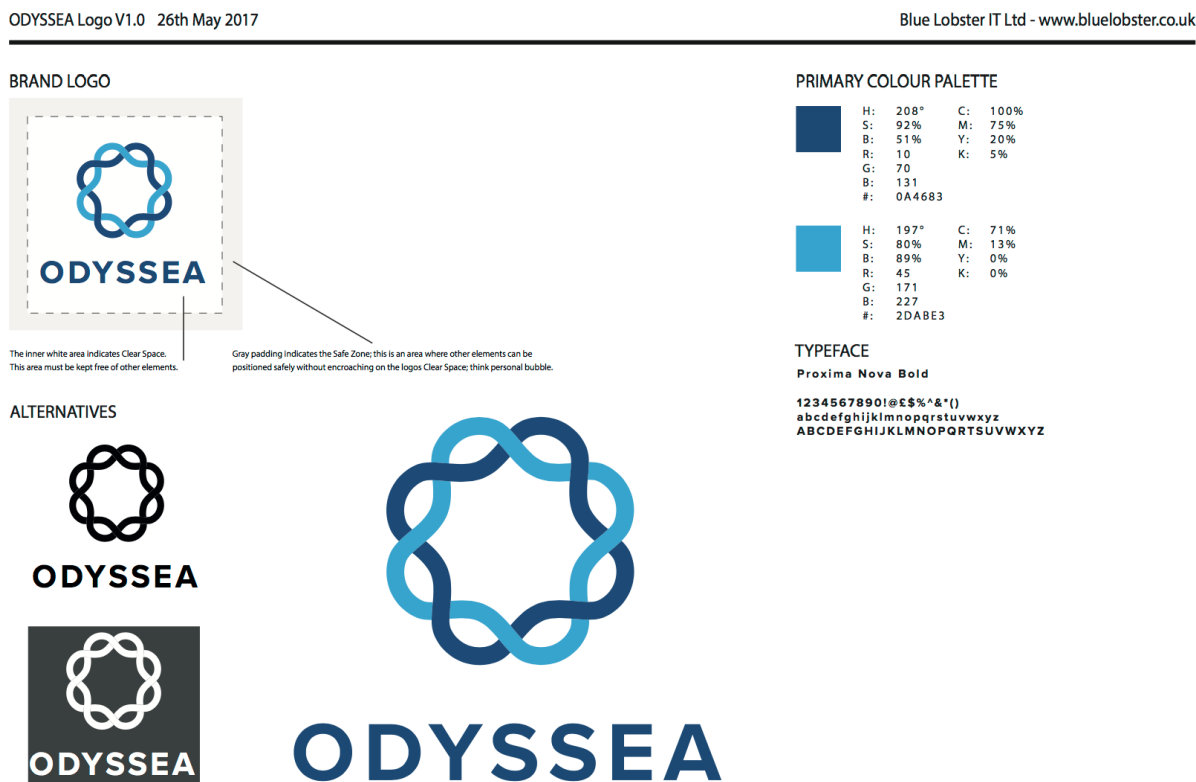


Figure 1: Usage guidelines for the final ODYSSEA logo and colour scheme.

Logos, colour scheme, and communication templates are available on the project website for all partners. They are a key tool for project partners to access and use in order to promote the ODYSSEA project at all networking events attended throughout the duration of the project.

3.1.2 PowerPoint presentation template

A PowerPoint presentation template was designed as part of the projects identity and is used to present all presentations given on behalf of the ODYSSEA project. The template is available from the templates and graphics section of the project website (<http://odysseaplatform.eu/project-information/project-graphics-and-templates/>)

3.1.3 Deliverable report template

A deliverable report template was designed for the documentation of all ODYSSEA deliverables. Each Deliverable report is uploaded to the ODYSSEA website for wider uptake following submission to the European Commission (<http://odysseaplatform.eu/deliverables/>).

3.1.4 Meeting minutes template

A meeting report template was designed for the documentation of all ODYSSEA meeting minutes. Each meeting report is uploaded to the ODYSSEA website for wider uptake and is available from the meeting reports section (<http://odysseaplatform.eu/project-information/meeting-reports/>).

Logos, colour scheme, and communication templates are available on the project website for all partners. They are a key tool for project partners to access and use in order to promote the ODYSSEA project at all networking events attended throughout the duration of the project.

3.1.5 Metrics for evaluation

The project identity and brand has been successfully used on all ODYSSEA products, communications and outputs.

3.1.6 Rebranding the ODYSSEA platform

The ODYSSEA platform will be 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 name ODYSSEA is a common name and a relatively common brand. Retaining the project name for the platform may cause issues with effective marketing campaigns and legal issues surrounding trademarks. Therefore, there is a clear need to rebrand the ODYSSEA platform and create a unique and strong identity for the platform in the future.

Work on rebranding the ODYSSEA platform began in December 2019. A full description of the rebranding exercise is described in the ODYSSEA Communication Plan (<https://docs.google.com/document/d/14fOiN0FaODvPqlfqZQt5BwNTXjfvYG7ATHxVN3FyMIg/edit?usp=sharing>). The output of the rebranding work is the definition of a new field of science within which the platform operates:

marinomics

/mə'ri:n'nɒmiks/

Noun

1. The science of decision making in the marine environment.
2. The branch of knowledge concerned with the production, consumption, and transfer of wealth in the marine environment.

Marinomics could be a new interdisciplinary scientific topic involving the provision of digital marine data services from sensors development, models implementation, integrative platforms, Big Data collection and processing, product development, cost analysis, marketing, testing user satisfaction, etc. Therefore, Marinomics is a multidisciplinary scientific topic adopting the novel approaches of Earth Big Data to provide Services within the concept of Blue Economy and Growth. Marinomics aims to improve decision-making and operations in the multitude of users operating at sea, protect the marine environment and support marine and maritime sustainable development.

We see this as an opportunity to create and manage a Wikipedia definition and to take this definition forward and, hopefully, spread the definition. By defining a new field appropriately, this will give us a superb marketing opportunity to talk about the field, what it includes (data science, economics, intelligent product design etc) and how the platform fills this space. We are sure there will be lots of ideas about how to define this field and we look forward to collaborating across partners.

We therefore propose that the new name for the platform should be:

Marinomica

The name is derived from the field of marinomics described above. The ‘ica’ suffix enhances the meaning in English. ‘ica’ gives the meaning of: a collection of things that relate to a specific place, person, theme, etc.

A logo has been agreed (Figure 2). Work on a full identity and separate communication plan for launching Marinomica will begin soon. A key next step will be to split the marketing and communication strategy for the Marinomica away from the project to create its own unique brand and identity that is separate from ODYSSEA.

Note that the long-term legal entity that is created for the management of the business is likely to have a different name. Marinomica is the name of the platform only.

The following domains have been registered:

- marinomica.com
- marinomica.eu
- marinomica.org



Figure 2: Marinomica logo

3.2 Graphical products (flyers, leaflets, posters and banners)

3.2.1 First ODYSSEA flyer and banner

The first ODYSSEA flyer and banner were designed to highlight the key project aims and objectives. They are a generic resource aimed at all user groups. They are available in English, French and Greek and can be downloaded from the templates and graphics section of the project website (<http://odysseaplatform.eu/project-information/project-graphics-and-templates/>) (figures 3 and 4).

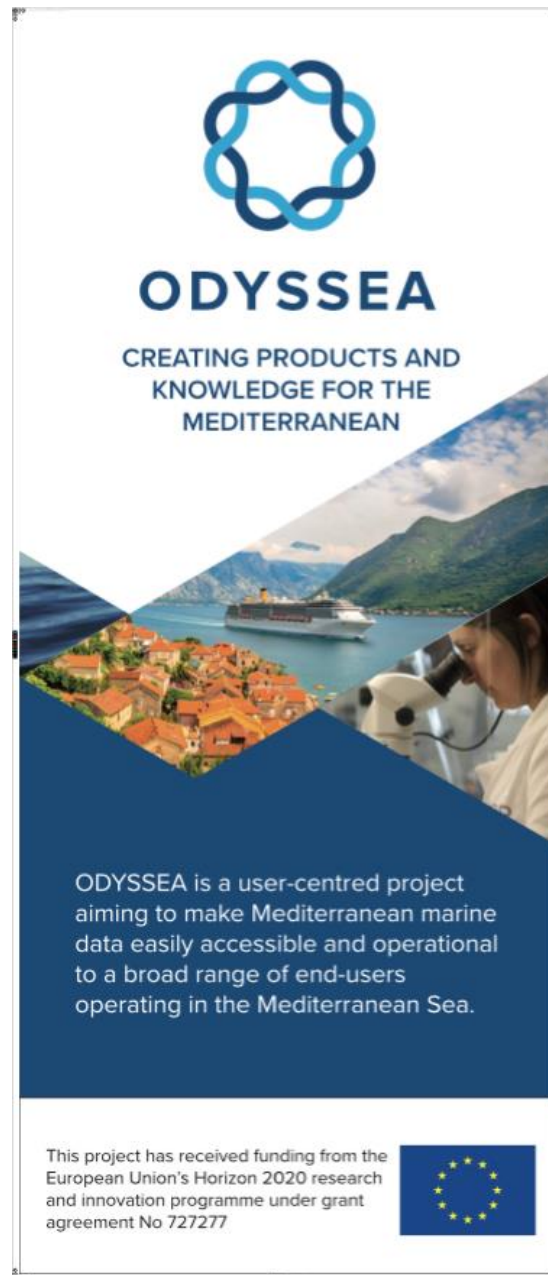


Figure 3: ODYSSEA project banner for printing



Figure 4: ODYSSEA project flyer for printing

3.2.2 Metrics for evaluation

Initially, 1 copy of the banner and 100 copies of the flyer were printed and presented/distributed at a number of international meetings and events (English versions). Since then, they have been downloaded in all 3 languages from the project website a total of 2,432 times (figures derived from the download counter on the website for each file as of 23/05/2020). Table 1 shows the breakdown of the figures by product and language.

Table 1: Number of banners and flyers initially printed, and the number downloaded from the project website by product and language (as of 23/05/2020).				
Communication Product	Format (for print or digital)	Language	Total number printed for initial distribution / presentation	Total number downloaded from the project website
ODYSSEA Project Banner	Print	English	1	390
ODYSSEA Project Banner	Print	French	0	215
ODYSSEA Project Banner	Print	Greek	0	282
ODYSSEA Project Flyer	Print	English	100	273
ODYSSEA Project Flyer	Digital	English	0	376
ODYSSEA Project Flyer	Print	French	0	380
ODYSSEA Project Flyer	Print	Greek	0	516
Total			101	2,432

3.3 The ODYSSEA project website

The ODYSSEA website was designed and launched in September 2017 (<http://odysseaplatform.eu>) (D11.2). The ODYSSEA project website Acts as the main point for general project information for partners and stakeholders. Important resource for latest news, events, products and services. Integral with the projects blog and Social Media campaign.

3.3.1 Regular website updates

The website is updated regularly with the latest information and will continue to evolve as the project progresses. All new content is broadcast through the projects Social Media channels to maximise the audience reached and dissemination achieved (<http://odysseaplatform.eu>). Many blog posts, press releases, meeting reports and other information uploaded to the project website are also translated into other languages (French or Arabic) and can be accessed by selecting the preferred language on the project website.

3.3.2 Metrics for evaluation

Since the start of the project, there have been more than 40 blog posts, 10 press releases, almost 30 events and deliverable reports, over 20 meeting reports, 11 publications, a variety of training materials and resources to keep users up to date with the latest project activities and outputs (Table 2).

Table 2: Content updates on the project website to communicate the latest project activities and outputs		
Content Type	Number uploaded	Link
Blog post	46	http://odysseaplatform.eu/blog/
Press release	10	http://odysseaplatform.eu/press-releases/
Events	27	http://odysseaplatform.eu/events/
Deliverable reports	26	http://odysseaplatform.eu/deliverables/
Meeting reports	21	http://odysseaplatform.eu/project-information/meeting-reports/
Publications	11	http://odysseaplatform.eu/project-information/publications/
Training materials	5	http://odysseaplatform.eu/project-information/training-materials/
Total	146	

The website has received over 18,528 visits (as of 23/05/2020). The average time a visitor has spent on the website is 2:27. A high average duration indicates that visitors are finding content of interest (Source: Google Analytics).

3.4 Newsletters

Four project newsletters are planned in the project communication plan.

3.4.1 First project newsletter

The First ODYSSEA Newsletter (Issue 01) was release in February 2019. The Newsletter focusses on Blue Growth and the role of ODYSSEA, the ODYSSEA end-user approach and the ODYSSEA platform. The newsletter was distributed electronically and is available on the project website (<http://odysseaplatform.eu/download/ODYSSEA-Newsletter-1-February-2019.pdf>).

3.4.2 Second project newsletter

The second project newsletter is drafted and is due to be distributed electronically in June 2020.

The contents of the newsletter are:

- A look back at what the project has achieved so far
- Article: First Glider Missions in Thracian Sea bring new data and insights
- Article: Jellyfish Modelling in the Mediterranean Sea
- Article: Thracian Sea Model development testing and implementation
- Article: Ecosystem models along the southern Mediterranean coastline
- Article: Introducing ODYSSEA's first value-added products and business development strategy
 - The eutrophication product
 - The wave power product
 - ODYSSEA's business development strategy
- What's next

3.4.3 Third project newsletter

This issue will be a special issue on the launch of the ODYSSEA platform (Marinomica). It will include details of the technical development, data source, user case scenarios etc. The 3rd ODYSSEA project newsletter will be produced and distributed to internal and external partners toward the end of 2020.

3.4.4 Final ODYSSEA Newsletter

The issue will contain feature articles highlighting key project outputs and achievements. It will be distributed towards the end of the project to internal and external stakeholders.

3.4.5 Metrics for evaluation

The first project newsletter has been downloaded from the project website 323 times (source: file download counter on the project website, 24th May 2020). It has also been widely distributed via email to project partners and 112 registered users on the project website and posted on Social Media.

3.5 ODYSSEA summer schools

Two summer schools have been held to engage with early career scientists, focusing and providing grants to Northern African participants. A third summer school is under organization to be held in Monastir, Tunisia.

3.5.1 First ODYSSEA summer school

The 1st ODYSSEA Summer School, “Operational Oceanography for Science, Business and Society”, was held at the Akontisma Hotel, Nea Karvali, Kavala, Greece 3-12 September 2018. A summer school booklet was designed for the delegates. The content targeted oceanographers and engineers, young researchers, PhD candidates or professionals at the early stages of their professional careers who are interested in learning to manage the available marine environment

data to provide targeted and understandable information to the relevant end users. The booklet is available at <http://odysseaplatform.eu/download/ODYSSEA-001-1st-Summer-school-booklet-1.3-Digital.pdf>. The presentations are available in the Training Materials section of the project website (<http://odysseaplatform.eu/project-information/training-materials/>).

3.5.2 Second ODYSSEA summer school

ODYSSEA held its second summer school session, focusing on Oceanography and Fisheries in the Mediterranean, from September 2 to 6, 2019, on the Greek island of Alonissos, located in the Aegean Sea's Northern Sporades archipelago inside the largest marine park of the eastern Mediterranean Sea. Full details of the course are available on the website (<http://odysseaplatform.eu/events/call-for-applications-2nd-odyssea-summer-school-oceanography-and-fisheries-in-the-mediterranean-alonissos-island-greece-2-6-september-2019/>). Presentations are also available (<http://odysseaplatform.eu/project-information/training-materials/>).

3.5.3 Metrics for evaluation

28 students, representing 10 countries from all over the Mediterranean and beyond attended the first ODYSSEA Summer school on Operational Oceanography for Science. A survey of the delegates indicated that the training programme was well received by all delegates with most agreeing that the Summer School had clear objectives and material was well organised and presented (Figure 5 and 6).

The Summer School's objectives were clear

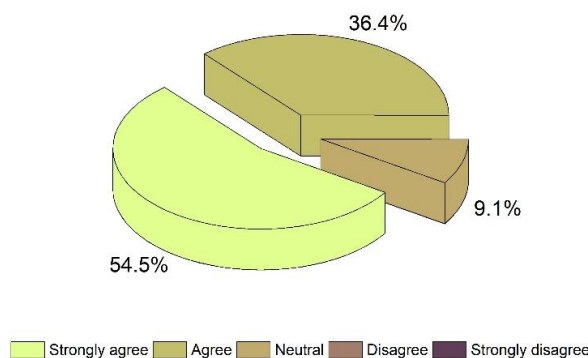


Figure 5: Percent of delegates agreeing that the Summer School had clear objectives

The material was well organised and presented

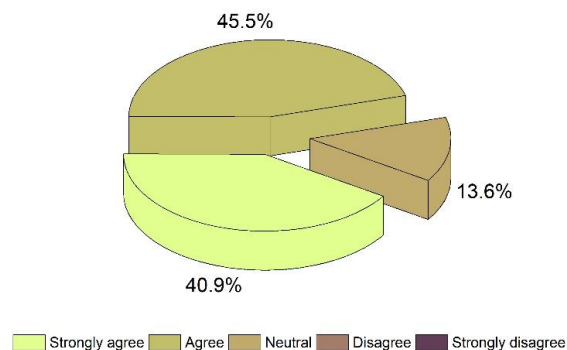


Figure 6: Percent of delegates agreeing that the Summer School materials were well organised and presented.

20 delegates representing 5 countries attended the second summer school. Participants received 40 hours of in-depth training.

3.6 Social Media

Social Media accounts are operated in English, Spanish, Arabic, French and Greek. The section below provides an overview of each Social Media accounts and the relevant metrics for evaluation. Links to all of the ODYSSEA Social Media accounts are provided on the ODYSSEA website homepage (<http://odysseaplatform.eu>).

3.6.1 ODYSSEA Platform Facebook page and metrics for evaluation

The ODYSSEA community have posted around 300 posts to the ODYSSEAPatform Facebook page promoting the activities and results of the ODYSSEA project. The page was launched on 6th June 2017 and has attracted 431 followers (Figure 7). Facebook insights shows that the followers are composed of 49% females and 48% males, with individuals aged 25-34 comprising the largest group for each gender (Figure 8). Followers come from 39 different countries globally, with Greece, Tunisia and Morocco accounting more than half of the followers (Figure 9). <https://www.facebook.com/ODYSSEAPatform/>

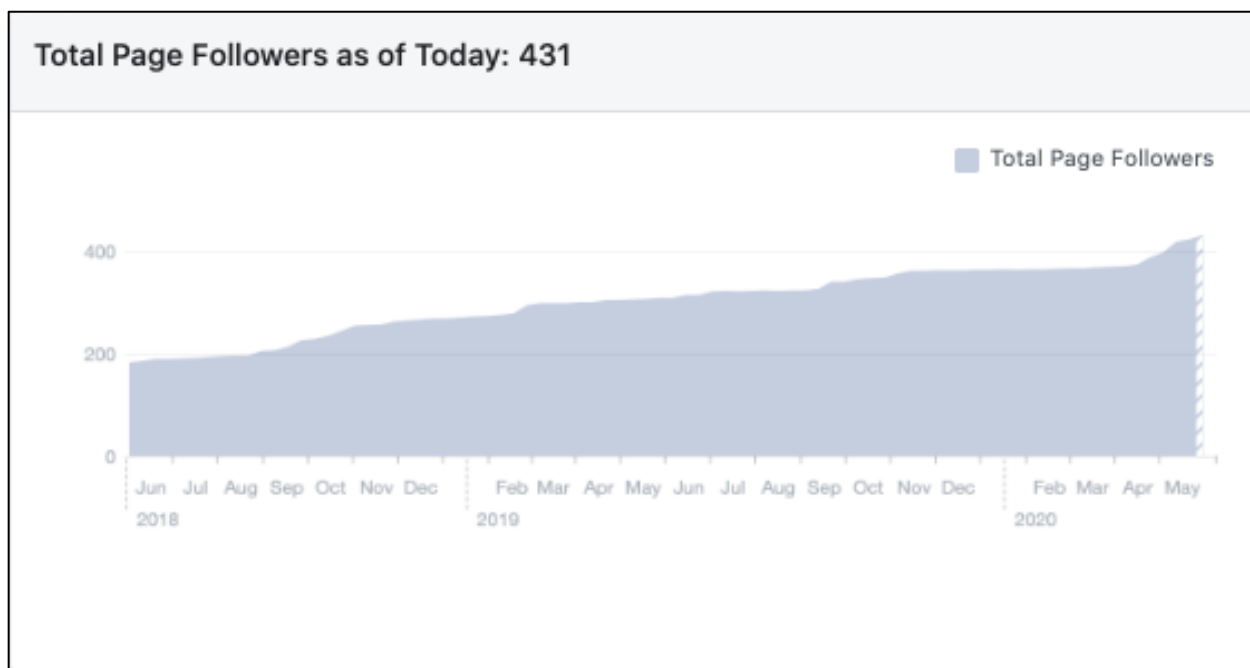


Figure 7: Total page followers between 16th May 2018 and 23rd May 2020

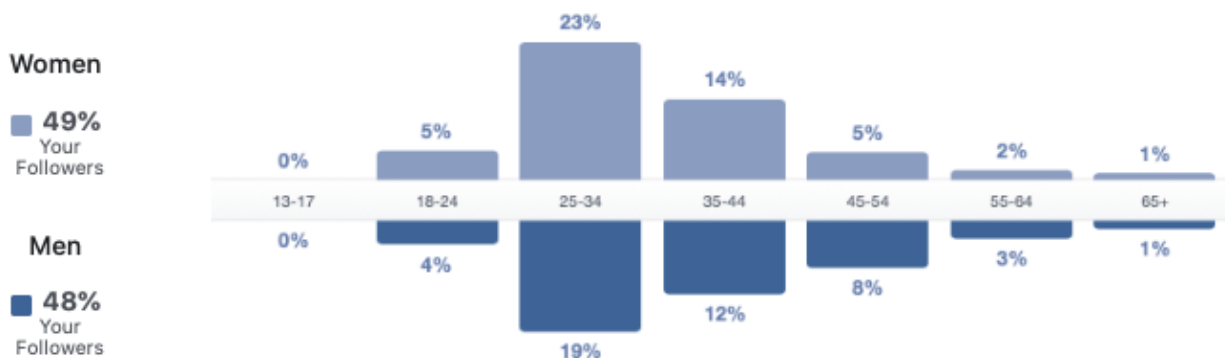


Figure 8: Gender of followers by demographic age group

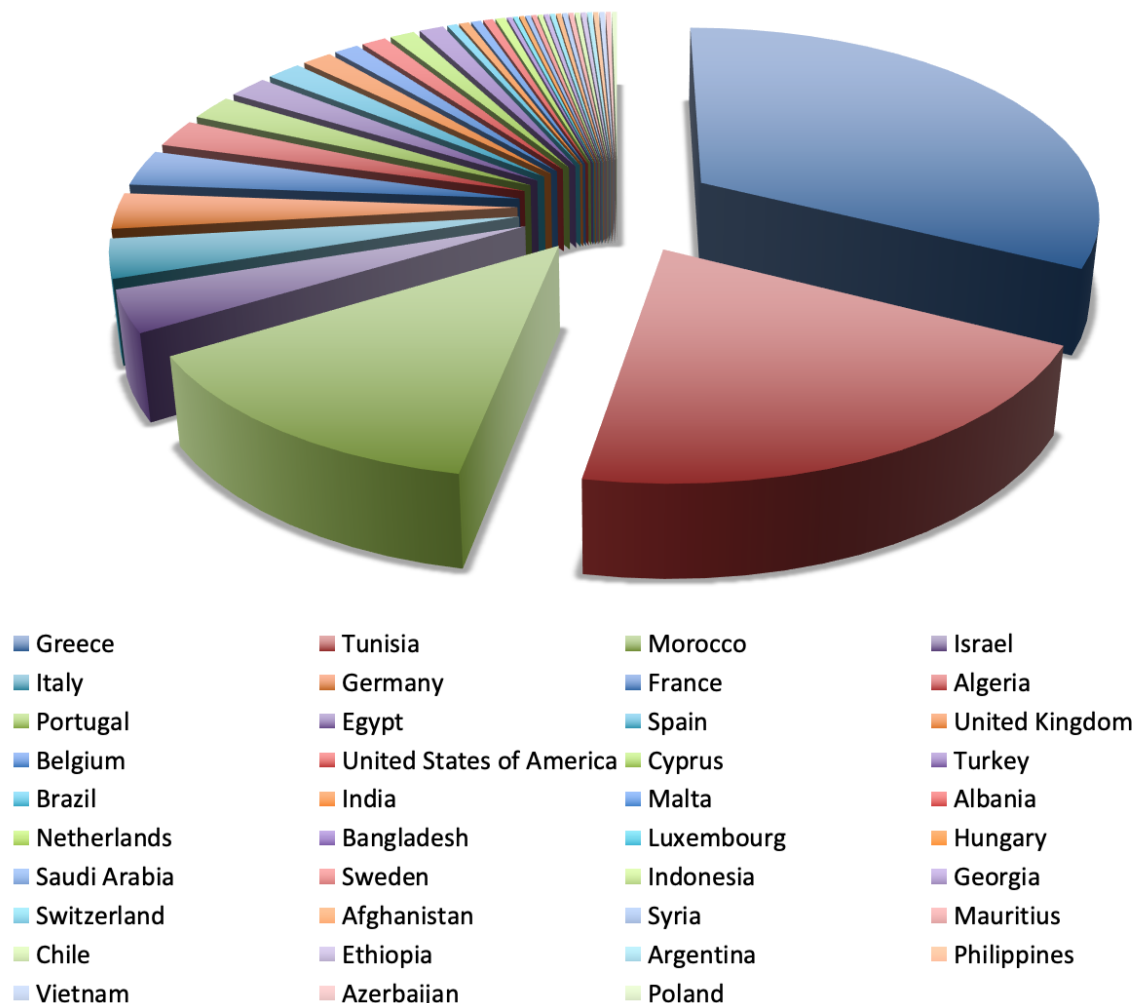


Figure 9: Followers by country. Over 50% of the total followers are located in Greece, Tunisia and Morocco.

3.6.2 ODYSSEA Platform Twitter page (@ODYSSEA Platform) and metrics for evaluation

The ODYSSEA community have posted around 300 tweets promoting the activities and outputs of the ODYSSEA project and related information. The Twitter page 184 relevant followers as of 23rd May 2020. <https://twitter.com/ODYSSEAPLatform>

3.6.3 ODYSSEA Greece Facebook page and metrics for evaluation

Manager: Dr. Nikolaos Kokkos, DUTH

ODYSSEA-Greece Facebook page was created on 12/07/2017, a few days after the project commenced, to foster communication between our local/regional/national stakeholders, end-users and other related followers (<https://www.facebook.com/ODYSSEAPLatform.Greece>). The page includes promotional activities and outputs of the project, national and international meetings, conferences, workshops and other informative posts related to the project

in addition to the weekly sea forecasts for 20 marine areas all over Greece. Specifically, after initial contacts with end users, 20 regions of Greece were selected in order to provide forecasts about the air and sea conditions, such as the wind (speed and direction), the air temperature, the sea surface temperature, the waves and currents and the water temperature/salinity profiles. Several plots of the forecasted parameters are provided to the end users for each area, such as the weekly sea water and air temperature variability at specific points of each region, which are related with end users' productive areas (e.g., mussel and fish farms, ports, etc.), the daily surface currents and waves of the area and the daily surface chlorophyll. All these plots are uploaded in Facebook page with the format of a high-resolution image are accompanied by an explanatory note.

Up to (22/05/2020) the total number of page followers is 750 with an upward trend (Figures 10-11) with 730 of them to like the page (Figure 12). But the most remarkable thing is that the number of people that reached the page, at least once at the same day, without being followers to see any content had a maximum of about 1,450 people (Figure 13) with spikes to happen until today. In Addition, at the summer months, there were almost 70 people that reached the Facebook page above 21 times per day just to see the forecasted waves and sea water temperature. Also, the number of times any content from or about the Facebook Page entered a person's screen with the inclusion of posts, check-ins, ads, social information from people had a mean value of 1,018 interactions with a range of ~50-4,000 interactions (Figure 14). The most remarkable thing is that even if ODYSSEA Greece Facebook page was down for 3 months at the end of 2019 users did not abandoned the page but instead keep visiting it (Figures 14-15) with a peak 40 views on May 2020 (Figure 16).

According to the statistical evaluation, about ~60% of the followers are males and ~40% females (Figures 17-18) and the most common age of the followers is at the 25-34 range which corresponds to the 58% of the followers (Figures 19-20). Another point of particular importance is that even if the page has Greek explanatory notes and images with titles written in Greek, it has followers coming from 52 other countries increased by 11 from the previous report. However, the 84% of the followers are coming from Greece (Figure 21).

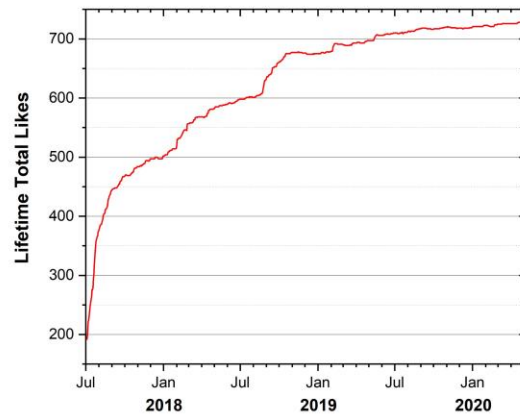


Figure 10: ODYSSEA-Greece Facebook page likes.



Figure 11: ODYSSEA-Greece Facebook page likes.



Figure 12: ODYSSEA-Greece Facebook page followers.

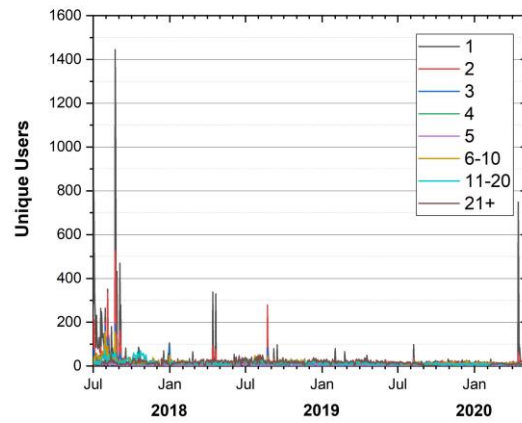


Figure 13: ODYSSEA-Greece Facebook unique users.

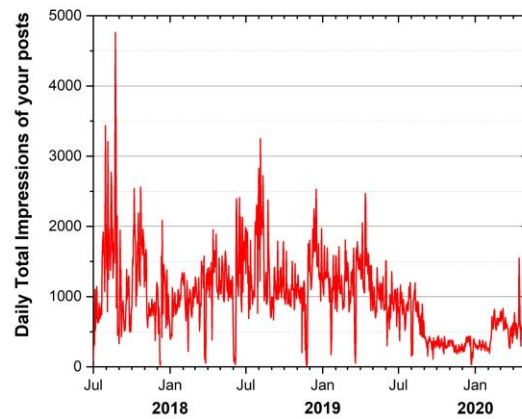


Figure 14: Number of daily interactions with the ODYSSEA-Greece Facebook page.



Figure 15: Monthly average of people who saw any of ODYSSEA-Greece Facebook page posts at least once.

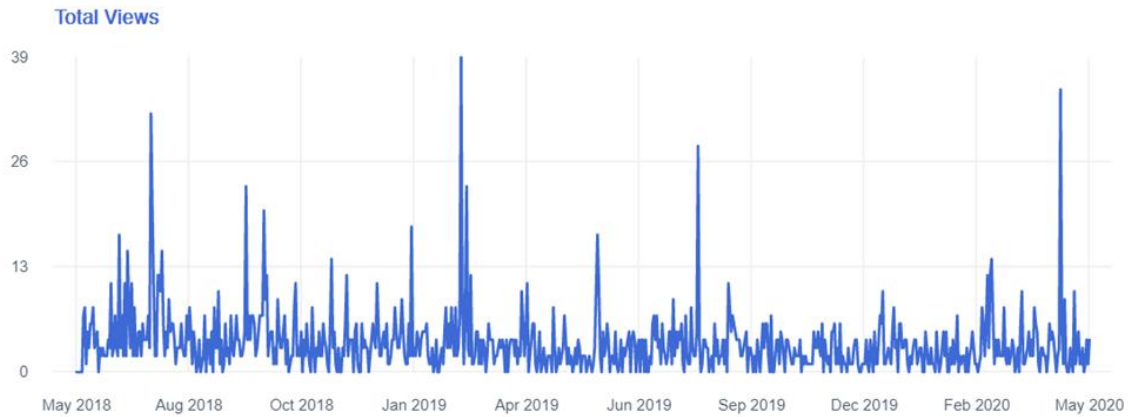


Figure 16: People who saw any of ODYSSEA-Greece Facebook page posts at least once every day.

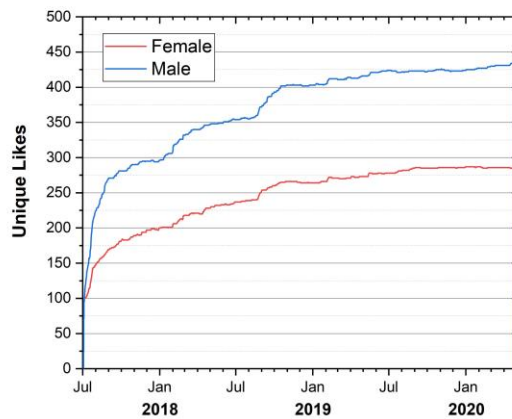


Figure 17: Gender of the ODYSSEA-Greece Facebook page followers.

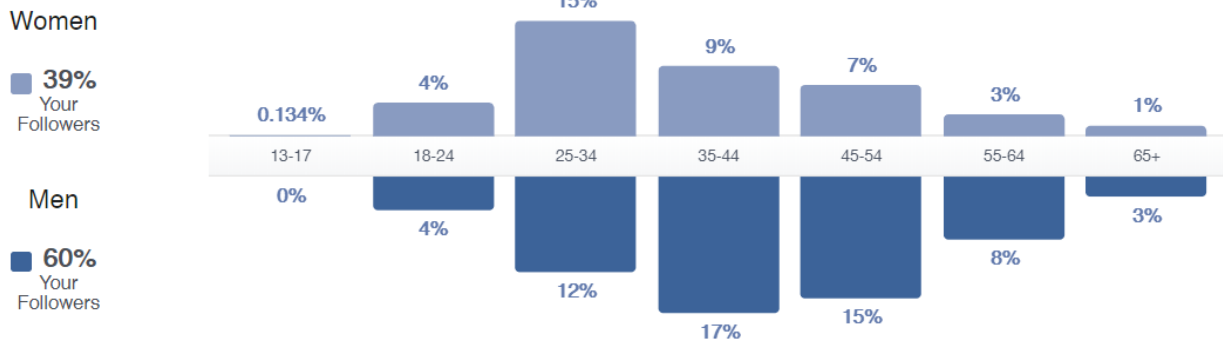


Figure 18: Gender of the ODYSSEA-Greece Facebook page followers grouped by age and gender.

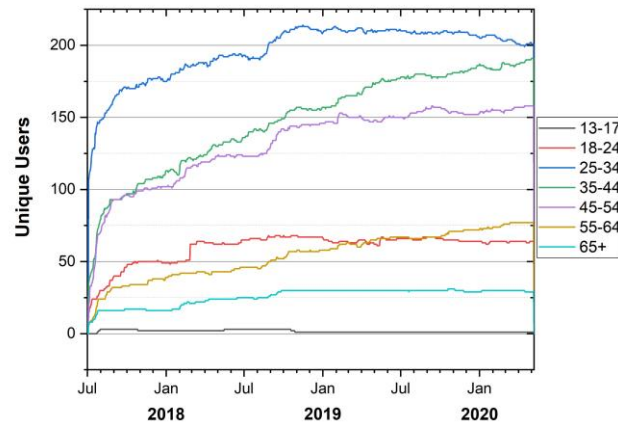


Figure 19: Age range of the ODYSSEA-Greece Facebook page followers.

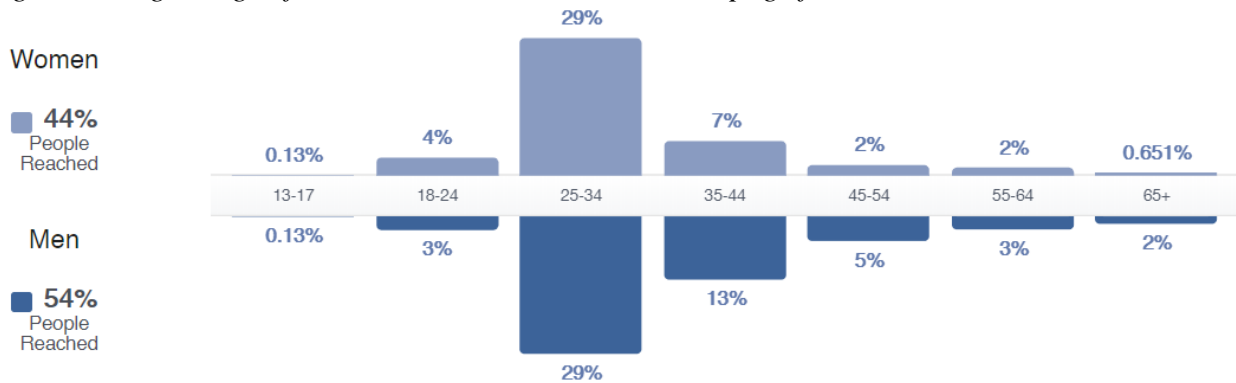


Figure 20: The number of followers who had any content from ODYSSEA-Greece Facebook page grouped by age and gender.

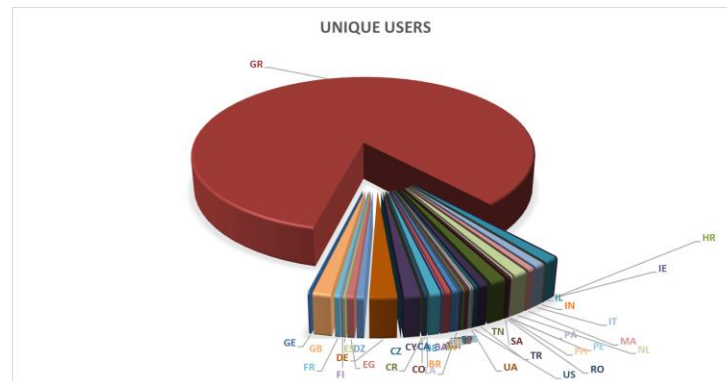


Figure 21: Country of origin of the ODYSSEA-Greece Facebook page followers

3.6.4 ODYSSEA Egypt Facebook Page and metrics for evaluation

Manager; Essam Nada, RAED

The ODYSSEA Egypt Facebook page was launched 26th July 2017 (<https://www.facebook.com/ODYSSEAPLatform.Egypt/>). The page is used to post information relating to the ODYSSEA project as well as up to date meteorological information about Mediterranean Sea and atmospheric temperature, wave height and wind speed and direction around Egypt.

Since the page was launched, it has attracted 288 like and 290 followers. At the end of period 1, people who liked the page were composed of 44% women and 55% men (Figure 22) and were primarily based in Egypt (Figure 23).

Age and Gender

People who like your Page are in these age and gender groups.

121 (44%) Women **150 (55%) Men**

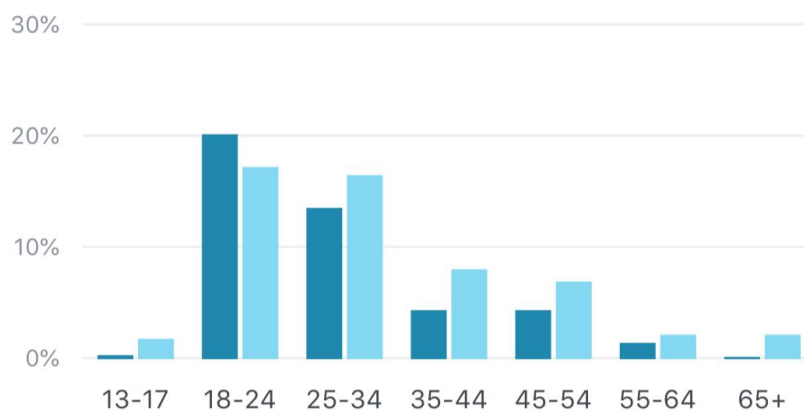


Figure 22: Gender and demographics of the people who like the ODYSSEA Egypt Facebook page to 30th November 2018

Top Locations	
People who like your Page are in these locations.	
cities	countries
Alexandria, Alexandria Governorate, Egypt	166
Cairo, Cairo Governorate, Egypt	43
Mansoura, Dakahlia Governorate, Egypt	5
Giza, Giza Governorate, Egypt	4
Hosh `Isa, Beheira Governorate, Egypt	3
Aswan, Aswan Governorate, Egypt	3
Damanhour, Beheira Governorate, Egypt	2
Tanta, Gharbia Governorate, Egypt	2
Ismailia, Ismailia Governorate, Egypt	2
Helwan, Cairo Governorate, Egypt	2

Figure 23: Locations of the people who liked the ODYSSEA Egypt Facebook page to 30th November 2018

3.6.5 ODYSSEA Tunisie Facebook page and metrics for evaluation

Manager: Hekma Achour, NSV

The ODYSSEA Tunisia Facebook page was launched on 1st June 2017 (<https://www.facebook.com/ODYSSEAPlatform.Tunisie/>). The page provides updates relating to the ODYSSEA project and the Mediterranean Sea with an emphasis on relevance to Tunisia. Posts are mainly in French. Since it was launched to 30th November 2018, the page has attracted 426 likes and 429 followers.

3.6.6 ODYSSEA Spain Facebook page and metrics for evaluation

Manager: Mercedes de Juan, VPORTS

The ODYSSEA Spain Facebook (<https://www.facebook.com/ODYSSEAPlatform.Spain/>) page was created on 6th June 2017. The page has attracted 40 likes and 42 followers since it was launched (Figures 24 and 25). Most of the followers are fishers and professional associations.

Up to now (25/05/2020), the page has posted more 80 posts promoting the activities and results of the ODYSSEA project, most of which relate to the local weather and sea conditions. The number of people each post reached ranged from 1 and 70 between February 2019 and May 2020 (Figure 26).



Figure 24: ODYSSEA Spain Facebook page followers between February 2019 and May 2020.



Figure 25: ODYSSEA Spain Facebook page likes between February 2019 and May 2020.



Figure 26: The number of people each post reached between February 2019 and May 2020.

3.6.7 ODYSSEA Turkey Facebook page and metrics for evaluation

Manager: Yelda Aktan Turan, IU

ODYSSEA-Turkey Facebook page has created at 12.02.2018 to foster communication between our local stakeholder, end-users and other related followers (<https://www.facebook.com/ODYSSEAPlatform.Turkey/>).

The page includes promotional activities and outputs of the project, national and international meetings, conferences, workshops and other informative posts related to the project in addition to the weekly sea forecasts of Gökova Bay.

Up to now (20.05.2020) it has been shared around 81 posts promoting the activities and results of the ODYSSEA project in the page. 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 139 (Figure 27). The number of people that reached the page at least one time without being followers had a total of 3270 and the number of people that engaged was 488. Total daily views ranged between 0 and 15 (Figure 28). As of 20th May 2020, the total number of page followers is 122 and the page has over 117 likes. According to statistical evaluations; the page has a follower profile with 56% male, 42% female and mostly in the 35-54 age range (Figure 29), and followers are from 14 different countries, with Turkey accounting 80% of followers (Figure 30).

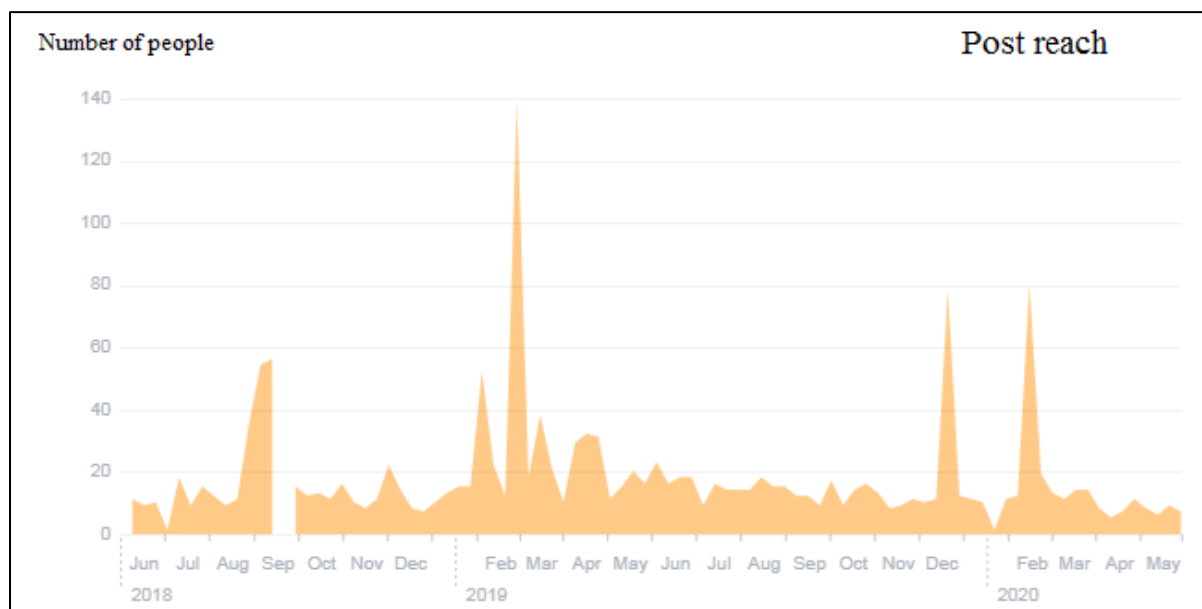


Figure 27: Number of people reached per post between June 2018 and 20th May 2020.

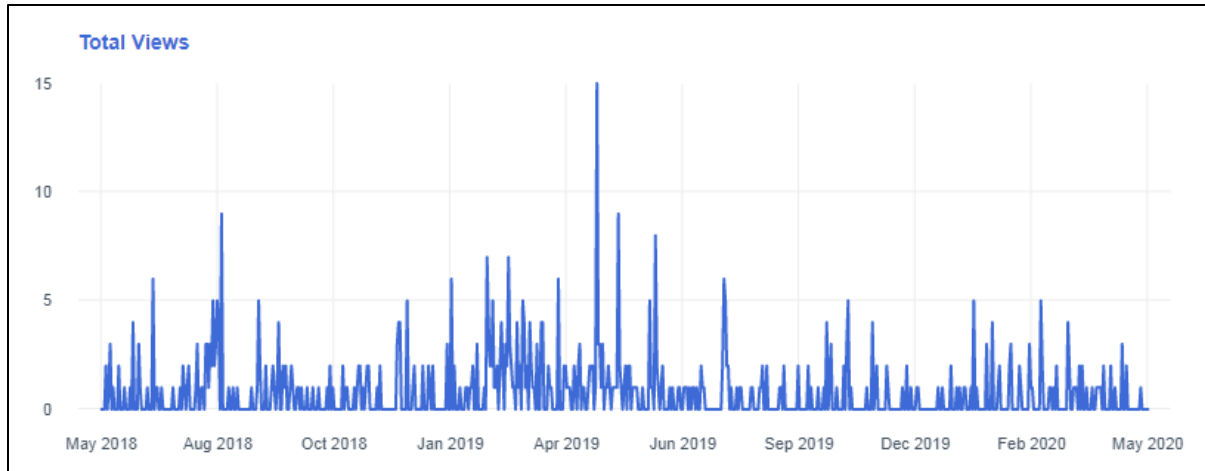


Figure 28: Total daily views between May 2018 and 20th May 2020.

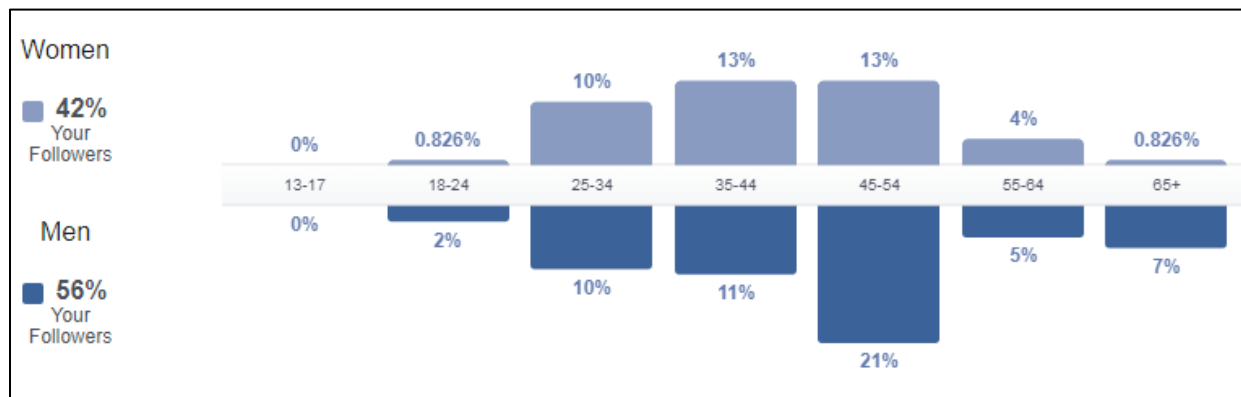


Figure 29: Gender and age range of the people who liked the ODYSSEA Turkey Facebook page.

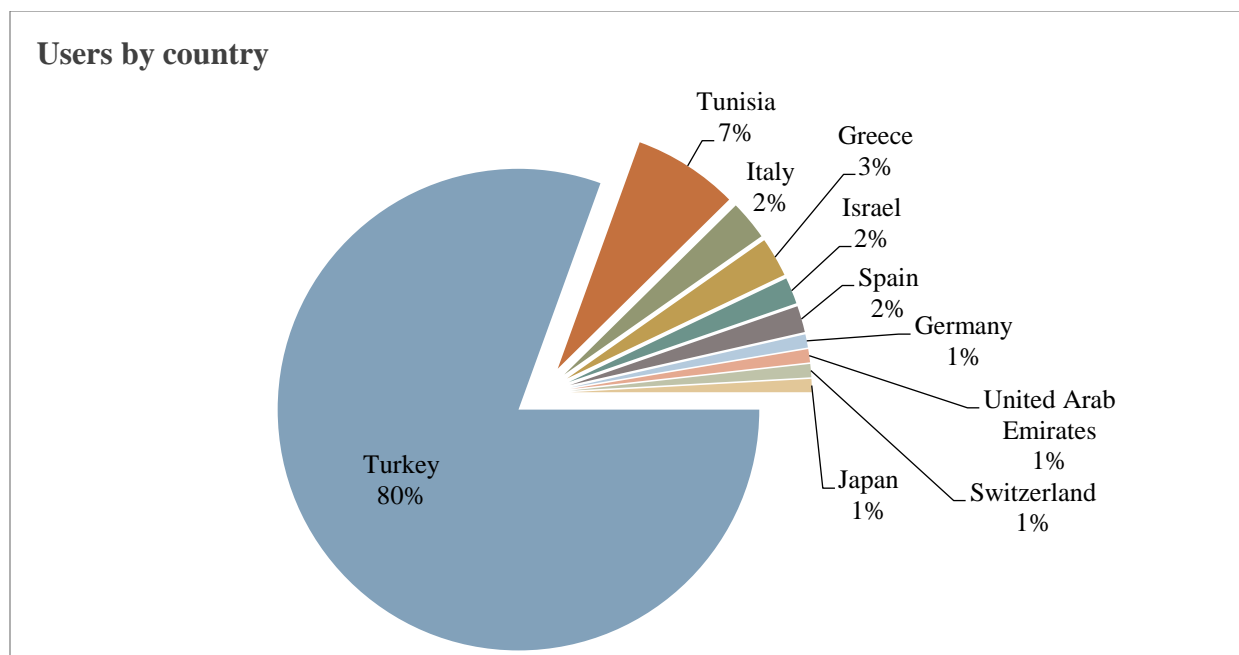


Figure 30: Country of origin of the ODYSSEA-Turkey Facebook page followers.

3.7 Scientific publications

Several ODYSSEA partners have submitted and published parts of their work in the project at prestigious, highly ranked scientific journals (e.g., Science of the Total Environment, Environmental Informatics, etc.). A Special Issue is under development at the well-known journal “Water” (IF 2.524) entitled “Observations and Models for End-User Services in Coastal Marine Systems”. Papers are invited by the Journal Editors Prof. G. Sylaios and Prof. G. El Serafy related to integrated observational/modelling systems, data platforms, and data post-processing techniques to derive services for the multiple end-users spectrum, operating in the coastal to continental shelf zones, etc.

3.7.1 Metrics for evaluation

To date, 11 scientific publications are listed on the ODYSSEA project website (<http://odysseaplatform.eu/project-information/publications/>).

3.8 Workshops and focus groups

Workshops and focus groups are used as 2-way communication tools during the project. They have been used to establish engagement with end-users and policy groups, training and capacity building activities, and to facilitate collaboration across work packages and between partners within the project.

Establishing effective relationships with the end-user groups and external stakeholders will be key to the success of the project's user-centric approach and its legacy. Engaged users will also become advocates of the ODYSSEA project to their extended networks and communities, which will help increase awareness amongst target groups and uptake of the project's products.

3.8.1 Metrics for evaluation

There have been 14 key workshops and focus groups during the project (Table 3).

Table 3: ODYSSEA workshops and focus groups			
Title	Date and location	Purpose	Links
Malta International Winter School 2020: Oceanography and the Blue Economy	8-14 January 2020, University of Malta, Malta	Capacity building/training	http://odysseaplatform.eu/project-information/meeting-reports/ http://odysseaplatform.eu/events/malta-international-winter-school-2020-oceanography-and-the-blue-economy/
2nd ODYSSEA Summer School, Oceanography and Fisheries in the Mediterranean	2-6 September 2019, Alonissos Island, Greece	Capacity building/training	http://odysseaplatform.eu/project-information/training-materials/ http://odysseaplatform.eu/events/call-for-applications-2nd-odyssea-summer-school-oceanography-and-fisheries-in-the-mediterranean-alonissos-island-greece-2-6-september-2019/

ODYSSEA Gökova Observatory Stakeholder workshop	28-30 April 2019,	Stakeholder and user engagement	http://odysseaplatform.eu/2019/06/05/odyssea-turkey-holds-stakeholder-workshop-on-gokova-observatory/
Atelier de Lancement pour l'Observatoire du Project ODYSSEA à Al-Hoceima	24 Janvier 2019, Al-Hoceima, Maroco	Stakeholder and user engagement	http://odysseaplatform.eu/atelier-de-lancement-pour-lobservatoire-du-project-odyssea-a-al-hoceima/
Observatory Managers and Operators Workshop	24-25 October 2018, Lisbon	Partner workshop	http://odysseaplatform.eu/project-information/training-materials/
1st ODYSSEA Summer School Operational Oceanography for Science, Business and Society	3-12 September 2018, Akontisma Hotel, Nea Karvali, Kavala, Greece	Capacity building/training	http://odysseaplatform.eu/project-information/training-materials/ http://odysseaplatform.eu/events/operational-oceanography-for-science-business-and-society/
ODYSSEA WP4 workshop on ECOPATH Modelling, Thessaloniki	3-5 July 2018, Thessaloniki, Greece	Partner workshop	http://odysseaplatform.eu/project-information/meeting-reports/ http://odysseaplatform.eu/events/odyssea-wp4-workshop-on-ecopath-modelling-thessaloniki-greece-3-5-july-2018/

1st Working group on the identification of the existing local data sources and data gaps (ODYSSEA local partners will collect the data)	8th May 2018, ANDDCVS, Tunisia	Stakeholder and user engagement	http://odysseaplatform.eu/download/meeting_reports/PV-WG1-ODYSSEA-english.pdf
ODYSSEA WP4 workshop on Delft-FEWs + Delft3D modelling suite	5-9 March 2018, Heraklion-Crete, Greece	Capacity building/ training	http://odysseaplatform.eu/crete-workshop-presentations/ http://odysseaplatform.eu/events/save-the-date-5-9-march-2018-odyssea-wp4-workshop-on-delft-fews-delft3d-modelling-suite-heraklion-crete-greece/
National Workshop on Launching ODYSSEA – Tunisia	15 February 2018, National Library, ANDDCVS- RAC/SPA, Tunisia,	Stakeholder and user engagement	http://odysseaplatform.eu/download/meeting_reports/Summary-of-the-ODYSSEA-Tunia-workshop.pdf
WP7 First Technical Meeting – Algorithms hosted by Thales	08/02/2018 - 09/02/2018, Paris, France	Partner workshop	http://odysseaplatform.eu/events/wp7-first-technical-meeting-algorithms-hosted-by-thales/
Technical Platform Meeting	13/12/2017 - 15/12/2017, Toulouse, France	Partner workshop	http://odysseaplatform.eu/events/technical-platform-meeting/

First ODYSSEA promotion event for North African countries	11 th November 2017, Abu Qir, Egypt	Stakeholder and user engagement	http://odysseaplatform.eu/2017/12/04/the-1st-public-event-of-the-odyssea-project-in-north-africa-is-held-in-egypt/
First Stakeholder Workshop – “Transforming Mediterranean Sea data into innovative information services”	25 th October 2017, Rome, Italy	Stakeholder and user engagement	http://odysseaplatform.eu/events/first-stakeholder-workshop/

3.9 Conferences, events and exhibitions

The ODYSSEA consortia have regularly and frequently participated in a large number of conferences, events and exhibitions to promote the ODYSSEA project and its products and services. Presentation have largely been in the form of posters and oral presentations. There has also been live demonstration of the ODYSSEA platform.

Conferences, events and exhibitions provide an opportunity to communication the ODYSSEA projects and its aims and objections, activities, products and services to a range to stakeholder and end user groups. They are also an opportunity to build connections with external partners and stakeholders and create advocates for the project.

Below is an indicative list of Conferences, events and exhibitions where ODYSSEA partners participated:

Table 4: Participation of ODYSSEA partners in Conferences, events and exhibitions			
#	Title of Conference/event/exhibition	Date and Place	Contributing Partner(s)
1	12th Coastal Altimetry Workshop Chairing Workshop Session and presentation of a poster	4-7 February 2020, ESA-ESRIN, Frascati (Rome), Italy	SPA/RAC
2	World wetlands day	2 February 2020, Tunis	ANDDCVS
3	Delwaq webinar (online workshop)	28 January 2020	Deltares
4	La Vigilancia Marítima en el Mediterráneo Occidental jornada	16th January 2020, Valencia, Spain	SPA/RAC & VPORTS
5	FishForum2018 / Poster presentation	10-14 December 2019	IU
6	MEDCOAST19 / Oral presentation	22-26 October 2019, Marmaris, Turkey	Deltares
7	Cairo Water Week / Oral presentation	20-24 October 2019, Cairo, Egypt	Deltares
8	OceanObs19 Conference / Poster Presentation	16-20 September 2019, Hawai, USA	SPA/RAC
9	BLUEMED Mediterranean Research Infrastructures Stakeholders Conference	13-14 June 2019	DUTH
10	Blue Energy Perspectives in the Mediterranean	6-7 June 2019, Thessaloniki	AUTH
11	27th Meeting of Phd students in Stochastics	27-29 May 2019	Deltares
12	Oral presentation at the Copernicus Marine Service General Assembly 2019	20 May 2019	Deltares
13	EuroGOOS General Assembly 2019	7-9 May 2019	Deltares
14	Poster presentations in the frame of European Geosciences Union General Assembly 2018	7-12 April 2019	Deltares
15	UNEP/MAP Meeting of the Ecosystem Approach Correspondence Group (CORMON) on Pollution, 2-3 April, and Joint Meeting of the CORMON on Marine Litter Monitoring and the ENI SEIS II project, 4-5 April	2-4 April 2019, Podgorica, Montenegro.	WCMC
16	Scoping meeting on drafting of a technical and strategic report on “Strengthen, structure and sustain Science Policy Interface (SPI) for EcAp and IMAP implementation in the Mediterranean”	1 April 2019, Marseille, France	WCMC
17	6th Mediterranean Symposium on Marine Vegetation, UNEP/MAP – SPA/RAC, 2019 / Poster Presentation	14-18 January 2019	IU

18	MEDASSET Workshop	30-11-2018, Kavala, Greece	DUTH
19	Sea Tech Week 2018	8-12 October 2018, Brest, France	Alseamar
20	Thessaloniki International Fair	8-16 September 2018, Thessaloniki	DUTH
21	Urban Strategies for Waste Management in Tourist Cities	26-28 June 2018, Kavala	DUTH
22	12th Panhellenic Symposium of Oceanography & Fisheries	30 May – 3 June 2018, Kerkyra, Greece	DUTH
23	EOS Meeting	17-18 April 2018, Malta	DUTH
24	Oceanology International 2018	14-16 March 2018, London, UK	Alseamar
25	EOOS Forum and launch of the EOOS strategy	8 March 2018, Brussels	Deltares
26	Réunion Bilatérale BusinessMed-Confindustria	22nd February 2018, Rome, Italy	NSV
27	Ocean Sciences Meeting 2018	11-16 February 2018, Portland, USA	Alseamar
28	Réunion bilatérale BusinessMed-Medef	2nd February 2018, Paris, France	NSV
29	BlueMed Coordinators Meeting Malta	11-12 January 2018, Malta	BLIT
30	1st UfM Stakeholder conference on Blue economy	29-30 November 2017, Naples, Italy	NSV
31	3rd AtlantOS General Assembly Meeting	21- 23 November 2017	BLIT
32	7ème Salon International de la Pêche et de l'Aquaculture 'SIPA 2017'	9th -12th November 2017, Oran, Algeria	NSV
33	Copernicus Marine Week	25-29 September 2017.Brussels	DUTH/Deltares/Hidromod
34	H2020 Coordinators Day	22 June 2017	DUTH
35	European Geo Workshop	19-21 June 2017, Helsinki,	DUTH

3.9.1 Metrics for evaluation

At the end of period 1, information collected for the dissemination and communication activities log showed the ODYSSEA had participated in 20 conference and had engaged with around 4,000 individuals representing key stakeholder and user groups during these events.

The figures for the end of period 2 show ODYSSEA has participated in a further 10 conferences reaching around 2,500 stakeholders. These early figures are incomplete and will increase as the consortia prepare the periodic report for Period 2.

3.10 Emails

Emails are used as a key method of communication between project partners and external stakeholder user groups who are engaged in the project's activities. They are a useful tool in keeping recipients updated with the latest information.

3.10.1 Metrics for evaluation

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

3.11 Storymap

A visually engaging, public facing online storymap webpage is being developed as part of Deliverable 9.4. This storymap will present ODYSSEA's engagement with stakeholders and various capacity building activities, including stakeholder workshops and summer schools.

3.11.1 Metrics for evaluation

The storymap will be launched towards the end of 2020. Statistics on website visitors will be gathered to assess levels of interest and uptake.

4 Summary

Table 4 gives a summary of the mix of communication tools used to implement the ODYSSEA communication plan and the associated metrics for evaluation.

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 30,000 times. The communication strategy has achieved a combination of 1- and 2-way communication with stakeholders and end user groups at local, national and international levels.

Table 5 Summary of communication tools used and metrics for evaluation

Medium / Activity	Type of Audience	Communication Level	Communication Type	Date / Frequency	Evaluation Metric	Metrics
Newsletters	Public	International	1-way	4 in total	Number distributed	500

Social Media	Public	International	1-way	2 per week (dependent on 1 tweet per month from each WP leader)	Number of followers	2,248
Website	Public	International	1-way	On-going updates	Number of sessions (average session time)	18,252 (2:29)
Conferences, events and exhibitions	Science and Research, Policy, Industry, Education	International	1-way, 2-way	Attend and presents at all relevant conferences, events and exhibitions possible.	Number attended (people reached)	30 (6,500)
Workshops and focus groups	Public, Science and Research, Policy, Industry, Education, Internal partners, External stakeholders engaged in the project	International, National, Local	2-way	Organise / attend frequent workshops and meetings throughout the project.	Number organised	18
Summer schools	Early career scientists in related disciplines	International	2-way	2 during the project	Number of delegates and feedback	48 delegates. Positive feedback
Peer reviewed publications	Science and Research	International	1-way	1 or 2 peer reviewed publications from the project	Number of publications	11

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 and 1 near the end show casing products	Number of printed and downloaded	2,533
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 report etc.	Total number of new contents uploaded	146
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
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
Press releases	Public	International	1-way	Press releases for all newsworthy project outputs	Number released	10
Blog posts	Public	International	1-way	Aim for at least 1 per month	Number of posts and views	46

Storymap	All	International	2-way	To be launched late 2020	Number of visitors and average duration of visits	To be gathered after launch
Approximate number of times stakeholders and users have been reached by the communication activities	Circa 30K (sum of website visits, number of newsletter downloads, number of people reached at conferences, number flyer and banner downloads, total number of social media followers, and summer school delegates)					

5 Next Steps

The next steps are to continue to implement the ODYSSEA Communication Plan using the mix of communication tools identified. Largely, the ODYSSEA communication plan will continue to be implemented and monitored for its effectiveness by:

- Continuing to implement the project identity across all ODYSSEA products and services.
- A follow up flyer will be produced towards the end of the project highlighting the key project achievements. It will be distributed electronically and at appropriate meetings and events.
- Continuing to populate the website with the latest activities, products and services.
- Continuing to write blog posts and press releases where appropriate
- Finalising and distributing the 2nd Project newsletter in June 2020
- Drafting and distributing the 3rd Project newsletter (special edition on Marinomica) to coincide with the platform launch date
- Drafting and distributing the final project newsletter by the end of the project
- Organising the 3rd ODYSSEA Summer School (subject to Corona Virus restrictions)
- Continuing to regularly update the project website with the latest news, events, products and services
- Continuing to use Social Media as a tool for outreach, communication and dissemination
- Ensuring that all scientific publications relating to ODYSSEA are listed on the project website
- Continuing to engage with stakeholders and end user groups through workshops and focus groups (virtually if necessary and possible)
- Continuing capacity building activities and training events (virtually if necessary and possible)

A key next step will be to split the marketing and communication strategy for the ODYSSEA platform (Marinomica) away from the project to create its own unique brand and identity that is separate from ODYSSEA. The first steps will be:

- To further develop the Marinomica brand and identity

- To define a full communication plan and strategy to launch and promote the Marinomica platform to a range of end user groups

6 References

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