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PROMOTION PACK AND VIDEO MATERIALS FOR OPEN DAYS



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SUMMARY

The EUROFLEETS+ Open days will be held onboard a number of Transnational Access (TA) vessels at dockside. These events are aimed at the general public and thus will be used to promote the important role Research Vessels play in oceanographic observation, disseminate project initiatives and outcomes and at the same time contribute to promoting ocean literacy. Several materials will be distributed and were already described in the Dissemination and Communication Plan ([Deliverable 9.1](#)) for the project and are included in the Eurofleets+ Promotional and Print Materials ([Deliverable 9.3](#)). This document describes the specific materials that will be developed, distributed and showcased during these special events. Additional materials may be developed as the project progresses to accommodate the dissemination of products with interest for the General public such as the Ocean Classroom Portal.

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1. Introduction

As EUROFLEETS+ is an Integrating Activity, the dissemination is focused on results from the joint research activities to improve the infrastructure services, the enhanced access provision, and outputs of the multiple networking activities.

To ensure effective dissemination and communication of EUROFLEETS+, a dedicated Work Package – WP9 – within the EUROFLEETS+ project will have the general aim of developing the dissemination plan and support dissemination events, promoting the science of EUROFLEETS+ carried out in the JRA, highlighting the transnational activities and their outcomes and benefits for society, including ensuring wide access to the data collected, demonstrating the role EUROFLEETS+ plays in supporting other ocean observation systems and infrastructures, informing decision-makers in European and international agencies and bodies, supporting capacity building for early-career scientists and technicians and helping to enhance wider ocean literacy.

The EUROFLEETS+ Open days will be held onboard of a number of Transnational Access vessels at dockside. These events are aimed at the general public and thus will be used to promote the important role Research Vessels play in oceanographic observation, disseminate the project initiatives and outcomes and at the same time contribute to the advancing of ocean literacy among civil society.

This document describes the specific materials that will be developed distributed and showcased during these special events. Additional materials may be developed as the project progresses to accommodate the dissemination of products with interest for the General public such as the Ocean Classroom Portal.

2. Print Materials

Brochure, Flyer, Roll-up and Poster

Description: While the project will favour electronic communications, motivated by a better scalability (ease-of-update) and respecting the environment, off-the-shelf flyers and other printed material will also be used. An informative foldout brochure, Flyer, Roll-up and Poster were developed to present the EUROFLEETS+ project and its objectives to a broad audience. These materials were designed to be eye-catching, featuring photographs of all available infrastructures. In terms of content these materials contain the key principles underlying the EUROFLEETS+ approach (Figure3).

Audience: General, all audiences.

Dissemination points: All stakeholder meetings, Open Days, conferences, exhibitions, one-to-one meetings, etc.



Figure 1 – EUROFLEETS+ First set of printed materials

Other potential Print Materials

Description: Further materials are also planned for the duration of the project. These materials may include EUROFLEETS+ factsheets, and elements to contribute to the dissemination of the Educational activities hence contributing to Ocean literacy.

Audience: General, all audiences.

Dissemination points: All stakeholder meetings, Open Days, conferences, etc.

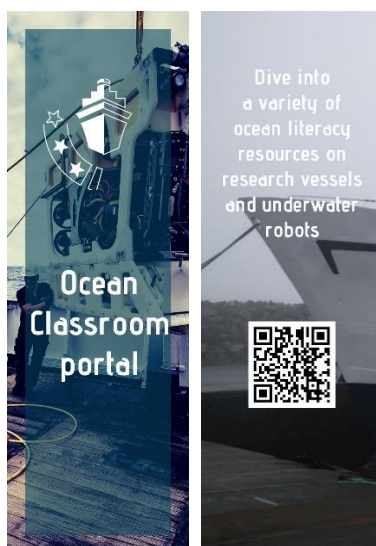


Figure 2 – EUROWFLEETS+ dedicated Ocean Classroom Portal bookmarks

3. Promotional Materials

Giveaways

Description: As EUROWFLEETS+ will take part in several relevant events with exhibition areas. The project has developed some products to reinforce the branding and raise interest in such events (Figure 4).

Audience: General, all audiences.

Dissemination points: All stakeholder meetings, Open Days, conferences, etc.



Figure 3 – EUROLLEETS+ First set of promotional materials

Video

Description: Video material can be powerful for engaging an audience and transmitting key messages quickly, with this in mind, a project video was produced and is available on EUROLLEETS+ YouTube Channel: <https://www.youtube.com/watch?v=92bvac98LQs> and will be displayed during the open days. Video Script and Storyboard available in Annex 1.

Audience: General, all audiences.

Dissemination points: All stakeholder meetings, Open days, conferences, exhibitions, etc.



Figure 4 – EUROLLEETS+ project video

I. ANNEX 1 – Video Script and Storyboard

Script

EUROFLEETS+ Promotional Video - V3

- Script -

Sea exploration is key to understanding our oceans and predicting future changes.

(Sea Footage)

Research vessels are the primary method of oceanographic observation, directly and via autonomous vehicles. These floating laboratories provide support for multidisciplinary research and different end user communities.

(Deck operations, labs and research vessels footage. Transition to next soundbite through research vessel).

(Add graphic overlay naming different research disciplines).

“It is impossible to conduct long-term, qualified research in the ocean without access to research vessels”

(MIGUEL MIRANDA soundbite. Research vessel as transition to next block through map)

Eurofleets+ is an H2020 funded project that will facilitate free open access to an advanced research vessel fleet and marine equipment, irrespective of location.

(EF+ logo and map showing location of the infrastructures (research vessels + marine equipment). ROV or AUV as transition element to next block).

Transnational access will be possible through competitive Calls. Only the most innovative and collaborative science will be supported to study a wide number of regions.

(Footage of ROV's or AUVs being deployed)

(Map showing areas North Atlantic, Mediterranean, Black Sea, North Sea, Baltic Sea, Pacific Southern Ocean and Ross Sea)

“EUROFLEETS has been very good at getting that Transnational Access that's really important for the Research community to be able to work with multiple researchers on research vessels”

(SHEILA HEYMANS soundbite.)

The project will also advance innovation in areas like deep sea exploration, intelligent mapping and advanced data management systems, through joint research activities with the industry.

(Footage data processing, Lab work)

"Helping streamline innovation in marine science will facilitate an innovation boost that traditional industry may not fund particularly for one off science applications"

(ROB CHRISTIE soundbite.)

In addition, Eurofleets+ will implement activities to create a more 'Ocean Literate' society and provide practical hands-on opportunities for European young researchers: the next generation of marine scientists."

(Footage from previous training activities)

"EUROFLEETS brought certain researchers together via the training campaigns and this also led to new research projects"

(LIEVEN NAUDTS soundbite)

Our future relies on a healthy planet. Eurofleets provides tools to assess the health of the ocean.

(Closing logo animation.)

This project has received funding from the European Commission's Horizon 2020 Research and Innovation programme under grant agreement No 824077.

(European Flag)

Storyboard

01



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02



Sea exploration is key to understanding our oceans and predicting future changes.

03



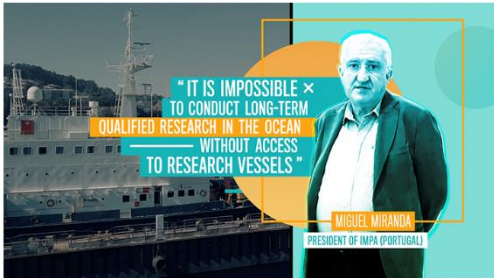
Research vessels are the primary method of oceanographic observation, directly and via autonomous vehicles.

04



These floating laboratories provide support for multidisciplinary research and different end user communities.

05



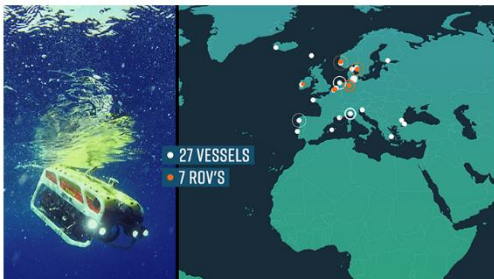
"It is impossible to conduct long-term, qualified research in the ocean without access to research vessels"

06



Eurofleets+ is an H2020 funded project ...

07



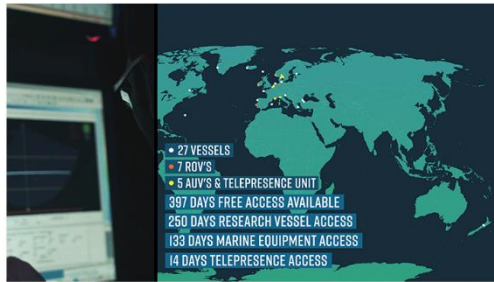
...that will facilitate free open access to an advanced research vessel fleet

08



...and marine equipment, irrespective of location...

09



Transnational access will be possible through competitive Calls.

10



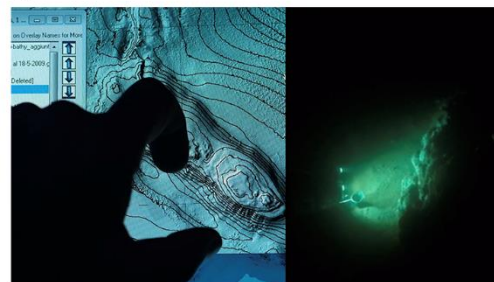
Only the most innovative and collaborative science will be supported to study a wide number of regions.

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"EUROFLEETS has been very good at getting that Transnational Access that's really important for the Research community to be able to work with multiple researchers on research vessels"

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"Helping streamline innovation in marine science will facilitate an innovation boost that traditional industry may not fund particularly for one off science applications"

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"EUROFLEETS brought certain researchers together via the training campaigns and this also led to new research projects"

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