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## Dissemination and communication impacts interim report



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## SUMMARY

Dissemination and communication activities are critical to maximize the impact of the project through proactive promotion of its objectives and results and, with the target to promote the project activities produced and released for their future exploitation. This document presents the promotional and public outreach campaigns carried out during the first half of the project (M1-24). These campaigns were launched to increase visibility and awareness among the targeted audience groups and the general public, exploiting the latest trends and functions of social media (Facebook, Twitter), utilising visually appealing graphic design, and disseminating among partner networks.

The Covid-19 crisis has had significant impact on EUROFLEETS+, not only on the execution of the project, but also on the way project results were communicated, disseminated, and exploited. Due to the cancellation of several major events and conferences, EUROFLEETS+ has missed important opportunities to reach wider audience.

In addition to reporting on all the activities dealing with communication and dissemination, this report also includes a list of KPIs and the performance of the project with respect to those KPIs. The current document will also provide an overview of the total efforts carried out by the consortium with regard to dissemination and communication and a detailed look at how specific dissemination activities have been targeted at the various dissemination groups and what was their impact.

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## 1. Introduction

Dissemination and communication activities are critical to maximize the impact of the project through proactive promotion of its objectives and results and, with the target to promote the project activities produced and released for their future exploitation.

The purpose of this document is to describe the communication and dissemination actions and outputs of the EUROFEETS+ project during the first 24 months.

### 1.1. Background and justification

In April 2019, the Dissemination and Communication Plan (Deliverable 9.1) for the EUROFLEETS+ project was delivered. Communication is a contractual obligation for Horizon 2020 funded projects. Beneficiaries agree to “the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.” (Article 38 of the Model Grant Agreement). Communication activities to promote the project and its results improve visibility, support and reputation that will lead to more chances of success. A successful implementation of the dissemination and communication plan, along the exploitation plan (D7.1), will help to drive competitiveness and growth in Europe and address societal challenges. Dissemination refers to “the public disclosure of results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium” (Article 29 of the Model Grant Agreement). Regarding results, they are defined as “any tangible or intangible output of the action, such as data, knowledge and information whatever their form or nature, whether or not they can be protected, which are generated in the action as well as any attached rights, including intellectual property rights” (Article 29 Of the Model Grant Agreement). The dissemination of results contributes to the progress of science and it is in line with the EU Research and Innovation policy goals: open innovation, open science, open to the world. The conversion of knowledge into innovation will shape a better European future. This is why promoting and investing in innovative ideas with rapid scale-up potential is one of the key actions to maximise the impact of EU research and innovation programmes. In this case, the transfer of knowledge and the dissemination of results are essential to improve Ocean Knowledge and Literacy, by making these results openly available it will enable their sharing in order to generate further research, novel solutions or tackle other challenges.

### 1.2. Related documents

D9.1. Dissemination and Communication Plan (PU)

D9.2. Eurofleets+ Project Website (PU)

D9.3. Eurofleets+ Promotional and Print Materials (PU)

D7.1. Exploitation and innovation plan (CO)

## 2. Dissemination and Communication Plan in brief

Dissemination and communication activities are carried out to ensure that the project research and practical outcomes are widely disseminated to the appropriate target audiences, at appropriate times along the project lifecycle via appropriate methods with the contribution of all partners of the consortium.

In order to carry out a proper communication strategy, three things need to be clearly defined:

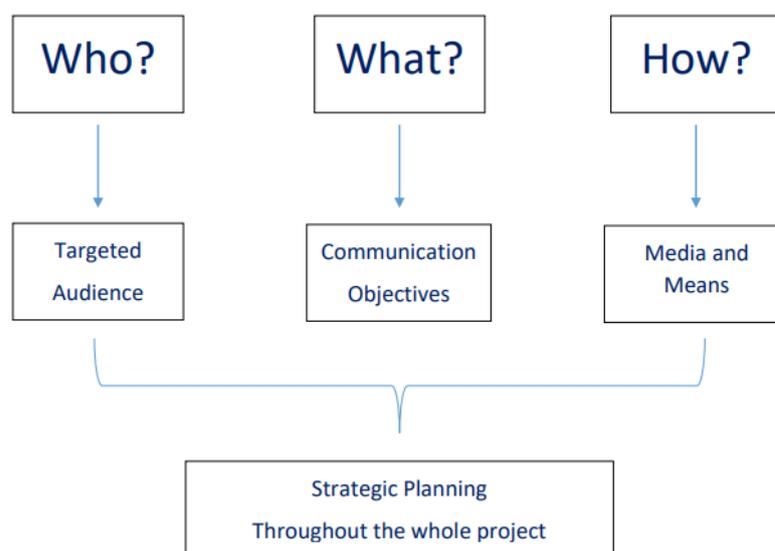


Figure 1 - Scheme for defining a proper communication strategy

### 2.1. The Strategy

It is of strong interest to the project and its partners to disseminate its ideas and results to a community that is as wide as possible – although being focused on the identified main target groups in order to reach the objectives of dissemination and communication.

The key target groups for dissemination and exploitation include: **marine observation infrastructure managers** at European and international level; the **scientific and academic community**, including early stage researchers and technicians; relevant **industry players** working in the field, such as ocean sensor and equipment developers; **policy makers, decision makers**, and **funders** at national and European level, including those with responsibility for the ocean, natural resource management and research and education agendas; and the **general public including young people** at global levels. Practical measures are being taken to maximise the impact of EUROFLEETS+ through the outline plan illustrated below.

Table 1 – Overall communication strategy

Who?	What?	How?
Funders, policy & decision makers	Raise awareness and enlist support to promote the need to resource a fit-for-purpose RV capability in Europe to support policy.	Summary for policy makers, stakeholder workshop participation, e-newsletter, policy relevant conferences (e.g. European Maritime Day), fact sheets.
Industrial sectors	Encourage dialogue and building relationships for enhanced industrial collaboration in relation to RV services and technologies.	Stakeholder workshops, direct communications: one-to-one meetings, emails, phone calls.
Marine observation infrastructure initiatives	Engage programme managers to understand their needs and requirements in respect of RVs.	Stakeholder workshops, direct communications: one-to-one meetings, emails, phone calls
Research communities	Raise awareness of TA opportunities, encourage dialogue on JRA activities, support usage of data and underline the importance of RVs in marine science.	Fact sheets, science conferences, presentations, journal articles, e-newsletter, website, social media, networking, tele presence, videos.
Young scientists and technicians	Highlight opportunities available through EUROFLEETS+ and support upskilling.	Fact sheets, website, social media, e-newsletter, blogs, networking, tele presence, videos, visit a research vessel.
General public	Raise awareness of importance of ocean, the challenges it faces and the role of research vessels.	Social media, website, blogs, videos, visit a research vessel, telepresence, brochures, factsheets.
Young people	Excite them about the ocean, its key role in our lives and interest them in the possibility of ocean careers.	Social media, “Talk to a scientist”, visit a research vessel, video material, brochures.

### 3. Communication and dissemination activities

#### 3.1. EUROFLEETS+ Website

The entry point to the project communication activities is the website acting as a virtual dissemination vehicle, providing to the public and the specific target groups access to valuable information. The website was developed in early 2019 and launched in April 2019. During the first two years of the project, main updates concerned:

- Making available 26 public deliverables online;
- Repository for all supporting documentation for both Oceans and Regional Transnational calls
- Application portal for Eurofleets+ Floating Universities and Blue Skills Labs
- Hosting the Eurofleets+ Alumni Forum

- Full profiles of all 27 research vessels, 7 ROV's, 5 AUV's and Telepresence Unit
- Publishing 37 news mainly related to TNA calls, training opportunities, conference attendances, deliverable releases and webinars.
- Launch of the Ocean Classroom Portal (<https://www.eurofleets.eu/classroom/>)
- Integration and enhancement of the EVIOR Portal (<https://evior.eurofleets.eu/>)

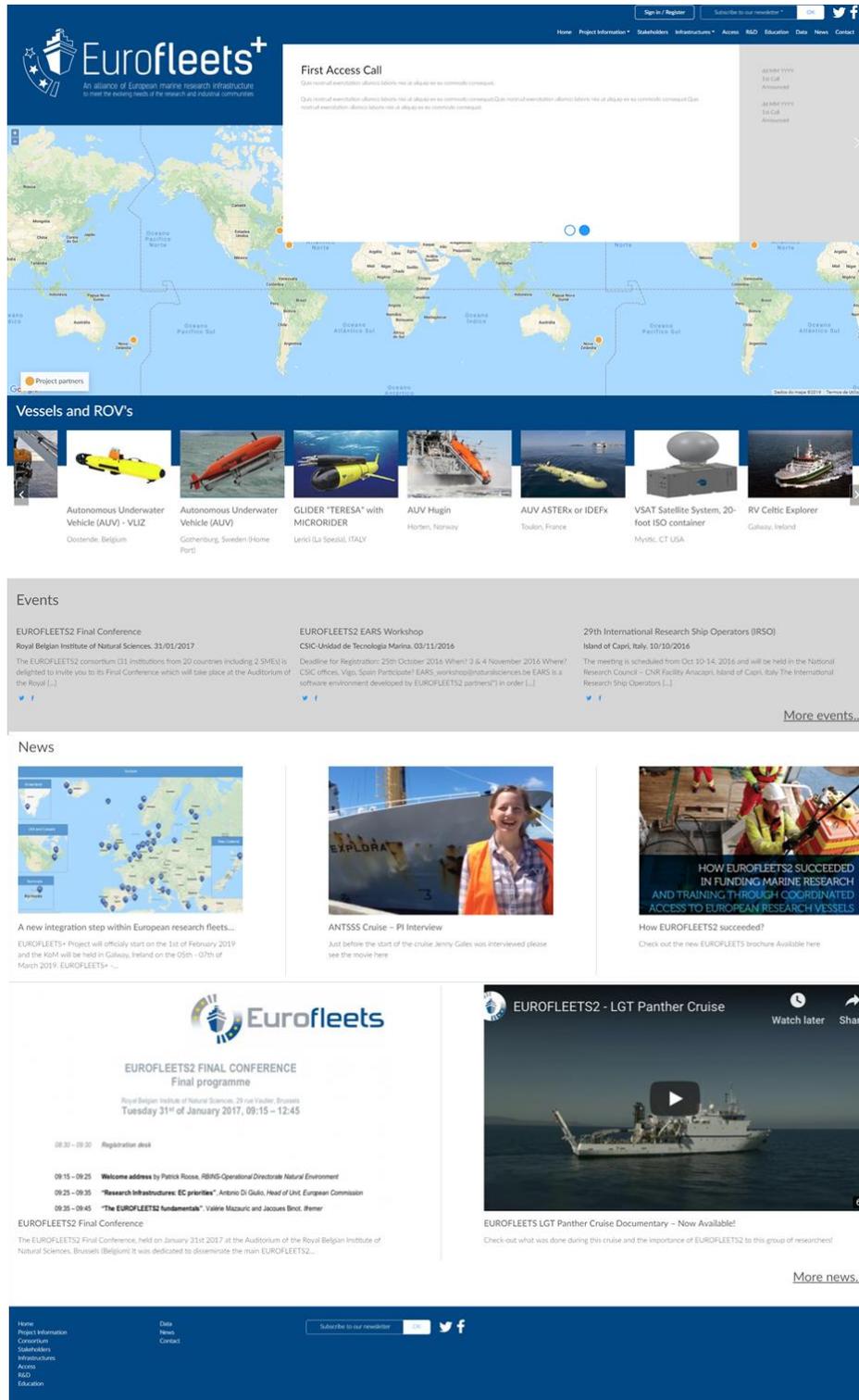
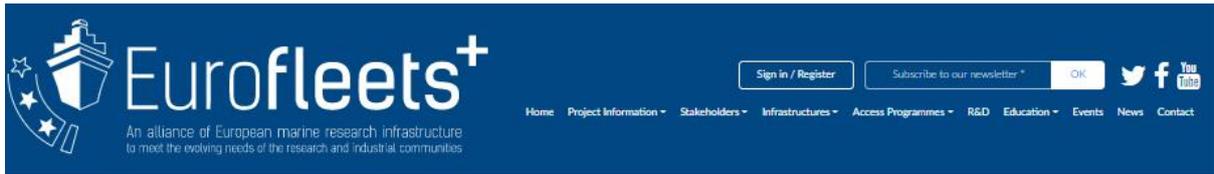


Figure 2 - EUROFLEETS+ Website





Home > Ocean Classroom

## Ocean Classroom

Welcome to the Eurofleets+ Ocean Classroom Portal. You can access a variety of ocean literacy resources on research vessels and underwater robots (Autonomous Underwater Vehicles(AUVs) and Remotely Operated Vehicles (ROVs). Click on any of the images to access the resource and use the filters to narrow your search.

- ALL
- ACTIVITY SHEET
- PDF
- WEBSITE
- VIDEO
- POSTER
- INFOGRAPHIC
- UNDERWATER ROBOTS
- RESEARCH VESSELS
- OUR OCEANS



Figure 3 - Eurofleets Ocean Classroom Portal



There are currently 614 subscribers to the EurOcean newsletter covering all the targeted audiences. For the reporting period, eleven issues were sent to announce specific activities, and three issues with the major outcomes of the project.



Figure 4 - Third Edition Of The Eurofleets+ Newsletter

Additionally, we have produced a dedicated newsletter to inform decision makers.



Figure 5 – First Newsletter Dedicated to Policy Makers.

Partners' Websites

The EUROFLEETS+ beneficiaries have been mobilised via dedicated [Call for action] emails to promote results and opportunities on their own websites and social media channels.



Figure 6 - EurOcean's Website



Figure 7 - Marine Institute Website

Results monitoring

Statistics on the project website are obtained using Google analytics (since June 2019). It is a free powerful tool that generates advanced web statistics and complying with General Data Protection Regulation (GDPR). It also allows access to real traffic excluding that related to robots. To ensure that dissemination through www.eurofleets.eu is efficient, 3 indicators have been defined and are



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monitored on a monthly basis (See Table 2). Other information given by the statistics tool are very interesting, as they provide an overview of most visited pages and worldwide visibility of the project (See Table 3).

Table 2 – Website Dissemination impact

	No. of monthly Sessions	Duration of visits (sec)	No. of references from external web pages
<b>Objective</b>	500	120	50
<b>Jun-19</b>	2168	244.26	131
<b>Jul-19</b>	2158	193.46	171
<b>Aug-19</b>	1441	229.20	104
<b>Sep-19</b>	2722	213.42	127
<b>Oct-19</b>	2633	137.08	114
<b>Nov-19</b>	3432	186.06	147
<b>Dec-19</b>	1554	140.24	106
<b>Jan-20</b>	2463	171.11	314
<b>Feb-20</b>	2983	141.02	196
<b>Mar-20</b>	1499	145.41	94
<b>Apr-20</b>	1092	133.73	66
<b>May-20</b>	1143	133.11	73
<b>Jun-20</b>	1354	179.35	63
<b>Jul-20</b>	1317	114.80	86
<b>Aug-20</b>	1002	143.51	53
<b>Sep-20</b>	1315	120.53	51
<b>Oct-20</b>	1458	127.37	70
<b>Nov-20</b>	1748	110.25	46
<b>Dec-20</b>	1874	106.64	134
<b>Jan-21</b>	1935	141.08	97

Table 3 – Complementary statistics

Top 10 countries visiting website (N° Sessions)		Top 10 URL (N° Page Views)	
<b>United States</b>	2991	Homepage	16556
<b>United Kingdom</b>	3425	SEA-Oceans Call	3015
<b>Italy</b>	3590	Floating University (Celtic Explorer)	2732
<b>Ireland</b>	3595	Accessible Infrastructures	2484
<b>Spain</b>	2138	SEA-Regional Call	2150
<b>Portugal</b>	2394	Call Documents and Templates	1861
<b>Germany</b>	2115	Research Vessels	1857
<b>France</b>	1417	Calls Application Procedure	1820
<b>Belgium</b>	1279	Co-PI	1645
<b>Greece</b>	1266	Applications	1634

Statistics on the website show results that are higher than the initial objectives. The number of visitors to the website is globally increasing. From Top 10 countries visiting the website, we can see that visitors are coming from EU countries, but also from the United States. The duration of visits is increasing due to the fact that there is more and more content available.

### 3.2. Social Media

Regarding social media, dedicated Twitter and Facebook account were created as well as leveraging current partner profiles.

#### *Twitter*

Twitter is a fast-paced platform that allows the user to consume fast, concisely and to the point.

Therefore, EUROFLEETS+ has Twitter as its primary social media channel. The project's presence on Twitter includes at least weekly posts. Contents shared not only cover the information from the project, but also the information relevant to our target audience on topics related to EUROFLEETS+. More specifically:

*Table 4 – Contents for the EUROFLEETS+ Twitter*

Twitter Posts	Contents
<b>Tweets related to EUROFLEETS+</b>	News from the project and its activities.
<b>Tweets relevant for the EUROFLEETS+ audience</b>	Relevant news, events, trending topics, etc., that relate to EUROFLEETS+ interests, but that are not an outcome of our project. For example, a new report on RI cross-border access, an event related to Research Vessels from the European Commission, a piece of news on similar projects.
<b>Retweets from relevant accounts</b>	This will be used for bringing to the EUROFLEETS+ audience, existing content that is relevant for them. It also helps build up our project's community as they can see we could be a good information provider on relevant initiatives.
<b>Accounts to keep in mind:</b>	AGENCIES: @EU_Commission, ... CONSORTIUM: @eurocean_found, ... OTHER RELEVANT PEOPLE: @gazzema (EC's communication adviser), ...



Figure 8 – EUROFLEETS+ Twitter page

### Facebook

Facebook is a platform whose audience has shifted over the past years, with around 41% of individuals being between 65-74 years-old. Statistics prove that it is much harder to get “likes” on a Facebook page than it is to earn a follower on Twitter. However, given the structure of the platform, there is more time to make an impact on the audience and thus, have more interactions and engagement, which is the key to success on social media.

Considering this, EUROFLEETS+ Facebook will be less dynamic than Twitter but with more relevant project-related content.

- **POSTS** – The platform will be mainly used for sharing project related news (outcomes of the project, newsletters, blogposts, events) and more sporadically, to share external news that are interesting and relevant for the engagement with the target audience.
- **FACEBOOK LIVE** – Given that since it launched in 2015 it has grown by over 330%, Facebook Live may be used on key relevant activities like training, funded cruises and other considered important to stream.

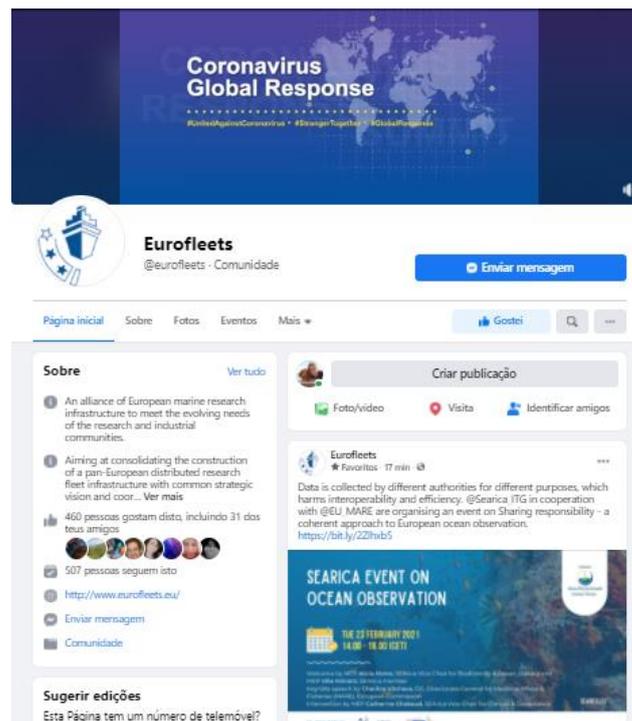


Figure 9 – EUROFLEETS+ Facebook page

### *EUROFLEETS+ Joint Dissemination Activities*

All partners are assuming responsibility for maximising the visibility of EUROFLEETS+ and convey its findings and outputs to the relevant stakeholders relying on their strong outreach capacity. They are encouraged to present the project at relevant national, European and international events and publish articles in professional journals, newsletter and media. Information on EUROFLEETS+ will also be actively posted on various social media. In doing so, the project’s coverage in online and offline media, by other similar/relevant projects and the web in general is aimed to be boosted. Task leaders coordinating Joint Research Activities are especially focused on the dissemination of activity across enhanced data analytics, technologies used to support deep ocean research and advances in underwater autonomous vehicles.

Advances in Data management for European fleet of research vessels in EUROFLEETS+ was presented to a virtual audience as part of the SeaTechWeek Papers Sessions on 15/10/2020.

Two Journal articles have been published in the period in Remote Sensing and ISPRS Journal of Photogrammetry and Remote Sensing focused on the work of advances in underwater autonomous vehicles.

- [Scale Accuracy Evaluation of Image-Based 3D Reconstruction Strategies Using Laser Photogrammetry](#), Isteni, Klemen; Gracias, Nuno; Arnaubec, Aurélien; Escartín, Javier; Garcia, Rafael.
- [Automatic scale estimation of structure from motion based 3D models using laser scalers in underwater scenarios](#), Isteni, Klemen; Gracias, Nuno; Arnaubec, Aurélien; Escartín, Javier; Garcia, Rafael.

Additionally, several abstracts focused on technologies used to support deep ocean research have been submitted to both Oceans Porto which has been postponed and will not take place with Global

OCEANS 2021: San Diego and the EuroGOOS International Conference: Operational Oceanography serving sustainable marine development 2021

### Results monitoring

To ensure that dissemination through social media is efficient, 3 indicators were previously defined and are regularly monitored:

- The number of Tweets/Posts per month the objective is 8 per month and the follow up is shown on table 5;
- The number of Impressions /Reach for each month. The objective is more than 500 per month and the follow up also shown on table 5;
- The number of active members on Facebook and Twitter. The objective is 1,000 at the end of the project, currently we have 459 followers on Facebook and 449 followers on twitter.

Table 5 – Social Media Updates and Engagement

Month	Number of Posts	Number of Tweets	Total Reach	Total Impressions	Top Impressions	Top Reach
Feb-19	1	1	0	6	6	0
Mar-19	7	21	4377	28400	5637	1100
Apr-19	2	2	3850	5100	2016	3700
May-19	2	2	573	4200	1880	317
Jun-19	10	11	8095	22300	13276	3800
Jul-19	5	4	942	14000	4674	5039
Aug-19	9	6	1306	10400	1540	334
Sep-19	18	20	4387	30200	3763	534
Oct-19	4	3	3378	13100	5712	2800
Nov-19	6	6	3756	13800	4653	1700
Dec-19	1	1	159	8300	8300	159
Jan-20	3	3	2438	15600	6931	2100
Feb-20	16	20	2033	23400	4071	372
Mar-20	7	8	1430	18000	4224	466
Apr-20	1	1	128	5400	5400	128
May-20	3	2	397	4800	1854	237
Jun-20	5	16	1233	23300	5727	403
Jul-20	16	12	5421	14600	5727	1900
Aug-20	7	7	2990	6800	1373	1100
Sep-20	13	12	2537	8900	1570	352
Oct-20	17	12	2397	14100	3357	420
Nov-20	8	7	4102	9500	3342	3100
Dec-20	14	14	3339	13300	5039	724
Jan-21	7	7	1824	8700	2148	628

Twitter and Facebook members who viewed project updates every month are significantly above the objective of 500. The size of this community fluctuates from month to month, certainly due to an alternation between strong moments with rich contents (deliverable releases, TNA Opportunities, Training Opportunities, webinars...). Posts that generated most interactions are related to TNA Opportunities and Training Opportunities. The involvement of partners in the publication and sharing of posts is a strong point of dissemination activities. It seems important to continue using two types of social media, as it gives the possibility to target different groups.

### 3.3. Event attendance

Events provide a channel for dialogue and communication with a range of potential end users, networking opportunities and an opportunity to make the EUROFLEETS brand visible.

Participation in events is key to:

- Communicating the results and main achievements of the project;
- Fostering the exchange of technical methods, protocols and best practices;
- Receiving valuable expert feedback on project goals, work plans and results;
- Identifying synergies with other projects; and
- Raising awareness about EUROFLEETS+ and its results.

To ensure that the project has a common set of messages with a common visual image, EUROFLEETS+ have produced a set of promotional and printed materials as well as templates widely disseminated among partners for widespread use. Although COVID-19 pandemic has effected greatly these activities, members of the project have actively participated in major European international conferences acting as ambassadors (face-to-face and virtually). A List of the events attended is available in Table 6.

*Table 6 – List of events attended by project partners*

Event	Location	Timing	Activity	EF's WP
European Geosciences Union (EGU)	Vienna	April 2019	Exhibition and Town Hall	AWI & MI
III Rich Symposium	Brussels	May 2019	Presentation	MI
Eurofleets Project Launch	Cork	June 2019	Event	MI, AWI, OGS,+ EF's
EMD	Lisbon	June 2019	Exhibition	EUROCEAN
ENvriPlus Science Fair	Brussels	June 2019	Exhibition	MI
ERVO	Hamburg	June 2019	Presentation	MI EMSO/CNR
All Atlantic Youth Researches Summer School-	Galway	August 2019	Exhibition	MI

Event	Location	Timing	Activity	EF's WP
MARUM-Ifremer Workshop		August 2019	Exhibition	AWI
EMSO Workshop	Toulon	September 2019	Presentation	MI
IRSO	Hobart	October 2019	Presentation	MI
Marine Board Meeting	Berlin	November 2019	Presentation	CNR
MI Research Vessel Users Workshop	Galway	November 2019	Presentation	MI
Marine Autonomous Technology Showcase 2019	Southampton	November 2019	Exhibition	MI
EMSO Annual Conference	Athens	February 2020	Presentation	CNR
Ocean Sciences	San Diego	February 2020	Exhibition	AWI/OGS
Strategic Development Programme For Eurofleets+	Milan (Italy)	30-31/1/2020	Presentation	CNR
iAtlantic Kick Off Meeting	Virtual Meeting	12/05/2020	Presentation	MI
Data management for European fleet of research vessels in EUROFLEETS+	Virtual Conference	15/10/2020	Presentation	RBINS
EUROSEA General Assembly	Virtual Meeting	20/01/2021	Presentation	MI
GROOM II Kick Off Meeting	Virtual Meeting	04/02/2021	Presentation	MI
INTAROS Roadmap for a future Sustainable Arctic Observing System Meeting	Virtual Meeting	04/02/2021	Presentation	MI
Oceanology International*	London	March 2020	Exhibition and Posters	MI, MARIS, IQUA

Event	Location	Timing	Activity	EF's WP
European Maritime Days*	Cork	May 2020	Vessel Tour/Open Day	MI
ERVO*	Romania	June 2020	Presentation	MI &
Sea Tech Week*	Brest	October 2020	Workshop	All EF's WP3 & WP5

\* Planned but not organised due to COVID-19

### 3.4. Press Releases

With regards to interactions with external media outlets, 2 official press releases have been drafted and branded with the EUROFLEETS+ visual identity. The first one was related entitled: "[A new integration step within European research fleets : launching of the EUROFLEETS+ project](#)" about the project kick-off. The second one was entitled "[Gear up! Eurofleets+ inaugural funded Transnational Access project gets under way!](#)" on the first successful EUROFLEETS+ campaign. With the support from the consortium both press releases were distributed and multiplied by several networks.

### 3.5 FOCUSAUV Dissemination Campaign

In Collaboration with NIWA EUROFLEETS+ launched a communication campaign on the first EUROFLEETS+ successful funded cruise. The primary objective of this cruise was to re-map the Kaikōura Canyon and nearby targets using an Autonomous Underwater Vehicle (AUV Rán operated by the University of Gothenburg, Sweden), provided free of charge by EUROFLEETS+. Several video materials were prepared (<https://niwa.co.nz/our-science/voyages/2020-kaikoura-canyons>) and disseminated by various channels including Mass Media.

### 3.6. EUROFLEETS+ Other planned Dissemination Activities

Several dissemination activities were greatly affect by the COVID crisis and had to be put on-hold, EUROFLEETS intends to follow-up on these activities as soon it is technically possible:

**Talk to a Scientist:** Young people of school-going age, as well as graduates and postgraduates, will be able to follow the scientific expeditions through the telepresence unit and video materials. This has worked well in previous EUROFLEETS projects. Events held on vessels, open days, and the 'Teacher-at-Sea' programme will allow young people to ask scientists questions on their work, the skills needed, their experience at sea, and marine discoveries. This will inspire the future generation of marine scientists and create a greater understanding of the importance of the ocean and marine environments. The telepresence unit is likely to generate new and exciting footage from EUROFLEETS+ supported research cruises.

**Visit a Research Vessel:** In order to understand the role of an RV in marine science, "seeing is believing" therefore public visits will be facilitated for a small number of the RVs when in dock. This will be aligned with visits to the associated research institution, and will provide a great opportunity to introduce the EUROFLEETS+ project, the involved teams and the staff operating the RV. It will also help to highlight the key issues facing the ocean, therefore improving ocean literacy.

**Ship-to-Shore Pilot:** EUROFLEETS+ will pilot the first European ‘Ship to Shore’ expedition using advanced telepresence communications technology which will enable live broadcasting from a number of TA surveys. This innovative technology will facilitate dynamic, modern and innovative EUROFLEETS+ Ocean Literacy programme.

## 4. Communication Materials

### 4.1 Visual Identity

A clear visual identity is key to convey a strong, consistent and unique image of the EUROFLEETS+ project, increasing the partners’ ability to communicate our mission, objectives and achievements.

Such a visual identity connects all of the project’s partners together and makes the project more recognizable and understandable by the wider public. A proper use of the EUROFLEETS+ logo, wordmark typefaces and colour palette contributes to creating a familiar look of the project on all means of communication, reinforcing its quality image at the same time.

The visual identity guidelines are intended to provide the partners with rules and procedures for promoting EUROFLEETS+ accurately. The following pages explain more about our visual elements and how to use them consistently across all media and communications. Your attention in following these guidelines is crucial for ensuring a good reputation of the EUROFLEETS+ project.

#### Logo

The logo is the cornerstone of the visual identity. It is the signature of our partnership and of the EUROFLEETS+ project as a whole. Since the project was preceded by two others, the main logo is based on the logo developed before, maintaining the character of the EUROFLEETS+ project. The three stars in the logo represents, therefore, the 3 initiatives, the third star is not filled-in as the project is not yet concluded.

The EUROFLEETS+ logo must appear on all official communications and may not be modified in any way not suggested in this visual identity guideline. Nevertheless, each of the logo formats below can be used, Black and white versions are also allowed. Partners should try to use as much as possible the versions that include the name of the project in order to help the audience clearly and easily understand the scope of the project.

Please also keep in mind that no other marks or symbols may be used or recreated to represent the EUROFLEETS+ project or a part thereof.



Figure 10 – Several option for the EUROFLEETS+ Logo

## Typography

The entire set of communication and dissemination materials to be developed and used by all EUROFLEETS+ partners must use the following specifications:

Headlines and titles: Cambria

Body text: Calibri

## Colour Palette

The primary colours to be used in all communication and dissemination material by all EUROFLEETS+ partners are:

	R54 G95 B145 #365f91 C63 M34 Y0 K43
	R0 G82 B194 #005295 C100 M50 Y0 K24
	R0 G112 B192 #0070c0 C100 M42 Y0 K25
	R0 G174 B239 # 00aef1 C100 M26 Y0 K7

RGB colours are preferably used on digital media. CMYK colours are to be used for print communications. # codes are indicated for web uses.

## Templates

Word and PowerPoint templates have been developed to reinforce the graphical identity of the project, Please use the colour palette and font of the templates. Other templates may be developed upon request. These templates are available on the project Sharepoint under Documents / Communication Resources / Templates.




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<b>Topic</b>	H2020 – INFRAIA-2018-2020
<b>Short Title</b>	<b>Eurofleets+</b>
<b>Title</b>	An alliance of European marine research infrastructures to meet the evolving requirements of the research and industrial communities
<b>Project Number</b>	824077
<b>Delivery Date</b>	N/A
<b>Deliverable No</b>	9.1
<b>Lead Beneficiary</b>	<b>OWG</b>
<b>Dissemination Level</b>	Public

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**DISSEMINATION AND COMMUNICATION PLAN**




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This project has received funding from the EU H2020 research and innovation programme under Grant Agreement No 824077



Document Information	
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<b>Author</b>	<b>OWG</b>
<b>Security</b>	Public

Approvals			
	Name	Organization	Date
<b>Coordinator</b>			
<b>Activity Coordinator</b>			
<b>WP Leader</b>			

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Figure 11 – EUROFLEETS+ Deliverable template



An alliance of European marine research infrastructure to meet the evolving needs of the research and industrial communities

# CLIQUE PARA ADICIONAR UM TÍTULO

Clique para adicionar um subtítulo

• Logo of your institution



Missing Name, DD Month YYYY, City, Country

Figure 12 – EUROFLEETS+ PowerPoint Template



## 4.1 Printed 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.

**Audience:** General, all audiences.

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



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Figure 13 – EUROFLEETS+ First set of printed materials

### Other 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 14 – EUROFLEETS+ dedicated Ocean Classroom Portal bookmarks

## 4.2 Promotional Materials

### Giveaways

**Description:** As EUROFLEETS+ 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.

**Audience:** General, all audiences.

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



Figure 15 – EUROFLEETS+ 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 EUROFLEETS+ YouTube Channel: <https://www.youtube.com/watch?v=92bvac98LQs> and will be displayed during the open days.

**Audience:** General, all audiences.

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

## 5. Conclusions

Overall, the work completed during this period has laid a strong base in terms of promoting the EUROFLEETS+ project and its mission we are now ready for the second part of the project where the TNA activities will hopefully begin running stable, and first JRA outcomes will start to be published.

The visual identity for the project has been strengthened and implemented in all project materials (project, poster, brochures, collateral, etc.). These materials have been shared amongst the partners and used at both internal and external events and activities (when possible).

The main digital channels for dissemination have been set up and established, such as the website (with resources, news and opportunities), and social media (Twitter and Facebook). Channels are growing at a healthy rate and are targeting the goal audiences with regular relevant content. In addition, the newsletter has been designed according to the visual identity and already launched 15 times (including a specific issue dedicated to policy makers), growing a steady number of subscribers.

With regards to interactions with external media outlets, official press releases have been drafted and branded with the EUROFLEETS+ visual identity. The first EUROFLEETS+ funded cruise has made an impact in the local press, receiving coverage on a national news channel.

Targets have already been met for the first period of the project, putting the dissemination of the project in good stead for the second period. A higher impact on dissemination is thus expected.