

# EMSO implementation and operation: DEVelopment of instrument module

## COMMUNICATION MATERIAL

### D7.2

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**History of changes**

Version	Date	Change	Authors
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## 1. EXECUTIVE SUMMARY

This document is intended to summarize all the communication materials tailored for a better communication and dissemination of EMSODEV Project.

GeoEcoMar, with the support of all the partners, was responsible for the elaboration of project promotional materials. The communication materials are serving to create a common visual identity and recognition of the project towards the stakeholders. All documents were designed according to the different stakeholders' needs and interests and are designed professionally and using an appropriate language.

Trying to create the more effective and the correct communication message to the public (specialized or general) we continuously communicated with the partners and included in the communication materials all their suggestions and feed-backs. Because of the uniqueness of the project (EMSO/ EMSODEV) the design of the visual identity was time consuming and some of the deadlines were overcome.

We performed the outdated tasks in the next couple of months of the deadline, all the visual materials being drafted and needing to be approved by the lead partner and partners and used by them.

## 2. INTRODUCTION

This report is intended as a presentation of each communication product and show by screenshots that they are reaching the objectives of communication and dissemination of the project.

A short reminder of some of the objectives of dissemination and communication of the EMSODEV project covered by our communication activities:

- To establish a solid network among partners and stakeholders.
- To keep the general public informed:
  - a. about scientific developments
  - b. about addressed scientific themes and topics (e.g., marine hazards)
  - c. about human impact on the environment
- To establish solid relations with new stakeholders and with projects worldwide.
- To connect with big news providers and specialized media in order to create an information network.
- To present the advantages of the new technologies developed within EMSODEV.

The main objective of the EMSODEV project is to reliably integrate data from EMSO observatories all over Europe's seas and align part of the observatories to a standard by means of a new system, EMSO Generic Instrument Module (EGIM), a more competitive instrument platform, with more reliable IT software/hardware, which will allow transmission and processing of information concerning water qualities such as salinity, temperature, sound, currents, and chemistry in real time.

First, the publications (brochure, roll-ups/ posters, webpage structure) have been circulating among the partners, in order to determine if the information and the angle of approach were appropriate.

We should emphasize that the partners should continually communicate among themselves and the WP7 leader has to periodically collect information, pictures, videos for the website and other publications from them. A continuous feedback is necessary regarding communication products.

### **3. COMMUNICATION PRODUCTS**

#### **3.1. Project logo**

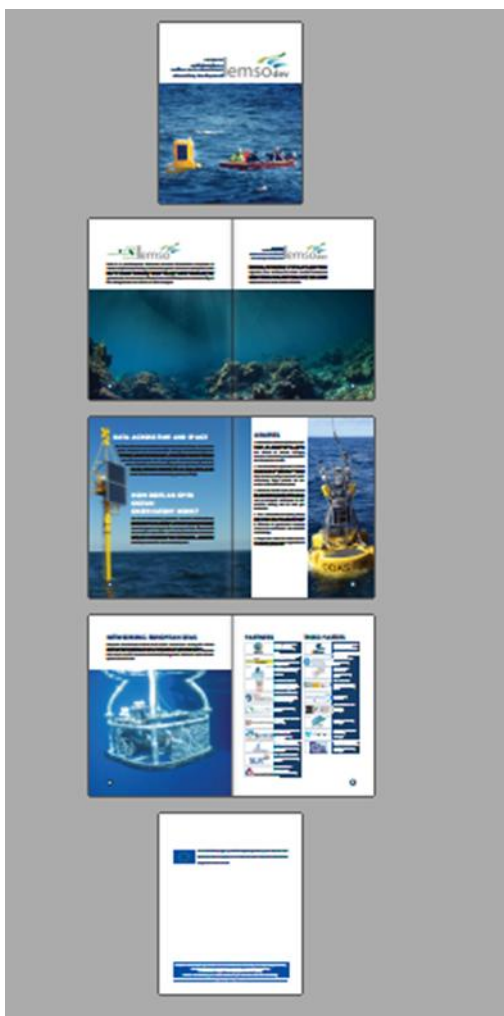


The first step was to choose the logo. The options were presented at the EMSODEV kick-off in Crete and a previous version was chosen there. After the March 2016 meeting in London a new and final version was decided.

Project Logo is used and is going to be used in all communications concerning the project and it ensures the visual identity and immediate recognition of the consortium.

It was built on the existing EMSO logo and has additional signs to pinpoint to the new stage of development of the project.

### 3.2. Project Brochure

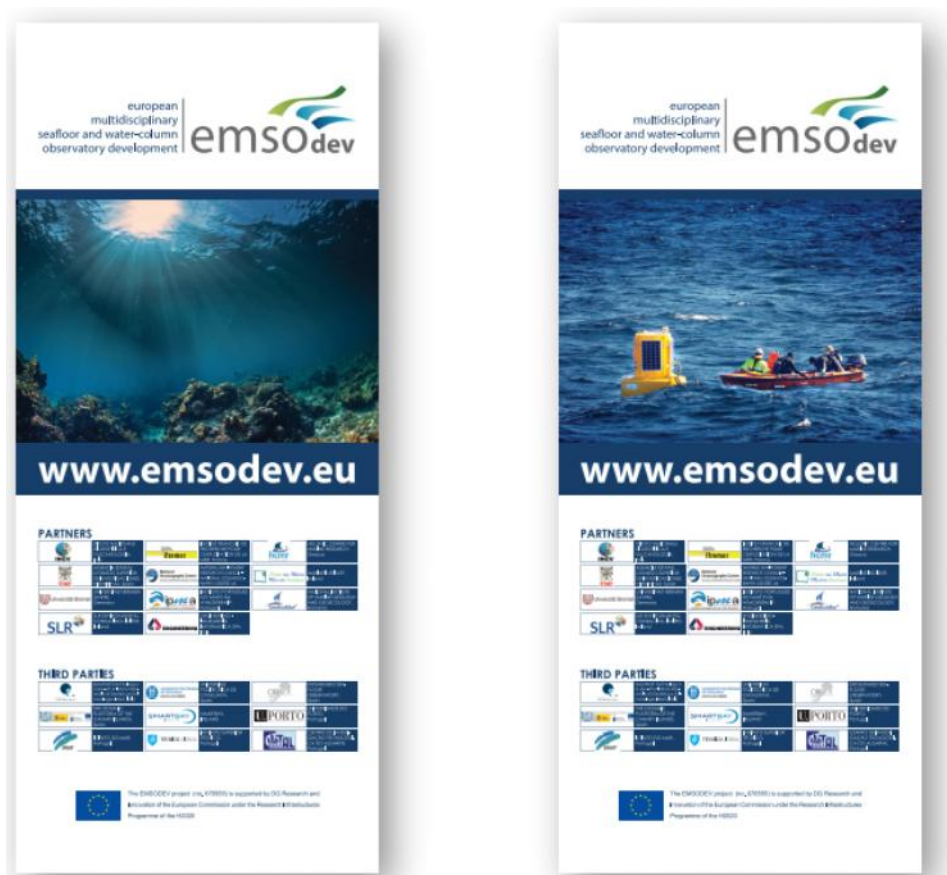


The brochure was created in order to summarize the information about the project containing and is key messages, expected advantages for the stakeholders, partnership and contacts:

- Presentation of EMSO
- Presentation of EMSODEV project
- Data across space and time
- How does an open ocean observatory work
- Benefits
- Networking European seas
- Partners
- Contacts

The brochure was released in English, issuing first an online version. It can be translated by the EMSODEV's partners whenever necessary. It will be distributed by the partners at any relevant events. It contains also the visual identity of EMSO.

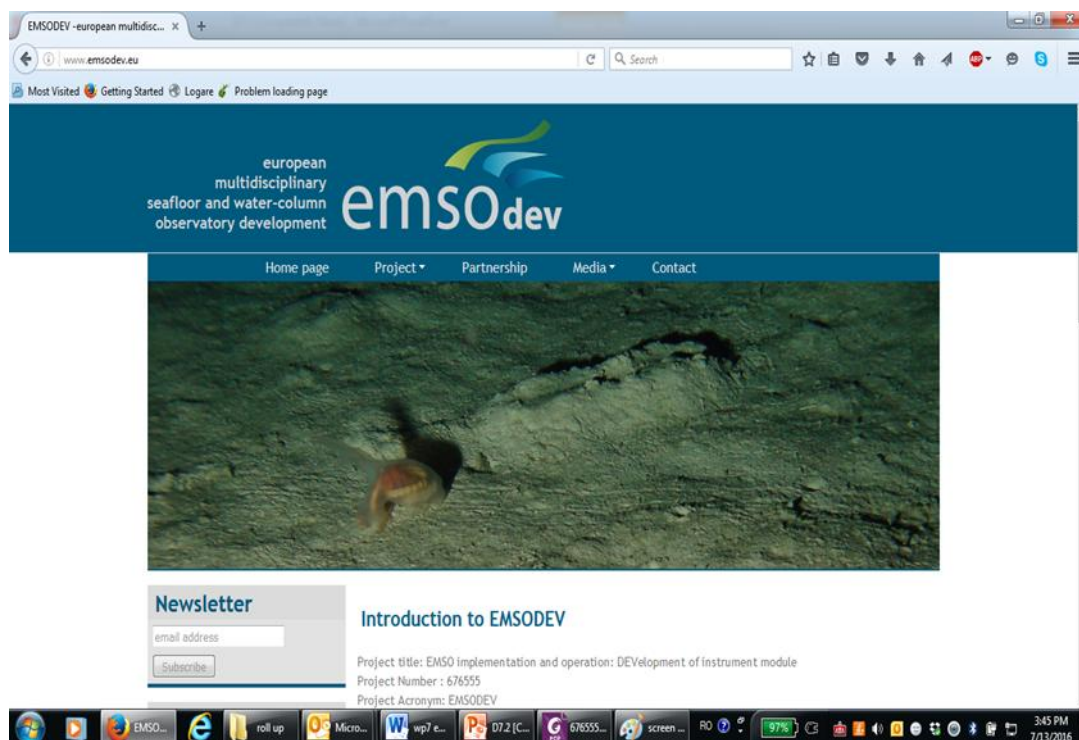
### 3.3. Project Roll-up and posters



Among the dissemination tools, we have created two roll ups and different posters will be created in order to assure the project visibility at relevant events. Posters will be tailored according to the different target groups involved on request.

The Roll up and the posters will be released in English and translated by the partners of EMSODEV whenever necessary.

### 3.4. Project website



The website [www.emsodev.eu](http://www.emsodev.eu) was created and a dedicated section will be built on the EMSO domain ([www.emso-eu.org](http://www.emso-eu.org)).

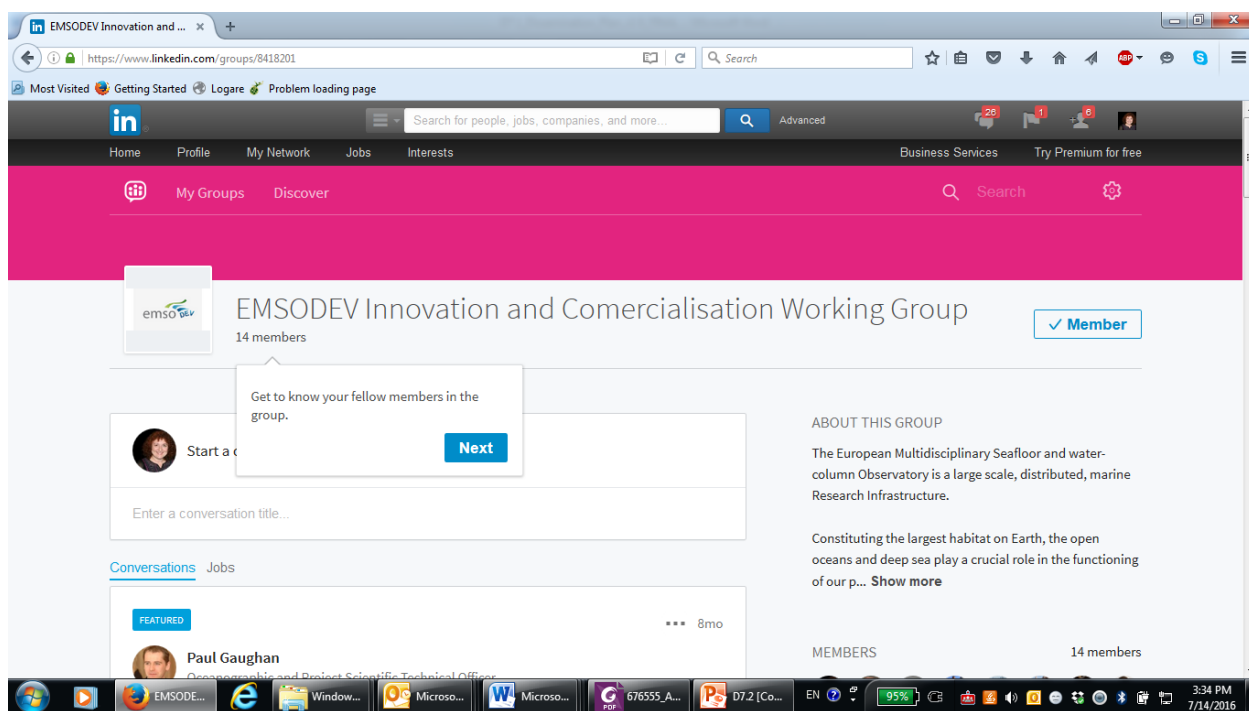
The website is conceived as a living instrument describing the overall project objectives, activities, results, related events and partnership.

The use of social media and professional networking sites such as Facebook, LinkedIn and Tweeter will be envisaged and linked through the project website.

### 3.5. Social networks- Facebook, Twitter, LinkedIn

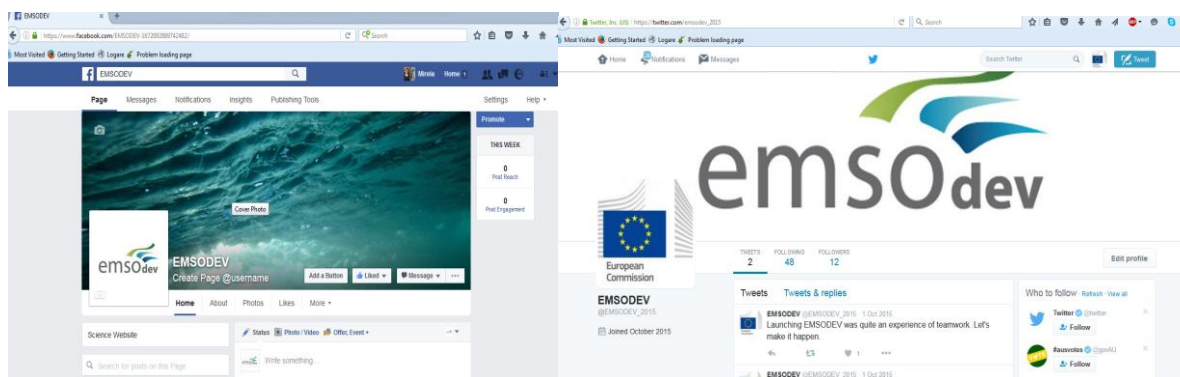
The first level of communication and the first source of information were to tag EMSODEV in order to increase hits when searching Google. The network of followers and friends represents first-hand dissemination on Facebook, LinkedIn or Tweeter. This worked mainly at an academic and scientific level and has little or no impact on other groups of stakeholders.

In the internet world the more activity you have, the higher visibility you earn. This is why a Facebook and a LinkedIn pages also have been created, even if there are similar EMSO pages.

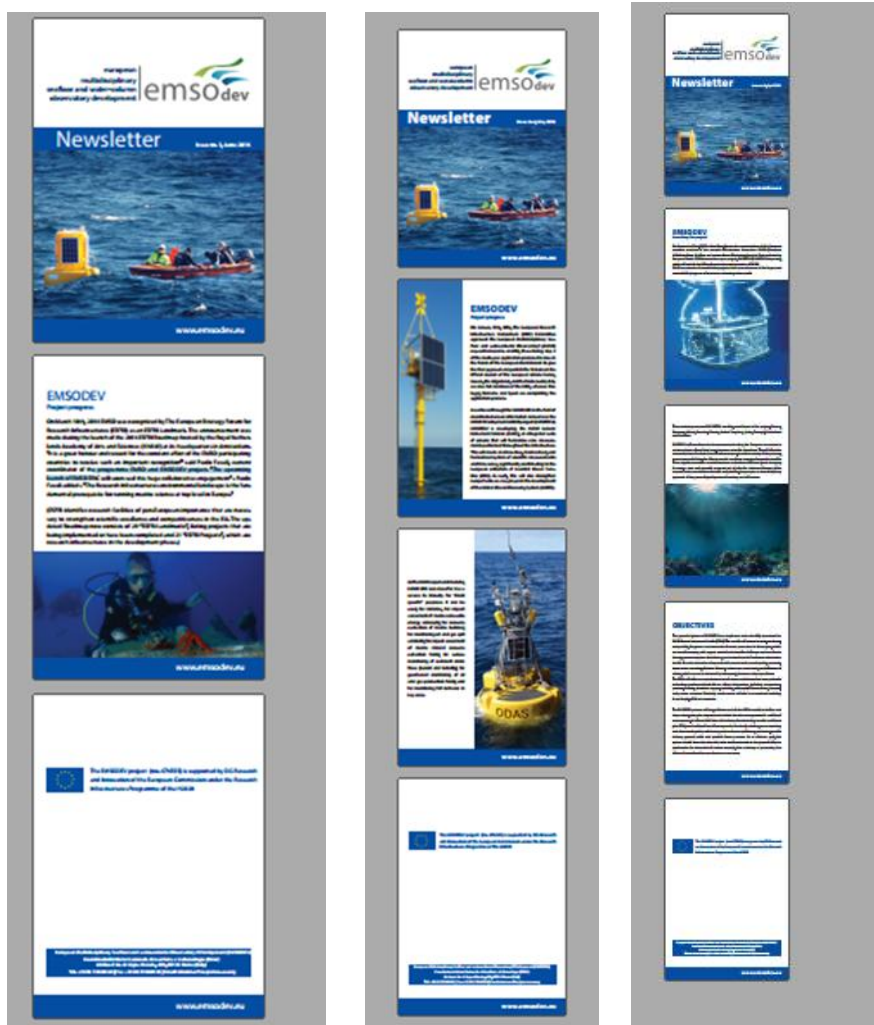


On LinkedIn a group was created- EMSODEV Innovation and Commercialisation Working Group

Also on Facebook and Twitter we have created a page on these social networks.

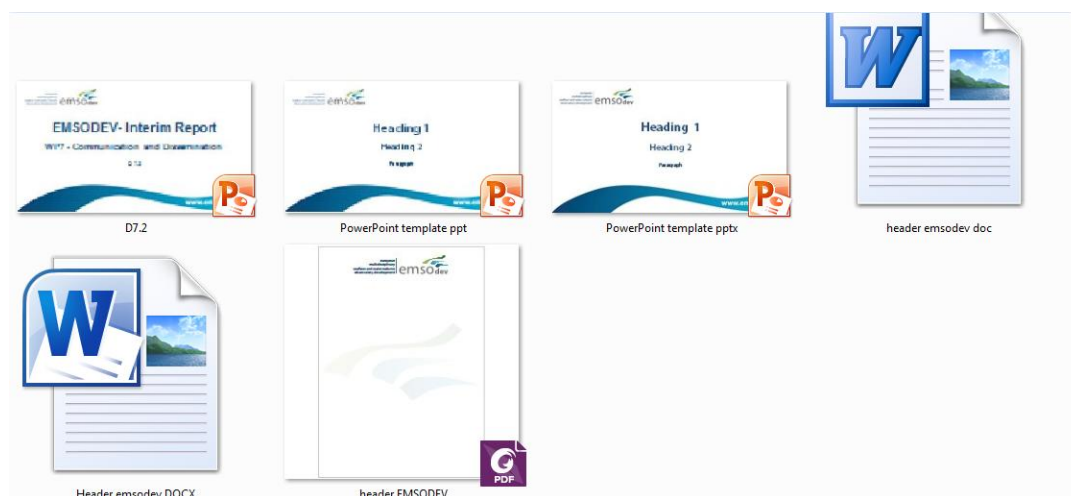


### 3.6. Newsletter



A newsletter for end users and other public involved in Research Infrastructure was produced to inform about the activities of the project and its results. Until now three newsletters were issued with the main news of the period, disseminating not only the information concerning the project, but also the images related to the project and the partners involved.

### 3.7. Different templates



### 3.8.

Different templates were created for the use of the project's participants, including the template for the deliverables updated with the new EMSODEV logo.