

WP6 - Maximizing impacts and promoting multi-disciplinary ocean observing

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WP6 - key tasks and objectives

1. Dialogue and clustering with sister projects and promoting multi-disciplinary ocean observing (T6.1)
→ Clustering Event with BioEcoOcean and BioGeoSea (D6.1)
2. Outreach to a broader pool of stakeholders to make ObsSea4Clim science actionable (T6.2)
→ Stakeholder mapping, establishment of Stakeholder Reference Group (D6.2), planning outreach activities



Communication and outreach objectives

To inform, promote, and communicate the activities and results of ObsSea4Clim to its target audiences for **maximising impact and larger uptake.**



Deliverable D1.2 Communication, Dissemination and Exploitation Strategy



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Who are our audiences?

- **Technical and non-technical Audiences:**
 - Scientific Community
 - European and International Initiatives and Projects
 - Intergovernmental Organisations and International Assessments
 - European Policymakers, Parliament and Commission Services
 - Industry (Blue Economy sectors, downstream companies, Ocean Technology companies, data analytics...)
 - Stakeholder Reference Group
 - General Society



How?

Tools, channels, instruments...

- Peer-reviewed articles in scientific journals
- Technical project deliverables
- EOSC open data space for ObsSea4Clim core products and tools
- Training material
- Conference participation
- Panel discussions at relevant events
- Science fairs (European Researchers' Night, Bloom Festival or Pint of Science event)
- Ocean related industry events
- Direct engagement at meetings, seminars, workshops, webinars
- Policy briefings
- Social Media and Website
- Virtual roadshow
- Knowledge4Policy events organised by the EC services and agencies
- Factsheets, infographics
- Progress reports, grey literature



Our activity today

The aim is to understand how we can **maximise the impact** generated by ObsSea4Clim by delivering specific **outputs (Key Exploitable Results)** to our main audiences and **plan our outreach actions** accordingly.



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Our activity today

- 30 min group activity using Canvas and post-its
- 3 tables divided by WPs:
 - **WP2 /Justyna**
 - **WP3 and WP4 /Paula**
 - **WP5 /Chiara**



Fill in the canvas by considering:

1. What are the main outputs (key, tangible) of my WP or task?
2. Does my task require input from other project tasks? If so, which ones?
3. Should I engage external stakeholders to support my task outputs? If yes, who should be involved?
4. What type of consultation do I plan to conduct or have already conducted?
5. When should the engagement activity take place?
6. Who will use the outputs of my task?
7. How and where should I share my outputs?



An example: Gerard McCarthy presentation from yesterday

Links between temperature fluctuations and declining condition of Irish mussels:

A case study of Irish aquaculture monitoring, integrating environmental variables with biological data

Motivation: Mussel seed harvest has failed for past two years (crises in an important mussel industry)

Outcome: Regionalising of SST in the Irish coast

Impact : These studies are of direct interest to stakeholders for management and understanding

- **Who is going to use it?**
- **In which format they need this “regionalisation of SST”?**
- **How will we pass the outputs on to the key stakeholders?**



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Let's stretch and move to the tables !!!



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