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Glossary of terms

Item	Description
BDI	Blue Data Infrastructure
DD&AS	Data Discover and Access Service
DestinE	Destination Earth
DTO	Digital Twin of the Ocean
EC	European Commission
EOSC	European Open Science Cloud
EOV	Essential Ocean Variables
ESEB	External Stakeholders Expert Board
EU	European Union
FAIR	Findable, Accessible, Interoperable and Reusable
H2020	Horizon 2020
HE	Horizon Europe
KER	Key Exploitable Result
OBPS	Ocean Best Practices
OTGA	OceanTeacher Global Academy
PCO	Project Coordinator Officer
PMB	Project Management Board
SAC	Scientific and Administrative Coordinator
SB	Steering Board
SDG	UN Sustainable Development Goal
SG	Stakeholder Group
TL	Task Leader
TOC	Table of Contents
TSC	Technical and Scientific Committee
VLab	Virtual Lab
VRE	Virtual Research Environment
WP	Work Package
WPL	Work Package Leader

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EXECUTIVE SUMMARY

The Communication, Dissemination, Outreach and Education Plan (hereafter "communication plan") for the Horizon Europe project Blue-Cloud 2026 ("Blue-Cloud 2026") aims to promote and disseminate the project's assets and activities to relevant stakeholders.

Blue-Cloud 2026 focuses on developing a collaborative web-based Open Science environment providing simplified access to an unprecedented wealth of multi-disciplinary datasets (from observations or models) as well as access to analytical services and computing facilities essential for ocean science, instrumental for increasing collaboration among researchers, industry, and policymakers.

A co-ordinated, efficient and effective 42-month Communication, Dissemination, Outreach and Education Strategy will be implemented, with specific communication and exploitation campaigns for raising awareness of the project, its measurable results, the overall scientific benefits, impacts, and measures for reaching end-users and other stakeholders.

The communication campaigns will exploit various communication channels, including the project website, social media, press releases, newsletters, and training & outreach events, amongst others, to engage with its key target audiences, as identified and described in the plan. In particular, the project features the launch of the Blue-Cloud Training Academy, which will focus on building capacity among targeted stakeholders on the use of Blue-Cloud services, and on promoting uptake of FAIR practices in marine research.

The plan also highlights the project's active role in discussions with communities engaged in the development of the European Open Science Cloud (EOSC) and digital ocean twinning initiatives, contributing to their potential to drive scientific innovation and economic growth.

Through effective communication and engagement with the target audiences, Blue-Cloud 2026 aims to consolidate and expand a community of stakeholders committed to advancing Open Science practices in the marine research domain.

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1. Introduction

The Horizon 2020 pilot Blue-Cloud project[1] ("Blue-Cloud") was a success story addressing both the interests of the European Open Science Cloud (EOSC) and of marine research communities towards building a "marine" thematic community into EOSC. Blue-Cloud piloted the development of a collaborative web-based Open Science environment providing simplified access to a wealth of multi-disciplinary data (e.g., from ocean observations, remote sensing, model outputs), analytical services, and computing facilities.

Blue-Cloud 2026 aims at a further evolution of this pilot ecosystem into a federated European ecosystem to deliver FAIR and Open data and analytical services, instrumental for deepening research on the ocean, EU seas, coastal and inland waters, in support of the policy objectives targeted by the Mission "Restore our Ocean and Waters by 2030", the EU Green Deal and the UN Agenda 2030 and UN Decade of Ocean Science for Sustainable Development.

In this new Horizon Europe journey, Work Package 6 builds on best practices and results achieved by Work Package 5 in the previous project, exploiting a larger consortium and especially a more prominent position in the EOSC ecosystem, as part of a wave of INFRAEOSC projects contributing to the implementation phase in 2021-2027.

In addition, Blue-Cloud is an increasingly recognised actor in discussions and activities related to the Digital Twin Ocean (DTO), as well as on international collaborations such as the All-Atlantic Ocean Research Alliance, and the IOC-UNESCO Ocean Best Practices System.

The upcoming sections present the Communication, Dissemination, Outreach and Education plan for Blue-Cloud 2026, structured as follows:

- **Section 2** states the communication plan objectives
- **Section 3** presents the key assets to disseminate over the course of the project
- **Section 4** provides an overview of the key stakeholder groups
- **Section 5** explains the strategy and methodology
- **Section 6** offers detailed descriptions of the four thematic campaigns
- **Section 7** focuses on monitoring activities
- **Section 8** provides conclusions and next steps

[1] https://blue-cloud.org/about-h2020-blue-cloud

2. Communication, Dissemination, Outreach and Education Objectives

Blue-Cloud 2026 will design and implement a coordinated communication, dissemination, outreach and education strategy ("the strategy") running throughout the project lifetime.

The main objective is to raise awareness of the Blue-Cloud services and the improvements developed within the project, stimulating their uptake through the engagement of relevant stakeholders from the early stages.

Secondly, the strategy developed and executed by WP6 will be crucial to position Blue-Cloud 2026 in the EOSC ecosystem, ensuring that its results represent a key contribution to the EOSC Co-programmed Partnership and the future developments of this initiative, for marine research and beyond. To guarantee an efficient strategy, a multichannel approach will be developed around the following strategic elements:

- The definition of the main exploitable assets of Blue-Cloud 2026;
- The execution of outreach campaigns that will run throughout the project to disseminate its key assets, and the activities employed to reach out to target audiences, including the ones envisioned in the Blue-Cloud Training Academy;
- The engagement of target stakeholder groups via events, workshops, the synergies programme, and other dedicated channels.

The plan will be continuously updated during the project. Section 3 introduces the key assets, while Section 4 outlines the Blue-Cloud target stakeholders and summarises the main communication, dissemination, outreach and education measures that will be carried out.

3. Key assets for dissemination

Blue-Cloud 2026 assets build on the legacy of the Key Exploitable Results of Horizon 2020 Blue-Cloud, going forward with enhancements and extensions (e.g., in the Data Discovery and Access Service and the Virtual Research Environment), as well as with new concepts (e.g., the Workbenches and the Training Academy). This section provides a brief overview of the key assets that will be disseminated over the course of Blue-Cloud 2026.

- Data Discovery and Access Service (DD&AS)
- Virtual Research Environment (VRE)
- Essential Ocean Variables (EOV) Workbenches
- Thematic Virtual Labs
- Roadmap to 2023
- Blue-Cloud Training Academy

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3.1. Blue-Cloud Data Discovery and Access Service (DD&AS)

The Data Discovery and Access Service (data.blue-cloud.org) is an easy and FAIR service for discovering and retrieving multi-disciplinary data sets and data products managed and provided by leading Blue Data Infrastructures (BDIs). The federation facilitates sharing of datasets which can be used as inputs of analytical and visualisation services and applications, that are hosted and further developed in the Blue-Cloud Virtual Research Environment.

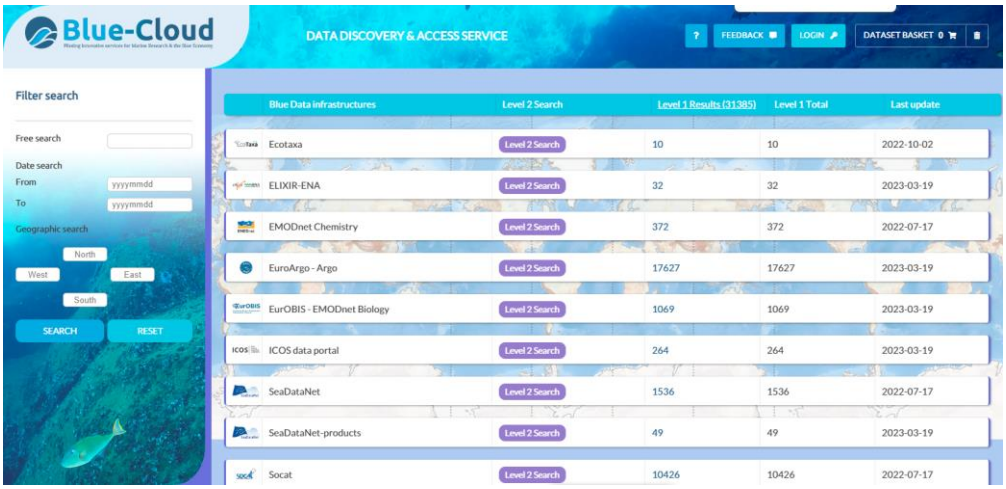

Figure 1 A screen of the Data Discovery and Access Service interface

3.2. Blue-Cloud Virtual Research Environment (VRE)

The Virtual Research Environment (blue-cloud.d4science.org) is an Open Science platform for collaborative marine research hosted on the D4Science infrastructure, providing a wide variety of datasets and analytical tools, complemented by generic services such as sub-setting, pre-processing, harmonising, publishing and visualisation.

The VRE hosts different Virtual Labs and is going to include thematic Workbenches, which users can access with existing credentials in EOSC, the European Open Science Cloud. Multi-disciplinary datasets retrieved from the Blue-Cloud DD&AS can be exploited in the VRE. All methods and services in the Catalogue are exchanged with the EOSC Portal Catalogue & Marketplace.

A new visual identity - coordinated with the Blue-Cloud public website at blue-cloud.org and aligned with the new logo - is going to be implemented after the end of H2020 Blue-Cloud, in the spring of 2023.

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Figure 2 The VRE Gateway entry page

3.3. Blue-Cloud Essential Ocean Variables (EOV) Workbenches

Three big data processing Workbenches will facilitate the generation of validated and harmonised data collections for selected Essential Ocean Variables (EOV) for **physics** (Temperature & Salinity), **eutrophication** (Nutrients, Chlorophyll, Oxygen), and **ecosystem-level EOVs** (plankton biomass and diversity), involving representatives from EMODnet, CMEMS, and selected BDIs, together with Blue-Cloud technical experts.

A set of new dedicated icons was produced for these three Workbenches in M02.

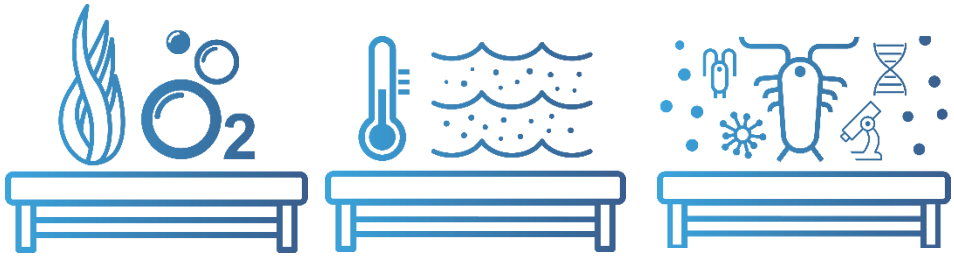

Figure 3 Icons for EOV Workbenches

3.4. Blue-Cloud Thematic Virtual Labs

The thematic Virtual Labs are going to be made available to researchers within the consortium and beyond, so that other end users can experiment with them, providing feedback and learning how the Blue-Cloud VRE and its services and resources could be used for specific research objectives and/or for developing additional VLabs.

Five VLabs will be deployed on the Blue-Cloud VRE platform, delivering multi-disciplinary research products for specific topics:

- Coastal ocean observations along Europe
- Coastal currents from observations
- Carbon-plankton dynamics (upgrade and expansion from H2020 Blue-Cloud)
- Marine environmental indicators (upgrade and expansion from H2020 Blue-Cloud)
- Global fisheries Atlas (upgrade and expansion from H2020 Blue-Cloud)

A set of dedicated icons was produced as of M02.

Figure 4 Icons for the thematic Virtual Labs

3.5. Blue-Cloud Roadmap to 2030

The **Blue-Cloud Roadmap to 2030** is part of the legacy of the Horizon 2020 Blue-Cloud pilot project, providing a strategic guidance for the future evolution of the project efforts towards their further development beyond project-end and into the future (2026-2030). Developed as a co-designed, strategy and policy document, the Roadmap was the result of a collective reflection of Blue-Cloud partners, experts and stakeholders on how the Blue-Cloud assets could be exploited and evolved into the future to maximise their impact, catering to a much larger user base, aligning with wider developments at European and global level and creating new opportunities for Ocean, science-based innovation in support of the European Union (EU) Green Deal and the United Nations (UN) Agenda 2030. The Roadmap provided the basis for shaping the work plan of the current Horizon Europe Blue-Cloud 20206 project.

A key objective of Blue-Cloud 2026 will be to provide specific input, guidance and recommendations towards policy measures that can catalyse the integration of the European digital geospatial ecosystem required to support the EU Mission “Restore our Ocean and Waters by 2030” into **EOSC**, aligning with wider developments (EU Green Deal Data Space) and more specifically the EU DTO. With this objective in mind, lessons learned from the Blue-Cloud 2026 use cases (WP3 Workbenches, WP4 Virtual Labs), the Blue-Cloud Hackathon (WP6), and new stakeholder consultations (WP7), will be captured and used to shape an evolved **Blue-Cloud Roadmap to 2030**, including policy recommendations and enabling wider dissemination of results. The updated Roadmap will evolve with input from Project partners, ESEB members, and the stakeholder groups targeted by the Blue-Cloud 20206 project.

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3.6. Blue-Cloud Training Academy

The Blue-Cloud Training Academy is one key instrument to gather, prepare, and publish guidance documents and training materials, aimed at informing and training original data providers and ocean observers on how to make best use of marine research infrastructures (RIs) and marine data services and/or repositories in the European marine landscape (e.g., EMODnet, Copernicus) for long term stewardship and for providing access to their original data sets for wider use. One focus is on increasing the FAIRness of data submissions and potentially expanding the RI networks of data providers.

The Blue-Cloud training academy will gather documentation from Blue Data Infrastructures (BDIs) on best practices, standards and services, and prepare training modules around FAIR principles and their implementation, including use of BDIs and the Blue-Cloud platform and services. The publishing will be made through Ocean Best Practices (OBPS - see oceanbestpractices.org), IODE OceanTeacher Global Academy (OTGA - see classroom.oceanteacher.org) and be promoted through EuroGOOS channels to reach the European ocean observing and data providers community.

In the Blue-Cloud Training academy, the courses are initially planned as online webinars, with recordings made available via the Blue-Cloud public website and the channels mentioned above (OBPS and OTGA) for further uptake. The feasibility of organising at least one of them face-to-face will be studied, for a better interaction of the participants. Both the structure and the specific programme of each webinar will be detailed in the course plan. The plan will be carried out in collaboration with the other Blue-Cloud partners, who will prepare the tutorials, help to collect the feedback as well as support a better monitoring of the participation and the expected impact. Some already existing courses on FAIR data prepared by Blue-Cloud partners will also be compiled in the Blue-Cloud Training material. The training materials will be produced under CC BY Licence and made available via the Blue-Cloud website and Zenodo community.

Additionally, for the organisation of the webinars as well as for the dissemination of the results and training materials, different specific communication campaigns will be carried out in order to reach the target audience detailed in Chapter 4 (Target stakeholders), and to achieve the highest possible participation.

4. Target stakeholders

The Blue-Cloud pilot project confirmed that the EU marine community is aware of the potential and the role that Blue-Cloud can play in accelerating knowledge and science-based solutions to aquatic challenges. Also, consultations undertaken to inform Blue-Cloud Strategic Roadmap to 2030 indicated that more efforts are required towards lowering barriers and building confidence in long-term sustainability. It motivates the Blue-Cloud 2026 consortium to build more momentum for Open Science in the aquatic domain, capitalising on Blue-Cloud's digital assets, and further evolving these for integration and wider user uptake via EOSC and other key EU initiatives, such as the EU DTO and/or other digital twinning initiatives.

The target Stakeholder Groups (SGs) of Blue-Cloud 2026 and their motivation for engagement are sketched below.

- SG#1 Blue data infrastructures and e-infrastructures
- SG#2 Scientific, Research & Academia
- SG#3 Ocean observation, data and modelling institutions
- SG#4 ICT institutions; priority on AI, Machine Learning, Big Data and Visualisation
- SG#5 Marine and Ocean Governance, Policy and National Bodies
- SG#6 SMEs, Industry in the Blue Economy
- SG#7 Civil society and citizens, NGOs, influencers and activists

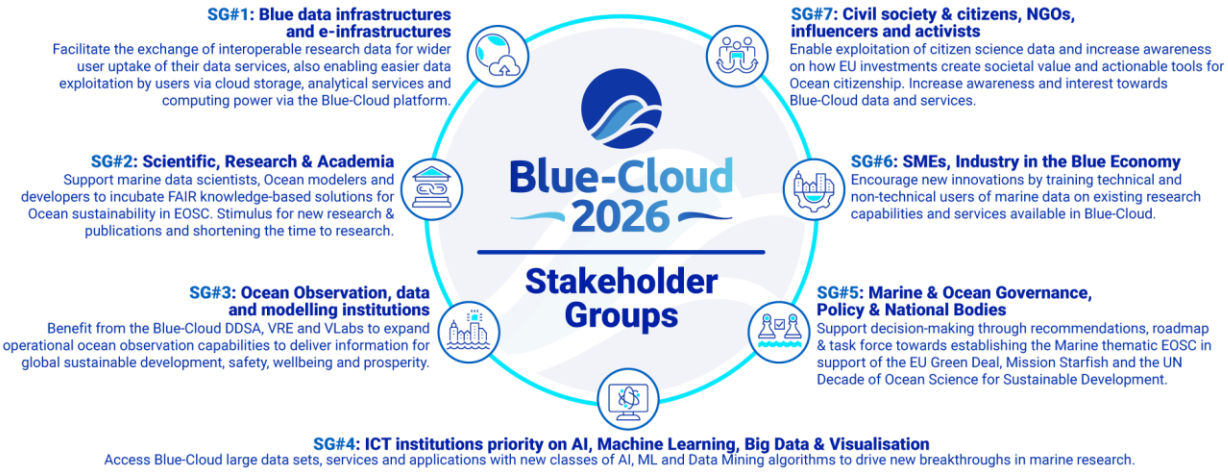


Figure 5 The Blue-Cloud 2026 key stakeholder groups

These groups have been further segmented into three main types, ranging from **primary users** (e.g. marine researchers) that directly interact with Blue-Cloud services, to **secondary users** (e.g. blue economy actors or decisionmakers) that benefit from or can influence them, up to **tertiary users** (e.g. citizens and policy makers) that do not interact directly or influence the development of the services, but can be affected by them.

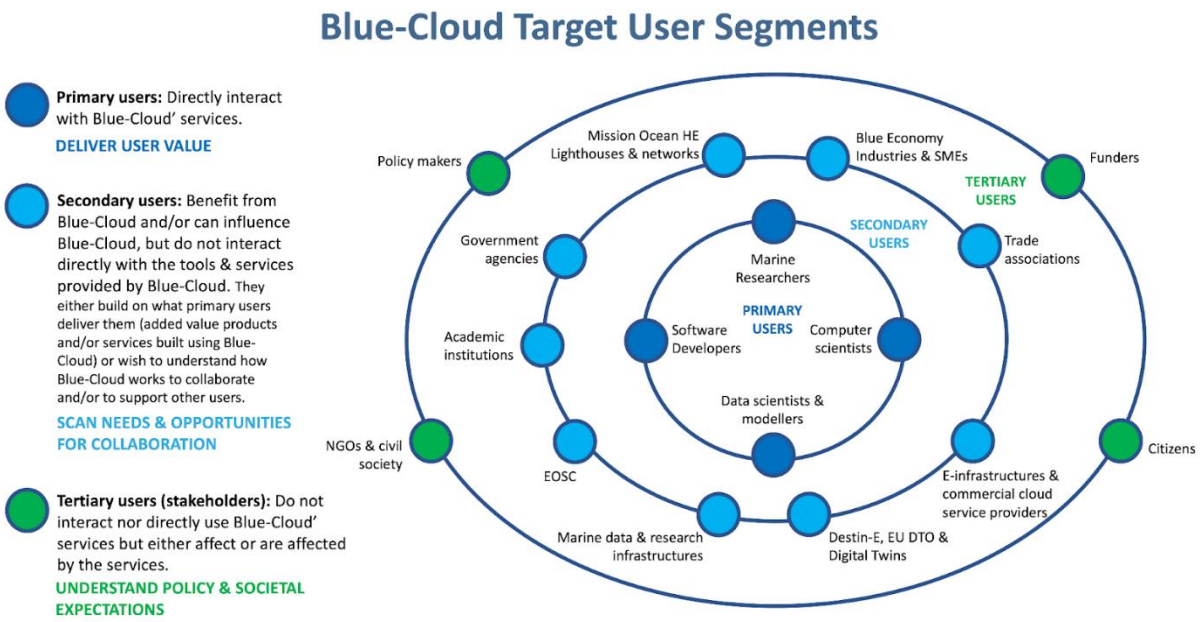


Figure 6 The Blue-Cloud 2026 target user segments

Stakeholder engagement activities are carried out in particular in collaboration with Work Package 7 "Exploitation, Roadmap to 2030, and Sustainability". Examples of stakeholders and channels can be found in the table below, as emerged during the workshop at the Blue-Cloud 2026 kick-off meeting.

SG	Stakeholders	Stakeholder channel to be leveraged	Blue-Cloud user typology
SG1	Copernicus Marine, EMODnet, EDITO-Infra	Project Partners (MOi, VLIZ, SSBE, MARIS, OGS, ETT, SMHI, INGV)	Secondary users
SG1	SeaDataNet	Project Partners (MARIS)	Secondary users
SG1	JERICO, EMSO	Project Partners (IIIE, SOCIB)	Secondary users
SG1	Danubius-RI and other (marine & freshwater) RIs	ENVRI BEERi (EuroGOOS)	Secondary users
SG1	GROOM-RI	Project Partners (SOCIB)	Secondary users
SG2	Data scientists & Ocean modellers	• Project Partners (ALL) • International Quality-controlled Ocean Database (IQuOD) • The Global Ocean Data Analysis Project (GLODAP) • Mission Lighthouses (PREP4BLUE, Blue Mission MED, Blue Mission BANOS, Blue Mission AA, EcoDaLLi)	Primary users

SG	Stakeholders	Stakeholder channel to be leveraged	Blue-Cloud user typology
		• Blue-Cloud Hackathon • Synergies (AquaInfra, FAIR-Ease, Marco Bolo, NAUTILOS) • OBPS, RDA, EuroScience • Scientific Committee on Oceanic Research (SCOR) & IMBeR (Large Scale Ocean Research Project) EOSC & related initiatives (FAIRCORE4EOSC, EOSC Future)	
SG2	Marine researchers	Project partners and their networks	Primary users
SG2	Academia	Project partners and their networks	Primary users
SG3	Regional GOOS, GEOBON, MBON, GCOS, SOCAT, GEOSS	Project Partners (EuroGOOS)	Secondary users
SG3	Ocean digital twinning initiatives	• ILIAD • DTO-BioFlow Digital Ocean Forum	Secondary users
SG3	Earth observing & digital twinning initiatives	• Destin-E Data Terra Integrated Earth System Observation	Secondary users
SG4	ICT institutions (cloud computing, AI, Machine Learning, Big Data & visualisation)	• Project Partners (EGI, CNR-ISTI) • Synergies (iMAGINE) • Vocabulary providers EOSC Task Forces	Secondary users
SG5	European Commission, national Member States, national MET offices	DG RTD, DG MARE, DG CNCT, DG DEFIS, DG ENV	Tertiary users
SG5	UN FAO	ESEB	Tertiary users
SG5	Regional Fisheries Management Organisations (RFMOs), Fisheries and Resources Monitoring System (FIRMS)	FAO (ESEB)	Tertiary users
SG5	Regional Environmental Agencies, Crises managers	ESEB - TBD	Tertiary users
SG5	High Seas Alliance	ESEB - TBD	Tertiary users
SG5	MPA managers	MPA networks (e.g., MEDPAN)	Secondary users
SG6	Aquaculture industry & SMEs	• Blue Economy journals, media	Secondary users

SG	Stakeholders	Stakeholder channel to be leveraged	Blue-Cloud user typology
		Trade associations	
SG6	Energy sector	Thematic events	Secondary users
SG6	Ocean engineering technologies & sensor developers	Project Partners (SMHI)	Secondary users
SG7	NGOs, influencers & activists	• Citizen science organisations and initiatives (e.g., Zooinverse.org) • Mission Lighthouses & Blue Parks Blue-Cloud Hackathon	Tertiary users
SG7	Citizens	UN World Environment Situation Room	Tertiary users

Table 1 Examples of Blue-Cloud 2026 stakeholders

5. Strategy and methodology

A co-ordinated, efficient and effective 42-month Communication, Dissemination, Outreach and Education Strategy is based on the SMART approach, with specific communication and exploitation campaigns for raising awareness of the project, its measurable results, the overall scientific benefits, impacts, and measures for reaching end-users and other stakeholders. The overall strategic goal is to support engagement, impact creation and, ultimately, successful exploitation and sustainability through regular outreach and tailored messages to specific target groups. The following strategic elements characterise the Blue-Cloud 2026 Communication, Dissemination, Outreach and Education Plan:

1. **Blue-Cloud 2026 assets**: the DD&AS, the VRE, 3 EOV Workbenches, 5 Virtual Labs, the Blue-Cloud Roadmap to 2030, the Training Academy, the Blue-Cloud 2026 Community.
2. **The public website**, online at www.blue-cloud.org and the other elements of the online presence.
3. **Four Outreach campaigns** orchestrate the overall strategy for dissemination, exploitation, and communication, providing the perfect mix of activities to convey clear messages, tailored to the needs and expectations of each target group.
4. **Marketing materials** produced regularly to provide the communication backbone of Blue-Cloud 2026.

5.1. The Blue-Cloud campaigns

The 4 specialised campaigns that will be carried out from M01 through M42 are:

- Campaign 1: “Project communication & Ocean Literacy”.
- Campaign 2: “KERs dissemination, uptake & accessibility”.
- Campaign 3: “Training & education”.
- Campaign 4: “Synergies, EOSC & DTO”.

Employing a campaign-based approach will bring relevant benefits, in terms of both engagement and impact, from constant monitoring and consequent adjusting of the actions, to efficiency of the resources spent.

A preliminary timeline encompassing the main dissemination, exploitation, and comms activities is reported below.

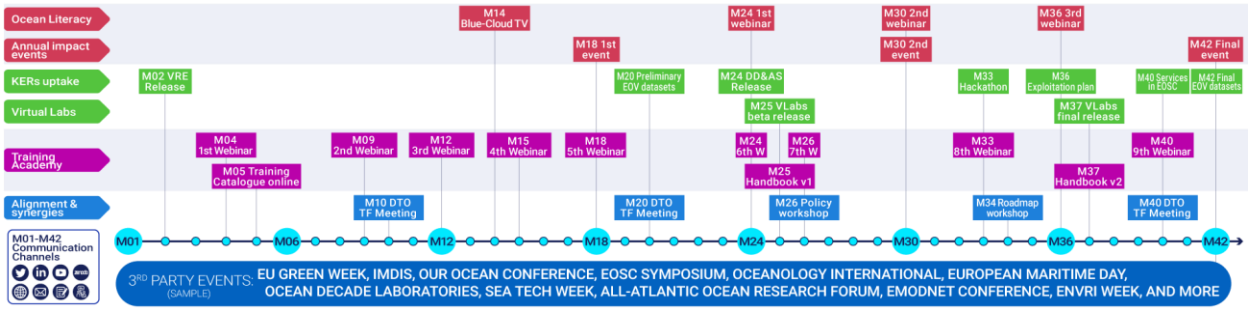


Figure 7 Intended timeline of activities

6. Communication, Dissemination, Outreach and Education Plan

Blue-Cloud 2026 implements a 42-month communication strategy coordinated under WP6, tackling four major Outreach campaigns allowing for an agile implementation and assessment of activities across target groups, as well as for an easy monitoring of the human and technological resources needed. In the sections below, the campaigns, activities and impact KPIs are indicated.

The four campaigns described above will make use of specific channels in order to reach out to their target audiences. This section provides a closer look at the key activities that have already been carried out as of M02 and the upcoming ones for the first six months.

Activity	Campaign	Scheduled	Detailed in	Status
Project branding	Campaign 1	M01	6.1	Achieved in M01
Roll-up banner, presentation template, video conference background	Campaign 1	M01	6.1	Achieved in M01
First newsletter	Campaign 1	M03	6.1	Achieved in M02
First press release	Campaign 1	M02	6.1	Achieved in M02
First video released	Campaign 1	M03	6.1	Achieved in M03
New project website	Campaign 1	M04	6.1	Currently in design phase
First Training Academy Webinar	Campaigns 2 and 3	M03	6.3	Achieved in M03
Second newsletter	Campaign 1	M05		Planned
Second Training Academy Webinar	Campaigns 2 and 3	M06		Planned

Activity	Campaign	Scheduled	Detailed in	Status
Participation in EMD 2023	Campaigns 1 and 2	M05	6.2	Currently in promotion phase
New Virtual Lab pages on website	Campaigns 1 and 2	M04-06		Currently in design phase
Workbenches pages on website	Campaigns 1 and 2	M04-06		Planned

Table 2 Key actions in M01-M06

6.1. Campaign #1: Blue-Cloud 2026 project communication & Ocean Literacy

- **Purpose:** Ensure project's assets & results are communicated via its official channels with a consistent identity
- **Target stakeholders:** All stakeholders

Campaign one covers all general communication about project activities, ranging from its visual identity to digital presence, as well as the activities aimed at the promotion of Ocean Literacy towards the wider community.

6.1.1. Project branding

At the beginning of 2022 the EOSC Association launched a contest to design a new logo for EOSC. The final decision was announced in May 2022[2], presenting the new logo:

Figure 8 New EOSC logo launched in June 2022

In order to ensure a coordinated branding approach across the different projects running in the EOSC ecosystem, the EOSC Association approached Blue-Cloud 2026 proposing to align on a co-branded strategy, to serve as pioneer for a broad co-branded strategy to be proposed to all the current funded Horizon Europe EOSC projects.

A co-branded new logo was proposed, discussed and agreed, as well as a branding guide to be shared with Blue-Cloud 2026 partners to cover proper branding across website, social media, and printed materials. The adoption of this coordinated branding further establishes Blue-Cloud 2026's position as a full-fledged EOSC initiative under Horizon Europe, consolidating its active role in the technical developments as well as on dissemination efforts.

[2] https://eosc.eu/news/new-logo-eosc

Figure 9 New co-branded EOSC Blue-Cloud 2026 logo proposed by the EOSC Association

The new logo provided the basis for the overall project branding, including the presentation template, video conference background, and roll-up banner that were employed at the project kick-off.

Figure 10 Branded materials ready by kick-off meeting

6.1.2. Public website

The Blue-Cloud 2026 website is hosted at www.blue-cloud.org, building on the existing platform of the H2020 Blue-Cloud project. After the closing of the pilot project at the end of March 2023, the website will undergo a technical upgrade to a more advanced version of Drupal, together with a new visual design aligned with the Horizon Europe Blue-Cloud 2026 branding.

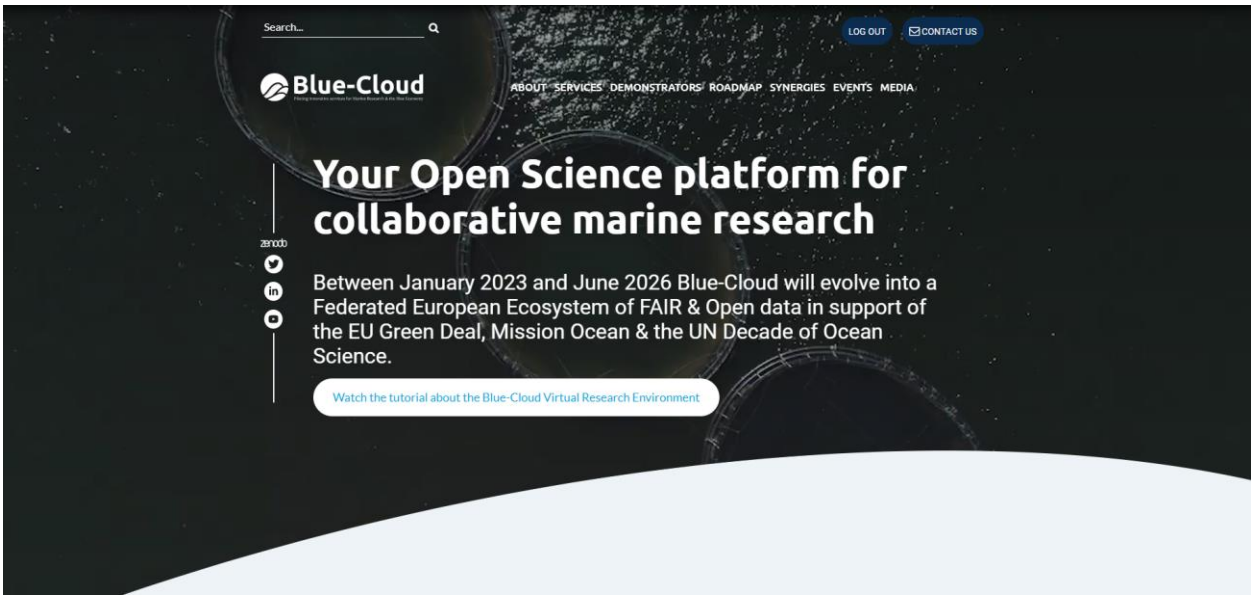


Figure 11 The current Blue-Cloud home page as of M02

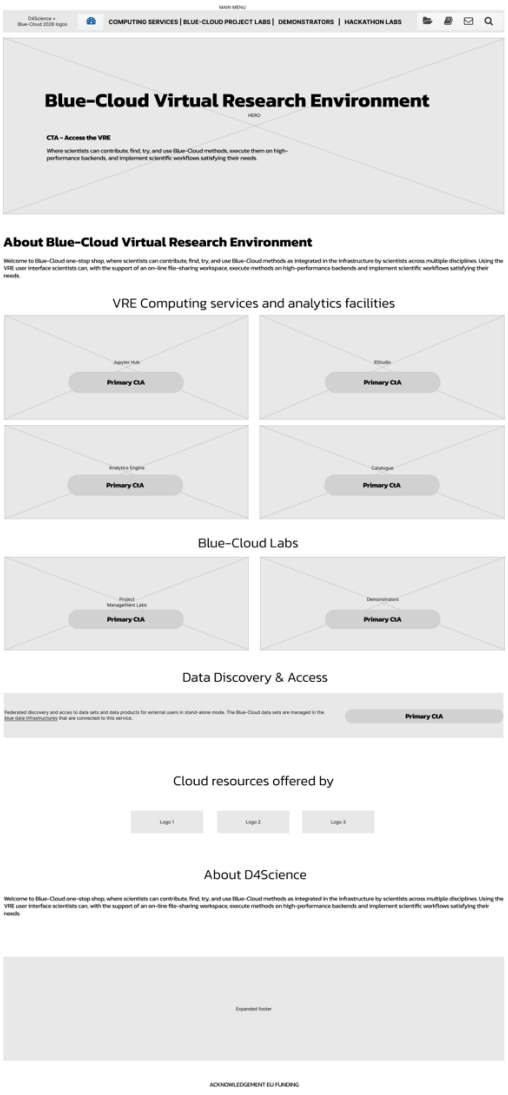
The main strategic revamp will affect the user registration process. A Single Sign On procedure (leveraging Keycloak technology) will be introduced to align registration of users across the public website and the Blue-Cloud open science platform on D4Science, as well as with the Data Discovery and Access service. This will allow a better mapping of Blue-Cloud users, who will be asked to register on the public website and provide information on their profile, affiliation, country, gender and other details useful to ensure a correct analysis and monitoring of the user base. This will also facilitate a more effective management of user privacy consent, via a unique Privacy policy (GDPR compliant) which will be updated and which users will be asked to accept when registering to the Blue-Cloud website.

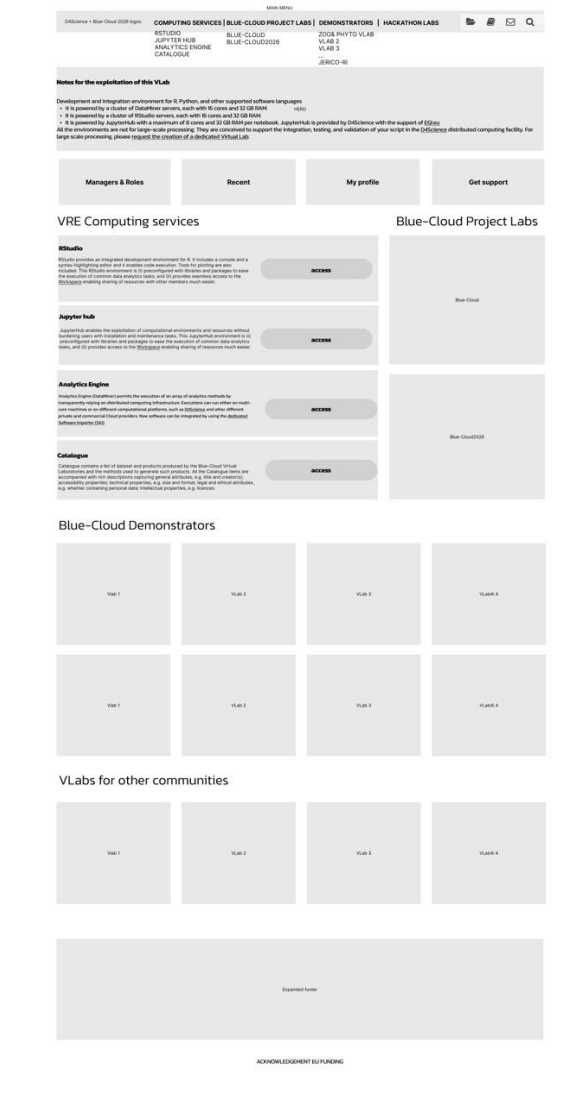
The revamp will mainly affect the following areas:

- **Blue-Cloud services:** content will be updated, and user experience will be improved to facilitate immediate access to the services, with direct link to the EOSC Marketplace and makes download of relevant materials related to that service easier (factsheets, interviews, videos, publications etc..). Information on current usage and exploitation of the services will also be added, as well as direct contact points;
- **Synergies:** the factsheet about Blue-Cloud collaboration with third-party initiatives will be revamped to meet the updated collaboration needs, which mainly relate to the usage and exploitation of the Blue-Cloud VRE services; the contribution to Blue-Cloud Data Federation approach; the contribution to the Blue-Cloud strategic Roadmap and policy priorities; Communication and dissemination activities;
- **Training Academy:** the Support Centre will be revamped in order to offer a complete set of training materials to Blue-Cloud stakeholders. This area will introduce the training program, with the announcement of the upcoming webinars and information about how to sign up, as well as training materials (documents, videos, etc..) and contact information.

- **Exploitation and engagement:** it will be fostered with resources deposited in ZENODO, since all relevant resources (deliverables, datasets, software) will be deposited in the dedicated Blue-Cloud community on ZENODO[3] and reused, for instance, for live visibility via API from the project website.

The revamp will also involve the interface of the VRE online workspace on D4Science. Leveraging on a feedback assessment performed at the end of the Blue-Cloud H2020 project with project partners, third-party users, and VLab representatives, the usability of the VRE workspace will be subject to a restyling. A series of wireframes and user journeys have been prepared as guidelines to be followed for the re-build of the D4Science workspace.





[3] https://zenodo.org/communities/bluecloud

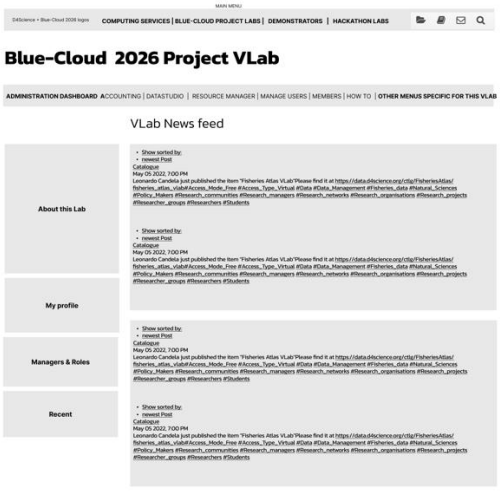


Figure 12 wireframes for the re-build of the VRE workspace on D4Science, to be implemented in 2023

6.1.3. Digital marketing & communication activities

Social media

Blue-Cloud 2026 will exploit the advantage of building on an already existing and solid social media community, launched and cultivated by the H2020 Blue-Cloud project. Our project has inherited the management of Twitter, LinkedIn and YouTube accounts, and will ensure further expansion and engagement with relevant profiles and actors in the ecosystem.

As of February 2023, the existing social media community is captured in Table 3. Our target KPI is to reach a base of **3000 combined followers by M12 and 5000 by M42**.

Channel	Link	Followers as of M02
Twitter	twitter.com/BlueCloudEU	1456
LinkedIn	www.linkedin.com/company/blue-cloud-org	782
YouTube	www.youtube.com/c/BlueCloudorg	190

Table 3 Social media following as of M02

The three channels were rebranded as Blue-Cloud 2026 during the week of the Kick-off Meeting 13-17 February, presenting the new visual style, in line with coordinated EOSC branding.

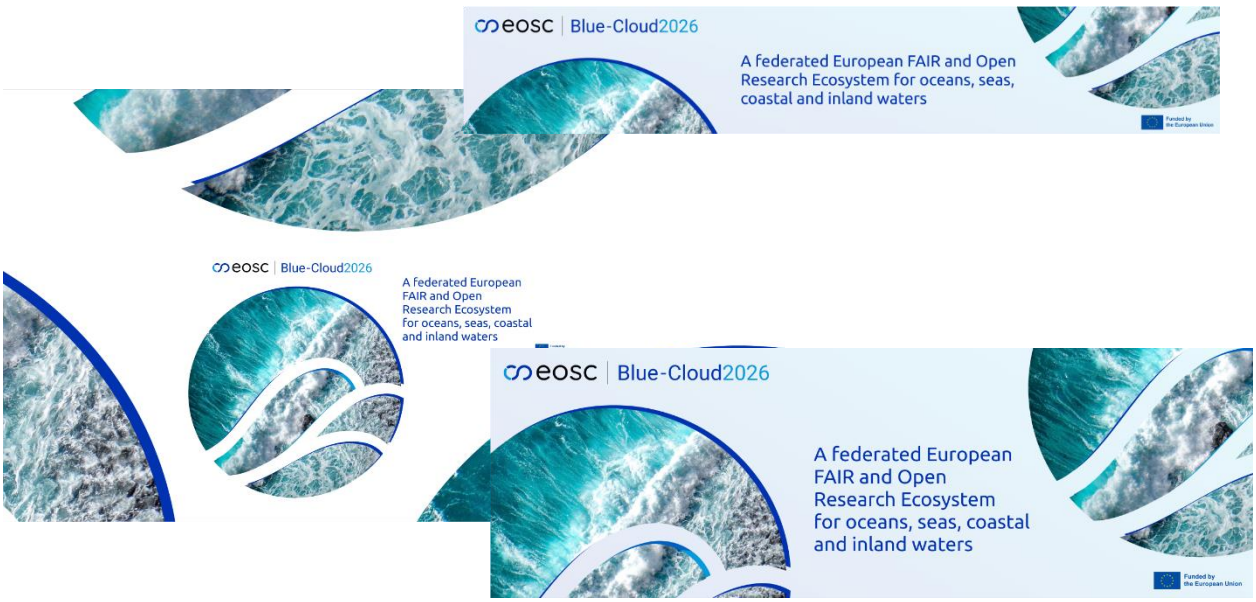


Figure 13 Social media headers of Blue-Cloud 2026 profiles

In particular, we will further expand our existing network of multipliers across the different target communities. Some examples of relevant followers of the Blue-Cloud Twitter account are shown in the table below.

Community	Profiles (followers)
Marine research	@UFollowtheOcean (5.8k), @Havforskningen (6.6k), @GalwayAquarium (4k), @AllAtlanticO (3300+), @Euromarine_tw (3300+), @CommOceanConf (1900+), @LeibnizZMT (1400+)
EOSC and Open Science	@openscience (72.4k), @EuCitSci (5.8k), @FutureTechEU (8.6k), @eoscassociation (1500+), @EoscPortal (3000+), @EOSCFuture (1200+), @OpenScienceFAIR (1800+)
Blue Economy	@easaqua (3.8k) @OceanDecadeECOP (2900+), @EATIP_eu (1800+), @OceanCouncil (1500+), @SEAentia (1300+)
Policy	@IPBES (118k), @ciencia_pt (22.4k), @UN_FAO_GFCM (9k), @EULawDataPubs (8k), @Searica_ITG (2100+), @IODEocean (1000+)

Table 4 Examples of top followers in different domains

Videos

The Blue-Cloud YouTube channel is the central hub for all video content generated in the project, including interviews, promotional videos, tutorials, webinar recordings. During Blue-Cloud 2026 the channel is envisioned to evolve into the Blue-Cloud TV by M14 as part of the project's effort to contribute to promoting Ocean Literacy, also featuring interviews with VLab representatives and ESEB members explaining the value of Open Science for the marine and maritime domains in layman's terms.

The first video produced for Blue-Cloud 2026 is a highlight reel of the Kick-off meeting[4], featuring short interviews with Sara Pittonet Gaiarin (Trust-IT, Project Coordinator), Pasquale Pagano (CNR-ISTI, Scientific and Administrative Coordinator), and Dick Schaap (MARIS, Technical Coordinator).

Figure 14 Frame from the Blue-Cloud 2026 Kick-off meeting video

Interviews with other project partners were also shot and will be edited and published over the course of the next months, to present relevant assets:

- Deniz Karaca, EuroGOOS – The Blue-Cloud Training Academy
- Dominique Obaton, IFREMER – The Blue-Cloud Essential Ocean Variables Workbenches
- Toste Tanhua, GEOMAR – The role of the External Stakeholder Expert Board (ESEB)
- Virtual Labs representatives – Brief introductions of the Blue-Cloud 2026 Virtual Labs

Newsletters

The Blue-Cloud 2026 newsletter[5] sends quarterly updates to the Blue-Cloud community, featuring the main news, upcoming events, and other highlights from the project and its wider ecosystem.

The audience will continue expanding from H2020 Blue-Cloud, where we had already reached out to more than 800 subscribers. By the end of Blue-Cloud 2026, we plan to double this number **at 1600 subscribers**.

An updated newsletter template was also designed in line with the new project branding, debuting with the first official Blue-Cloud 2026 newsletter issue on 21 February 2023[6], after the kick-off meeting**. It was delivered to 812 recipients, with an open rate of 36.7%**.

[4] https://youtu.be/nY2578HlnX8
[5] https://blue-cloud.org/newsletter-feed
[6] https://mailchi.mp/a9d868ad7d31/blue-cloud-2026-enhance-open-science-ocean-protection-restoration

Figure 15 The first issue of the Blue-Cloud 2026 newsletter

Materials

More promotional and dissemination materials are envisioned over the course of Blue-Cloud 2026, supporting outreach activities as well as participation in 3rd party events.

The first Blue-Cloud 2026 poster was designed for the International Ocean Data Conference which took place on 20-21 March in Sopot, Poland and online[7].

Figure 16 The Blue-Cloud 2026 poster which debuted at the IODC 2023 in Sopot, Poland

Press releases

Blue-Cloud 2026 will also exploit press releases as means to disseminate newsworthy project results or events to engage relevant media and publishers in both the marine research and open science communities. The project was already featured in an official press release by the European Commission in February 2023, together with the sister project AquaINFRA[8], aimed at highlighting the importance of

[7] https://oceandataconference.org/presentations-and-posters-online-only/
[8] https://blue-cloud.org/news/blue-cloud-2026-aquainfra-open-science-restore-our-ocean-and-waters

investments on Open Science in marine research within EOSC-related projects in the Horizon Europe framework.

The **first official Blue-Cloud 2026 press release** was published on 20 February 2023[9] after the kick-off meeting, and it was distributed to relevant organisations and initiatives, achieving publication on several relevant channels, a selection can be found below. The project is going to produce a total of 5 press releases by M42.

Website	Community	Link
EU4OceanObs	Marine science	https://www.eu4oceanobs.eu/blue-cloud-2026-to-continue-enhancing-open-science-for-ocean-protection-and-restoration/
GÉANT Connect	National research and education networks	https://connect.geant.org/2023/02/22/horizon-europe-project-blue-cloud-2026-to-enhance-open-science-in-support-of-ocean-protection-and-restoration
ECO Magazine	Marine science	https://ecomagazine.com/news/coastal/horizon-europe-project-blue-cloud-2026-to-enhance-open-science-in-support-of-ocean-protection-and-restoration
LifeWatch ERIC	Biodiversity and ecosystem research	https://www.lifewatch.eu/2023/02/23/horizon-europe-project-blue-cloud-2026/
All-Atlantic Ocean Research Alliance	Marine science	https://allatlanticocean.org/view/news/horizon-europe-project-blue-cloud-2026-to-enhance-open-science-insupport-of-ocean-protection-and-restoration
Italian Computing and Data Infrastructure (in English)	Italian research infrastructures	https://www.icdi.it/en/news-en/204-blue-cloud-2026-an-italian-led-eu-project-to-improve-ocean-sustainability
Italian Computing and Data Infrastructure (in Italian)	Italian research infrastructures	https://www.icdi.it/it/news/203-blue-cloud-2026-un-progetto-ue-a-guida-italiana-per-migliorare-la-sostenibilita-degli-oceani
IRD, Marbec research unit (in French)	Marine science	https://umr-marbec.fr/en/blue-cloud-2026-to-enhance-open-science-in-support-of-ocean-protection-and-restoration/

Table 5 Overview of press release features on external websites

Ocean Literacy

This campaign also aims to place Blue-Cloud 2026 as a relevant actor in the ocean literacy ecosystem. As mentioned in the videos chapter, multimedia content framing Blue-Cloud assets within the wider Ocean Literacy context will be produced (e.g. interviews and promotional videos), encouraging citizen scientists

[9] https://blue-cloud.org/news/horizon-europe-blue-cloud-2026-open-science-ocean-protection-restoration

and ocean science enthusiasts to pick up Blue-Cloud services, while strengthening Ocean Literacy in support of a sustainable future.

In addition, a series of **three ocean literacy webinars** is envisioned to take place in the second part of the project, on M24, M30 and M36, featuring Blue-Cloud representatives as well as guest speakers from the wider marine community, to promote ocean literacy principles[10] in connection with Blue-Cloud outputs.

6.2. Campaign #2: Key Exploitable Results (KERs)

- **Purpose:** Disseminate project results while supporting their exploitation/adoption by stakeholders
- **Target stakeholders:** SG#1, SG#2, SG#3, SG#4, SG#5, SG#6

All Blue-Cloud 2026 results aim to tackle identified problems and respond to existing demands in the Blue economy area. Briefly, the Blue-Cloud KERs were developed to contribute to society at large, for societal, political and commercial purposes, so different society members can make good use of them: authorities, industrial authorities, policy makers, industry and civil society.

The goal of this campaign is to disseminate the KERs, support their uptake and accessibility by users, educate a new generation of marine data practitioners and IT experts via training courses/guidelines, assess user experience and validation mechanisms, as well as boost multi-disciplinary cooperation.

Since it is highly based on the development of the KERs, it requires a close liaison with Blue-Cloud 2026 work packages, to ensure the most adequate communication and dissemination activities are put in place, depending on the development milestones of each KER (listed in chapter 3).

6.2.1. Events

A total of **3 Annual Impact events will be organised** (being the third one combined with the final event), to highlight the latest developments of the KERs and reinforce the message that they can help the blue economy overcome its challenges and become more sustainable and efficient. These events may showcase the collaboration work Blue-Cloud 2026 has been doing with other organisations/projects through strategic synergies the project will be creating.

A series of 11 webinars will be organised as part of the Blue-Cloud Training Academy, and a more detailed description is available under “6.3 Training and Education Campaign”.

Blue-Cloud 2026 will **organise a final event**, with 300 participants, to “pitch” project KERS to stakeholders, while promoting networking between different players. It will be a public event, where delegates not only from Europe will be invited to join. The date and place of the conference as well as the precise contents will be decided at a later stage of the projects.

To maximise the online exposure and recruit attendees for Blue-Cloud events, social media activities and communication materials will be prepared.

Presence at 3rd-party events will be selected based on the audiences and the relevance of KERs to be promoted at those events. The project presence to promote the KERs can be done through papers,

[10] https://oceanliteracy.unesco.org/principles/

conducting workshops and exhibitions, joining a panel, poster session, demonstrations, networking activities, amongst others.

A non-exhaustive list of relevant events to promote Blue-Cloud 2026 KERS is available in the table below. **The project aims to be present at 40 events,** not exclusively from Europe. Selected events are provided in the table below.

N°	Event	Location	Audience
1	EGU General Assembly	Vienna, Austria	Geoscientists and researchers from all over the world to one meeting covering all disciplines of the Earth, planetary and space sciences.
2	World Aquaculture and Fisheries Conference	Tokyo, Japan	International scholars and researchers to voice their research discoveries on Aquaculture, Fisheries and Marine biology
3	The European Blue Economy	Brussels, Belgium	Policy makers, local government and industry representatives from the marine, maritime, shipping and technology sectors
4	EGI Conference 2023	Poznan, Poland	Research and industry partners from technology providers, data centres, user communities from scientific computing.
5	International Conference on Sustainable Blue Economy	Rome, Italy	Academic scientists, researchers and research scholars
6	Aquaculture Europe 2023	Vienna, Austria	Stakeholders from industry and research from many diverse disciplines to discuss and debate cross cut-ting issues such as new circular economies, life-long health and environmentally sustainable production
7	European Maritime Day	Brest, France	Professionals from businesses, governments, public institutions, NGOs and academia
8	Open Science Fair 2023	Madrid, Spain	Open science communities and services
9	EOSC Symposium 2023	Madrid, Spain	Research & Academia, Business & industry, EOSC projects, EU eInfrastructures and Research Infrastructures, policy makers, funding agencies, industry representatives, HPC centres, SDOs, citizen scientists, publishers, data service providers.
10	EuroGOOS International Conference 2023	Galway, Ireland	Operational oceanography professionals

N°	Event	Location	Audience
11	Oceanology International 2024	London, UK	Businesses, academics and government in Oceanology field
12	Sea Tech Week 2024	Brest, France	Ocean and genomic observation data, open access to marine data and oceans monitoring professionals

Table 6 Examples of relevant events

6.2.1.1. Blue-Cloud at European Maritime Day 2023

One of the first major events in which Blue-Cloud 2026 will join is the European Maritime Day 2023. Our proposal for a joint session with Technopôle Brest-Iroise, EMODnet, VesselAI and EOOS was accepted in March 2023.

The workshop **"Benefiting from Maritime Data to Drive Marine Innovation"** takes place on 24 May 2023 in Brest, France, and will see out technical coordinator Dick Schaap take part in the panel "Gathering data, FAIR data services, and enabling innovation", while WP4 leader Patricia Cabrera will provide a lightning talk presentation on the Blue-Cloud thematic Virtual Labs.

As of the time of writing this deliverable, the programme is being finalised, all information will be available on the Blue-Cloud website in a dedicated event page[11].

Figure 17 The official EMD 2023 promotional image

6.2.2. Publications

Scientific publications/articles allow researchers to keep up to date with the developments of their field and direct their own research. It is also a "quality seal" where the research work is recognised, provides worldwide reputation and increases the possibility of being discovered by any individual around the globe.

[11] https://blue-cloud.org/events/blue-cloud-european-maritime-day-emd-2023

Blue-Cloud 2026 aims to publish 5 scientific papers & articles in open access and peer-review magazines and journals, to disseminate the new knowledge and scientific/technical innovation produced. These papers will be delivered in conjunction with the main project milestones.

Furthermore, **Blue-Cloud 2026 also aims to publish articles in other press and media channels**. Each channel will be reached to promote the KERs that are suitable for the channel audience.

The table below gives an overview of the press and media channels on which Blue-Cloud will leverage on during the project lifetime to maximise its visibility. This list is not exhaustive, and targets may be added to or some removed over the lifetime of the project. At the same time, it is imperative to highlight that not all these channels may be contacted, they will be selected on a case-by-case basis according to the communication content. In addition, all the partners will exploit at their best also their own press offices and media channels to create the right visibility for the project outcomes.

Media Channels	Overview	Target Audience
Actu Environment **www.actu-environnement.com**	News related to the environment.	Environment and related issues
Aquaculture Directory **aquaculturedirectory.co.uk**	Promotion of all issues relating to aquaculture including news, articles and advertising of events. Distribution of a newsletter to registered members and house a directory of aquaculture businesses and farms	Aquaculture channel
Aquaculture Magazine **www.aquaculturemag.com**	Promotion of all issues relating the aquaculture including, news, articles and advertising of events.	Aquaculture channel
CORDIS Press Service **http://cordis.europa.eu/fetch?CALLER=EN_PRESS**	EC-based dissemination channels updated daily targeting enterprise, government and particularly research organisations across EU27 operating in ICT. Press releases and announcements.	Policy channel
Ecomagazine.com	A marine science publication committed to bringing scientists and professionals the latest ground-breaking research, industry news about environmental coastal offshores.	Scientists and professionals

Media Channels	Overview	Target Audience
European Environment Agency eea.europa.eu	Independent information on the environment for those involved in developing, adopting, implementing and evaluating environmental policy, and also the general public.	Researchers and Policy Makers
Earth Magazine www.earthmagazine.org	Promotion of all issues relating to the environment including news, articles and advertising of events.	Blue Growth channel
EBM Open Channels **www.openchannels.org**	Promotion of all news related to innovative tools for the fishery ecosystem management.	Blue Growth channel
ERCIM News **https://ercim-news.ercim.eu/**	The quarterly magazine of the European Research Consortium for Informatics and Mathematics.	Informatics and Mathematics for blue growth
EUObserver http://euobserver.com	A source of EU related news and information, editorially focused	Policy channel
EURACTIV http://www.euractiv.com	EU news and policy debates	Policy channel
Eurocean eNewsletter www.eurocean.org	EurOcean is a focal point for information on marine science and technology in Europe and its Internet portal is aiming to provide information on topics related to marine science and technology in Europe with a priority given to two main domains: marine research infrastructures and European research, technology and development information. EurOcean contributes to the initiatives aiming to implement a Marine European Research Area and a European maritime policy.	Marine research infrastructures, European researchers

Media Channels	Overview	Target Audience
Eurofish Europe www.eurofish.dk	International organisation established to assist the development of fisheries and aquaculture in Central and Eastern Europe. European related fish news and publishing of bi-monthly magazine. Publication of subscription-based research documents relating to Global fish research.	Aquaculture and Fisheries in Europe.
Fish Information & Services www.fis.com	The web site of Fish Information & Services is widely recognized as the standard for global seafood industry information on the Internet.	Seafood industry
Fish Farming International http://fishfarminginternational.com	Online publishing of all aquaculture worldwide news pieces. Provides global coverage of all sectors of the aquaculture industry with an emphasis on research, production, technology, innovation, feed and industry trends and people.	Aquaculture industry
Fish Information and Services www.fis.com	The site delivers reliable, timely, comprehensive worldwide fishing, seafood, and aquaculture information. Publication of news pieces relating to worldwide fish news and data. 10,000 unique views daily. Houses a company directory for practitioners involved in different aspects of fishing	Business related to fisheries and aquaculture.
Fish News EU www.fishnewseu.com	Provide independent fishing related news, prices and service covering the catching, processing and aquaculture sectors both in a UK and international context. News stories based around Europe.	Fisheries and aquaculture
Flash FARNET magazine & newsletter https://webgate.ec.europa.eu/fpfis/cms/farnet/publications/newsletter	Provide fisheries related news of interest for small local fisheries communities. News stories based around Europe.	Small local fisheries communities

Media Channels	Overview	Target Audience
Futura Environnement - www.futura-sciences.com/magazines/environnement/	News related to environment.	Environment and related issues
Foresight www.climateforesight.eu	A forum for ideas and solutions to address future challenges on climate change.	Researchers and Policy
Frontier www.frontiersin.org	One of the largest and highest-cited publishers in the world, with the mission to make science open.	Researchers
Hatchery International http://hatcheryinternational.com	News related to aquacultures in particular hatcheries.	Aquaculture practitioners
Innovations Report www.innovations-report.com	Web-based and focused on cross-domain ICT sectors, business and R&D. Press releases and announcements.	Popular ICT & Technology Media Channel
International innovation www.internationalinnovation.com	Latest research, policy and technology insight and analysis. It has a section related to environment http://www.internationalinnovation.com/environment/ more generally for innovation in the environmental domain	Global audience
Le Marin www.lemarin.fr	Latest news from the marine & maritime sector	Marine & maritime news
Marine-oceans.com	Focused on economic, environment & politic topics related to the oceans, as well as the major challenges.	General public
Maritime affairs and fisheries online magazine http://ec.europa.eu/dgs/maritimeaffairs_fisheries/magazine/	Overview of news and events regarding to maritime affairs and fisheries in Europe.	Business and policy makers related to fisheries and aquaculture.

Media Channels	Overview	Target Audience
Nature.com	A multidisciplinary scientific journal, being one of the most recognizable scientific journals in the world.	Research scientists
Newscientist www.facebook.com/newscientist	News in science	Science & ICT news
Oceannews.com	Website news publication in the industry, delivering current information about projects, contracts, trends, technology, and company news as well as in-depth technology and information-based articles	Ocean industries
Oceanography https://tos.org/oceanography	The official magazine of the oceanography society, with peer-reviewed articles that chronicle all aspects of ocean science and its applications.	Research & academia
sciencedaily.com	Breaking news about the latest discoveries in science, health, the environment, technology, and more -- from leading universities, scientific journals, and research organizations.	Research & academia
The Fish Site **https://thefishsite.com/**	Knowledge-sharing platform with premium news, analysis and resources for the aquaculture industries.	Research and Industry form aquaculture
www.maddyness.com	Go-to magazine for entrepreneurs and innovators.	Industry
The Seafood Source www.seafoodsource.com	Global news on all subjects relating to seafood. Promotion of news and events relating to seafood. Includes sections on environment and sustainability and aquaculture.	General target interested in seafood sector. Fisheries and aquacultures.
Sciencemagazine	The world's leading outlet for scientific news, commentary, and cutting-edge research.	Science & ICT news

Media Channels	Overview	Target Audience
ScienceNode https://sciencenode.org	International weekly online publication that covers advanced computing, research networks, big data and tech trends in general. Through iSGTW a scientific readership of over 8700 can be reached.	Popular ICT & Technology & Business Media Channel

Table 7 Examples of exploited media and websites for dissemination

6.2.3. Blue-Cloud Hackathon

The Hackathon is an online competition where teams develop new ideas and/or applications addressing challenges that are relevant for the blue sector, by capitalising on the services, methods and/or outputs generated within the Blue-Cloud 2026. It is a relevant activity to promote the KERs and make them "into action" by a diverse community of users, who will use and test them intensively. The Hackathon aims to be a prime-channel to promote the KERs and demonstrate how they can bring a positive impact in society. **Blue-Cloud 2026 aims to recruit 120 participants for this activity**, which is planned to take place during the last year of the project.

6.2.4. Dissemination of results

Capitalising on the precedent Blue-Cloud project, Blue-Cloud 2026 will use **ZENODO as its main dissemination channel to make available to the wider community for the project results**: project deliverables, documents, public presentations, downloadable and printable materials (such as posters and booklets). The consortium aims to reach an average of 300 downloads per individual Blue-Cloud resource available on the platform.

Open Research Europe (ORE), which is the open access publishing platform of the European Commission for all disciplines, will be considered to publish a selection of Blue-Cloud 2026 publications and articles. Blue-Cloud 2026 papers will be published as preprints meeting the standards and quality checks certified by the platform managers. Furthermore, the publication will be indexed in ZENODO and progressively in other major bibliographic databases that accept ORE for indexing. The **resources offered by the EOSC portal will also be exploited**. In particular, the EOSC Future project is producing a series of EOSC in practice stories and making them available via the EOSC Portal.

A **KER template** for each relevant output will be filled and shared via the **EC Horizon Results Platform portal,** making project results more visible to the European audience, as well as assisting Blue-Cloud 2026 in defining sustainability and exploitation opportunities for the results. Last but not least, the project will also consider the usage of **EU Innovation Radar Platform**, where Blue-Cloud 2026 partners, which are owners of KERs, may list themselves in the platform and indicate the KERs they are responsible for. This radar platform is a channel for KERs to be discovered by journalists and potential investors/partners.

Funded by the European Union
Blue-Cloud 2026 – A federated European FAIR and Open Research Ecosystem for oceans, seas, coastal and inland waters has received funding from the European Union's Horizon Europe programme under Grant Agreement no. 101094227

6.3. Campaign #3: Training & Education

- **Purpose:** Ensure uptake of Blue-Cloud assets and contribute to the promotion of Ocean Literacy
- **Target stakeholders:** SG#1, SG#2, SG#3, SG#4

The Training Academy will organise several internal and external training courses on Best Practices for FAIR data principles (led by EuroGOOS & IEEE). EuroGOOS will organise training courses, together with IODE-IOC OBPS and IODE Ocean Teacher Global Academy and EMODnet ingestion, aimed at informing and educating data providers and users. The training will focus on how to make best use of existing European RIs and data services for long-term data stewardship and wider use and sharing of FAIR data. Such training will not only help Blue-Cloud 2026 to ensure the provision of FAIR data but also contribute to the promotion and use of FAIR data to fill a broad range of needs. In addition, leveraging the existing Blue-Cloud training materials (webinar recordings, tutorials), a more structured course plan will be organised, (e.g., as combined in an Ocean Teacher Global Academy training).

Courses will be delivered as online webinars, with recordings and proceedings made available via the Blue-Cloud public website for further uptake. The courses are indicated in the figure and further detailed below.

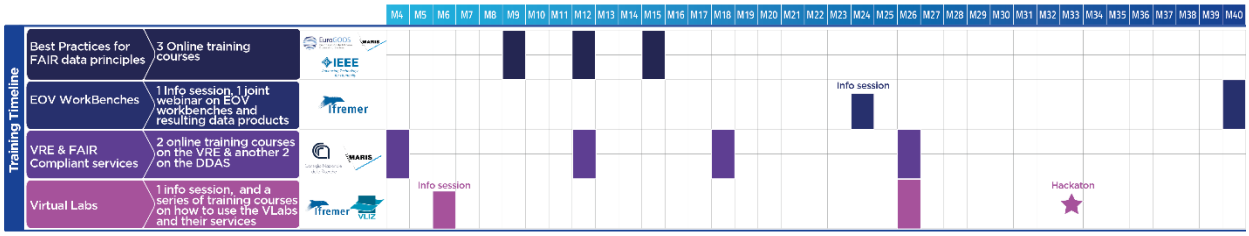


Figure 18 Timeline of Blue-Cloud Training Academy activities

- 3 Courses on Best Practices for FAIR data principles (M9, M12, M15) (EuroGOOS, IEEE, MARIS, SSBE);
- 1 Info session on EOV WorkBenches and 1 webinar presenting the EOV WorkBenches and resulting data products (M24, M40) (IFREMER);
- 2 Webinars about the Blue-Cloud VRE & another 2 about the DD&AS and the innovations introduced (M04, M12, M18, M26) (CNR, MARIS);
- 1 info session on the Blue-Cloud VLabs (M06) and a series of training sessions (M26 and M33) on how to use the VLabs and their services (IFREMER, VLIZ) aligned with the Blue-Cloud Hackathon.

A dedicated logo (figure 20) in two versions was designed and employed in M03 to promote webinars and materials related to the Blue-Cloud Training Academy.

Figure 19 Logo for the Blue-Cloud Training Academy

Funded by the European Union
Blue-Cloud 2026 – A federated European FAIR and Open Research Ecosystem for oceans, seas, coastal and inland waters has received funding from the European Union's Horizon Europe programme under Grant Agreement no. 101094227

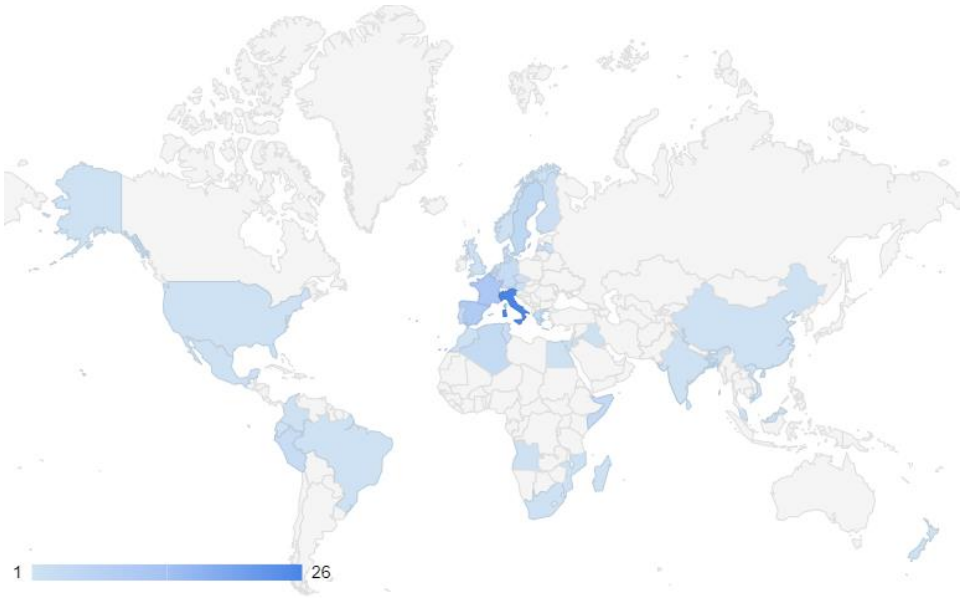
6.3.1. Blue-Cloud Virtual Research Environment and Labs Open Info Day

The first webinar of the Training Academy took place on **17 March 2023**[12], where Blue-Cloud experts showed how to use the VRE, and demonstrated a practical example of thematic Virtual Lab with the Marine Environmental Indicators. The webinar welcomed **65 participants** from many countries, also outside of Europe.

The recording is available on the Blue-Cloud YouTube channel[13], and will be also included in a dedicated space on the OceanTeacher Global Academy (OTGA).

Figure 20 Promotional image for first webinar

[12] https://blue-cloud.org/events/blue-cloud-virtual-research-environment-labs-open-info-day
[13] https://youtu.be/FpGz7AIFbAU



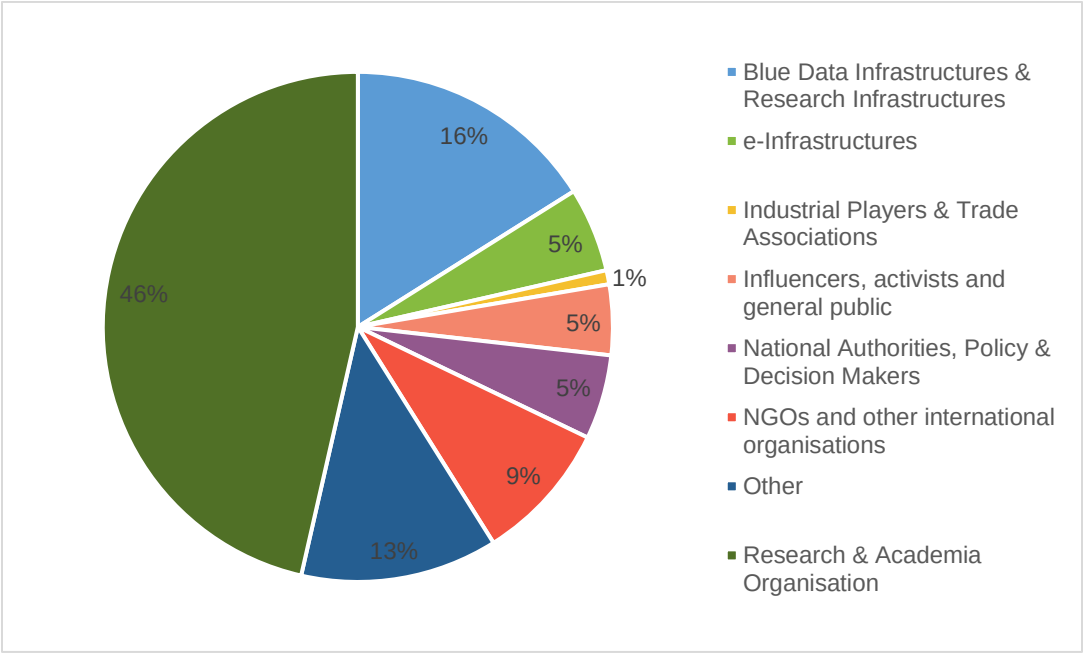


Figure 21 Breakdowns of registrants to first webinar by country and stakeholder type

6.3.2. Opening up the Training Academy to new communities: first discussions with Coastal observation projects

On Tuesday 14th March Blue-Cloud 2026 project coordinator Sara Pittonet attended a meeting organised by the MARCO-BOLO project, chaired by Nicolas Pade (EMBRC) to discuss collaboration opportunities with other projects working on Coastal observations. The following projects were present: OBAMA-NEXT,

GES4SEAS, BioOcean5D, Biodiversa+, DTO Bioflow, AquaInfra, MBON/University of South Florida, EuropaBON, EU4OceanOBS, plus ESA.

The meeting discussed the opportunity of organising different "task forces" across these projects to align on activities, maximise effort and re-use technologies, resources and best practices as much as possible. Task forces to be possibly created will cover Essential Variables (EBV - EOVs), Ocean Observations practices, technology for mapping biodiversity, coastal observation modelling, stakeholder engagement and communications.

A collaboration within the framework of the Blue-Cloud Training Academy was also suggested, and the projects were invited to propose additional modules dedicated to coastal observation best practices.

6.4. Campaign #4: Synergies, EOSC & DTO

- **Purpose:** Strengthen the dialogue and clustering with related initiatives in Europe and beyond
- **Target stakeholders:** SG#1, SG#3, SG#5

Blue-Cloud aims to get in contact with relevant initiatives in open science, marine research and blue economy to implement technical and outreach collaboration.

Given the successful implementation of the synergies programme in H2020 Blue-Cloud, with 22 synergies established over the course of the project, this campaign is going to be implemented following the same approach:

- The consortium has created a collaborative file where the most relevant synergies are collected;
- First conference call is organised by Trust-IT (T6.3 Leader) and the Coordination team to better define the scope of cooperation;
- Follow-up calls organised with representatives of WP2, WP3, WP4, WP5, WP6 or WP7 on a case-by-case basis;
- Summary overview of the contacts established is presented periodically to the Steering Board.

Following this approach, the team aims to build synergies in following main areas:

- **Data Discovery and Access Service**: this type of cooperation contributes to strengthening the Blue-Cloud EOSC framework.
- **Cyber infrastructure and VRE services**: this synergy helps to better connect computing platforms and services on remote ones.
- **Contribution to the Blue-Cloud Roadmap**: the initiatives involved in this type of collaboration contribute to shaping the Blue-Cloud roadmap by providing strategic guidelines and policy recommendations.
- **Joint dissemination and communication activities**: this type of collaboration includes the organisation of joint webinars or physical workshops, writing of joint articles or news pieces, and support of promotional activities through social media channels.

This campaign helps to strengthen the cooperation with both research infrastructures and EOSC. In particular, Blue-Cloud plans to get in contact with relevant initiatives in open science, marine research and blue economy to implement technical and outreach collaboration. These include EU and global initiatives including the Fisheries and Resources Monitoring System (FIRMS) network, ILIAD system of

systems for Earth data challenges applications, the MARIDA datasets for plastic debris observations, the JERICO-CORE Pilot infrastructure, DOORs for integration Black-Sea data, the AANCHOR initiative for collaboration with the Atlantic region, COS4Cloud for citizen science AI technologies.

Given the EOSC soul of the project, cross-project activities are going to be carried out between Blue-Cloud and other EOSC-related projects to work on joint dissemination and enrich the exchange of information across EOSC infrastructures.

As of M02, we have already connected with our sister project AquaINFRA, as Blue-Cloud 2026 Coordinator Sara Pittonet took part in their kick-off meeting and their coordinator Arne J. Berre (SINTEF) joined ours with presentations. There are already discussions on potential technical interactions which could be beneficial for both projects.

More details about the synergy programme are going to be presented in the deliverable D6.4 "Blue-Cloud Stakeholders engagement and synergies, 1st report" due in M24.

6.4.1. Horizon Europe EOSC Communication and Engagement Working Group

As one of the EOSC-related Horizon Europe projects, since January 2023 Blue-Cloud 2026 is officially part of the HE Communication and Engagement Working Group, coordinated by the EOSC Focus project (coordinated by the EOSC Association).

WP6 Leader Federico Drago (Trust-IT) and Project Coordinator Sara Pittonet (Trust-IT) have taken part in the monthly meetings to share updates and discuss joint activities with these important stakeholders.

Through the newly launched EOSC Forum[14] (currently only open to invited representatives of EOSC projects), we are sharing news, events and updates which can then be featured in the official EOSC Association channels, such as the eosc.eu website or the monthly newsletter[15].

[14] https://forum.eosc.eu
[15] https://eosc.eu/newsletter

Figure 22 Blue-Cloud press release featured in EOSC Association newsletter

7. Measuring impact and monitoring

Evaluation of the Communication and Marketing activities will be based on several points. Key Performance Indicators (KPIs) are tracked on a monthly basis monitoring the dissemination, communication, papers submission and presence/organisation at events. Five monitoring trackers have been built based on the reporting forms available on the EC funding and tenders portal entry point for participants in funded projects. By using them as a benchmark, it will smooth the reporting process and ensure that the communication and dissemination activities are properly reported. Instructions about how to track the activities have already been shared with Blue-Cloud 2026 partners.

Tracker	Description
Publications	Papers, articles and other publications published by Blue-Cloud 2026 consortium partners
Dissemination Activities	Performed activities to reach target audiences, that is, any potential user of the project results. These activities can be: Clustering activities, collaboration with

	EU-funded projects, conference, education and training Events, meetings, other scientific collaboration, other scientific cooperation, other
Communication Activities	Performed activities to reach a wide audience, that is, not just aimed to reach potential end-users, but the general audience, including media and general public. The aim is to promote the project in general and its value-added and not just the project results. Examples of some communication activities are visual identity (e.g. logo), public website, flyers, social media, videos, press releases, etc
Events	Events organised under Blue-Cloud 2026 and also all third-party events (events not organised by Blue-Cloud 2026) where Blue-Cloud 2026 had visibility (e.g., poster, exhibition stand, lightning talk, panel discussion, presentation, paper submission etc)
KPIs	General KPIs related to communication and dissemination activities
Tracker	**Description**
Publications	Papers, articles and other publications published by Blue-Cloud 2026 consortium partners

Table 8 Blue-Cloud 2026 list of Monitoring and Assessment trackers

An online visual dashboard is available to measure the online presence and community engagement in real-time via Google Analytics, as well as allow website managers to visualise trends and compare overtime performance of Blue-Cloud 2026 website and social media channels.

Key Performance Indicator (KPI)	Targets	
	M12	M42
Website & EOSC Marketplace		
N° sessions per month	1000	**3,000**
N° New Blue-Cloud 2026 services published in the EOSC Marketplace	-	**5**
Communication Activities/Materials		
N° Newsletters	-	**18**
N° Interviews	-	**10**
N° Blue-Cloud TV	-	**1**
N° videos on Blue-Cloud TV (Short pitch-style videos and interviews with project partners, ESEB, activists & influencers)	1	**>40**
N° views on Videos	300	**1,500**
N° of views in sponsored videos	-	**20,000**
N° Scientific papers/publication published in Open Access & peer-review magazines and journals	-	**5**
N° Online cross-domain factsheets for expansion	-	**>5**

N° Surveys	-	**2**
Blue-Cloud Training Academy N° materials available in the online Training catalogue	-	**200**
Blue-Cloud Training Academy N° trained participants	-	**500**
N° Roll-up banners, posters	3	**8**
N° Press Releases	1	**5**
Average number downloads per resource on ZENODO	-	**300**
N° downloads on ZENODO of VLab Factsheet	-	**700**
N° printed copies & online downloads of flyers, Roadmap & policy briefings	-	**5,000**
Social Media		
N° total of social media followers across platforms	3000	**5,000**
Events & Webinars		
N° Webinars on Ocean Literacy	-	**3**
N° Info sessions & course on EOV workbenches		**3**
N° Webinars on Online VRE	-	**2**
N° Online Trainings courses	-	**12**
N° Webinars to DDAS and the innovations introduced		**2**
N° Webinars on VRE, DDAS & EOV workbenches		**11**
N° Online Training Course on best practices for FAIR data principles		**3**
N° Annual Impact Events		**3**
Average participants per webinar organised	-	**40**
N° Hackathon		**1**
N° Hackathon participants	-	**120**
N° Policy & DTO Task Force Workshops	-	**3**
N° 3rd party events where Blue-Cloud is promoted	-	**40**
N° participants in the Final Event	-	**300**
Stakeholders		
N° Blue-Cloud Community users	-	**>3000**
N° Blue-Cloud Followers across platforms	3,000	**5,000**
N° DDAS, VRE & EOV Data Analytics sessions per month	-	**3,000**
N° DDAS, VRE & EOV Data Analytics jobs per month	-	**5,000**
N° ESEB Members	-	**10**
N° New synergies with external initiatives		**>10**

N° EU countries engaged	-	**27**

Table 9 Target KPIs by end of project

8. Conclusion

Through the four targeted thematic campaigns described in this deliverable, Blue-Cloud 2026 aims to become a leading initiative in the EOSC ecosystem within Horizon Europe, also facilitating interactions and connections with the Digital Twins of the Ocean landscape.

Blue-Cloud 2026 will build on the H2020 Blue-Cloud and continue expanding its impact by further exploiting the international dimension facilitated by strengthened connections with communities such as UNESCO, IEEE, and the All-Atlantic Alliance, bringing Blue-Cloud services closer to end-users in Europe and beyond.

The Training Academy will play a fundamental role in this, ensuring that quality courses and materials are available to the international community, both in terms of learning how to use Blue-Cloud services, as well as of familiarising with FAIR principles and applying them to ocean science.

Leveraging the experience of H2020 Blue-Cloud, Blue-Cloud 2026 will further expand its synergies network and establish practical collaboration in order to improve usability and functionalities, as well as to widen the scope of applications of Blue-Cloud services.

Funded by the European Union

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