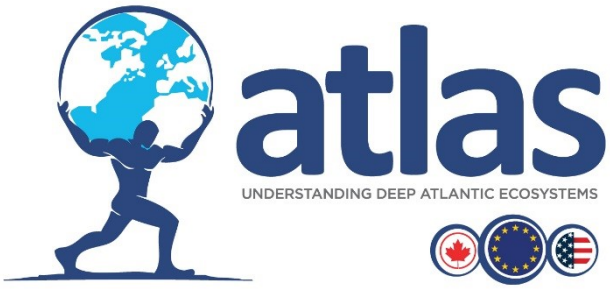


Deliverable D 9.2

Dissemination Portfolio

Project acronym:	ATLAS
Grant Agreement:	678760
Deliverable number:	9.2
Deliverable title:	Dissemination Portfolio
Work Package:	9
Date of completion:	18.10.2016
Author:	Dr. Claudia Junge (AquaTT)
Date / Version	06.10.2016 / v1

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 678760 (ATLAS). This output reflects only the author's view and the European Union cannot be held responsible for any use that may be made of the information contained therein.

Contents

SUMMARY 4

1 Introduction 5

2 Logo and Branding 5

2.1 Logo 5

2.2 Branding Guidelines 7

2.2.1 Logo Options 7

2.2.2 Use of Logo 7

2.2.3 Typefaces 9

2.2.4 Colour Palette 9

2.2.5 EU Acknowledgment and Disclaimer 9

3 Website 10

3.1 Purpose and Functionalities 10

3.2 Website Structure 11

4 Factsheet 12

4.1 Infographic 13

5 Social Media 13

6 PowerPoint Presentations 14

6.1 PowerPoint Template 14

6.2 PowerPoint Presentation Pack 14

7 Banners and Posters 15

8 Partners Involved in the Work 15

Final Page: Document Information 17

Annex 1 – Logo suite 18

Annex 2 – Website 19

Annex 3 – Factsheet 21

Annex 4 – Infographic 23

Annex 5 – Powerpoint Template 24

Annex 6 – Powerpoint Presentation Pack.....27

Annex 7 – Banner.....37

Annex 8 - Poster.....38

SUMMARY

Objectives

The ATLAS dissemination portfolio has been developed to facilitate the promotion of the ATLAS project and disseminate the project's objectives and findings to a variety of stakeholders and possible end-users. It is intended to help partners communicate the project and its results in a consistent and efficient manner.

Rationale

The ATLAS dissemination portfolio includes the ATLAS logo, branding guidelines, a public website, social media channels (Twitter, LinkedIn, Facebook), a factsheet with information about the project, PowerPoint presentations (templates and content slides for partners to use), a banner and a poster (status: October 2016). More dissemination means might be added later on in the project, if deemed relevant.

The ATLAS logo has been designed based on the elements of the application stage logo, i.e. ATLAS naming, an option with flags, Atlas Greek God, globe. Branding guidelines have been developed to ensure consistent usage and therefore recognition value.

The ATLAS website is the main tool for promoting the project and disseminating the project's objectives, work plan and results to a wide audience. New materials which will be developed by the consortium during the project's lifetime, will be made available on the website.

Social networking is part of the ATLAS communication strategy and therefore several social media channels are in use already, namely Twitter (@eu_atlas), Facebook (@EuATLAS) and LinkedIn ("ATLAS - Deep Discoveries").

A factsheet has been developed with the aim to facilitate communication and dissemination of the ATLAS project giving information about the challenge the project is addressing, its objectives, expected results, multidisciplinary approach and consortium. Partners are encouraged to distribute the factsheet to their own networks and contacts.

PowerPoint Slide Master Templates have been developed and distributed to all partners for use in internal and external presentations on ATLAS. A PowerPoint Presentation Pack has been developed so partners can represent the ATLAS project when attending meetings in a consistent and efficient manner.

All materials described in this deliverable were developed by AquaTT (with exception of the project's website, which has been developed by the ATLAS Project Office). All text has been developed together with the coordination team and all end products were agreed upon. All dissemination material has been updated in M6 to reflect the move of the ATLAS Project Office and therefore change in coordinating institute (except the website and an on-demand poster).

Team involved in deliverable writing

AquaTT

1 Introduction

The overall objective of WP9 is to ensure effective external communication, dissemination and optimal knowledge transfer of ATLAS results and applications leading to optimal exploitation of its research outputs. All project partners are involved in dissemination and exploitation in order to foster awareness and transfer results for impact, especially in their own countries and in their own communities.

A portfolio of dissemination resources and tools was developed to facilitate promotion and widespread awareness of the project. This is intended to help partners communicate the project and its results in a consistent and efficient manner. All materials described here have been developed by AquaTT (with exception of the project's website, which has been developed by the ATLAS Project Office). All text and content have been developed together with the coordination team and all end products were agreed upon.

All dissemination material has been updated in M6 to reflect the move of the ATLAS Project Office and therefore change in coordinating institute (except the website and an on-demand poster).

2 Logo and Branding

2.1 Logo

A specific project logo has been developed for project identity. The ATLAS logo is constructed using a combination of rounded bold lettering, harmonious colour choices, and illustration. The secondary logo is only to be used for specific branding purposes. All logo options are found in Annex 1. The logo is and will be included in all project promotional material including the factsheet, website, etc. Brand guidelines have been developed alongside the logo, elaborated upon below, and will be uploaded onto the Partner's Area of the project website.

Primary Logo - universal use

Secondary Logo - universal use

One colour versions are intended for applications that are restricted in colour, such as fax, memo etc. and any time it is not possible to use colour printing techniques.

Black Logo

White Logo

2.2 Branding Guidelines

The branding guidelines for ATLAS have been developed to ensure consistent usage and therefore recognition value. These branding guidelines, set out in the manual for ATLAS, offer the means by which all partners in ATLAS can achieve the prescribed standards of presentation. All partners are expected to follow these guidelines.

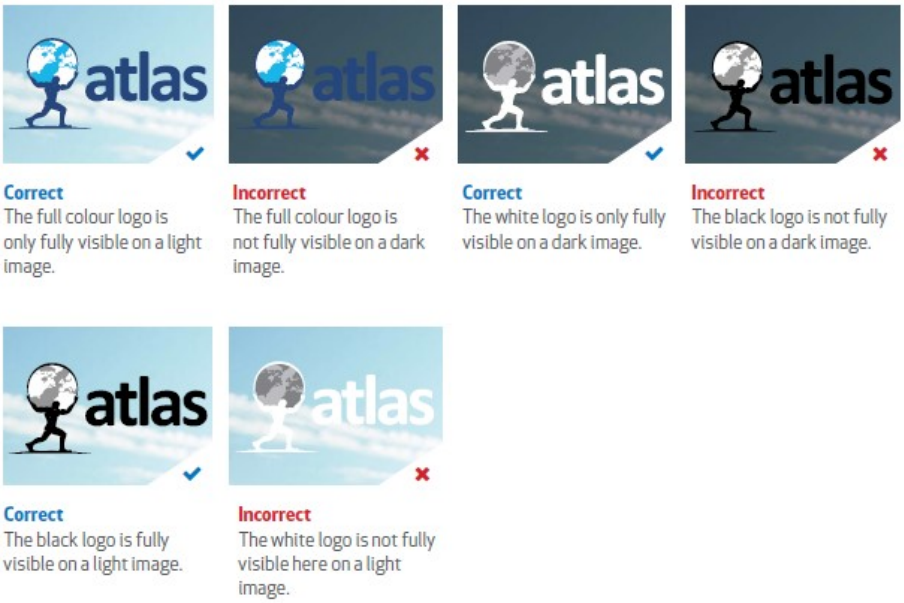
The branding guidelines manual contains the following sections: logo, one colour logo, correct use of the logo, incorrect use of the logo, typefaces, colour palette, and EU acknowledgment.

2.2.1 Logo Options

Logo options include the primary and secondary logo (see 2.1) as well as two one colour options (see 2.1).

2.2.2 Use of Logo

The preferred background for the ATLAS logo is white, but in some cases it is necessary to use the logo over colour. In all cases, it is important to ensure that all elements of the logo are clearly visible. Below are some examples of correct and incorrect logo use.



Additionally, several other incorrect uses are demonstrated, for example, never recreate elements of the artwork and do not modify elements or alter colours.

2.2.3 Typefaces

Gotham is the primary ATLAS typeface for professional promotional print. This simple, modern font helps communicate ideas clearly and confidently. It is highly legible in both print and digital communications. It is available in a range of weights: from light to bold. Calibri is the secondary ATLAS typeface. This font is intended for internal use. Calibri reflects the clean look of the primary typeface and should be used whenever possible within Microsoft Office applications i.e. Word, PowerPoint, Excel etc. Calibri Regular can be used for all standard communication materials e.g. letters/faxes/reports/emails etc.

2.2.4 Colour Palette

A colour palette has been developed for ATLAS inspired by colours found in the logo as well as deep-sea animals and habitats. The CMYK values are required when preparing materials for professional print jobs, and the RGB values are required when preparing materials for the web.

2.2.5 EU Acknowledgment and Disclaimer

All publications or any other dissemination relating to foreground should include the EU emblem and the following statement to indicate that said foreground was generated with the assistance of financial support from the European Union:

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 678760 (ATLAS). This output reflects only the author's view

and the European Union cannot be held responsible for any use that may be made of the information contained therein.

High-resolution versions of the EU emblem can be found here: http://europa.eu/about-eu/basic-information/symbols/flag.

3 Website

3.1 Purpose and Functionalities

The ATLAS website is the main tool for promoting the project and disseminating the project's objectives, work plan and results to a wide audience including all stakeholders and possible end-users.

The website will be a one-stop access online portal and will play multiple roles; a communication resource to promote the project, its objectives, and partnership; a communication resource to update interested parties on progress, results, and outcomes and a repository for public deliverables. The public project website will be visually attractive and informative and will include a link to the web-based collaborative workspace to facilitate continuous project partner communication.

A preliminary ATLAS website has been developed ahead of the project start to enable early visibility of the project and its goals. This website has been widely distributed by other media. It will be further improved through the development of a new website which is currently in planning at the University of Edinburgh (October 2016). The new ATLAS website will be hosted by the ATLAS Project Office at the new host institution (The University of Edinburgh), in M7. It will be developed following the EU's best practice guidelines for project websites and the main focus when designing the new website will be to present it to the audience in a clear and user-friendly way. A comprehensive search function will be included in the website structure and a separate workspace for project partners will be accessible through a link on the website.

To ensure successful promotion of the project, to sustain the interest of the audience and attract new users, the website's contents will be maintained, continuously updated and populated with new information throughout the project's lifetime. The continuous updating of the webpage will include the Calendar of events organised by the ATLAS consortium, as well as events where ATLAS partners are going to be represented, and any other events of interest to the partnership. The News Section will be regularly updated with news on the project as well as external news relevant to ATLAS. The Media Centre will house all dissemination products and activities including open access scientific papers, articles, press releases and the project factsheet. New materials such as public deliverables, newsletters, manual handbooks and promotional material, which will be developed by the consortium during the project's lifetime, will be made available on the website. Links to the project's social media sites will be added on the website. Visually attractive media such as videos, animations, and infographics will be increasingly used on the ATLAS website.

The ATLAS Project Office is responsible for managing the ATLAS public website and will update it on a regular basis. Any partners who have feedback on the site or wish to upload materials, news or events to the website (calendar) should contact Katherine Simpson (katherine.simpson@ed.ac.uk).

All project partners will be involved in providing new information and materials for the website and project partners will be requested to include a link to the new website on their own institution websites.

The website will remain active after the end of the project, as a valuable public source of research information on the subject and for promoting the outputs of publicly funded research in the domain beyond the project's lifetime. It is anticipated the project website will remain active for a minimum of 3 years following the end of the project.

The ATLAS website is available on www.eu-atlas.org.

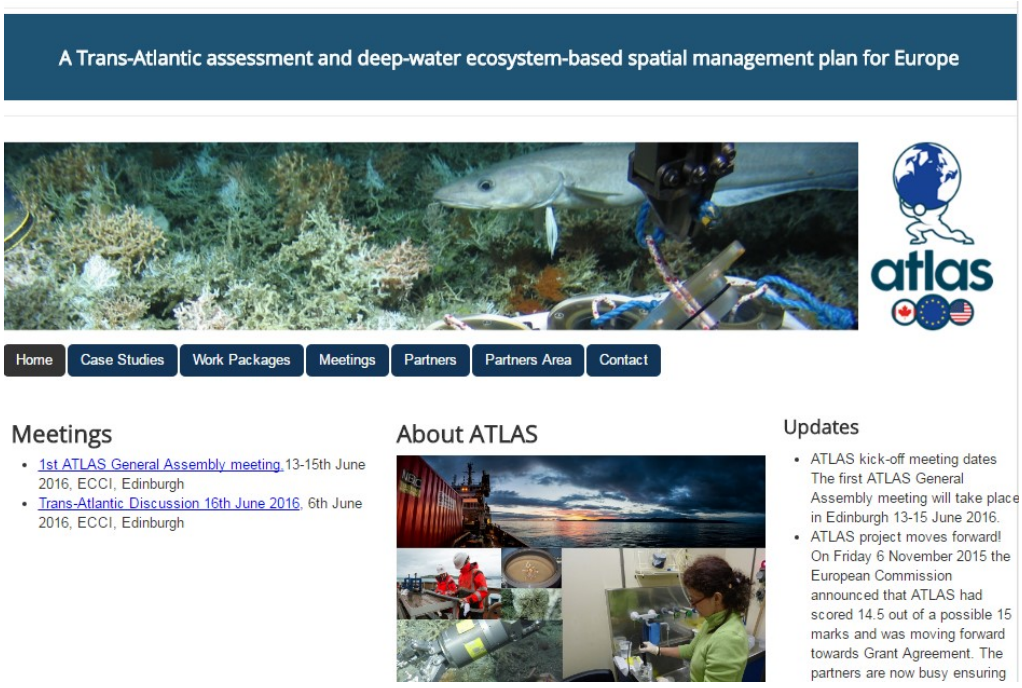
Please note: At the onset of the project, the project branding had to be designed before the style and colour theme of the website could be defined. A slight delay in finalising the website and the delivery of this deliverable were due to internal discussions about the final design of the logo and approval by the project partners. Upon agreement of the final design of the final design of the logo by the project consortium, the graphic design of the new website started.

3.2 Website Structure

(Images shown below and in Annex 2 are from current ("old") website)

- Home
- Case Studies
- Work Packages
- Meetings
- Partners
- Partner Area
- Contact

"Home" with image(s) and text: about ATLAS, updates and meetings.



The “Case Studies” section shows the location of the different case studies investigated in ATLAS, including the option of an interactive google map. See Annex 2.

The “Work Packages” section introduces the reader to objectives and tasks of each work packages, as well as to the work package leader.

The “Meetings” section provides an overview of past and upcoming ATLAS meetings including the respective programs.

The “Partners” section lists all ATLAS partners and the “Partners Area” allows restricted access for ATLAS partners to internal ATLAS information like presentations from past meetings and events represented by ATLAS members.

4 Factsheet

A full colour, 2-page A4 project factsheet has been designed and produced in M5 and updated in M6, following project branding (see Annex 3). The factsheet describes the project, its main objectives, partnership, funding and expected results, and will be used as a way to raise general awareness of the project. The factsheet is available for download from the project website and by contacting WP9 leader AquaTT. Partners are encouraged to distribute the factsheet through their networks and at relevant events. Translation of the factsheet is possible and the protocol to do so is outlined in the DEP.

4.1 Infographic

An infographic illustrating the multi-disciplinary approach applied in ATLAS has been developed and will also be used as a core design graphic element throughout the project's lifetime (see above, top right, page2 of factsheet, and Annex 4).

5 Social Media

Social networking is part of the communication strategy and several social media channels have been set up early on in the project. The project is and will amongst others be actively disseminated through Twitter (@eu_atlas) and Facebook (@EuATLAS) (led by the ATLAS Project Office) and LinkedIn ("ATLAS - Deep Discoveries") (led by AquaTT), where ATLAS relevant information will be communicated. For Twitter, different hashtags (#) will be created for various activities, such as research cruises "#atlasatsea" which will be communicated to the partnership.

Partners are asked to contribute to Social Media channels where possible to ensure the timely communication of interesting activities and results, and engage partners in dissemination and outreach activities involving their research.

A protocol for tweeting has been established (see ATLAS Dissemination and Exploitation Plan, D9.1). This protocol also applies for any other social media use, such as Facebook and LinkedIn. Some reference to the ATLAS project should always be included, for example, a link to the website, or reference to the other social media ("@eu_atlas").

6 PowerPoint Presentations

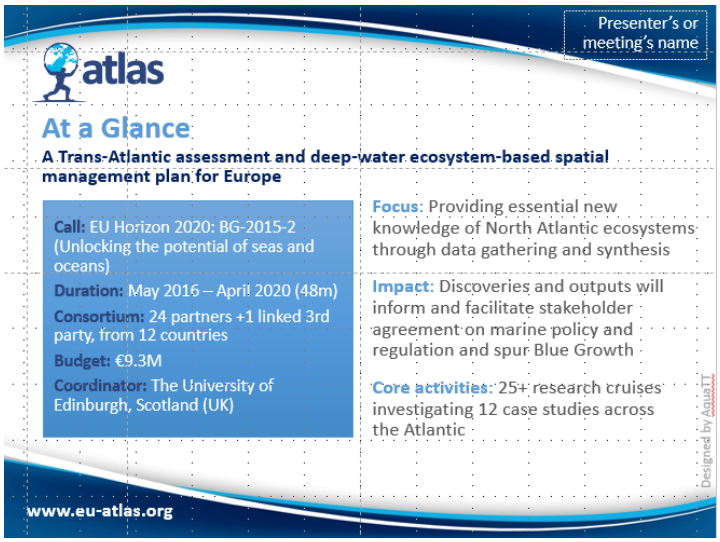
6.1 PowerPoint Template

PowerPoint Slide Master Templates have been developed and distributed to all partners for use in presentations. These templates contain cover slide, content slides (several options), and a closing slide (with interchangeable image). See Annex 5. This ATLAS PowerPoint slide template should be used at internal and external events when presenting the ATLAS project and/or its outcomes and it is available on the Partner's Area of the project website.

6.2 PowerPoint Presentation Pack

A PowerPoint Presentation Pack has been developed in M4 so partners can represent the ATLAS project when attending meetings in a consistent and efficient manner. It contains three standard sets of ATLAS slides that are available introducing the key elements of the project:

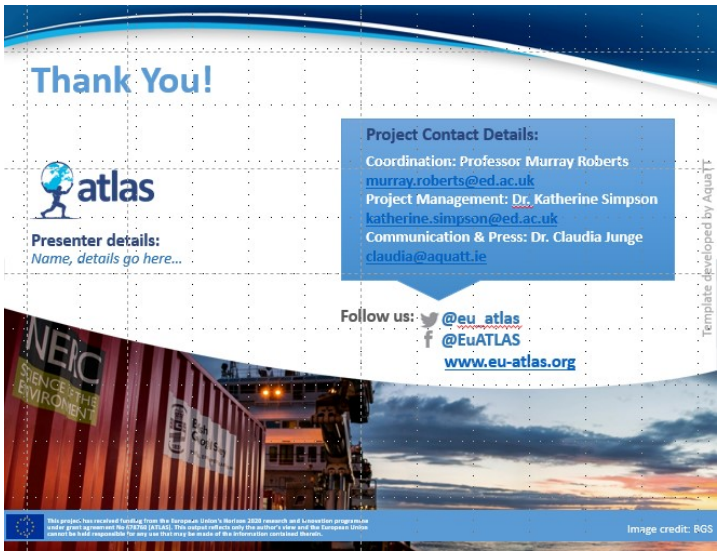
- **1 Slide** – A flash slide presenting the basic facts about the project – "ATLAS At a Glance" (see below and Annex 6)
- **3 Slides** – With 2 additional slides on the project and partnership. See Annex 6.
- **10 Slides** – A more detailed presentation with further detail on the project (8 slides), including graphical slides (2) that can be modified by partners through choosing their own images and text. See Annex 6.



It is up to each partner to choose which slides are most appropriate for any given event. Partners are also encouraged to adapt the slides or add more slides to suit the target audience. Partners should respect the slide master template (background, font, layout) when building new slides to ensure a consistent project branding.

This PowerPoint Presentation Pack will be updated throughout the project's lifetime to reflect new findings; it is, therefore, a live resource for partners to communicate ATLAS and their research within the project. At 18-month intervals, the standard set of slides will be updated based on feedback from the partnership and as more results come online.

Partners have been asked to always ensure that the EU H2020 credit/disclaimer slide is present on any presentation (see below).



7 Banners and Posters

An ATLAS banner has been designed (M1) and updated (M5) (see Annex 7), as well as a poster presenting an overview of the project (see Annex 8). The latter will be updated on demand.

8 Partners Involved in the Work

This dissemination portfolio is intended to help partners communicate the project and its results in consistent and efficient manner. All materials described here have been developed by AquaTT (with exception of the project's website, which has been developed by the ATLAS Project Office). The text and content have been developed in collaboration with the ATLAS Project Office and all end products were agreed upon.

This PowerPoint Presentation Pack was developed and will be updated by AquaTT throughout the project's lifetime to reflect new findings; it is, therefore, a live resource.

Several other dissemination materials have been developed by AquaTT, e.g. banner and poster, and they have been or will be updated as needed once the coordination team has moved organisations.

The website was developed and is managed by the ATLAS Project Office, who will update it on a regular basis. Partners who wish to upload materials, news or events to the website (calendar) should contact the coordination team. Questions and queries regarding the website can be addressed to Katherine Simpson (katherine.simpson@ed.ac.uk).

The ATLAS collaborative platform, an intranet website restricted to project partners only, is also managed by the ATLAS Project Office. A link to the collaborative platform is available on the ATLAS

general website. Any questions and queries regarding the collaborative platform should be directed to Katherine Simpson (katherine.simpson@ed.ac.uk).

Final Page: Document Information

EU Project N°	678760	**Acronym**	ATLAS
Full Title	A trans-Atlantic assessment and deep-water ecosystem-based spatial management plan for Europe		
Project website	www.eu-atlas.org		

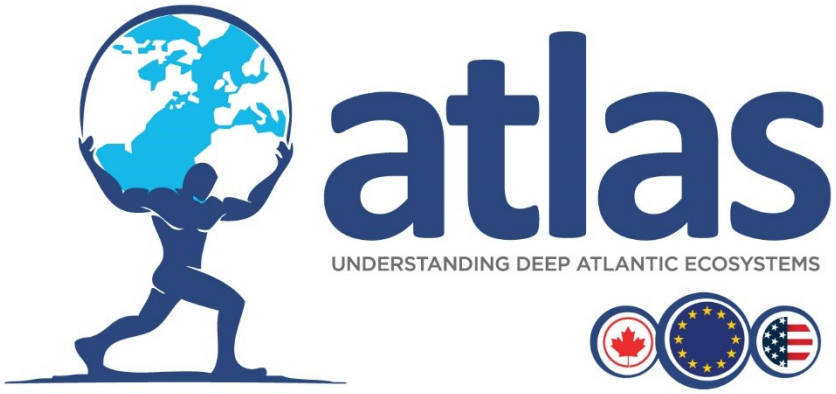
Deliverable	**N°**	9.2	**Title**	Dissemination Portfolio
Work Package	**N°**	9	**Title**	

Date of delivery	**Contractual**	M3	**Actual**	M5 (some elements of the deliverable delayed due to logo discussion delays)
Dissemination level	x	PU Public, fully open, e.g. web		
		CO Confidential restricted under conditions set out in Model Grant Agreement		
		CI Classified, information as referred to in Commission Decision 2001/844/EC		

Authors (Partner)	AquaTT			
Responsible Authors	**Name**	Dr Claudia Junge	**Email**	claudia@aquatt.ie

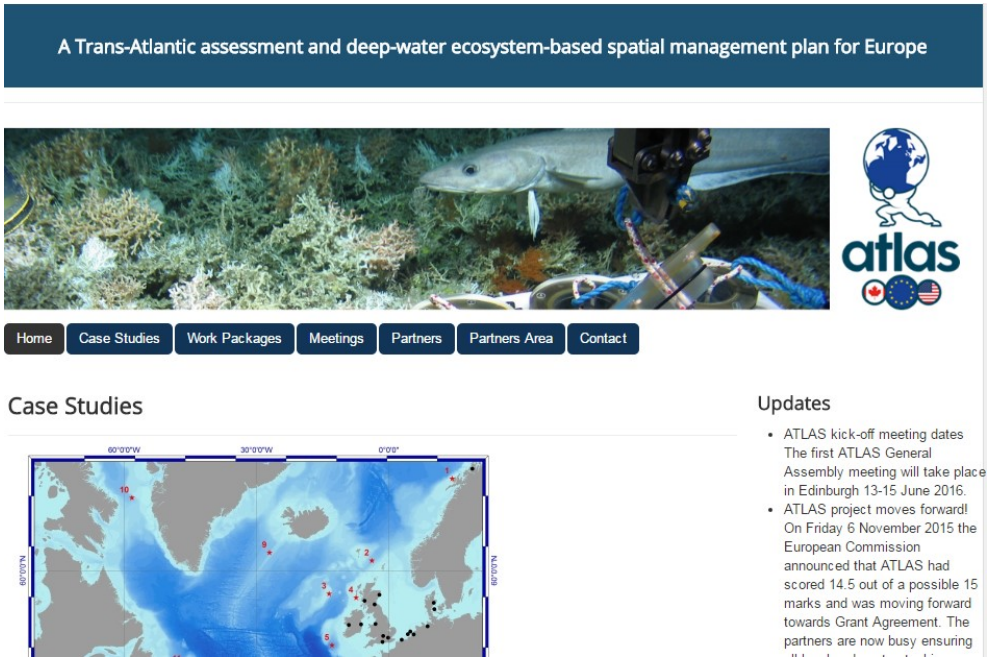
Version log			
Issue Date	**Revision N°**	**Author**	**Change**
06.10.2016	0	Dr Claudia Junge/ Marieke Reuver	N/A (first draft)
12.10.2016	1	Dr Katherine Simpson	Review ATLAS Project manager
18.10.2016	2	Dr Claudia Junge	Last revision
	3		
	4		
	5		
	6		

Annex 1 – Logo suite

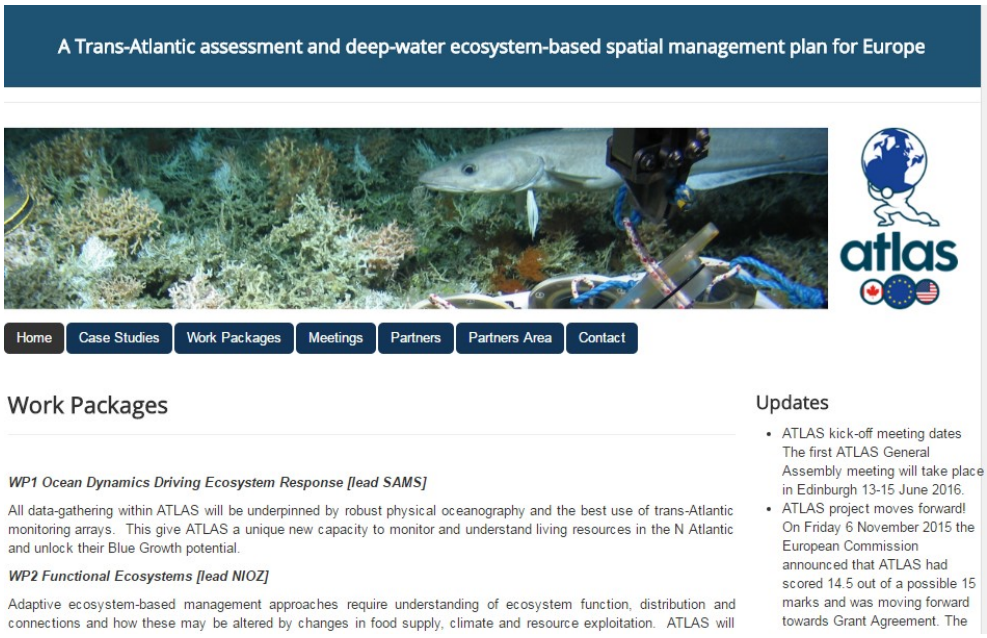


Annex 2 – Website

Case studies



Work packages



Annex 3 – Factsheet

atlas

UNDERSTANDING DEEP ATLANTIC ECOSYSTEMS
www.eu-atlas.org

THE CHALLENGE

Changing environmental conditions and human activities have major impacts on the distribution and sustainability of living marine resources. This poses a serious challenge to the business and policy communities seeking to balance societal needs with environmental sustainability. Large-scale ocean observation is needed to improve our understanding of how deep ocean ecosystems function, their roles as reservoirs of biodiversity and genetic resources, and their health under future scenarios of climate change and human use.

PROJECT OBJECTIVES

ATLAS will provide essential new knowledge of deep ocean ecosystems in the North Atlantic. This ambitious project will explore the world of deep-sea habitats (200-2000 m) where the greatest gaps in our understanding lie and certain populations and ecosystems are under pressure.

The four overarching objectives of **ATLAS** are to:

- **Advance** our understanding of deep Atlantic marine ecosystems and populations
- **Improve** our capacity to monitor, model and predict shifts in deep-water ecosystems and populations
- **Transform** new data, tools and understanding into effective ocean governance
- **Scenario-test** and develop science-led, cost-effective adaptive management strategies that stimulate Blue Growth

AT A GLANCE

TITLE: A trans-Atlantic assessment and deep-water ecosystem-based spatial management plan for Europe (ATLAS)

CALL: Blue Growth: Unlocking the potential of seas and oceans (H2020-BG- 2015-2)

TOPIC: Improving the preservation and sustainable exploitation of Atlantic marine ecosystems (BG-01-2015)

INSTRUMENT: Research and Innovation Action

DURATION: May 2016 – April 2020 (48 months)

CONSORTIUM: 24 partners plus one linked 3rd party, from 12 countries

COORDINATOR: The University of Edinburgh, Edinburgh, Scotland, UK

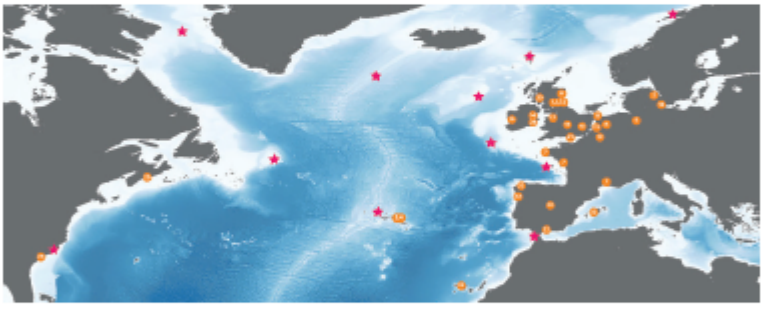
EXPECTED RESULTS

The results of the project will inform and facilitate stakeholder agreement on relevant science-led marine policy and regulation to ensure good ecosystem management and sustainable resource exploitation. It will also contribute to the European Commission's long-term **"Blue Growth"** strategy to support sustainable growth in the marine and maritime sectors as a whole.

CONSORTIUM

The consortium includes **24 + 1 multi-stakeholder, multidisciplinary partners** from leading organisations with 12 universities, 4 national research institutes, 5 small and medium sized enterprises, and 4 government agencies across 10 European countries, the USA and Canada.

MULTIDISCIPLINARY APPROACH



★ Case Studies ● Project Partners

1 The University of Edinburgh (UEDIN)
2 Aarhus Universitet (AU)
3 IMAR - Instituto do Mar (IMAR)
4 Secretaria Regional do Mar, Ciência e Tecnologia (DRAM)
5 British Geological Survey (BGS/NERC)
6 Gianni Consultancy (GC)
7 Institut Francais de Recherche pour L'Exploitation de la Mer (Ifremer)
8 Marine Scotland (MSS)
9 Universitaet Bremen (UniHB)
10 Iodine (iodine)
11 Royal Netherlands Institute for Sea Research (NIOZ)
12 Dynamic Earth (DE)
13 University of Oxford (UOX)
14 University College Dublin (UCD)
15 University College London (UCL)
16 National University of Ireland, Galway (NUIG)
17 University of Liverpool (ULIV)
18 University of Southern Denmark (USD)
19 The Arctic University of Norway (UIT)
20 Scottish Association for Marine Science (SAMS)
21 Seascape Consultants (SC)
22 Instituto Español de Oceanografía (IEO)
23 University of North Carolina Wilmington (UNCW)
24 AquaTT UETP Ltd (AquaTT)
25 Fisheries and Oceans Canada (DFO)

EXPECTED IMPACTS

Pioneering innovation in modelling, predicting, and monitoring of marine ecosystems, as well as policy implementation:

- **New basin-scale models**
- **Better predictions**
- **Cost-effective robust monitoring**
- **Stronger policy implementation**
- **Dynamic science communication**

Find out more:
www.eu-atlas.org

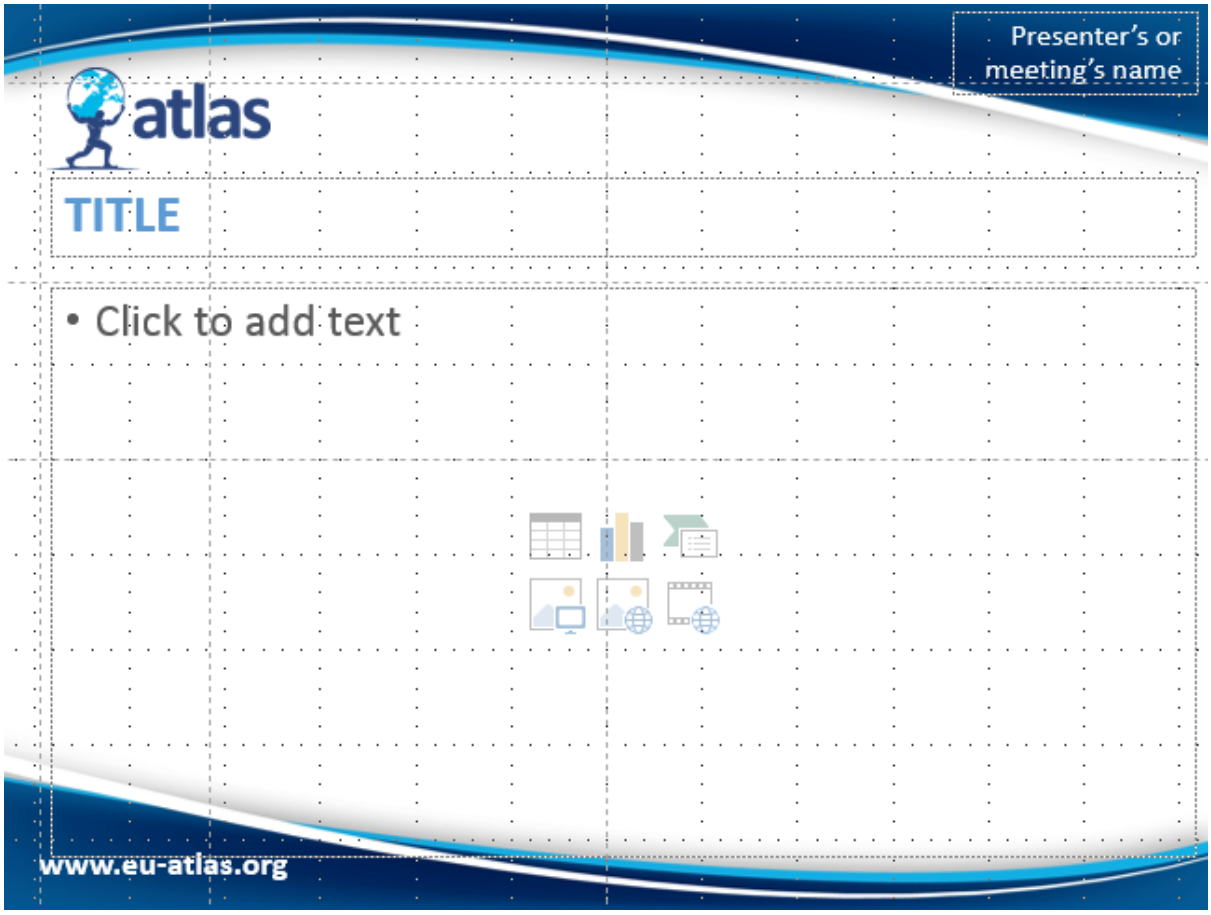
Follow us:
@eu_ATLAS
@EuATLAS
ATLAS - Deep Discoveries

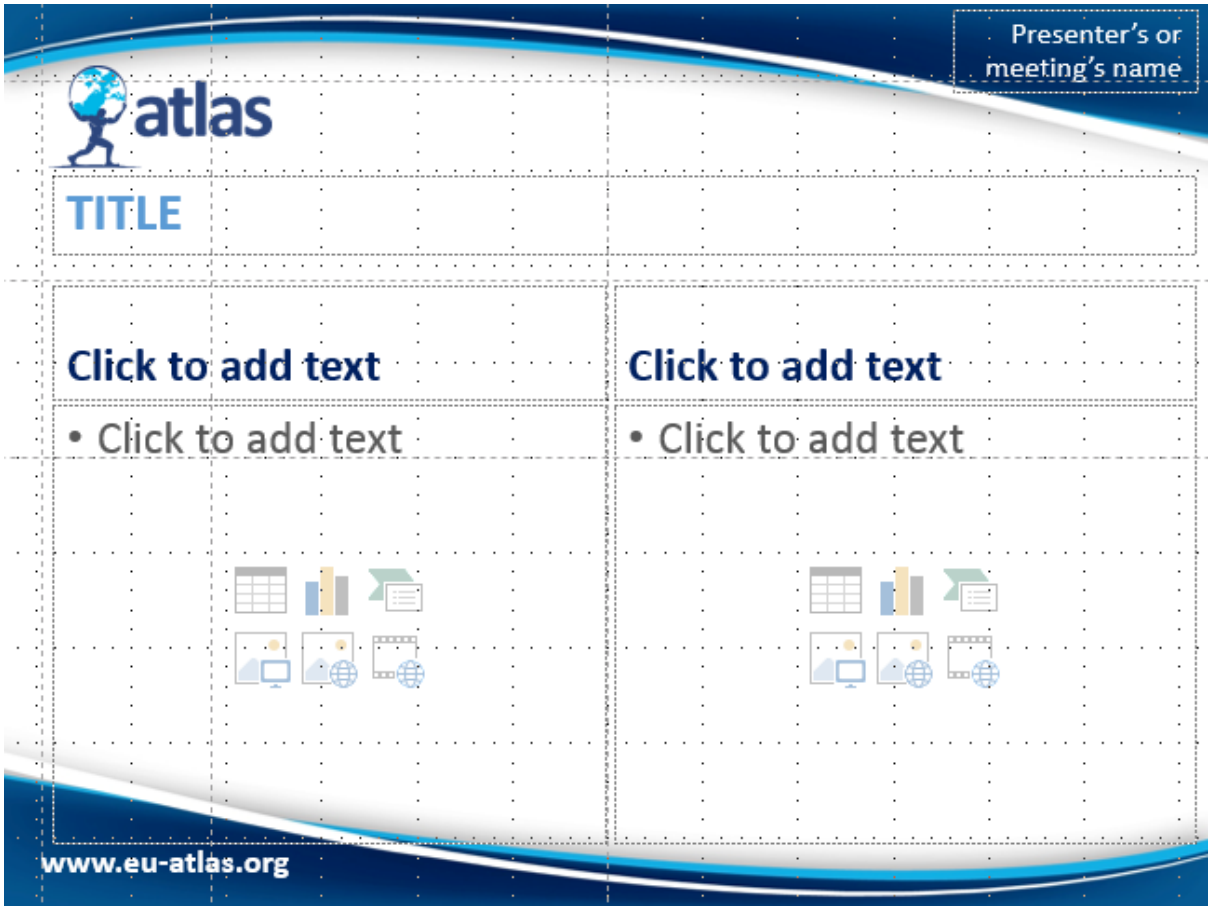
Contact us:
COORDINATION & MANAGEMENT:
murray.roberts@ed.ac.uk
katherine.simpson@ed.ac.uk
COMMUNICATION & PRESS:
claudia@aquatt.ie

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 679266 (ATLAS). This output reflects only the author's view and the European Union cannot be held responsible for any use that may be made of the information contained therein.

Annex 4 – Infographic

Annex 5 – Powerpoint Template

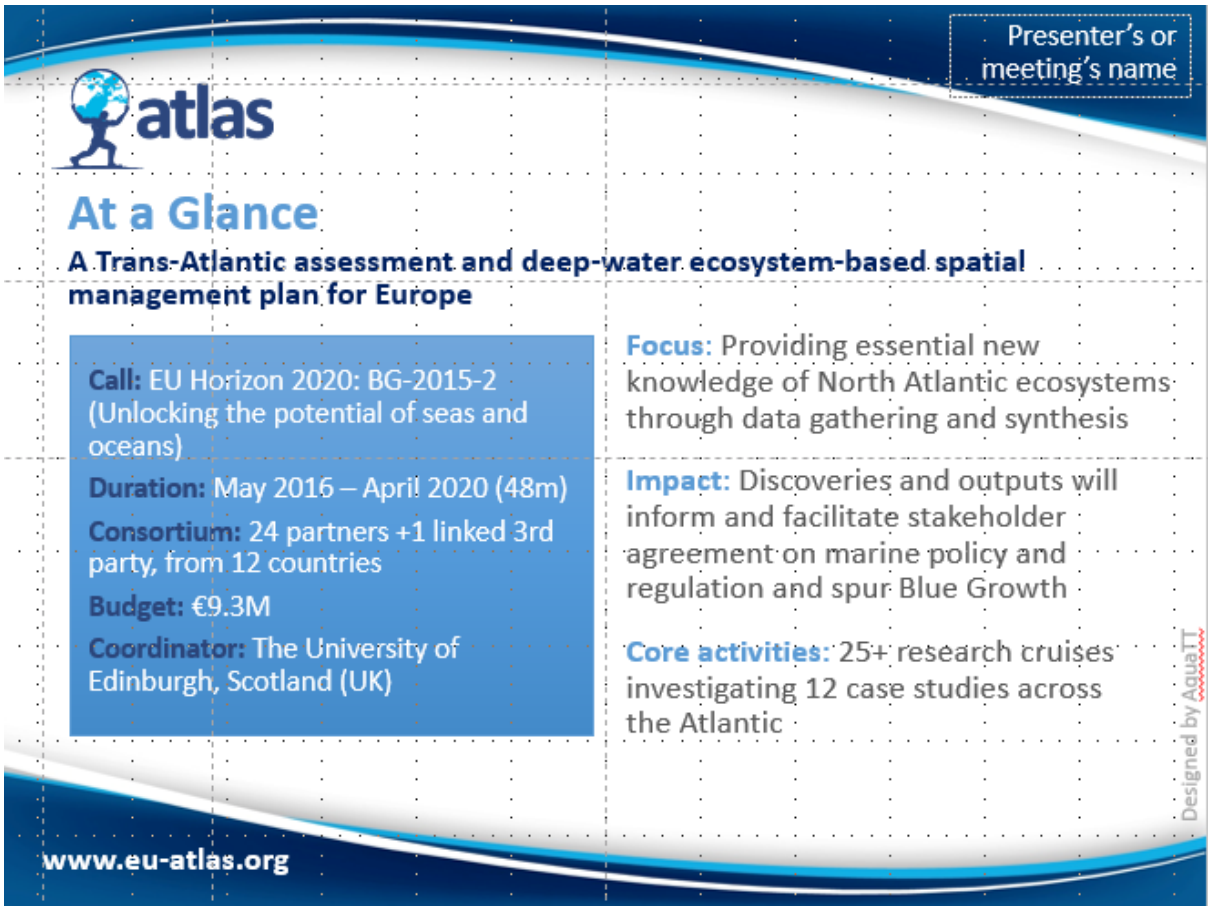

Presenter's or meeting's name
atlas
TITLE
• Click to add text
www.eu-atlas.org


Presenter's or meeting's name
atlas
TITLE
Click to add text
• Click to add text
Click to add text
• Click to add text
www.eu-atlas.org

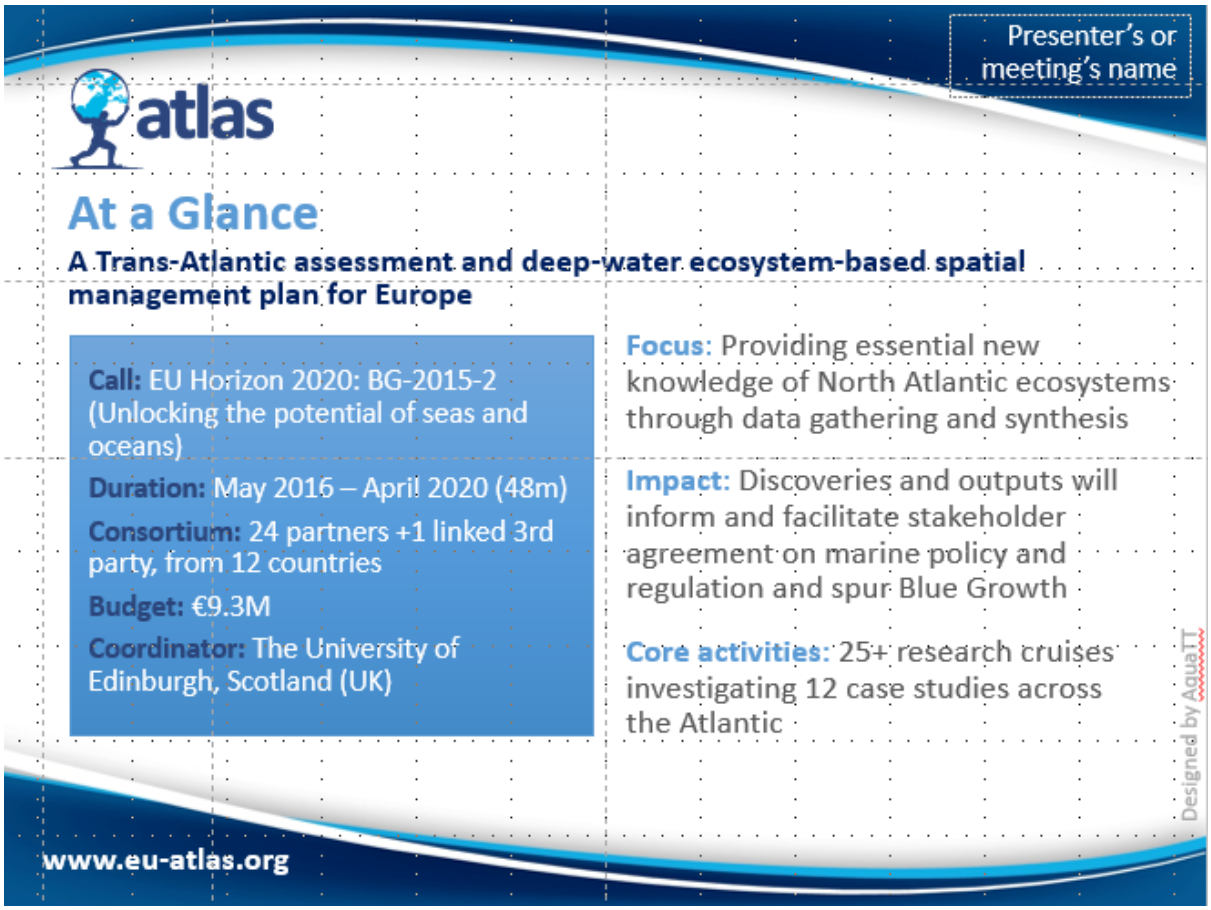
Thank You!
atlas
Presenter details:
Name, details go here...
Project Contact Details:
Coordination: Professor Murray Roberts
murray.roberts@ed.ac.uk
Project Management: Dr. Katherine Simpson
katherine.simpson@ed.ac.uk
Communication & Press: Dr. Claudia Junge
claudia@aquatt.ie
Follow us: @eu_atlas
@EuATLAS
www.eu-atlas.org
Template developed by AquaTT
NERC
SCIENCE OF THE ENVIRONMENT
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 678760 (ATLAS). This output reflects only the author's view and the European Union cannot be held responsible for any use that may be made of the information contained therein.
Image credit: BGS

Annex 6 – Powerpoint Presentation Pack

1 Slide



3 Slides

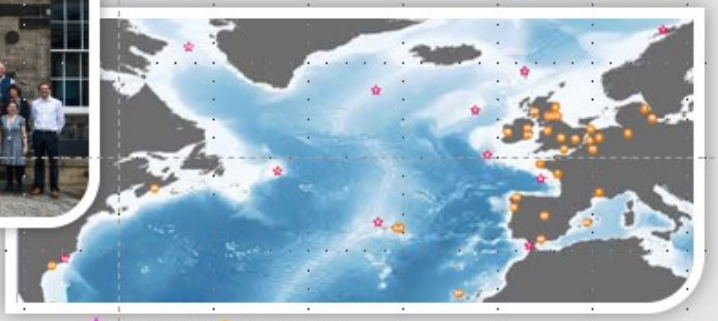

Presenter's or meeting's name
atlas
At a Glance
A Trans-Atlantic assessment and deep-water ecosystem-based spatial management plan for Europe
Call: EU Horizon 2020: BG-2015-2 (Unlocking the potential of seas and oceans)
Duration: May 2016 – April 2020 (48m)
Consortium: 24 partners +1 linked 3rd party, from 12 countries
Budget: €9.3M
Coordinator: The University of Edinburgh, Scotland (UK)
Focus: Providing essential new knowledge of North Atlantic ecosystems through data gathering and synthesis
Impact: Discoveries and outputs will inform and facilitate stakeholder agreement on marine policy and regulation and spur Blue Growth
Core activities: 25+ research cruises investigating 12 case studies across the Atlantic
Designed by AquaTT
www.eu-atlas.org

Presenter's or meeting's name

atlas

Trans-Atlantic Collaboration

ATLAS kick-off meeting Edinburgh (June 2016)



★ Case studies ● Project Partners

1 The University of Edinburgh (EDIN)
2 Aarhus Universitet (AU)
3 IMAR - Instituto do Mar (IMAR -Uaz)
4 Secretaria Regional do Mar, Ciência e Tecnologia (DRAM)
5 British Geological Survey (BGS/NERC)
6 Gianni Consultancy (GC)
7 Institut Francais de Recherche pour L'Exploitation de la Mer (Ifremer)
8 Marine Scotland (MSS)
9 Universitaet Bremen (UniHB)
10 Iodine (Iodine)
11 NIOZ Koninklijk Nederlands Instituut voor Onderzoek der Zee (NIOZ)
12 Dynamic Earth (DE)
13 University of Oxford (UOX)
14 University College Dublin (UCD)
15 University College London (UCL)
16 National University of Ireland, Galway (NUIG)
17 University of Liverpool (ULIV)
18 Syddansk Universitet (USD)
19 The Arctic University of Norway (UiT)
20 Scottish Association for Marine Science (SAMS)
21 Seascape Consultants (SC)
22 Instituto Español de Oceanografía (IEO)
23 University of North Carolina at Wilmington (UNCW)
24 AquaTT UETP Ltd (AquaTT)
25 Fisheries and Oceans Canada (DFO)

Designed by AquaTT

www.eu-atlas.org

Presenter's or meeting's name

atlas

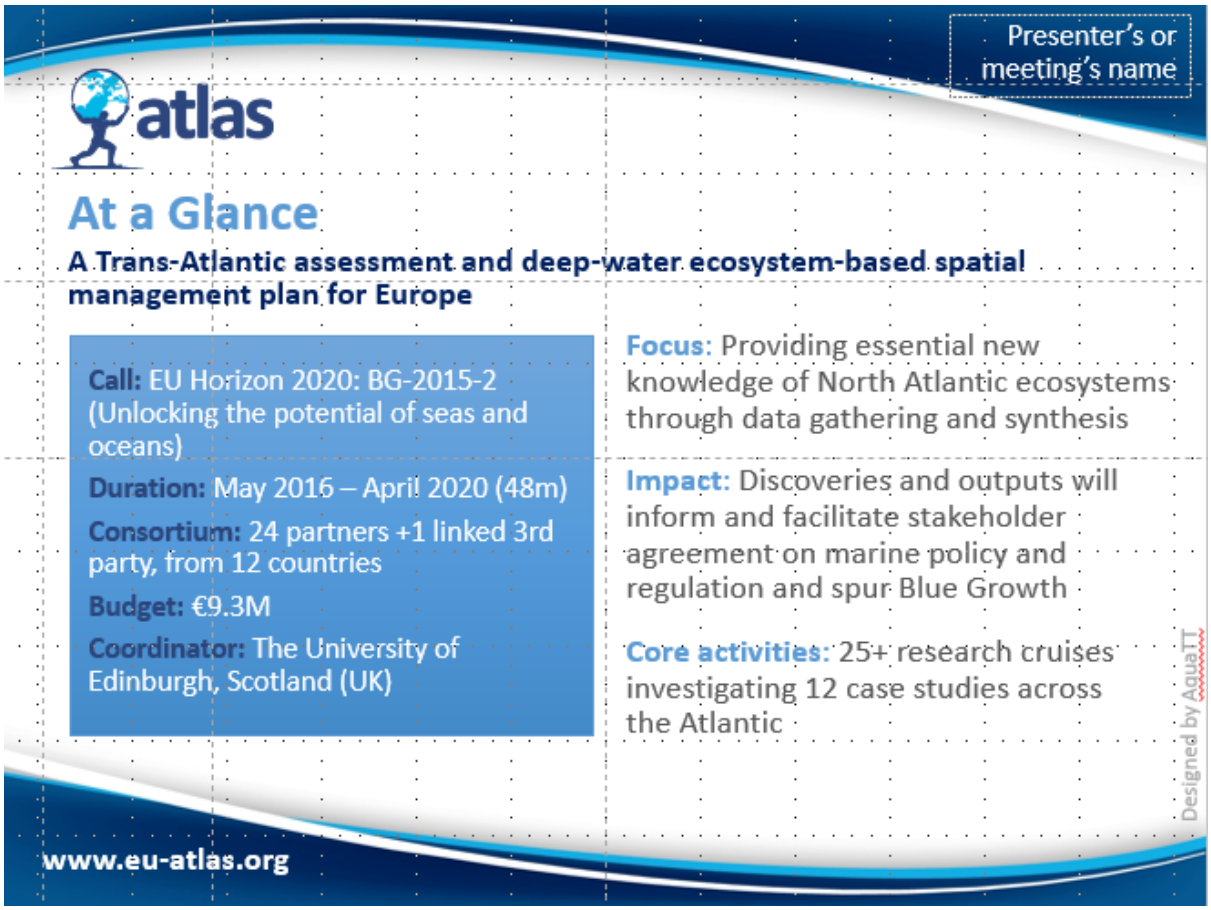
ATLAS Objectives

- **Advance** our understanding of deep Atlantic marine ecosystems and populations
- **Improve** our capacity to monitor, model and predict shifts in deep-water ecosystems and populations
- **Transform** new data, tools and understanding into effective ocean governance
- **Scenario-test** and develop science-led, cost-effective adaptive management strategies that stimulate Blue Growth

Designed by AquaTT

www.eu-atlas.org

10 Slides

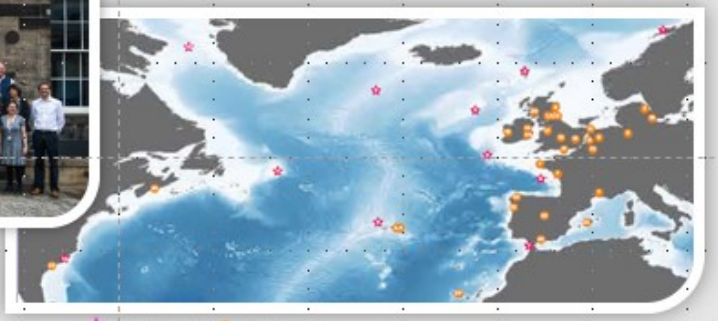

Presenter's or meeting's name
atlas
At a Glance
A Trans-Atlantic assessment and deep-water ecosystem-based spatial management plan for Europe
Call: EU Horizon 2020: BG-2015-2 (Unlocking the potential of seas and oceans)
Duration: May 2016 – April 2020 (48m)
Consortium: 24 partners +1 linked 3rd party, from 12 countries
Budget: €9.3M
Coordinator: The University of Edinburgh, Scotland (UK)
Focus: Providing essential new knowledge of North Atlantic ecosystems through data gathering and synthesis
Impact: Discoveries and outputs will inform and facilitate stakeholder agreement on marine policy and regulation and spur Blue Growth
Core activities: 25+ research cruises investigating 12 case studies across the Atlantic
Designed by AquaTT
www.eu-atlas.org

Presenter's or meeting's name

atlas

Trans-Atlantic Collaboration

ATLAS kick-off meeting Edinburgh (June 2016)



★ Case studies ● Project Partners

1 The University of Edinburgh (EDIN)
2 Aarhus Universitet (AU)
3 IMAR - Instituto do Mar (IMAR -Uaz)
4 Secretaria Regional do Mar, Ciência e Techologia (DRAM)
5 British Geological Survey (BGS/NERC)
6 Gianni Consultancy (GC)
7 Institut Francais de Recherche pour L'Exploitation de la Mer (Ifremer)
8 Marine Scotland (MSS)
9 Universitaet Bremen (UniHB)
10 Iodine (Iodine)
11 NIOZ Koninklijk Nederlands Instituut voor Onderzoek der Zee (NIOZ)
12 Dynamic Earth (DE)
13 University of Oxford (UOX)
14 University College Dublin (UCD)
15 University College London (UCL)
16 National University of Ireland, Galway (NUIG)
17 University of Liverpool (ULIV)
18 Syddansk Universitet (USD)
19 The Arctic University of Norway (UiT)
20 Scottish Association for Marine Science (SAMS)
21 Seascape Consultants (SC)
22 Instituto Español de Oceanografía (IEO)
23 University of North Carolina at Wilmington (UNCW)
24 AquaTT UETP Ltd (AquaTT)
25 Fisheries and Oceans Canada (DFO)

Designed by AquaTT

www.eu-atlas.org

Presenter's or meeting's name

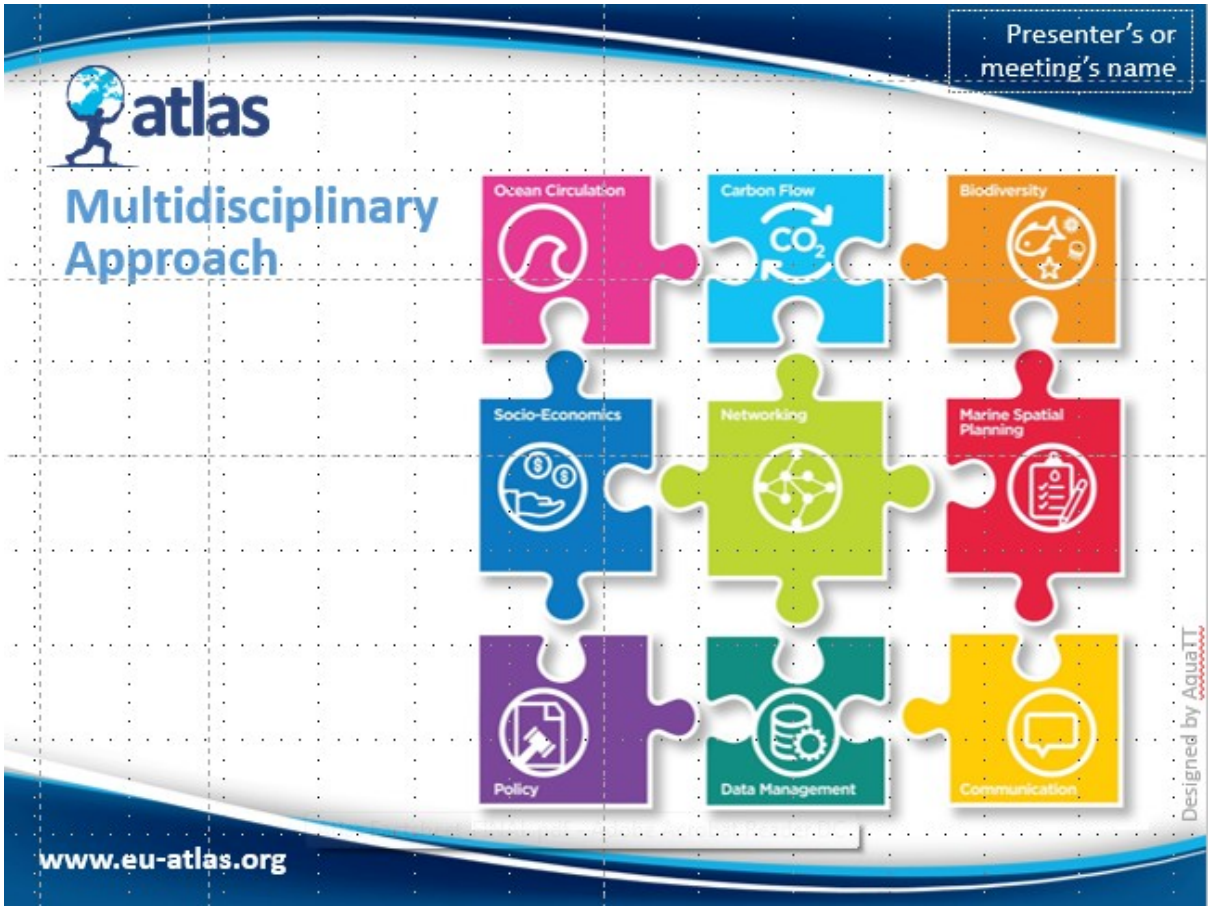
atlas

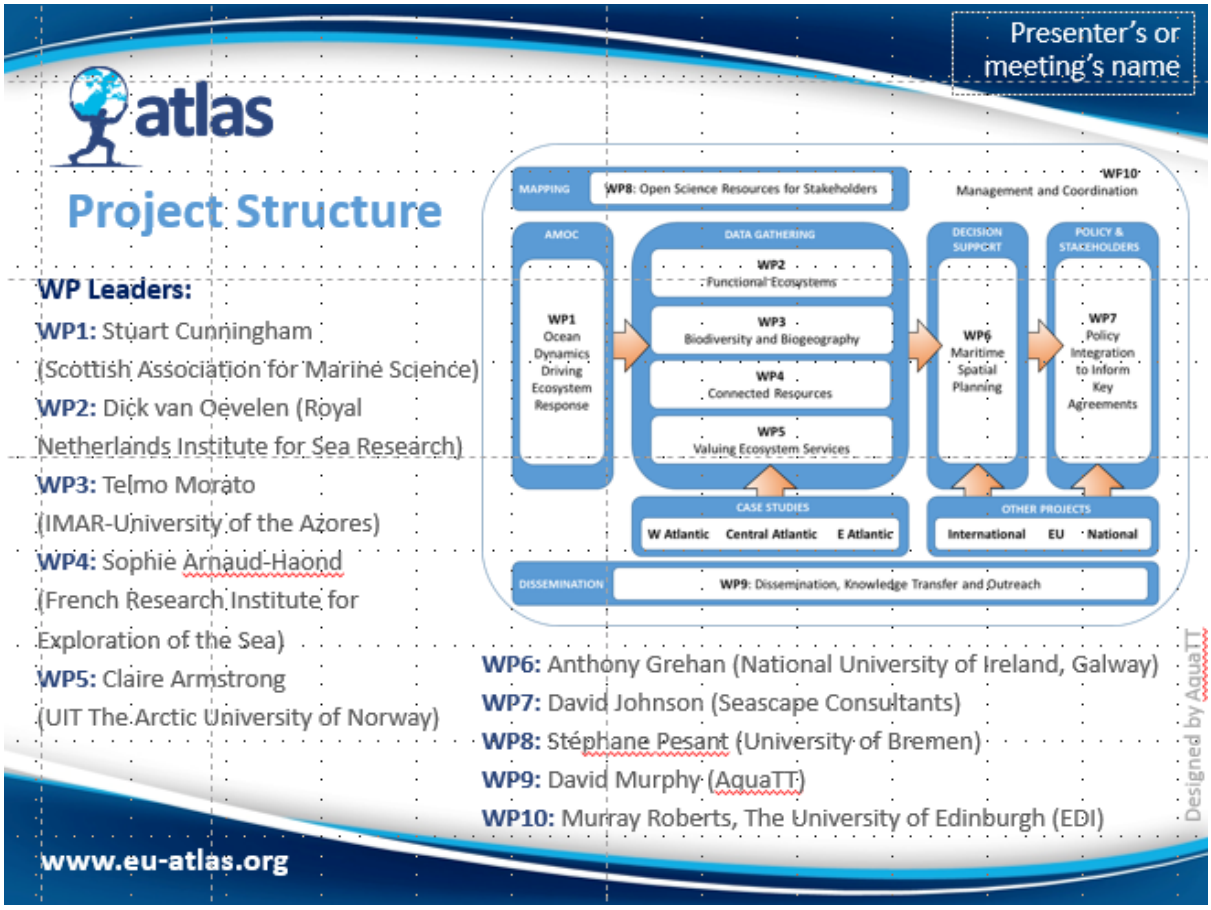
ATLAS Objectives

- **Advance** our understanding of deep Atlantic marine ecosystems and populations
- **Improve** our capacity to monitor, model and predict shifts in deep-water ecosystems and populations
- **Transform** new data, tools and understanding into effective ocean governance
- **Scenario-test** and develop science-led, cost-effective adaptive management strategies that stimulate Blue Growth

Designed by AquaTT

www.eu-atlas.org


Presenter's or meeting's name
atlas
Multidisciplinary Approach
Ocean Circulation
Carbon Flow
CO_2
Biodiversity
Socio-Economics
Networking
Marine Spatial Planning
Policy
Data Management
Communication
Designed by AquaTT
www.eu-atlas.org

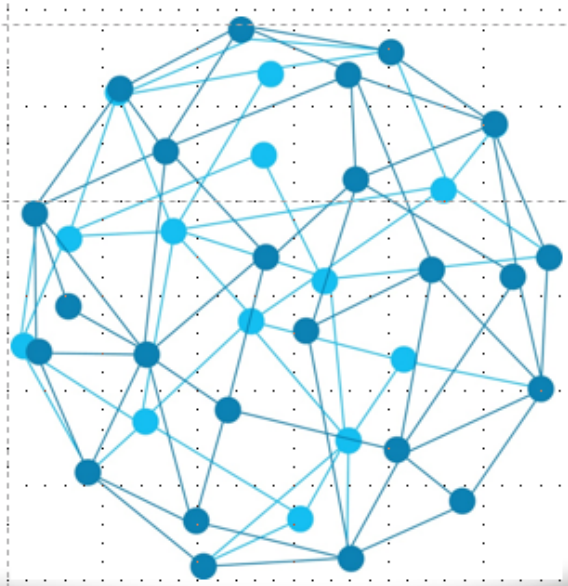

Presenter's or meeting's name
atlas
Project Structure
WP Leaders:
WP1: Stuart Cunningham (Scottish Association for Marine Science)
WP2: Dick van Oevelen (Royal Netherlands Institute for Sea Research)
WP3: Telmo Morato (IMAR-University of the Azores)
WP4: Sophie Arnaud-Haond (French Research Institute for Exploration of the Sea)
WP5: Claire Armstrong (UIT The Arctic University of Norway)
MAPPING
WP8: Open Science Resources for Stakeholders
WP10 Management and Coordination
AMOC
WP1 Ocean Dynamics Driving Ecosystem Response
DATA GATHERING
WP2 Functional Ecosystems
WP3 Biodiversity and Biogeography
WP4 Connected Resources
WP5 Valuing Ecosystem Services
DECISION SUPPORT
WP6 Maritime Spatial Planning
POLICY & STAKEHOLDERS
WP7 Policy Integration to Inform Key Agreements
CASE STUDIES
W Atlantic
Central Atlantic
E Atlantic
OTHER PROJECTS
International
EU
National
DISSEMINATION
WP9: Dissemination, Knowledge Transfer and Outreach
WP6: Anthony Grehan (National University of Ireland, Galway)
WP7: David Johnson (Seascape Consultants)
WP8: Stéphane Pesant (University of Bremen)
WP9: David Murphy (AquaTT)
WP10: Murray Roberts, The University of Edinburgh (EDI)
Designed by AquaTT
www.eu-atlas.org

Presenter's or meeting's name

atlas

Investigating Interconnections Between:

- Ocean circulation
- Surface production
- Ecosystem functioning
- Biological richness
- Socio-economic importance



Designed by AquaTT

www.eu-atlas.org

Presenter's or meeting's name

atlas

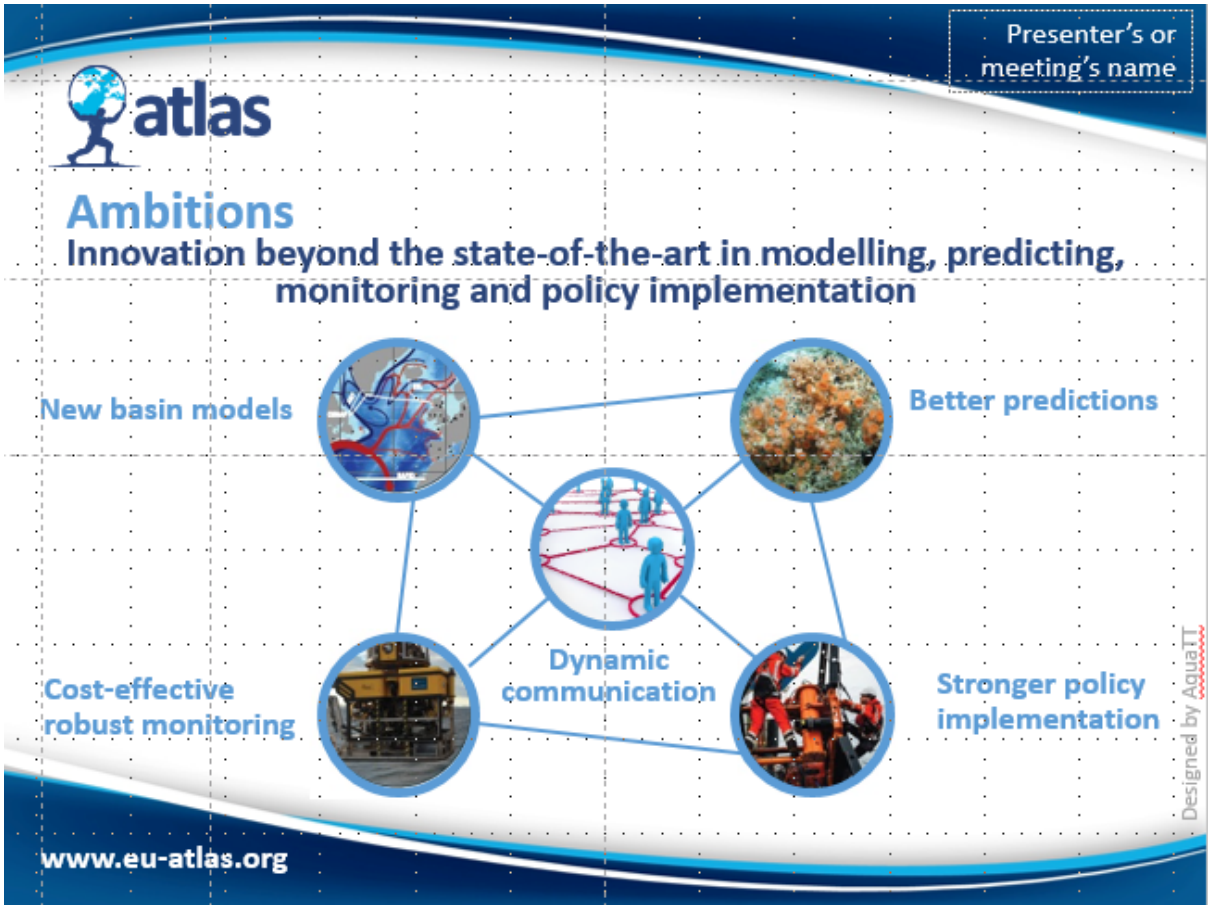
Expected Impacts

Blue Growth: Opportunities for marine and maritime sustainable growth

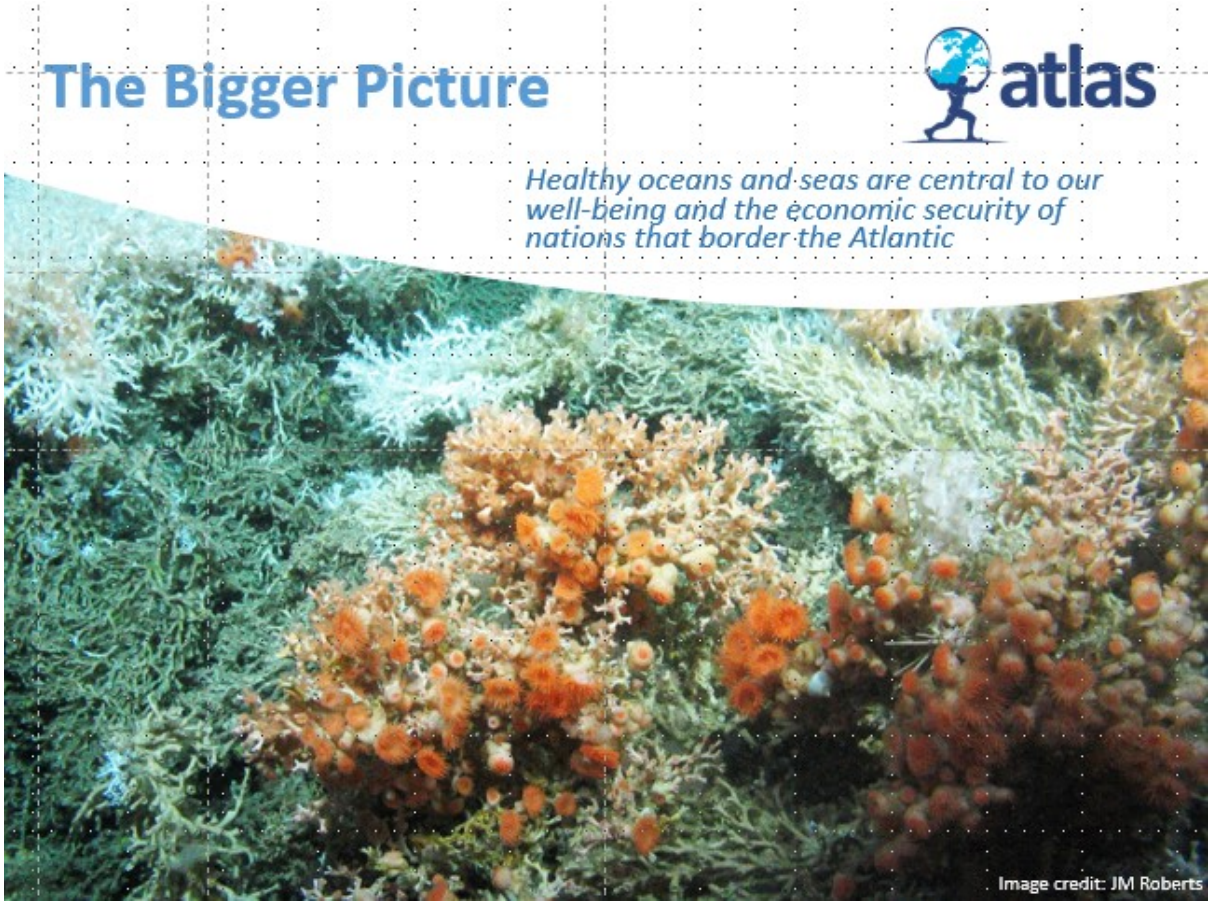
- Improve **resource management** (ecosystem approach) and governance
- Improve **cooperation** within EU and trans-Atlantic
- Contribute to the **EU Integrated Maritime Policy**
  - The Marine Strategy Framework Directive (MSFD),
  - The Common Fisheries Policy (CFP),
  - The EU 'Maritime Strategy for the Atlantic Ocean Area'
  - The Galway Statement on Atlantic Cooperation
- Strengthen international **agreements to conserve** vulnerable marine ecosystems and ecologically significant marine areas

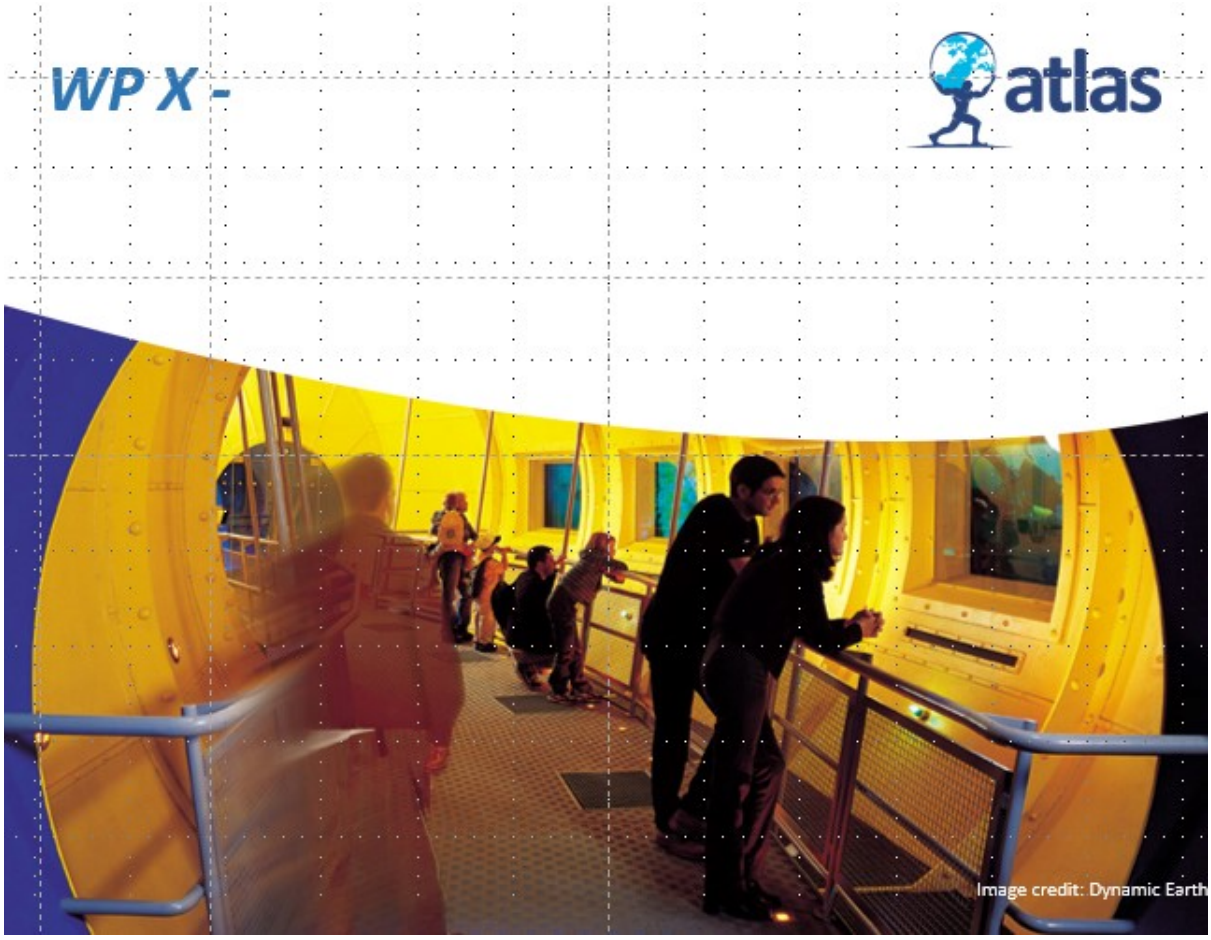
Designed by AquaTT

www.eu-atlas.org


Presenter's or meeting's name
atlas
Ambitions
Innovation beyond the state-of-the-art in modelling, predicting, monitoring and policy implementation
New basin models
Better predictions
Dynamic communication
Cost-effective robust monitoring
Stronger policy implementation
www.eu-atlas.org
Designed by AquaTT

Examples of graphical slides with interchangeable images




WP X -
atlas
Image credit: Dynamic Earth

Annex 7 – Banner

Annex 8 - Poster

To be updated accordingly when need arises (new coordination and branding colours)