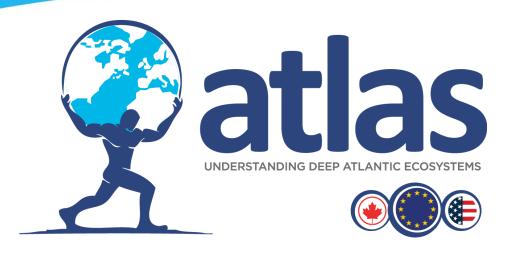


WP9 Plenary - Dissemination, Knowledge Transfer and Outreach

ATLAS 4th General Assembly, Mallorca, Spain

Annette Wilson, AquaTT





Increasing Impact: Engaging with ATLAS Stakeholders through Dissemination, Knowledge Transfer and Outreach









Overview: WP9



"To ensure effective external **communication**, **dissemination** and optimal **knowledge transfer** of ATLAS results and applications leading to optimal exploitation of its research outputs"

WP Leader: AquaTT

- Task 9.1 Elaboration, implementation and monitoring of 'DEP' (AquaTT)
- Task 9.2 Dissemination (AquaTT + UEDIN)
- Task 9.3 Knowledge Management (AquaTT)
- Task 9.4 Specific targeted outreach activities (AquaTT + Dynamic Earth)

Overview: WP9 Progress Update



					2018							2	2019		
eb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar		
	✓ DEP – R	Review (Re	porting; Kn	owledge M	lanageme	nt Protoco	ls)			✓ DEP (V	3) - sent to	consortium	for validation		
								✓ DEP – Review (Prior Notice Period)							
	✓ Dissem	ination cha	annels & to	ols (websit	e, social r	nedia, pres	s releases	, promotio	nal mater	rials) ⇒					
		✓ Newsle	etter 3				✓ Newsle	etter 4				✓	Newsletter 5		
	✓ Collection of knowledge outputs							Review KT methodology & activites							
		✓ D9.3	Knowledge	Transfer A	ctivity Re	port 1									
	 ✓ Analysis of knowledge outputs (stage1) 						1)	Collection – Analysis – Develop Pathways ⇒							
	Development of outreach resources for D9.4							Testing of outreach resources for D9.4							
									⇒ School	Shows, Pu	blic Engage	ement, Outre	each		
			✓ Analy	sis of know	ledge out	:puts (stage	21)		outreach	resources f	for D9.4		each		

Deliverables: 3/5 complete (but updates and new material ongoing)

- ✓ D9.1 Dissemination and Exploitation Plan (although two more updates required)
- ✓ D9.2 Dissemination Portfolio (ongoing activity and development)
- ✓ **D9.3 Knowledge Transfer Activity Report 1** (ongoing activity; collection-analysistransfer of knowledge outputs)

Overview: WP9 Outlook



				2019							2020	
Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
		DEP – upda	·			Continuo	us reporting releases, pr				D tion Activitie	PEP – final update es
					Newslett	er 6					Newsletter	7
•	on worksho lopment G	ops (Ocean roup	Business 2	•	Knowledg	e Analysis	& Validatio		Tuon of our		/ D0 E 1/2	C A chinitus Dans aut 2
								knowledg	e Transfer	└ >		TActivity Report 2 TLAS Compendium
D9.4 Outre	each Educa	tional Portf	oilio		⇒ Transla	ntion of re	scources	⇒ School	Shows, Pul	olic Engage	ement, Outre	each

Deliverables:

- > **D9.4 Outreach Educational Portfolio** (April 2019 M36)
- > **D9.5 Knowledge Transfer Activity Report 2** (April 2020 M48)

Other (Deliverables ongoing):

- ✓ D9.1 DEP (two more updates required: June 2019 M38 and April 2020 M48; coinciding with EC Reporting)
- **D9.2 Dissemination Portfolio** (activity ongoing: newsletters, press releases, website, social media, continuous communication support etc) www.eu-atlas.org

Educational Outreach Portfolio update







Dynamic Earth and ATLAS

- Outreach Portfolio
- Ocean's gallery updates: 'interactives'
- School & family outreach activities
- Conferences: EMSEA & CommOCEAN
- Amundsen cruise engagement; The Geographer magazine







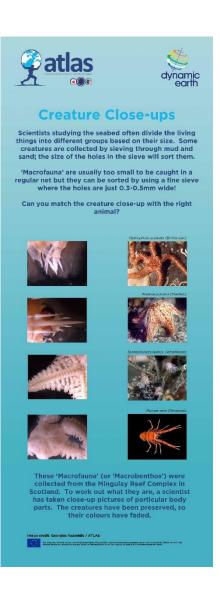
Outreach Portfolio

- 6 x informative banners: ATLAS overview; Case Studies; 'How Deep'; Exploring with Technology; Ocean Literacy and Creature Close-ups.
- Activity sheets for public engagement
- Explanatory packs for learning centres, teachers & public engagement.
- Primary School show
- 360 videos & viewers













Curriculum for Excellence Links (Scotland):

I can distinguish between living and non living things. I can sort living things into groups and explain my decisions. SCN 1-01a

I can identify and classify examples of fiving things, past and present, to help me appreciate their diversity, I can refate physical and behavioural characteristics to their survival or extinction. Son 2-01s.

Kit List

For the floor-mat drop-in activity

- ReefSurveyMat image printed on a large scale (we used the PDF version printed on Vinyl banner material 1.5m tail x 3m long via a local printing company).
- Plastic magnifying glasses
- Printed & laminated copies of Reaf Survey Key'
- Dry wipe pens and tissue for filling out sheets and cleaning them.

For the class/group acivity with A3 sheets

- ReefSurveyMat image printed on A3 paper (suggested 1 per pair)
- Plastic magnifying glasses
- Printed copies of 'Reef Survey Key' (suggested 1 per pair of participants)
- Pens for completing survey sheets.

For both activities, introduce the concept of a cold-water corel reef as an important habitat in the deep use and lett the participants they have been tasked with carrying out a survey of the reef. For younger children you can simply ack them to find all of the different creatures.

You may also want the answer sheet: ReefSurveyKeyAnswers







This project has received funding from the European Union's recision 2000 receases had innovation programme under grant agreement his 618760 (ARLAS). This autosime reflects only the author's view and cannot be held recognishe for any use that may be made of the information contained therein.



Dynamic Earth Outreach

- 8 regional science festivals and events away from Dynamic Earth from Orkney to Dumfries & Galloway.
- Strathearn & Caithness Science Festivals in March: over 1,250 pupils saw the 'Atlantic Adventures with ATLAS' show and nearly 3,000 family members interacted with ATLAS outreach activities.
- Upcoming activities during Edinburgh Science Festival:
 'Scotland's Cold Water Corals' & ATLAS drop-in activities.

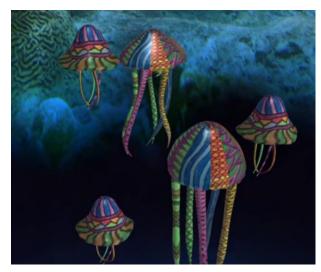


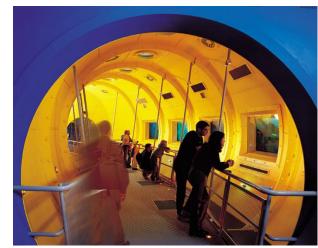




Gallery updates:

- ATLAS cruise compilation video
- 'Quiver' 3D Augmented Reality colouring-in
- ROV simulator
- Case Study information point with Geovisionary fly-throughs of bathymetry for selected case studies.







ROV simulator

- 4 missions: vent sampling; creature collection; sediment sampling & swimming pool training mission.
- Case study images used to generate 3D environment.
- 4 licences; additional ones available for purchase
- 3D model online





We need you!



- Translation into other languages Case Study highlights for gallery interactives



Increasing Impact: ATLAS DEP Updates







Task 9.1: Elaboration, implementation and monitoring of the 'DEP'

- The DEP describes the activities to be performed and the dissemination and exploitation means to be used in order to promote ATLAS and exploit the project results
- Status: Submitted (D9.1-M5), revised (M14) to align with Data Management Plan (D8.1), reviewed and updated (M32 V3).
- Latest version (V3) was distributed to the consortium for validation in December 2018. V1 rejected from the EC portal to facilitate upload of the latest version.
- Further revisions and recent updates to the Consortium Agreement to be incorporated (expected by June 2019).
- Note: this not an official deliverable/milestone, but best practice!

Important updates!



- Updated protocols in V3 (June 2019)
- Prior Notice: 35 days publications / 15 days for oral & poster presentations and exploit the project results
- Clarification on process: before any external communication.
- Dissemination agreements: partner names, logos etc can be used

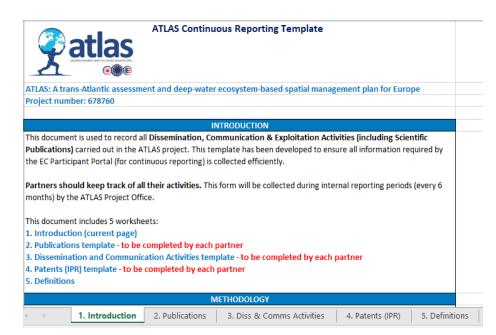
The DEP is required to be a 'live' document that should be updated according to project progress:

- Update the DEP according to emerging results of the project
- Consider changes in the stakeholders, work context and potential use of results during the project lifetime
- Separate dissemination and exploitation plans is good practice

Continuous Reporting Excel Template



- New Excel template developed to aid continuous reporting of all communication and dissemination activities
- Quick guide (protocols from DEP V3) – February 2019
- The reporting template contains separate worksheets to report on 1) Publications;
 2) Dissemination & Communication activities; 3) Patents (IPR).



Pre-and Post-publication requirements



- Types of Scientific Publications: Articles in Journals; Publication in conference proceedings /workshop; (Chapter in) Book / Monograph; Thesis / dissertation.
- Give appropriate prior notice
- Publish in Green / Gold Open Access.
- Keep track of all scientific publications (ATLAS Continuous Reporting Template (Excel) distributed every 6 months)
- ATLAS Partners are responsible for ensuring that all their scientific publications are uploaded the EC Funding & Tender Portal.
- Always include EC disclaimer, acknowledgement and emblem:



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.

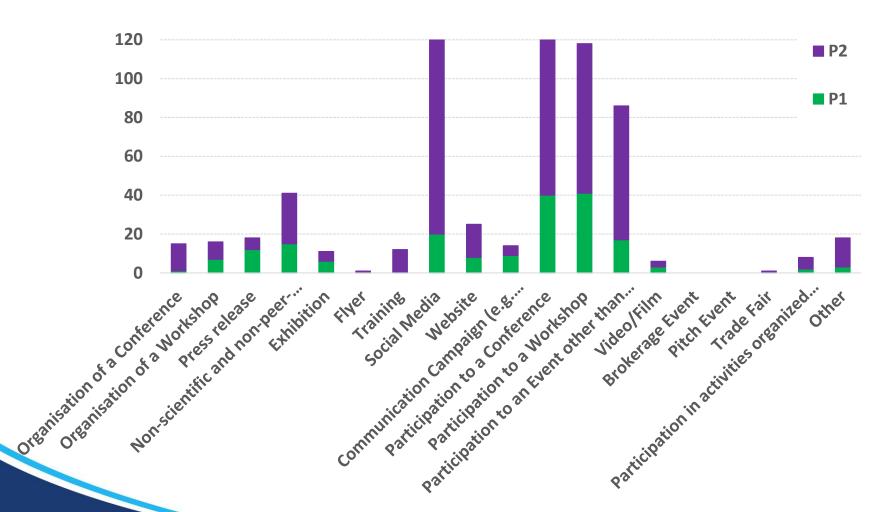
Dissemination & Communication Activities



- Type of activity (specify number of activities per type): organisation of a conference or workshop, press release, popularised publication, exhibition, flyer, training, social media, website, communication campaign, participation in a conference, workshop or other event, video/film, brokerage event, pitch event, trade fair, participation in activities organised jointly with other H2020 projects.
- Keep track of all activities using the ATLAS Continuous Reporting Template (Excel). Return to the ATLAS Project Office
- Please ensure ALL information is complete: Audience type and size
- AquaTT / UEDIN are responsible for collating the information and uploading to the EC Funding & Tender Portal







Increasing Impact: KT



- ATLAS integrated KT approach & activities:
 - **Science:** Publications (52 +), Research outputs (data) available on OpenAIRE, EMODnet for exploitation WP8
 - Policy: Policy Messages Policy events WP7
 - Industry: Case Studies; Exploitation Workshops WP6, WP7, WP8, WP9
 - Society: OL Public Engagement Portfolio + Resources WP9

Do you know anyone that would be interested in joining the <u>ATLAS</u> <u>User Development Group?</u>

 ATLAS expects to produce commercially-interesting outputs, in particular on marine information systems. In order to transfer results to commercial end users such as software developers and environmental consultancy organisations, we are inviting stakeholders to join the ATLAS User Development Group.

Engaging with stakeholders: atlas dissemination resources and tools



Task 9.2: Dissemination



- Tools & Resources (templates, logos, banners, timeline): https://www.eu-atlas.org/resources/public-documents
- Media coverage press releases, big media pick up!
- Changes to website
- Social media focus
- Increased activities: conferences, workshops (~680 activities)
- 'ATLAS The Movie'!!!

'ATLAS The Movie' - COMING SOON!!





Website – updates





Google Analytics showed 2770 visitors to the website. 81.24% accessed the website via a desktop.

https://drive.google.com/file/d/10PNeUNhCtB t2we9oqzMPoY5k-1LGZm7I/view

Social Media



Twitter (est. June 2016):

• Followers: 1,003

• Tweets: 933

ATLAS YouTube channel

- 15 ATLAS videos
- 360 videos.

LinkedIN

• 47 members

A snapshot of tweets (90 days: 9th Nov 2018)

45.8K impressions earned.

about AMOC for smarties, natural history of Atlantic orals & much more in the latest @eu_atlas letter! Find it at edin.ac/2wm7dla @EU_H2020_EASME @AquaTT_Ireland @LearnAtDynamic itter.com/fMFCeuZJiQ weet activity TLAS @eu_atlas - Oct 1 resopenday at @uniofedinburgh Grant Institute at eekend! Georgios and Simone showed lots of visitors ork of #EU_ATLAS at the Changing Oceans lab - cout his cool #LEGO model of a manned underwater let! @LearnAtDynamic @AquaTT_Ireland osciencesEd pic.twitter.com/oprLtVbhqx		103	1.8% Promote 3.9%
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weet activity			Promote
@eu_atlas event at the #BBNJ taknig place in New helping to #SaveOurOcean: un.org/bbnj/ Many s to @IDDRI_ThinkTank for hosting	2,515 N	50	2.0%
·			Promote
han a week to deadline 15 Nov for submissions to ontMarineSci research topic!	2,322	20	0.9%
_			Promote
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Newsletters







A trans-Atlantic assessment and deep-water ecosystem based spatial management plan for Europe



A trans-Atlantic assessment and deep-water ecosystem based spatial management plan for Europe

ISSUE 3 | APRIL 2018

project news

ISSUE 41 SEPTEMBER 2018

project news

ISSUE 5 | MARCH 2019

project news

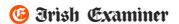




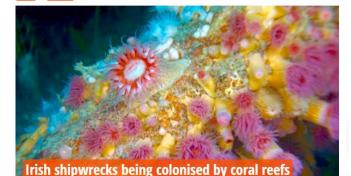


ATLAS Project News Issue 6 – coming August 2019!

Highlights









Zeeuwse wetenscha oceanen te redden

Nieuws ∨ Sport ∨ Weer TV

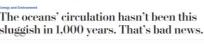
DINSDAG 8 MEI 2018, 14:28

bekende ontdekkingsreizigers Charles Darwin, Abel Tasman en Willem Barentsz. Ze varen met een schip vol andere wetenschappers de wereld over om in een jaar tijd in twaalf etappes op allerlei plekken onderzoek te doen in onze oceanen.

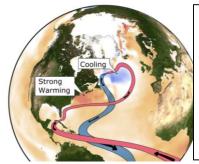




The oceans' circulation hasn't been this sluggish in 1,000 years. That's bad news.





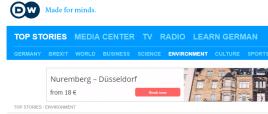


Audiences / Persons reached (P2)

- ~ 6,000 policy
- ~ 4,000 industry
- ~ 60,000 scientific community
- ~ 85M General Public



Descoberto novo campo hidrotermal ne **Açores**



Gulf Stream system at weakest point in 1,600 vears





SPORT TSHISALIVE



ATLAS, WP9 and YOU!



- Share your exciting research and results!
- Like, share and follow us on social media!
- Join the ATLAS group on LinkedIn <u>ATLAS Deep</u> <u>Discoveries</u>
- User Development Group
 - Do you know anyone that would be interested in joining?
 - Do you have any knowledge that could be developed?
- Please tell us your stories and what you are up to!

Thank You



Presenter details

Dr Annette Wilson

Project Officer, AquaTT

+353 1 644 9008 | Annette@aquatt.ie

Questions?

Project contact details

Coordination: Professor Murray Roberts murray.roberts@ed.ac.uk

Project Office:

EU-Atlas@ed.ac.uk

Communication & Press: atlas@aquatt.ie

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www.eu-atlas.org

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