Work Package 8
Outreach and Training

Deliverable D8.4
Final high impact visual outputs conveying 3 key concepts relating to FixO\textsuperscript{3} and open ocean observatories.

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FixO³ Deliverable 8.4: Final high impact visual outputs conveying 3 key concepts relating to FixO³ and open ocean observatories.

Contents

EXECUTIVE SUMMARY.................................................................................................................................................................................. 3

1. INTRODUCTION ............................................................................................................................................................................................................................. 4
   1.1. Background and objectives .......................................................................................................................................................................................... 4
   1.2. Organisation of this report ...................................................................................................................................................................................... 4

2. DESCRIPTION OF THE OUTPUTS....................................................................................................................................................................................... 5
   Output 4 - A poster and a factsheet about the general impacts of FixO³, its key achievements at mid-term and future plans ........................................................................................................................................................................... 5
   Output 5 - A videographic about the FixO³ project, Ocean Observations and Observatories Networks .................................................................................................................................................................................. 6
   Output 6 - A Wikipedia entry for “Fixed-point Ocean Observatories” ........................................................................................................................................................................... 9

Conclusion ......................................................................................................................................................................................................................... 10
EXECUTIVE SUMMARY

Deliverable 8.4 is the second of two deliverables (the other being D8.3) to design and develop six outputs from the FixO³ project to enhance the awareness of the project and ocean observations. The first three visual outputs developed by Blue Lobster for D8.3 were a project poster, a brochure to promote the project’s Transnational Access and a stand-alone web tool for plotting observatory data. The final three outputs that compose deliverable D8.4 were developed by IMAR under the supervision of Blue Lobster and the Project Coordination.

The three high impact visual outputs are the following:

Output 4 – A poster and a factsheet about the general impacts of FixO³, the key achievements at mid-term, and the future plans.

Output 5 – A videographic about the FixO³ project, Ocean Observations and Observatories Networks

Output 6 - A Wikipedia entry for “Fixed-point Ocean Observatory”

All of these outputs have widened the impact of the project, disseminating information about the project and its outcomes to the broader community. Output 4 focuses on the project, its structure and achievements, and is directed mostly to specialised and aware public (policy makers, industry and scientific community). Output 5 explains the scientific background in a simplified language for the general interested public along with the description of the FixO³ project and it was disseminated both to specialised groups and broader public. Output 6 focuses on a very specific content (the description of a Fixed-Point Ocean Observatory) and it’s a way to provide access to accurate information about ocean observatories to the general public, promoting connections to the webpage of the project.

These final three outputs contribute to the general objectives of the WP8, since they were used as tools and/or resources to engage, educate and inform several kinds of interested public users.
FixO³ Deliverable 8.4: Final high impact visual outputs conveying 3 key concepts relating to FixO³ and open ocean observatories.

1. INTRODUCTION

1.1. Background and objectives
As the second of two deliverables on High Visual Outputs, this set of products was designed to complement the first part (D8.3) and to meet the project needs for outreach at a more advanced stage. In the second half of the project the objectives of developing and disseminating visual outputs include sharing results and achievements with partners, policy makers, and related communities. Another objective was to help the public become more familiar with the basic concepts of ocean observations, ocean observatories and observatory networks, in line with WP8 general objectives.

1.2. Organisation of this report
The report is divided into three parts, each one containing a brief description of each output along with some pictures.

Output 4 – A poster and a factsheet about the general impacts of FixO³, the key achievements at mid-term, and the future plans.
Output 5 – A videographic about the FixO³ project, Ocean Observations and Observatories Networks
Output 6 - A Wikipedia entry for “Fixed-point Ocean Observatory”
2. DESCRIPTION OF THE OUTPUTS

Output 4 - A poster and a factsheet about the general impacts of FixO³, its key achievements at mid-term and future plans

A poster and a factsheet to convey the message of the importance of the FixO³ project, and its impact both now and for future of fixed-point observations was designed in 2015 by IMAR in collaboration with WP8 leader Blue Lobster and the project coordination. While conceiving the poster, the focus was to summarise the relevant information about the project in a simple way, following the graphic guidelines of previous outputs and taking into account the several target audiences: scientific communities, policy, industry and the general public. It was necessary to use appropriate language and attractive, explanatory infographics for complex concepts and data.

The poster and the factsheet are available at http://www.fixo3.eu/media/ (login required) for project partners to download and use at conferences and events. These two connected outputs were presented at the following international conferences and events by the project coordination:

- FixO³ General Assembly 2015, Brussels (poster & factsheet)
- Ocean Sciences Meeting 2016, New Orleans (poster & factsheet)
- Oceanology International 2016, London (factsheet only)
- European Geosciences Union General Assembly 2016, Vienna (poster and factsheet)
- OceanSITES 2016, Southampton (poster and factsheet)
- European Maritime Day 2016, Turku (factsheet only)
- 10th GEO European Projects Workshop 2016, Berlin (poster)

Figure 1: The Poster and the Factsheet shared the same layout guidelines, following the visual identity of the project.
FixO³ Deliverable 8.4: Final high impact visual outputs conveying 3 key concepts relating to FixO³ and open ocean observatories.

Figure 2: High visual outputs are attractive informative resources to use in meetings and conferences, and provide content for social feeds as well.

Output 5 - A videographic about the FixO³ project, Ocean Observations and Observatories Networks

A 5’25” videographic was developed by IMAR in 2015/16, with input from WP8 leader Blue Lobster and the project coordination. In order to be suitable for different audiences and platforms it was composed of five parts that can be screened in an independent or a joint way.

1) Why study the ever-changing Ocean?
2) What is an ocean observatory?
3) Observatory Networks
4) The FixO³ project
5) Impacts

All five parts have a strong visual component that uses engaging and simple animations and dynamic subtitles to explain complex information about ocean observatories and their Importance. Video and photographic pictures are used to connect the animations to actual reality.

This output has been disseminated online through the inclusion on the project website http://www.fixo3.eu/, shared via social networks including a YouTube channel: https://www.youtube.com/channel/UCvBfuJ4tA5573qKiwFrAeOw, and by direct email to all project partners. The video was also screened at international events, including:

- Oceanology International 2016, London
- European Geosciences Union General Assembly 2016, Vienna
- OceanSITES 2016, Southampton
FixO³ Deliverable 8.4: Final high impact visual outputs conveying 3 key concepts relating to FixO³ and open ocean observatories.

Figure 3: The videographic, embedded in the homepage of the FixO³ website.

Figure 4: The videographic on the Youtube FixO³ channel.

Figure 5: The videographic as a tool for conferences and meetings.
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Figure 6: Several institutions, scientific projects, educators and policy makers shared the videographic on their social timelines.
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Output 6 - A Wikipedia entry for “Fixed-point Ocean Observatories”

The Wikipedia entry for the term “Fixed-point Ocean Observatories” was created in 2016 by IMAR, in collaboration with WP8 leader Blue Lobster and the project coordination. It was developed as a way to fill in an existing gap and provide basic information about ocean observatories for the wider public. An illustration of a generic observatory was included to provide a better visualisation of these structures. The article can be found at: https://en.wikipedia.org/wiki/Fixed-point_ocean_observatory

Figure 7: The Wikipedia entry “Fixed-point ocean observatory” is available since May 2016.

The Wikipedia entry has been created to engage with a wide variety of audiences. Initially created with text at an appropriate tone for a wider, non-scientific audience, it will receive input from the FixO³ community as well as Wikipedia users and contributors.

Linking strategies are employed to direct the reader to and from other related topics and the page contributes to a fuller knowledge base in the field of ocean observation. Links are also provided to the FixO³ project and other external resources.

Wikipedia is a continuously evolving knowledge database and, as such, we are able to continuously contribute toward the knowledge and improve the project presence. Therefore we expect to continue development of the page in the following areas:

1) Extend the contribution by requesting input from all of the project partners.
2) Request further input from outside of the consortium (e.g., other European projects and national initiatives).
FixO³ Deliverable 8.4: Final high impact visual outputs conveying 3 key concepts relating to FixO³ and open ocean observatories.

3) Consideration is to be given to the benefits of translating the text into multiple languages.

Conclusion

Deliverable D8.4 has documented three final high impact visual outputs developed within WP8 (Outreach and Training), being the second of two deliverables (the first being D8.3), responding to Task 8.2. (Targeted presentation of project outputs and “knowledge” to scientists, policy makers, industry and the general public for presentation on the website and design of a series of high impact visual outputs) of the FixO³ project, to which it was agreed to design and develop six outputs to enhance the awareness of the project and ocean observations.

This final set of visual outputs (a poster on the project achievements and accompanying factsheet; a videographic on ocean observatories and their importance; and a Wikipedia article on fixed point observatories) were developed to disseminate information on the FixO³ project as well as to raise awareness on the importance of ocean observations for society. They were produced to be used by all project partners at outreach events in the second half of the project to showcase project results and activities as well as to increase knowledge and interest about ocean observatories and their uses among an heterogeneous public. They were designed to use diverse channels of communication (e.g. online and offline, formal and informal, free-choice and passive users).

Besides the final purpose of the outputs, the development process of these products contributed to the communication between partners, allowing them to discuss their perceptions of the project and its main contents.

Together with the first three visual outputs (an introductory poster on the project, a brochure to promote the project’s Transnational Access and a stand-alone web tool for plotting observatory data) and the several other outreach products (e.g., the project newsletter, the project website), these outputs contribute to enhance the project legacy, strengthen the link with other projects, and raise awareness on ocean and ocean research infrastructures among the public.