



Sharing experiences from communicating scientific results: The MARISCA project

CommOcean2016
Training Course: Ocean Science
Communication Tools
Day three: SciComm and Storytelling
Ostende, 8 December 2016

The MARISCA project: MARIne Spatial Conservation planning in the Aegean sea”

Co-funded in 85% by the European Environmental
area Financial Mechanism, (EEA FM 2009-
2014), and 15% by the Public Investments
Programme (PIP)

Duration: 13 months 01/12/2015 – 31/12/2016

Consortium: UAegean, HCMR, IMR

Title



STEP 1

Set up a Communication & Dissemination plan

WHAT? (define project message)

TO WHOM? (identify target groups)

HOW? (tools)

TO ACHIEVE WHAT? (expected results)

WHAT? (DEFINE MESSAGE)

Towards the protection and conservation of biodiversity in the context of an integrated Marine Spatial Plan (MSP) in the Aegean Sea.



Key Deliverable

Designation of a network of marine protected areas and

>aimed at maintaining all important and sensitive habitats

TO WHOM? (DEFINE TARGET GROUPS)

- Central Administration
- Regional Administration
- Local Authorities
- Scientific Community
- Marine related bodies
- End users of marine and coastal areas
- Environmental NGOs
- Wider public

HOW? (DEFINE COMM TOOLS)

Logo (Visual Identity)

- Flyer/ Leaflet
- Website
- Social Media Platforms
- Powerpoint template
- Poster template
- Scientific Publications
- Other Publications
- Events

TO ACHIEVE WHAT? (DEFINE EXPECTED OUTCOMES)

- **Information** to ALL Groups Involved (General public)
- **Consultation** from Scientific Community
- **Participation** of Stakeholders

STEP 2

Create Communication Tools

Examples of MARISCA project

1. VISUAL IDENTITY / Logo



Logo promotion/Link exchange

- Place the logo at your websites home page and social media and link with www.marisca.eu
- Ask other EU projects or partners to do the same

2. VISUAL IDENTITY / Watermark



Photo credits #
Thanos Dailianis

Photos should carry:

- the Watermark at the right upper corner
- the website address www.marisca.eu
- Photo credits report #

3. VISUAL IDENTITY / Video Templates



Video Intro

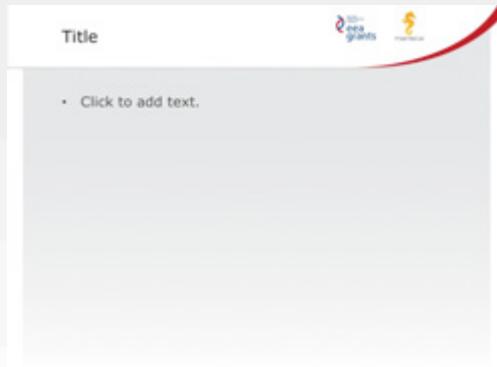


Video Outro

4. VISUAL IDENTITY / PPT Templates



PPT Intro



PPT Inner

5. VISUAL IDENTITY / Deliverable Templates




WP No: WP Title

D - No - Deliverable Title





Deliverable Title: **C-3 Communication and Dissemination plan**

Deliverable ID: **03-03-01**

Responsible	Authors	Date	Approved
C-3 Title		03-11-2014	
03-03-01-01			

Document ref.	Comments	Status
Work package	Pages	0 / Draft
Task / subtask	Pages	0 /
Keywords	Pages	0 /
	Comments	

ACKNOWLEDGEMENT
The work described in this report was supported by the EEA Grants and the Public Investment Programme of the Helms Republic, corresponding to the Call for proposal: Project on Integrated Marine & Island Water Management - Increased knowledge concerning the integrated marine and islands policy on the protection / management of coastal areas (IPMA 03)

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Lead Partner

UNIVERSITY OF THE AEGEAN (UOAE/AGRI)

Institutional partners

HELLENIC CENTRE FOR MARINE RESEARCH (HCMR/GR)

INSTITUTE MARINE RESEARCH (IMR/GR)




The programme is co-funded in 85% by the EEA (198, 2009-2014), and 15% by the Public Investment Programme (PIP) of the Helms Republic.

Call for proposal
Project on Integrated Marine & Island Water Management - Increased knowledge concerning the integrated marine and islands policy on the protection / management of coastal areas (IPMA 03) www.marisca.eu

MARISCA - Marine Spatial planning for the protection and Conservation of Biodiversity in the Aegean sea 0-01

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- 4.2 Subtitle 1
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MARISCA - Marine Spatial planning for the protection and Conservation of Biodiversity in the Aegean sea 0-01

1. Title

What is MARISCA?

MARISCA stands for "MARine Spatial planning for the protection and Conservation of Biodiversity in the Aegean sea"

MARISCA is a project, in response to the call IPMA 03 on Integrated Marine & Island Water Management, "INCREASED KNOWLEDGE CONCERNING THE INTEGRATED MARINE AND ISLANDS POLICY ON THE PROTECTION / MANAGEMENT OF COASTAL AREAS" that has received funding from the European Economic Area Financial Mechanism (EEA) in 2009-2014). The programme is co-funded in 85% by the EEA (GRANTS 2009-2014, and 15% by the Public Investment Programme (PIP). The project consortium is composed by 3 partners (University of the Aegean, HCMR, IMR) from 2 countries (Greece and Norway) coordinated by the University of the Aegean based in Lesvos island, Greece.

MARISCA will be running for 13 months and aims to contribute towards the protection and conservation of biodiversity in the context of an integrated Marine Spatial Plan (MSP) in the Aegean Sea. A network of marine protected areas and protection zones will be proposed for the conservation of an important and vulnerable habitats and species, as defined by national and community legislation and international agreements.

2. Title

3. Title

4. Title

4.1 Subtitle

4.2 Subtitle

5. Title

03-03-01-01

6. VISUAL IDENTITY / Scientific Poster Template - Header



7. WEBSITE



The screenshot shows the homepage of the marisca website. At the top, there is a navigation menu with links for HOME, PROJECT, INFRASTRUCTURE, COORDINATION, EVENTS, ORGANIZATION, BIODIVERSITY, CONTACT, and PARTNER. The main header features a large image of a sea slug with the marisca logo overlaid. Below the header, the text reads "MARitime Spatial planning for the protection and Conservation of the biodiversity in the Aegean sea". The page is divided into three main sections: "Research Areas" with a list of six bullet points, "Some stats" with a 2x2 grid of orange boxes containing numbers (3 Partners, 2 Countries, 30 Publications, 13 Meetings), and "Latest News" with three small image thumbnails. The marisca logo is also present in the bottom left corner.

marisca

MARitime Spatial planning for the protection and Conservation of the biodiversity in the Aegean sea

Research Areas

- Mapping ecological features
- Estimating cumulative impacts of human activities
- Valuation of marine ecosystems
- Collecting new data through field work
- Involving stakeholders
- Designing MPAs network in the context of MSP

Some stats

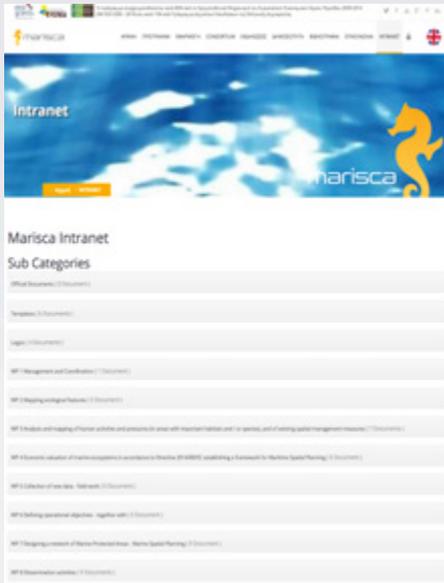
3 Partners	2 Countries
30 Publications	13 Meetings

Latest News

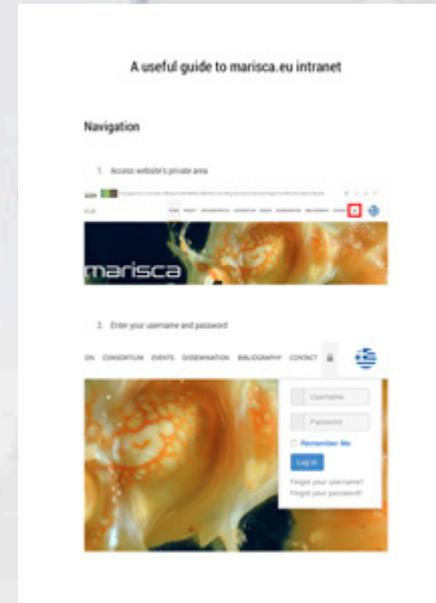
hcmr
marisca

Domain Name: www.marisca.eu

8. WEBSITE / intranet



**Workspace for
partners**



User manual

9. Social Media Platforms

facebook



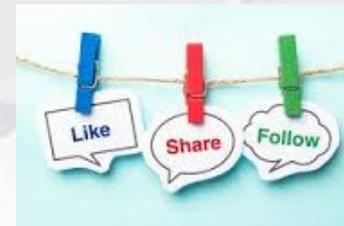
twitter



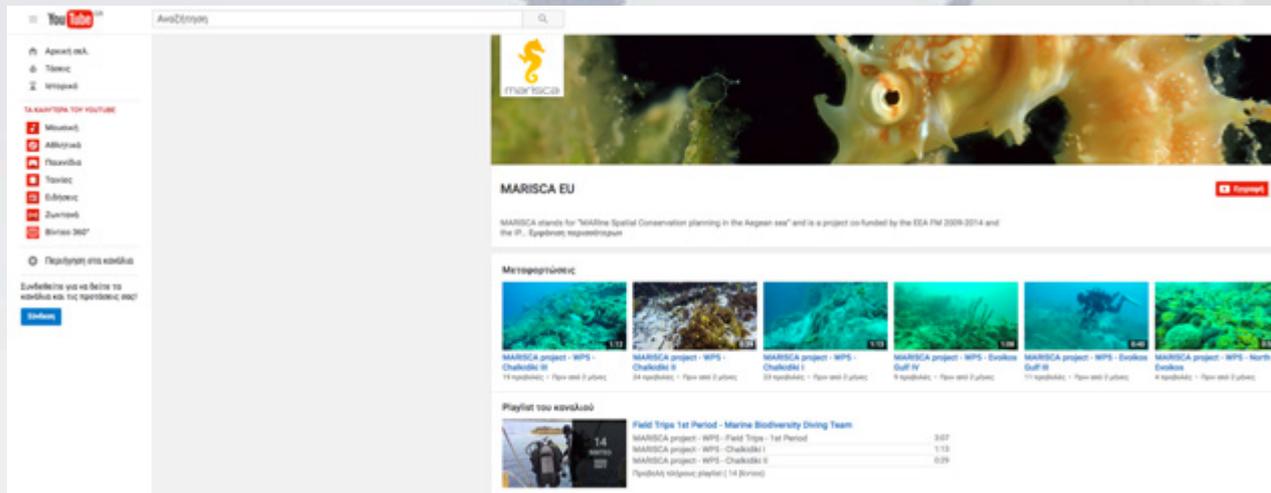
You Tube



Google+



10. Social Media Platforms/ Youtube



<https://www.youtube.com/channel/UCclp4pnHK-WNEwP0syM2Gkw>



Like



Comment



Share

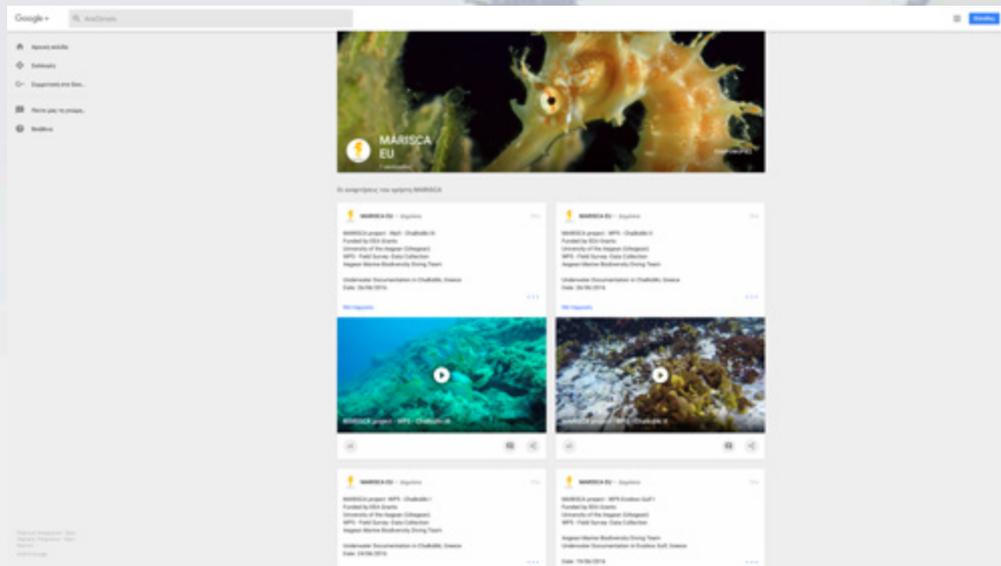
11. Social Media Platforms/ Twitter



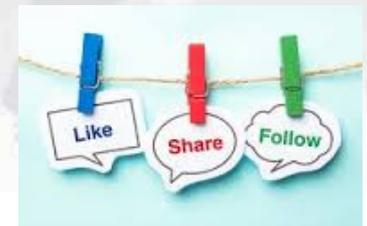
https://twitter.com/MARISCA_eu



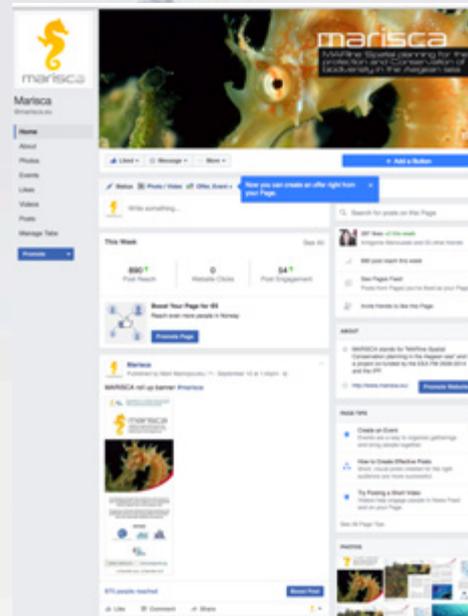
12. Social Media Platforms/ Google +



<https://plus.google.com/109508690631962805950>



13. Social Media Platforms/ Facebook



<https://www.facebook.com/marisca.eu>

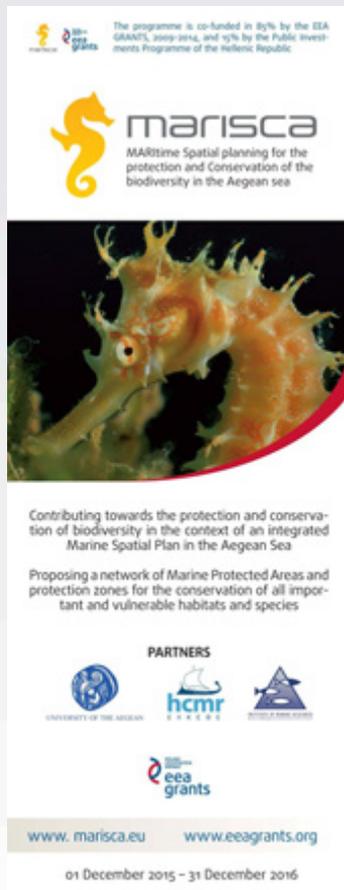


14. Promotional Flyer



- Electronic & Printed
- Carry with you in Conferences and position them in tables with info material
- Expose them in a visible place at your office / institution
- Send them via emails
- **DISTRIBUTE THEM to your contacts!**

14. Roll Up Banner



- Position in other events that the project is being introduced
- Position in Project meetings and Conferences/workshops

STEP 3

Create Content & Disseminate Information

Examples of MARISCA project

1. Create Videos

Example:

<https://www.youtube.com/watch?v=grGkR-JnUzY&list=PLOiZAAjYqn-SGXIR9wLZSnOdpChpGLCUp>

2. Create Photo Gallery

Example:

<http://www.marisca.eu/index.php/en/dissemination/field-work>

3. Publish Scientific Papers

Example:

[Hasiotis T, Katsanevakis S \(2016\) Deepest record of *Caulerpa cylindracea* in the Mediterranean. In: Dailianis et al., New Mediterranean Biodiversity Records \(July 2016\), p.616, *Mediterranean Marine Science* 17\(2\): 608-626, doi: 10.12681/mms.1734](#)

[Sini M, Dailianis T \(2016\) Further expansion of *Oculina patagonica* in Evoikos Gulf. In: Dailianis et al., New Mediterranean Biodiversity Records \(July 2016\), p.617, *Mediterranean Marine Science* 17\(2\): 608-626, doi: 10.12681/mms.1734](#)

[Ragkousis M, Gerovasileiou V \(2016\) First record of the fangtooth moray **Enchelycore anatina** from the Kyklades, Central Aegean Sea. In: Dailianis et al., New Mediterranean Biodiversity Records \(July 2016\), p.618, *Mediterranean Marine Science* 17\(2\): 608-626, doi: 10.12681/mms.1734](#)

4. Present your project to Events

Scientific Poster

Invited Speech

Participate in Workshops and Round tables

5. Publish/ Present in Media

Press Release

Press Article

TV

Radio

Blogs



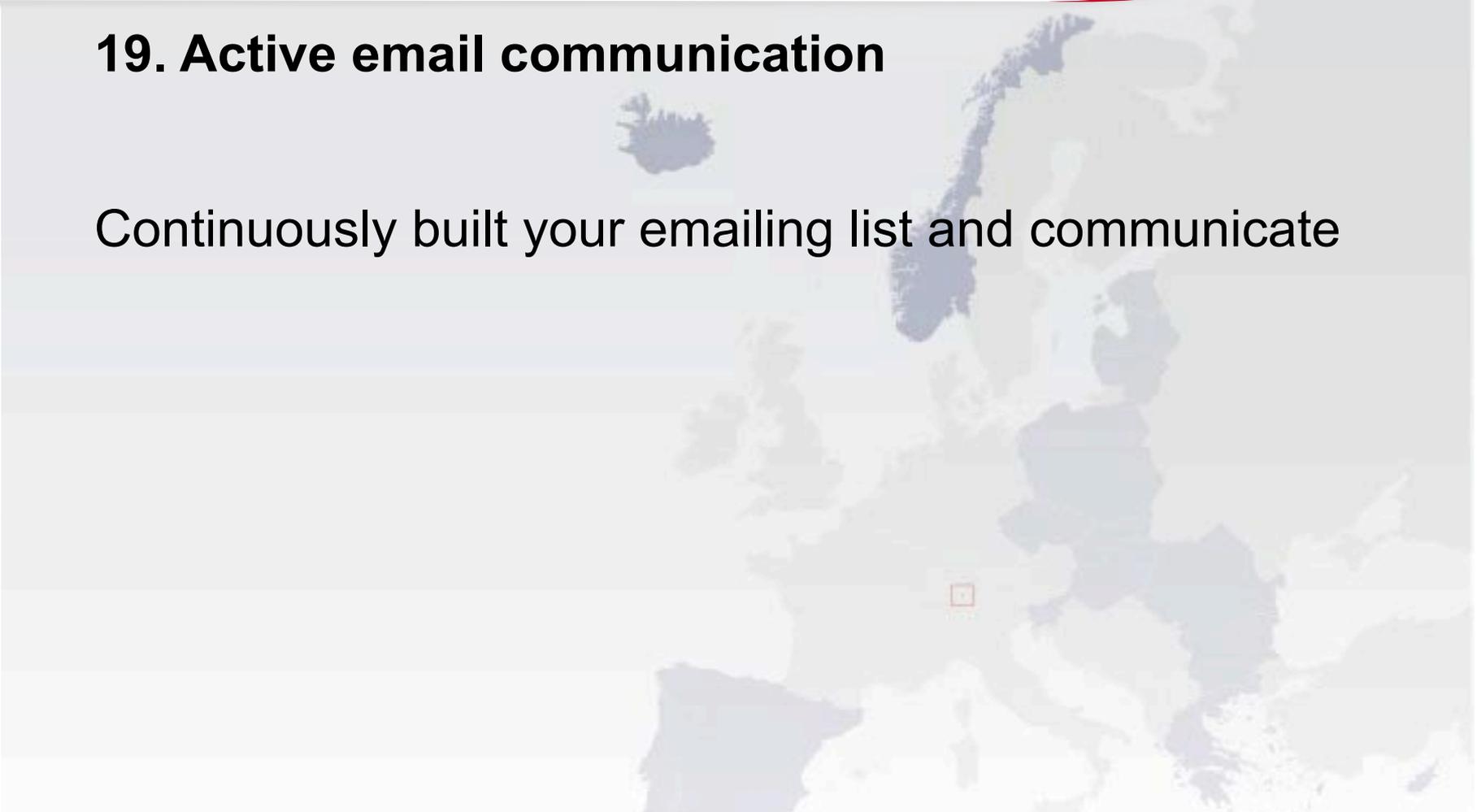
18. Organize Conferences & Workshops

Create a matrix:
Invite Citizens
Invite Stakeholders
Invite the Media



19. Active email communication

Continuously built your emailing list and communicate



STEP 4

Take feedback from your efforts

- Social Media Analytics
- Website Visits
- Workshop/Conferences Evaluation Forms



Thank you for your attention

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www.marisca.eu