



Project Title: ECOPOTENTIAL: IMPROVING FUTURE ECOSYSTEM BENEFITS THROUGH EARTH OBSERVATIONS

Project number: 641762

Project Acronym: ECOPOTENTIAL

Proposal full title: IMPROVING FUTURE ECOSYSTEM BENEFITS THROUGH EARTH OBSERVATIONS

Type: Research and innovation actions

Work program topics addressed: SC5-16-2014: "Making Earth Observation and Monitoring Data usable for ecosystem modelling and services"

Deliverable No: D12.3

Online Communication Tools

Due date of deliverable: 31 December 2015

Actual submission date: 15 November 2016

Version: v1

Main Authors: Bjorn Alfthan (GRID-Arendal), Antonello Provenzale (CNR), Matthias Jurek(UNEP) , Communications and Dissemination Team (Silvia Giamberini, CNR, Yrneh del Viento, UBT, Simona Imperio, CNR, Ilse Geijzendorffer, TdV)), Linwood Pendleton (UBO), Evangelia Drakou(UBO)



This project has received funding from the *European Union's Horizon 2020 research and innovation programme* under grant agreement No 641762



Project ref. number	641762
Project title	ECOPOTENTIAL: IMPROVING FUTURE ECOSYSTEM BENEFITS THROUGH EARTH OBSERVATIONS

Deliverable title	Online Communication Tools
Deliverable number	D12.3
Deliverable version	V1
Contractual date of delivery	31 December 2015
Actual date of delivery	15 November 2016
Document status	Final
Document version	V1
Online access	ECOPOTENTIAL Website : http://www.ecopotential-project.eu
Diffusion	Public
Nature of deliverable	Other
Workpackage	WP12
Partner responsible	UNEP
Author(s)	Bjorn Alfthan (GRID-Arendal), Antonello Provenzale (CNR), Matthias Jurek(UNEP) , Communications and Dissemination Team (Silvia Giamberini, CNR, Yrneh del Viento, UBT, Simona Imperio, CNR, Ilse Geijzendorffer, TdV)), Linwood Pendleton (UBO), Evangelia Drakou(UBO)
Editor	Carmela Marangi (CNR)
Approved by	
EC Project Officer	Gaëlle Le Bouler

Abstract	The report briefly describes the online tools for communication and outreach developed in ECOPOTENTIAL as well as a new planned one.
Keywords	Communication, Video



This project has received funding from the *European Union's Horizon 2020 research and innovation programme* under grant agreement No 641762





Table of Contents

1. Executive summary	4
2. The team	5
3. ECOPOTENTIAL Leaflet/Brochure	5
4. ECOPOTENTIAL Simpleshow Explainer Video	6
5. ECOPOTENTIAL Online Storymap.....	7



1. Executive summary

The report briefly describes the online tools for communication and outreach developed in ECO POTENTIAL. Some tools have been already implemented, as the leaflet and the video, some others are still work in progress as a part of a continuously evolving communication strategy which adapts the communication tools to the new contents originated by the project. It is the case of the Storymaps, devised to communicate both the narrative about the Protected Areas and the project results obtained therein.



2. The team

The lead on the delivery of the online tools is Bjorn Alfthan (GRID-Arendal), however, the development of the below products has/is a team effort involving a wide range of partners and people in ECO POTENTIAL. These include members of the CCT (particularly Antonello Provenzale, Matthias Jurek) as well as the entire Communications and Dissemination Team (Silvia Giamberini, Yrneh del Viento, Simona Imperio, Ilse Geijzendorffer). For the storymap, University of Brest (Linwood Pendleton, Evangelia Drakou) are closely involved.

3. ECO POTENTIAL Leaflet/Brochure

The Ecopotential leaflet, consisting of 12 pages, was produced and launched at the ECO POTENTIAL General Assembly at the end of June 2016. The leaflet explains the project, its various components, and expected impact. 2000 copies of the leaflet were printed and distributed to all the partners at the General Assembly. An additional 1000 copies have been printed by CNR in September and 200 copies were distributed at the European Ecosystem Services Conference in Antwerp, 19-23 September 2016. Copies are being distributed to all major scientific events attended by ECO POTENTIAL scientists, included the Researchers' night on September 30th 2016, and have been distributed electronically also via the project's newsletter.

The leaflet includes one original graphics and map, which can be used as stand-alone pieces of information, for example in PowerPoint presentations or in posters. The leaflet has been posted onto the project's social media platforms (Facebook, tweeted etc.) and is available on the project website – available for download from <http://www.ecopotential-project.eu/outreach/brochures> and from the project internal communication system (Basecamp).

One potential plan is to regularly update this leaflet over the coming years of the project, to reflect progress and results.



Cover of the ECO POTENTIAL leaflet

4. ECOPOTENTIAL Simpleshow Explainer Video

The ECOPOTENTIAL simpleshow video is a 4-minute video, which introduces the ECOPOTENTIAL project and its goals, target areas and expected impact and benefit for society. The video is a handcrafted explainer video, which includes a series of animations and tells a story of how the project operates. It uses three characters to personalise the project: Adam, a protected area manager, Amy, a scientist from ECOPOTENTIAL, and Peter – a concerned citizen. The video takes the viewer through a tour of the different ecosystems targeted by ECOPOTENTIAL, explains why and how Earth Observation is used, and how the project will benefit its targeted end users. The video is available on the project website, and has/will be advertised and distributed through various social media platforms. At present it is available in the English language only, however there is a possibility it may be translated into other languages, depending on interest and available resources. The video had its official launch at the GEO XIII Plenary in St. Petersburg, 9th – 10th November 2016 at the European Union booth.



The video can be viewed at: <http://ecopotential-project.eu/outreach/video> and on the You tube page: <https://www.youtube.com/watch?v=DmPVluj9me8> .



5. ECOPOTENTIAL Online Storymap

ECOPOTENTIAL Storymap: Whales in the Mediterranean

The goal of the ECOPOENTIAL storymap is to highlight, in an accessible and informative way, some of the ongoing research of ECOPOENTIAL. Storymaps are an ESRI tool (see <https://storymaps.arcgis.com/en/>) which use interactive maps, photos and text to explain an issue. ECOPOENTIAL partners are working together to produce a storymap on whales in the Mediterranean, and how ECOPOENTIAL and its collaborating partners are using the latest techniques in remote sensing and Earth Observation to monitor whale species, and influence the management of these species. The goal of this storymap is to communicate ECOPOENTIAL research to a wide audience and demonstrate its use to society.

The storymap is under preparation. A text draft is expected to be complete by the end of December and a full, online version is expected to be ready by the end of 2017. The reasons for this delay are that we are waiting for material to be collected from the Pelagos Sanctuary stakeholders' workshop on 28-29 November 2016.

