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***Climate Change Impacts on the Marine Environment:
Research Results And Public Perception***



Deliverable 2.1 -

Marine climate science outreach programmes: an evaluation of their success and lessons learnt.

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Executive Summary

The outreach activities of 64 EU and national research projects focussing on marine climate change issues were examined in terms of 'good practice', innovation and 'lessons learnt'. Most EU projects engaged in some sort of information campaign or public outreach activity and in some instances (although rarely) this was an integral part of the wider programme of work. However, in most cases outreach did not extend beyond one-way imparting of knowledge through project websites, brochures, scientific papers or conferences and there was little or no attempt to involve members of the public and stakeholders directly in data collection, or to gather views and opinions.

This CLAMER document highlights and celebrates outreach successes, it recognizes that new methods of communication (e.g. social networking tools) may become more important in the future. It also provides 14 recommendations with regard to outreach programmes and communicating with the public, stakeholders and policy makers; these range in scope from suggestions of particular tools and techniques that have proven useful or effective elsewhere, to recommendations regarding project strategy, planning and cost-effectiveness.

Contents

Executive Summary.....	2
Introduction	4
Background to this report and how it was assembled	5
Inventory of projects and their outreach activities: trends and observations	6
EU projects that demonstrate ‘best practice’	9
Communicating with the public.....	11
Exhibitions.....	11
Expeditions.....	11
Workshops	12
Feedback & Public Involvement.....	12
Communicating through the media.....	14
Newspapers, TV and Radio	14
Films and Movies	15
Celebrities	15
Communicating with stakeholders and policy makers	16
Stakeholder or Policy Advisory Committees.....	16
Workshops and Engagement Events	17
Policy Summaries & Statements	17
Innovation and novel outreach techniques.....	18
Blogs, Facebook, Twitter, & Wiki	18
Gadgets, Tools & Data Visualisation	19
Innovative Written Material & Products	20
Conclusions and Perspective	21
Recommendations	22
Annex 1: CLAMER Outreach Templates	24
Annex 2: Collated ‘tick box’ table of outreach activities across the 64 projects	89

Introduction

The CLAMER initiative was instigated in early 2010 because there was a general feeling within the European Commission that despite funding an extensive programme of work over the past 12 years (since 1998) focussing specifically on climate change in the marine environment (more than 60 projects), very little of this research had reached public consciousness, and that the level of public awareness of such issues was still relatively low. The reasons for this limited uptake are unclear and in particular it is not known whether the lack of public awareness is primarily a consequence of limited media attention in marine science or climate change issues, whether it reflects limited efforts by the research community (or the European Commission) to communicate or publicise their results, or whether it reflects a general lack of understanding among the European populace of scientific and technical issues. What is clear is that the public at large are interested in what is happening in the seas, as evidenced by world-wide enthusiasm for the recent movie, *Oceans* and television documentaries such as *The Blue Planet*.

Moreover, the seas and oceans are extremely important for Europe. Their impact on the European climate is well known by the general public. The economic importance is huge. EU trade by sea has been valued at €1.9 trillion (US \$2.5 trillion) or 1.46 billion tonnes per year, in addition fishery landings into the EU amount to 4.7 million tonnes (>€ 6.2 billion) per year. Approximately 40% of European citizens live within 100 km of the sea. Each year, more than 400 million passengers embark and disembark at European ports.

CLAMER 'Task 2.1' consists of 'An evaluation of the success and/or failure of earlier 'outreach' programmes', and builds on outputs from Task 1.1 ('Inventory of relevant research funded at the EU, National and Pan-European level and their outputs'). The task attempts to identify projects that were successful in this regard, it highlights tools and techniques that proved popular, and it offers recommendations (pages 18 and 19) with respect to future dissemination efforts and outreach methodologies. The task is primarily a desk-based study and has been the responsibility of the Centre for Environment, Fisheries & Aquaculture Science (Cefas), UK.

Our analysis has shown from the beginning that some EU and national projects had tried very hard to promote their message to a wider audience with communication at the centre of planned activities, whilst for other projects outreach was only a secondary focus, with very little communication beyond the consortium or the European Commission. In the following report we highlight examples of 'good practice' where projects have shown to be innovative in their communication with the public and/or stakeholders from industry. We note trends and developments in the scope of outreach activities, for example the recent inclusion of social-networking websites (e.g. Facebook and Twitter), among the arsenal of tools used by projects. We comment on the attractiveness and accessibility of project websites and whether they are engaging for the public, and/or offer more than simply a basic description of the project work-packages and deliverables.

Background to this report and how it was assembled

A catalogue of past EU research activities focussing on marine climate change was produced (CLAMER task 1.1) and this was made available in July 2010. This catalogue provided the name and funding framework (e.g. FP5, FP6, FP7, ERA-NET) for more than 80 EU, national and international projects, and based on this inventory a sub-set were selected encompassing only those projects that were implicitly climate or marine focussed. The final table of projects included 60 that were funded by the EU and 4 others (national and international) that were selected on the basis of their notable outreach programmes (see table 1; Annex 1).

The subject matter of these projects ranged from those focussed on interpretation of climatic conditions in the ocean in the distant past (e.g. CLIWOC, EPICA-MIS, Millenium), to those that focus on predicting and understanding future climate change (e.g. THOR, DAMOCLES, ENSAMBLES). Some projects were relatively academic or theoretical (e.g. ASOF, CONVECTION, DYNAMITE, ECOOP, IMCOAST), whereas others were very 'applied' to understanding stakeholder needs or perceived risks to industry (e.g. NOAH'S ARK, QUANTIFY). For some, the whole main project goal was centred on communication and engagement with the public (e.g. The *Cape Farewell* project), whereas for others the focus was only ever on academic/scientific endeavour (e.g. most EU Marie Curie initiatives, including ECOTRENDS, EXTALGAE, PHENOMED, SEAMOCs and WIT).

Given the short name or acronym of each project (from the Task 1.1 catalogue) we attempted to locate each one on the 'Cordis' database of the European Union (<http://cordis.europa.eu/>). This allowed us to obtain details of the correct project title, the number and names of partner institutes, the financial value of each project and in some cases a brief resumé of the research focus and/or an address of the main project website. Information on FP5 projects was generally much less extensive in comparison with the summary data available for FP6 and FP7 projects.

Table 1. Types of EU or other projects considered in this review of outreach activities ($n = 64$).

Funding Scheme	Number of projects	% of projects
EU ERA-NET	2	3
EU FP5	15	23
EU FP6	27	42
EU FP6 (Marie Curie)	5	8
EU FP7	11	17
INTERNATIONAL	2	3
CHARITY	1	2
NATIONAL	1	2

A next stage involved development of a one page 'template' to be completed for each project. This template included sections on:

1. Basic project information – including name, funding scheme, budget and a 1-2 line description;
2. 'Unique selling points' (unusual and innovative outreach ideas);
3. Whether the project attempted to engage with or consult members of the public;
4. Whether the project attempted to engage with or consult with stakeholders/industries;
5. Whether the project attempted to engage with or consult with policy makers;
6. Whether the project website was user-friendly and/or engaging;
7. Whether there were clear efforts to make outputs readable and/or accessible to the public;
8. Whether there was any evidence of wider uptake by policy makers or other national/international research projects.

In addition each template included a checklist of outreach activities to provide a semi-quantitative assessment of how common particular activities or outputs were across the 64 projects examined. A search of the internet was performed for each project, initially to identify the main project website, but where no website could be found (mostly FP5 projects) a general Google search was performed to look for evidence of outreach and uptake, as well as a search of bibliographic databases (Scopus, Google-Scholar, ASFA etc.), to look for scientific papers and reports that cited each project.

For some projects the sheer wealth of outreach activities and innovative communication tools made it a challenging exercise to summarise everything onto one page (e.g. *Cape Farewell*, EPOCA). For other projects (particularly Marie Curie projects) it was often very difficult to find any information and thus their respective 'templates' are relatively empty. For a number of FP5 projects there was evidence that a project-specific website once existed, but given that the FP5 programme ended in 2002, many websites have now been removed from servers or stripped back to their bare essentials. In such cases we attempted to collate as much information from the internet or institutional websites as possible given the often very scattered and limited snippets that could be found.

Inventory of projects and their outreach activities: trends and observations

In this section we primarily focus on a semi-quantitative analysis based on the 'tick-box' exercise (see Annex 2) that was carried out in order to document whether or not particular projects made use of particular outreach techniques (e.g. project brochures, newspaper articles, academic conferences etc.). Annex 2 contains the collated data from each of the 64 project templates (Annex 1) from which a number of clear trends and observations are apparent, even taking a relatively superficial look at this data.

Firstly, it is generally the case that Framework 5 (FP5) projects (of which 15 were examined) exhibited less evidence of outreach activities than either Framework 6 (FP6) or 7 (FP7) projects (32

and 11 projects respectively). There are a number of reasons why this might have been the case: FP5 projects were often significantly smaller and more narrowly focussed in comparison with their successors; perhaps fewer requirements were placed on consortia by the Commission than is now the case (for example there is often a requirement for projects to produce a flyer or brochure at the beginning and end of a contract; web technologies have advanced and improved with the emergence of new ways of communicating, through social-networking and blogs etc. In addition there is now a wide-held expectation that researchers must communicate with policy makers, stakeholders and/or the public, and this was not necessarily true at the time of FP5 (1998-2002). We cannot be certain that our analysis managed to capture all of the outreach activities that occurred within FP5 projects, since many websites are now defunct or no longer work. However the broad impression is that there has been a step-change in the range and extent of such activities over the past 12 years, whether intentionally or through changes in EU expectations.

As part of this review we considered five FP6 Marie-Curie projects focussing on climate change and marine issues. By their very nature Marie-Curie initiatives often include only one or two institutes and one or two scientists who are actively involved in the exchange of personnel or expertise. Almost without exception it was extremely difficult to obtain information about such projects, and there was often only evidence of 'training' or 'capacity building' activities, and perhaps a few peer-reviewed publications on the internet. By contrast, other FP6 or FP7 projects often had an enormous web-presence and employed a wide diversity of outreach techniques. Looking across all projects (table 2), by far the most commonplace outreach activities were those that could broadly be thought of as academic in nature. More than 88% of projects ($n = 56$) provided evidence of some involvement in academic conferences and 86% of all projects exhibited evidence of peer-reviewed scientific publications. A surprisingly large number of projects (16%, $n = 10$) also stated that a project-wide book had been published, and many projects (77%, $n = 49$) seemed to involve the collation of key datasets.

Well over half of all projects engaged in some sort of training exercise, whether it be the support of PhD studentships or specific training workshops on tools and techniques (58%, $n = 37$). More than 70% ($n = 45$) engaged in international capacity building activities including training but also exchange of staff and expertise. By contrast, only 11 out of 64 projects (17%) engaged with schools and colleges; either directly through workshops and events or through the provision of online teaching/revision materials, sometimes in a range of European languages.

About half of all projects (47%, $n = 30$) published a flyer or brochure, and in some cases several had been generated over the course of the project (e.g. BALANCE, EPOCA, EUR-OCEANS, RECLAIM). It is not clear how widely these flyers had been distributed, either within the European Commission or among the academic community, and hence it was also impossible to assess the effectiveness of such documents as an outreach tool. A similar number of projects (47%, $n = 30$) had also provided some sort of newsletter, whether available only online or in paper form.

Table 2. Frequency of occurrence of particular outreach activities across the 64 projects examined (more than 50% in **bold**).

Outreach Technique	Number of projects	% of projects
Academic conferences	56	88
Peer-reviewed papers	55	86
Datasets	49	77
Capacity building	45	70
Training	37	58
Project Flyer/brochure	30	47
Newsletters	30	47
Stakeholder workshops	29	45
Direct industry involvement	25	39
Tools and gadgets	23	36
Policy summary	23	36
Public summary	20	31
Film and audio	20	31
Newspapers	18	28
Publicly-aimed website	16	25
Schools and collages	11	17
Multiple languages	10	16
Books	10	16
Blog	9	14
Public-opinion/perception	2	3
Celebrity endorsement	1	2

Many project websites indicated that some sort of stakeholder engagement event had taken place during the course of the project (45%, $n = 29$) and 25 out of 64 suggested that there had been direct industry involvement, either as full project partners or as members of a stakeholder committee. A smaller number of projects suggested that some sort of policy briefing document had been prepared (36%, $n = 23$) although closer examination revealed that many projects had considered socio-economic relevance (albeit only very peripherally in some cases), and had engaged with national or

European policy makers through workshops, seminars and parliamentary magazines. Many of the more ‘academic’ projects listed, and especially those focussing on oceanographic issues, the Arctic or long-term change (e.g. ASOF, BASIN, CONVECTION, ECOOP, GreenICE, Millenium, NOCES, SITHOS, THOR, TRACTOR) provided little evidence of a clear link to policy makers or stakeholders.

In general, we judged very few project websites or outputs as being primarily aimed at members of the public (25%, $n = 16$) with most seemingly aimed at a scientific or technical audience, or even the consortium itself (containing little more than a list of work-packages and deliverables). In a few instances (see section), a great deal of thought had clearly been expended in considering effective communication of outputs, good examples being provided by the *Cape Farewell*, CIRCE, DAMOCLES, EPOCA, EUR-OCEANS, HERMES, HYPOX and MARBEF projects. Only two projects actively sought the opinion of members of the public (*Cape Farewell* and EUR-OCEANS), but 20 provided an easy-to-follow public summary document.

A surprisingly large number of projects (20) provided material for television, film or audio media outlets and many had made use of online video repositories e.g. *YouTube* (for example HERMES and HERMIONE). A similar number (28%, $n = 18$) provided evidence of articles in newspapers or magazines, specifically relating to the project and its outputs. The following sections of this report attempt to illustrate examples of ‘good practice’ among the projects examined; initially projects as a whole, but also discrete activities and ideas with regard to communicating with: (1) the public, (2) the media, and (3) stakeholders and policy makers.

EU projects that demonstrate ‘best practice’

As stated above, some EU research projects have dedicated very little time and effort towards communicating with the public or policy makers, whereas for others this was a major focus. Our analysis of 64 projects focussing on marine and/or climate change issues highlighted a number of projects that can be held up as examples of ‘good practice’ in terms of their imaginative outreach programmes, both in terms of breadth and diversity. For each of these, project communication was viewed as an integral component of the wider programme, and not simply an afterthought or unfortunate requirement imposed on the project by the European Commission. Here we discuss 7 of the best projects and illustrate some of their unique qualities.

BALANCE: The main goal of BALANCE lies in a comprehensive, integrated assessment of the impact of climate change on environmental and societal components of the Barents Sea region. The BALANCE team have constructed an easy to navigate website and have made extensive efforts to engage the public but particularly stakeholders. The team created film material (including the movie “Three”) showing everyday activities in the arctic, and the vulnerability of three sectors (forestry, fishing and reindeer herding) to future climate change. The project also staged a travelling exhibition (in Norwegian, Swedish, Finnish and English): “How vulnerable are arctic livelihoods to the impacts of climate change?” as well as 60 interviews with arctic stakeholders and a number of stakeholder workshops.

Cape Farewell: *Cape Farewell* has brought together artists, writers, scientists, educators and media for a series of expeditions into the High Arctic. Together they have mapped, measured and been inspired by this environment and have endeavoured to bring home stories and artworks that tell how a warming planet is impacting on this wilderness. This project is entirely focussed on outreach and engagement and has employed many innovative communication ideas and techniques. The project makes extensive use of celebrities, artists, musicians and comedians etc. The website

includes blogs from each expedition as well as image galleries and video diaries (+ a 'Twitter book'). The website also includes an extensive section labelled the "Youth Programme" (in collaboration with the British Council). This includes art and science resources, a downloadable video documentary (aimed at children), lesson plans and notes, details about student expeditions (and how people can volunteer).

EPOCA: The primary goal of EPOCA is to enhance our understanding of the biological, ecological, biogeochemical and societal impacts of ocean acidification. The website includes school course materials, an animated film (prepared by a school), educational booklets, 'partner with a scientist' scheme, as well as 'best practice' guides and workshops. The website also includes a 'dissemination and media centre', with an online form for media enquiries. The project includes separate work-packages for 'data management' (WP15) and 'training' (WP16), it provides regular 'policy statements' and updates. Stakeholder involvement is encouraged through a 'Reference User Group' (RUG) including government agencies, NGOs, industries; - used to provide advice on what products are most useful/accessible, how they can be improved and to feedback results to key sectors.

EUR-OCEANS: an EU 'Network of Excellence' project that aims to achieve lasting integration of European research organisations on global change and pelagic marine ecosystems. The Public Outreach Team comprised 10 European aquaria and the European Union of Aquarium Curators which endeavoured to act as an interface between scientific research and the general public. There was a strong focus on interaction with schools through the 'educational programme' with activities online and at the aquaria. There was a specific public-focussed website which provided a wide range of routes by which the public could engage with Eur-Oceans scientists (including following cruises, web-conferences, film competitions, animations etc).

HERMES: an EU-FP6 project designed to gain new insights into the biodiversity, structure, function and dynamics of ecosystems along Europe's deep-ocean margin. It represents the first major attempt to understand European deep-water ecosystems, bringing together expertise in biodiversity, geology, sedimentology and physical oceanography. The HERMES project provided a well-designed website with lots of attractive images as well as basic project information. Newsletters were particularly well put together. The whole outreach strategy was well thought out and effective. In the "Education" section, the website included: materials for schools and teachers, scientist profiles, student profiles, educational poster scheme, interactive modules/tools and games, video clips (on YouTube) featuring cruise reports, ROVs, deep corals; lecture notes to download, graduate training workshops (in 2006, 2007 and 2008), cruise diaries/blogs, WebGIS/Google-Mapping tools.

HERMIONE: an EU-FP7 project that started in 2009 and follows on from HERMES. It provides a good example of 'best practice' in terms of outreach and public/stakeholder engagement. The website includes up-to-date information and makes use of modern communication media/techniques (e.g. a "Learning Zone" aimed at the wider public). A specific part of the website is focussed on 'Policy'. One of the key science-policy interface mechanisms is the Science Policy Panel (SPP): a high-level panel composed of European policy-makers, stakeholders from industry and NGOs. In addition to the website there is a HERMIONE site on Twitter and Facebook, including discussion board, photos, blog, movie "*Our today is forever*" (plastics and pollution in the marine environment), videos on YouTube (baited camera traps, deploying ROVs).

MARBEF: A European 'network of excellence' project that aims at integrating research efforts by forming a dedicated group of marine scientists and creating a virtual European institute with a long-term research programme on marine biodiversity and climate change. Within the project website, the "MARBEF Kids" section is particularly engaging, and features games and puzzles; worksheets, simple science questions, competitions (draw a picture, design a mascot), a screen-saver and images. Also an "Education" section featuring: teachers notes and fact-sheets, posters, materials aimed at different age ranges (from 4 to 15) available in English, Estonian, Finish, Polish and Spanish.

Communicating with the public

As is apparent from the projects described above, many provided outreach materials for children, schools and students (11 projects out of 64). However this is only one means by which projects have attempted to reach out and communicate directly with the public-at-large:

Exhibitions

A number of projects (e.g. *BALANCE*, *EUR-OCEANS*, *Cape Farewell* and *DAMOCLES*) have made use of public exhibitions, often held at natural history museums, in order to communicate with citizens. The 'BALANCE' project developed a travelling exhibition in Norwegian, Swedish, Finish and English, in order to illustrate 'How vulnerable are arctic livelihoods to the impacts of climate change?' Similarly, the 'DAMOCLES' project developed a mobile exhibition on behalf of 'The International Polar Foundation' in order to communicate to the wider public what DAMOCLES is doing and why. The exhibition was used in connection with more general polar events held in European countries during the International Polar Year (2007-08). In addition, the project developed an exhibition on the contemporary *Tara* and historic *Fram* expeditions (2006-2008; 1893-1896), a collaboration with the Fram museum, as well as the French Cultural Centre in Oslo.

The 'EUR-OCEANS' Public Outreach Team comprised 10 European aquaria and the European Union of Aquarium Curators. There was a strong focus on interaction with schools through the 'educational programme' with activities online and exhibitions at the aquaria. Similarly, as part of the *Cape Farewell* initiative a number of high profile touring exhibitions were developed, focussing on art and photographs from the various *Cape Farewell* exhibitions (see below). Given that this project was entirely focussed on outreach and made extensive use of celebrities, artists, musicians and comedians etc., these events reached very large audiences.

Expeditions

Although many of the projects examined here involved collaborative expeditions of some sort, very few of these actively sought the involvement of members of the public. Most projects (e.g. *HERMES*, *HERMIONE*, *SALSEA* and *SESAME*) simply included cruise reports, expedition blogs or newsletters on their websites, however two projects aimed to fully engage with members of the public, journalists or celebrities and actively invited them to participate in research.

The ATP (Arctic Tipping Points) project website includes blogs, pictures and film clips from fieldwork and experiments in the Arctic. The R/V "*Jan Mayen*" cruise to Svalbard waters on 3-12 May 2010, included 2 journalists and 5 artists. In addition cruises around Svalbard, the Barents Sea and the west coast of Greenland in 2009 included a Spanish TV crew, who filmed activities on board. Articles have appeared in various newspapers and there was a press release on the major findings of this voyage.

The *Cape Farewell* project makes extensive use of celebrities, many of which are invited onto pseudo-science expeditions to the Arctic or elsewhere (e.g. the high Andes). The website includes

blogs from each expedition as well as image galleries and video diaries. In addition there have been several 'youth expeditions' (in 2007 and 2008). On 9th September 2010, *Cape Farewell* began its 9th Art & Science expedition to the Arctic. The 2010 expedition included a team of 5 marine scientists and 10 artists from Russia, the US, the UK, Australia, Spain and Canada, to the ice edge near Spitsbergen. In 2011 *Cape Farewell* will embark on its biggest project yet: a month-long expedition across the Scottish islands from Oban to the Outer Hebrides, Orkney, Shetland and the Faroes. Outputs from these expeditions form the basis of exhibitions (see above), art installations, newspaper and television reports.

Workshops

Several projects have attempted to involve members of the public in workshops or 'road-shows' for example the ATP project (see above) held a seminar series for children in Mallorca on abrupt changes in polar areas. The aim of the activities organised were to inform students about climate change impacts to Arctic marine ecosystems. Experiments were organised to demonstrate the albedo effect, thermal seawater expansion, sea ice loss and seawater acidification. A total of 120 students from three public high schools of Mallorca participated in these activities.

The FP7 project EPCOCA also held educational workshops (in France and the UK), in one of these a group of students communicated their concerns about the state of the oceans through the creation of an animated film highlighting the potential impact of ocean acidification.

As part of the *Cape Farewell* initiative an interactive 'Student Summit' was held in 2006 at the Natural History Museum (London). This offered the opportunity for students from over 20 countries to meet, hear the evidence, and question key decision makers and experts over a period of four days. Other initiatives within *Cape Farewell* have included 'Dancing on Thin Ice' an event involving a group of 12 and 13-year-olds who developed music and dance routines in order to communicate what climate change is, what it means for our future and how to stop it. Alongside the dance, students had sessions with climate change scientists, and produced a documentary.

Within the EU-FP6 project 'CIRCE' a number of 'Road-shows' were held, but these were largely aimed at stakeholders and policy makers. CIRCE also held a side event at the UNFCCC COP meeting in Bali.

Feedback & Public Involvement

Although many of the projects examined here have generated materials for one-way dissemination of research results, fewer projects have actively attempted to gauge public opinion and/or utilise the public for data collection/digitisation. The two exceptions were EPOCA (as part of its schools programme) and *Cape Farewell* within which the public are invited to participate in data collection during expeditions as well as a number of initiatives to encourage direct action on environmental issues by members of the public and especially young people (see above).

An increasingly popular approach, that was not employed in any of the projects examined here, but has been used extensively elsewhere, is to utilise processing power when networked computers are sitting idle, or to actually mobilise volunteers to digitise datasets where it has proven impossible for computers to autonomously read documents (for example where handwriting is difficult to decipher). Such altruistic initiatives began with the SETI@home project in 1999, within which idle computing power was used to search through outputs from radio telescopes for signs of

extraterrestrial intelligence. With over 5.2 million participants worldwide, this initiative is still the 'distributed computing' project with the most participants to date. However other projects have followed, including several that have focussed on climate change or marine applications.

One initiative "Climateprediction.net" (or CPDN), is a 'distributed computing' project that aims to investigate and reduce uncertainties in global climate modelling. It aims to do this by running hundreds of thousands of different models using the donated idle time of ordinary personal computers. CPDN, which is run primarily out of Oxford University in England, has harnessed more computing power and generated more data than any other climate modelling project. It has produced over 35 million model years of data so far. As of November 2010, there are more than 34,000 active participants from 147 countries. A similar (and related) project called AfricanClimate@Home aims to develop *"more accurate climate models of specific regions in Africa. This will serve as a basis for understanding how the climate will change in the future so that measures designed to alleviate the adverse effects can be implemented."*

Inspired by these, and the general willingness of members of the public to become involved in online science projects, the UK Meteorological Office together with the UK National Maritime Museum and the University of Oxford recently (in October 2010) launched the "OldWeather" initiative to recover worldwide weather observations made by Royal Navy ships around the time of World War I (1914-1923). These transcriptions will contribute to climate model projections and improve the UK database of maritime weather. This project builds on the success of the EU FP5 project CLIWOC that attempted to digitize UK, Spanish, French and Dutch weather records from the logbooks of commercial and naval sailing vessels spanning the period 1750 to 1850.

Logbooks are difficult for a computer to analyse accurately. Handwriting is often confused and misinterpreted by computers, which can lead to errors in the data. Furthermore, this project has received considerable media attention since it was launched (with articles on television, radio and in newspapers (see www.bbc.co.uk/news/science-environment-11532534). By 4th April 2011 54% of all ships logs (41,481 pages) had been transcribed, with participation encouraged through an innovative 'ranking' system, whereby transcribers progress from 'cadet' through 'Lieutenant' to 'captain' of a particular vessel, depending on the number of individual records transcribed. This initiative is part of the Citizen Science Alliance (CSA). The CSA is a collaboration of scientists, software developers and educators who collectively develop, manage and utilise internet-based citizen science projects in order to further science itself, and the public understanding of both science and of the scientific process. Recent analysis has shown that members of the public can be very accurate in the data they contribute (see the commentary provided on the *OldWeather* blog), and the resulting information is of high quality.

A number of schemes for capturing the sporadic observations of particular marine organisms in European waters have developed making extensive use of members of the public, these include MarLIN (the Marine Life Information Network), the Marine Conservation Society (including 'basking shark watch', and 'Seasearch' a national project for recreational divers), the Shark Trust (ray and skate eggcases), the marine mammal strandings and sightings database of MUM/RBINS (Belgium) and the 'Zeetrek/NZG' database of Kees Camphuysen in the Netherlands. Such projects tend to focus on occurrences of unusual or 'charismatic' species and offer a useful service by summarizing records (sometimes drawing on local newspaper reports) that would otherwise be lost to the scientific community. Information is also collected by sea anglers, in particular information on record sizes of sea fish (e.g. www.anglerstimes.co.uk/britishrecords.htm). Such data can sometimes be used to generate useful indicators of population status and change.

The UK Marine Conservation Society 'Beachwatch project' is now in its 18th year and aims to monitor the amount of litter on UK beaches through volunteer surveys and a beach clean-up programme. The annual MCS "Beachwatch" event takes place on the 3rd weekend of September

every year with thousands of volunteers contributing and the data used to generate the annual MCS Beachwatch report. The 'MCS Adopt-a-Beach' programme extends the monitoring of particular beaches to 4 times a year, and in 2009 397 beaches were cleaned and 4,665 people participated. The most common items of litter found were small plastic pieces and 64% of all the rubbish was made of plastic. Plastic litter increased by an enormous 121% since Beachwatch started in 1994.

As part of CLAMER a clear recommendation must be that EU research projects in the future should engage more closely with members of the public, not only in a one-way information generation mode (as has usually been the case), but they should also employ more imaginative two-way interactive methodologies to engage the public in debate, data collection or digitization as has been the case for some of the initiatives described above. As technology develops, the means through which scientists will be able to communicate with citizens will undoubtedly change and probably broaden.

Communicating through the media

About a quarter of the 64 project websites examined provided evidence that they had generated media interest, through articles in newspapers or magazines or through television and radio. Some projects were particularly successful in this regard, notably: MCCIP, NOAH'S-ARK, CLIWOC and *Cape Farewell*. In the following section of this report, we examine instances of 'good practice' and highlight those projects that have demonstrated innovation in their dealings with the media.

Newspapers, TV and Radio

Several project websites provided a detailed list of newspaper articles, and in many cases (e.g. ATP, MCCIP, CLIMATE FOR CULTURE, POP, QUANTIFY, EUR-OCEANS, THESEUS) this was prompted by a carefully targeted press release from the project. A number of projects described articles that were specially written for magazines e.g. CLIWOC and HERMIONE, whereas others provided a long list of press articles that arose in response to the launch of a particular scientific paper or product. Projects that seem to have generated considerable interest in newspapers include: *Cape Farewell* (articles in the UK *Times*, *Telegraph* and *Guardian*), MCCIP (100+ articles following successive launches of the MCCIP *Annual Report Card*), NOAH'S ARK (36 articles in the national and local press – with electronic scans of each article available online), QUANTIFY (following the publication of a paper on climatic impacts on the transport sector) and EPOCA (particularly in Norway, France and the UK – but also in the USA).

A number of project websites also mentioned outreach via radio articles, whether it be through specific 'pod-casts' or programmes (MILLENIUM, CARBOOCEAN, *Cape Farewell*, EPOCA, EUROGEL) or brief items during news broadcasts (CENSOR, EUROCEANS, MCCIP). The EPOCA project (on ocean acidification), provided a particularly long list of nine radio programmes and/or interviews throughout Europe.

Several projects have benefited from involvement with television companies, for example: CARBOOCEAN developed a 1 hour film that was shown on Norwegian television, along with interviews with scientists. BACC/BALTEX contributed to a series for German television, as did GREENICE in Denmark. ATP allowed a Spanish television crew to participate on their expedition to

the Arctic, and other projects cited brief items during television news broadcasts (e.g. *Cape Farewell*, CLIWOC, EUR-OCEANS, HERMES, and MCCIP).

Films and Movies

As stated above, a surprisingly large number of projects developed film material or movies and many made use of online video repositories e.g. *YouTube*. Good examples of projects that developed 'movies' include:

1. **BALANCE:** A team from the Arctic Centre in Rovaniemi, University of Lapland, created film material in the year 2005. The material is available for download and shows everyday activities and the vulnerability to climate change of the three sectors: forestry, fishery and reindeer herding (with English subtitles). This movie (entitled "*Three*") is supported by 2 shorter films: "*Reindeer*" (a short but informative insight into the reindeer herding sector) and "*Forestry*" (a short but informative insight into the forestry sector).
2. **CARBOOCEAN:** The 1 hour CARBOOCEAN movie focused on the consequences of increases in CO₂ for life and ecological processes in the world oceans. This movie was shown on Norwegian television and featured film footage from CARBOOCEAN research cruises as well as interviews with project scientists.
3. **HERMIONE:** The HERMIONE (Hotspot Ecosystem Research and Man's Impact on European Seas) project developed a movie "*Our today is forever*" focussing on plastics and pollution in the marine environment.

Several other projects uploaded film clips to the internet from research cruises, including: ATP (footage from fieldwork and expeditions), *Cape Farewell* (video diaries from expeditions), CARBOOCEAN (footage from the various research cruises as part of the CARBOOSCHOOLS initiative); HERMES and HERMIONE (cruise reports uploaded to YouTube showing underwater footage of Remotely Operated Vehicles, deepwater corals, camera traps etc.).

The EPOCA project developed a seven and a half minute animation together with schoolchildren in the UK, that laments the fact that subsea creatures are suffering as the ocean becomes more acidic. This has been shown at the National Marine Aquarium in Plymouth, and to policy makers ahead of the 2009 International Climate Conference in Copenhagen.

Celebrities

Only two of the projects examined (ATP and *Cape Farewell*) explicitly made use of celebrities to increase the outreach of their messages. In both cases, this was achieved by inviting comedians, artists, television personalities to join expeditions. Celebrity endorsement has greatly increased the profile of other science projects or environmental issues, none more so than climate change and its association with the former American vice president Al Gore. From musical groups promoting

‘carbon neutral’ tours, to actors and former politicians producing, narrating and starring in big screen global warming feature films, high-profile personalities have undertaken efforts to amplify concerns about human contributions to climate change. Simultaneously, celebrity politicians and politicised celebrities are at the centre of public debates over the variety and extent of climate change mitigation and adaptation actions.

Communicating with stakeholders and policy makers

Almost without exception, most EU research initiatives and nationally funded projects set out to contribute towards stated policy objectives or towards meeting the needs of stakeholders and industry. However, the level of communication that is actually realised once a project begins, can vary markedly from project to project, ranging from a fully integrative two-way process to cursory imparting of knowledge by means of flyers or policy statements that are only released at the end of a project. In the following section, we provide an overview of such activities. We highlight examples of ‘good practice’ and the similarities or differences in the approaches taken (including differences in nomenclature).

Stakeholder or Policy Advisory Committees

Several of the projects examined included industrial stakeholders as an integral part of their consortium, most notably ‘QUANTIFY’ which included multinational companies such as Airbus, Rolls Royce and Lufthansa. Other projects (e.g. HERMES, MOEN, DAMOCLES, DYNAMITE) included partners with expertise in equipment/instrument manufacture, or insurance companies (e.g. NOAH’s ARK), and as such this ensured that any outputs were closely aligned with the needs of ‘end users’. A more usual approach however has been to convene some sort of ‘stakeholder panel’ or ‘Reference User Group’ to provide advice on the direction of a project and to ensure knowledge transfer to user communities. In some cases the nature of this overseeing committee is dominated by stakeholders and industry, e.g. within ‘MAIA’ including the oil industry, commercial fishermen etc., in other cases the panel is primarily composed of policy-makers (e.g. MCCIP). In most cases however, the advisory committee has provided high-level advice and is composed of a mixture of both industrial stakeholders as well as policy makers:

1. ‘ELME’ - Stakeholder Advisory Group
2. ‘ENCORA’ – Venice Platform Partnership, and Maritime Stakeholders Forum
3. ‘EPOCA’ – Reference User Group (RUG)
4. ‘HERMES’ – International Science Policy Panel
5. ‘HERMIONE’ - International Science Policy Panel
6. ‘KNOWSEAS’ – Regional Liaison Groups and Project Advisory Board
7. ‘MAIA’ – user-oriented steering committee
8. ‘MEECE’ – User Advisory Group (UAG)
9. ‘MYOCEAN’ – Core User Group (CUG)
10. ‘NOAH’S ARK’ – Policy Advisory Panel
11. ‘SALSEA’ – Steering committee (including fishermen and anglers)
12. ‘SPICOSA’ – End Users Advisory Panel
13. ‘THESEUS’ – Project Advisory Board (including engineers and consultancy companies)

Several projects have endeavoured to provide ‘decision support tools’ for use among stakeholders (e.g. BALANCE, CIRCE, CLIMATE FOR CULTURE, ECOOP and MEECE), whereas the ‘EUR-OCEANS’ FP6 Network of Excellence provided sponsorship and financial support to allow scientists to actively work with stakeholder communities to facilitate knowledge transfer. The outreach and engagement

component of the 'BALANCE' project comprised 60 face-to-face interviews with stakeholders, the aim has been to develop an accurate, triangulated understanding of vulnerability in selected localities and to construct a 'BALANCE Stakeholder Portal'.

Workshops and Engagement Events

An approach that has been particularly widely used across EU and national projects has been to simply hold a 'one off' stakeholder event or workshop, with the aim of gathering views and/or imparting information. This approach offers less insight into the detailed requirements of stakeholders or policy makers but it is less demanding of the scientists involved – particularly within small projects. Examples of projects which have held stakeholder or policy workshops include:

1. 'ADAM' - a wide range of workshops for stakeholders and policy makers; many of the reports are written in a format directly relevant to end-user communities.
2. 'BALANCE' - 60 interviews with stakeholders, and a number of stakeholder workshops.
3. 'CENSOR' - Regional CENSOR-PASARELAS Workshop: *Marine areas as a tool for sustainable exploitation and conservation of benthic resources in Latin America*.
4. 'CIRCE' - initial meeting to engage with policy makers, citizens and 'wider society'. The final report will be produced in consultation with stakeholders.
5. 'CIRCLE' - workshops on national adaptation strategies, decision support systems and cost-benefit of adapting to climate change.
6. 'EHANCE' - Supported the "WMO Conference on Living with Climate Variability and Change: Understanding the uncertainties and managing the risks". Brought together climate scientists and user communities.
7. 'EUR-OCEANS' - a stakeholder perception workshop on fisheries and climate variability.
8. 'FEUFAR' – a series of 'stakeholder' and 'expert' workshops to construct scenarios of what future fisheries and aquaculture might look like in Europe. Policy briefing workshops held within the European Parliament.
9. 'HERMIONE' - The first HERMIONE Anthropogenic Impact workshop was held at the ICM-CSCI in Barcelona on 20-21 October 2009.
10. 'MCCIP' – consults widely with stakeholders / industry through adaptation workshops and new 'Climate Smart Working' report cards. Also as part of the UK Climate Change Risk Assessment (CCRA).
11. 'QUANTIFY' - Stakeholder meeting held in Brussels (June 2010).
12. 'RECLAIM' - Some involvement of RACs (Regional Advisory Councils) and fishing industry.
13. 'SESAME' - there have been various stakeholder workshops and 'stakeholder forums' involving the scientific community, policy makers as well as representatives from the tourism industry.

Policy Summaries & Statements

Several projects have attempted to provide a 'policy summary' or series of briefing notes aimed at informing stakeholders and/or policy makers of the main project findings. Such outputs are often produced only at the very end of a project, however, there are examples where material has been prepared for parliamentary magazines (e.g. CARBOOCEAN) or as part of 'introductory guides', and have been made available and circulated very early on in the scientific programme. The 'HERMES' project placed a high priority on the timely delivery of appropriate policy advice as new science became available. Many European policy makers were part of the International Science Policy Panel (SPP) of HERMES and the website included a section on "HERMES support for policy advice". In

addition HERMES produced a series of briefing documents - *the Deep-Sea Briefs* - on various topics relating to issues affecting the deep sea environment. These documents were intended to inform a wide range of audiences, but were principally intended to serve as an initial information source for policy-makers and government advisors.

As part of the 'ADAM' project a series of joint ADAM / CEPS science-policy seminars took place; policy briefing notes were subsequently produced and circulated focussing on: (1) "*The future of European Electricity: Choices Before 2020*", (2) "*Climate Governance after 2012: Options for EU Policy*", (3) "*Reaching the 2 degree Centigrade target: Technological requirements, economic costs and policies*". The ongoing 'EPOCA' project has provided regular 'policy statements' and updates since it began in 2008. It has issued a 'Special introductory guide for policy advisors and decision makers' "*Ocean Acidification – the facts*", launched in winter 2009 at the UN climate change conference in Copenhagen. The 'Reference User Group' (RUG) has also issued an explanatory guide in 5 languages, "*Ocean acidification - questions answered*".

Innovation and novel outreach techniques

Beyond the more commonly used approaches described above, we made note of any 'Unique Selling Points' or imaginative and innovative outreach approaches demonstrated within particular project websites. These range from unique gadgets or tools, innovative means of using the internet or social networking sites, or simply innovative products that have been widely picked up by members of the public, stakeholders and/or policy makers.

Blogs, Facebook, Twitter, & Wiki

A wiki is an open-source website that allows the creation and editing of any number of interlinked web pages using a simplified markup language. Typically wiki sites have been created to allow collaborative and collegiate working, with users freely able to upload, edit or delete content as they see fit. Several of the 64 projects examined here (notably CARBO-OCEAN, ENCORA, MARBEF and SPICOSA), created wiki pages. Wiki sites have been widely used on other EU projects not concerned with climate change but focused on the marine environment, including: FEMS (Framework for the Evaluation of Management Strategies) and JAKFISH (Judgement And Knowledge in Fisheries Involving StakeHolders). MARBEF and ENCORA have together developed a 'Marine Biodiversity Wiki'. The ENCORA website is part of a wider 'coastal wiki' site (internet encyclopedia for coastal and marine professionals) comprising more than 1,411 information pages, that aim to '*disseminate knowledge to a broader audience than the circles of specialists working at the frontiers of science*'. This site includes links to the 'Venice Platform'. The Venice Platform partners are maritime, marine and coastal stakeholder organizations representing coastal authorities and governmental organizations, maritime industries, tourism and leisure organizations, environmental NGOs, scientific organizations.

Nine of the projects examined made use of online blogs (commentaries or diaries) to inform interested readers about progress etc. The most active Blogs were developed under the ATP and *Cape Farewell* projects during high-profile expeditions involving celebrities. However other projects that employed this technique include: CIRCLE, EPOCA, HERMES & HERMIONE (during research cruises), HYPOX, MARBEF and MEECE (although invited readers only). For projects that rely on public

involvement to achieve key aims (e.g. the *OldWeather* initiative), an active blog is viewed as essential to encouraging continued participation.

In recent years social networking has become a major phenomenon, especially among the younger generations. A growing number of scientific projects are starting to use social networking sites, such as Twitter, Facebook and Bebo to communicate with the public. **Twitter** is a website, that offers a microblogging service, enabling users to send and read messages called *tweets*. Tweets are text-based posts of up to 140 characters displayed on the user's profile page. Tweets are publicly visible by default, however senders can restrict message delivery to their friends list. Users may subscribe to other users' tweets—this is known as *following* and subscribers are known as *followers*. The CAPE *Cape Farewell* website includes blogs from each expedition as well as image galleries and video diaries (and a 'Twitter book'). The HERMIONE website on Twitter and Facebook, includes a discussion board, photos, blog and movie "*Our today is forever*" (plastics and pollution in the marine environment). The KNOWSEAS project can be followed on Facebook. Other marine research projects that have made extensive use of Twitter and Facebook include: FAROS (Integral Networking of Fishing Sector Actors to Organize a Responsible, Optimal and Sustainable Exploitation of Marine Resources); BLAST (Bringing Land & Sea Together); as well as the *Census of Marine Life* project, involving more than 2,700 scientists from 80+ nations .

Gadgets, Tools & Data Visualisation

A variety of innovative tools and gadgets were provided by the various projects examined here. These were very diverse, though were mostly concerned with the visualisation of or access to key datasets including:

- 'ADAM' – an EU Climate Policy 'inventory tool' [although this didn't seem to be working].
- 'BALANCE' - Metadata editor, statistical service, map algebra service.
- 'CIRCLE' - a project clustering tool to help 'shape the European research scene and for use in scoping exercises'.
- 'HERMES' - GIS portal to provide a tool for displaying, managing, manipulating, and analysing HERMES datasets. Data layers are held in the PANGAEA database.
- 'HYPOX' - Data portal (and update feed) with downloadable datasets from all HYPOX cruises, HYPOX datasets also on PANGAEA. GoogleMaps showing data localities
- 'IMCOAST' - Web includes links to PANGAEA (Publishing Network for Geostatistical & Environmental Data), including maps and images.
- 'MARBEF' - "Procedures database" (for data quality assurance). "OpenArchive" containing digital version of all published works.
- 'MEECE' - data portal provides access to river discharge database, also repository for all MECCE data and model outputs.
- 'MERSEA' - tools and data products, e.g. gridded SST datasets from satellites etc., real-time forecasts for 5 European regions (Arctic, Baltic, NE Atlantic, Mediterranean, Global Ocean).
- 'MYOCEAN' - online clickbox data catalogue (choice of parameters and whether you want observations or model outputs).
- 'NOAH'S ARK' - Web-based climate risk maps (Deliverable 8); guidelines on adaptation of cultural heritage to climate change (Deliverable 15); Vulnerability Atlas (Deliverable 12).

- 'NOCES' - tool for plotting 'Taylor diagrams' (for comparing multiple scenarios).
- 'POP' - Associated 'Delphi' website providing a clickable map of sediment core locations, as well as meta-data and in some cases oxygen and carbon isotope datasets.
- 'QUANTIFY' - Emissions inventories and forecasts (including shipping and fishing vessels). Simple explanatory guides on 'Transport security' and 'Climate research'.
- 'SPICOSA' - simulation software EXTEND to show how complex Coastal Zone systems react to a wide range of changes in use and management and, in return, how changes in the natural systems influence economic and social sectors.
- 'THESEUS' - GIS software for planning mitigation strategies in coastal areas both now and in the future (scenarios up to 2100). Guidelines for describing 'best practice and innovation solutions' for coastal defence.
- 'UVAC' – various time series for meteorological data, two independent satellite–derived UVR climatologies. Also provided generic maps of ultra-violet radiation for the Arctic.

A number of the projects made use of the PANGAEA data archive (Publishing Network for Geoscientific & Environmental Data). PANGAEA is operated as an Open Access library aimed at archiving, publishing and distributing geo-referenced data from earth system research. The system guarantees long-term availability of its content through a commitment of the operating institutions. Most of the data are freely available and can be used by referencing the related publication or the dataset citation.

In recent years a growing number of projects have also made use of GIS techniques (e.g. HERMES, SPICOSA, THESEUS) and in particular GoogleEarth (e.g. DAMOCLES, HERMES, HYPOX) in order to provide easy access to and viewing of datasets. Other major marine projects that have made use of GoogleEarth technology include EMECO (European Marine Ecosystem Observatory), MarineTraffic.com, and the *Census of Marine Life*.

A number of the 64 projects examined provided sets of future 'scenarios', whether it be socio-economic scenarios developed through consultation with stakeholders (e.g. ELME, FEUFAR, NOCES6) or heavily quantified biophysical or climate scenarios as outputs from complex models (e.g. BALANCE, CIRCE, ENSAMBLES). In addition, the NOCES project provided a tool for plotting 'Taylor diagrams' for comparing multiple scenarios and output from multiple models.

Innovative Written Material & Products

Several of the projects that were reviewed (Annex 1), developed innovative written products that subsequently attracted considerable public attention. The EU FP5 project 'CLIWOC', focussed on unlocking the scientific potential of ship logbook records to reconstruct historic climate and aimed to produce a time-series of daily weather observations for the world's oceans between 1750 and 1850. In order to construct cohesive time-series for the Atlantic and Indian Oceans it was necessary to draft a "*CLIWOC Multilingual Dictionary of Nautical weather vocabularies during the 18th and 19th centuries*". This document helped to convert weather terminology into modern quantitative equivalents (i.e. the Beaufort Scale), and the project attracted considerable attention from magazines, radio and television. A further innovative feature of this project was the availability of maps of individual ship voyages (with latitudes and longitudes corrected), including many famous

voyages of discovery such as those of James Cook, Charles Darwin and George Vancouver, as well as weather records from key naval battles (e.g. the Battle of Trafalgar and American War of Independence). This work has subsequently been taken forward as part of the 'RECLAIM' initiative in the United States (not to be confused with the EU project 'RECLAIM'), and the "*OldWeather*" initiative in the UK to make use of public enthusiasm to recover worldwide weather observations made by Royal Navy ships around the time of World War I (see above).

The MCCIP annual report card provides an annual statement of the UK's understanding of marine climate change impacts in the past and in the future. Peer reviewed reports on 30 topics provide the background knowledge for an 8-12 page summary report card, including headline messages in plain English and confidence assessments of scientific understanding for each topic. More than 100 scientists from 40 institutes contributed to the most recent report card (July 2010). The launch event for the 2010 card received media attention all around the world, and was attended by 7 ministers from England, Scotland, Northern Ireland, Republic of Ireland, Jersey, Guernsey, Isle of Man. The report card plays a vital role in translating the complicated and conflicting scientific messages emerging on climate change into a format that is directly useable (a 'one stop shop'). It provides a means of communicating current levels of understanding, as well as the level of uncertainty or disagreement among scientists. In 2009, a virtually identical report card was launched in Australia (see www.oceanclimatechange.org.au/) closely following the MCCIP template.

Conclusions and Perspective

Although a wide range of different approaches to communicating with members of the public and stakeholders has been tried across all of the 64 projects examined here, at the individual level the vast majority of projects have employed a rather limited suite of techniques and 'outreach' has typically been treated as somewhat of an afterthought or has been limited in its extent. When thinking about new EU projects in the future, this overview raises the question as to whether or not every/most new European scientific project really needs to communicate in the widest sense with the public (as exemplified by the best examples, eg. *Cape Farewell*, HERMES/HERMIONE, etc.). Undoubtedly one can argue that any scientist or scientific programme has a societal obligation to do so, but does this necessarily mean they all projects have to include brochures, websites, events, dialogue, film & picture galleries, educational tools, blogs, twitters etc., when this would greatly increase the cost, scope and complexity of the work planned.

Furthermore, it is clear that there has rarely (if ever) been any assessment of the effectiveness of particular outreach/education techniques employed by EU projects. In some instances the approach would seem to have been to focus more on 'quantity' of activities rather than 'quality' and cost-effectiveness. The internet abounds with discussion concerning whether or not it is possible to measure the effectiveness of 'social media marketing' or outreach campaigns (e.g. blogs associated with political lobbying sites etc.). The consensus seems to be that we must usually rely on indirect measures of success such as 'hit rates' on particular websites or numbers of press articles etc. Alternatively, direct outcomes such as changed legislation or a detectable shift in public awareness/perception may demonstrate successful uptake of information from scientific projects, but very little analysis has been performed to trace information flows and the reasoning behind public opinion.

For most European research projects the underlying 'goal' or 'objective' of outreach programmes has rarely been articulated or thought about upfront, and thus it is very unclear what such an outreach programme is actually trying to achieve. Without clearly articulated goals it is virtually

impossible to judge success of outreach programmes since it is unclear whether the aim is to simply to raise awareness of the particular project among EU policy makers and scientific peers, or the much grander ambition to significantly change perception and awareness among the European populace as a whole. Without clear goals and objectives it can also be very difficult to judge the levels of investment (time and financial resources) that are appropriate in each case.

Recommendations

Having reviewed the 64 projects listed in Annex 1, a number of clear recommendations are apparent, with regard to outreach programmes and communicating with the public, stakeholders and policy makers:

1. A general requirement should be placed on all Marie Curie Intra-European Fellowship projects to provide at least some online content describing the nature of the collaboration and any outputs. Until this is achieved, such projects will continue to be virtually invisible to the public, stakeholders, policy makers and end-users in general.
2. Projects should aim to develop materials (preferably in multiple languages) that explain the science in a simplified form that can be used and accessed by students, school children and members of the public. Other engagement/outreach activities are encouraged (such as the schools and youth programmes of EPOCA, EUR-OCEANS, MarBEF and *Cape Farewell*), although it is recognised that this will not be possible/desirable in every case.
3. More care should be taken on project websites to communicate ‘policy relevance’ or ‘stakeholder need’ for the particular scientific investigation. In particular, greater effort is required among projects focussing on oceanographic issues, the Arctic and long-term climate change, where it is often very difficult to deduce why such a project is useful, interesting and has been instigated in the first place.
4. Outreach and engagement should be viewed as an integral part of the wider programme and not simply an afterthought or unfortunate requirement imposed on the project by the European Commission. Adequate emphasis should be placed on such activities, even in small projects such as Marie Curie Intra-European Fellowships. Large integrated projects and networks should be expected to engage more fully in outreach with a well thought out strategy for dissemination in each case.
5. It can be useful to establish a designated ‘media centre’ for newspapers, TV and radio to contact directly, regarding. Occasional ‘press releases’ can yield considerable media interest if they are carefully targeted and focus on topics that are likely to capture the public’s attention.
6. Exhibitions can be a useful route through which scientific projects can communicate with the public. Several of the 64 projects examined developed travelling exhibitions that were widely viewed at museums and public aquaria.
7. A clear recommendation must be that future EU research projects should engage more closely with members of the public, not only in a one-way information generation mode (as has usually been the case), but they should also employ more imaginative two-way interactive methodologies to engage the public in debate, data collection or digitisation as has been the case for some of the initiatives described above (see the section on ‘Feedback

and Public Involvement'). As technology develops, the means through which scientists will be able to communicate with citizens will undoubtedly change and probably broaden.

8. Involvement or endorsement by artists, celebrities or politicians can enhance public interest in, and the profile of, a particular project, though care needs to be taken such that scientists are not accused of political 'lobbying'.
9. It can be helpful to establish a stakeholder advisory group (or Reference User Group) in order to ensure that project outputs are well-suited to the needs of end-users or policy makers; also, to act as a conduit for communicating messages to the wider world and stakeholder community. Members of such committees can act to 'champion' particular research project and thus ensure wider outreach/impact.
10. A clear and concise policy summary should be drafted at the end of each project outlining the level of scientific knowledge before, and contrasting this with what has been learnt since (to demonstrate 'value added'). This summary statement should explicitly identify any policy commitments/drivers that the project is intended to contribute towards, and how policy makers are better off as a result of the new knowledge.
11. Project blogs, commentaries or diaries can be effective for communicating near real-time observations or activities, but in most cases lie dormant for many months and offer little in terms of outreach and engagement. Such high-maintenance techniques should only be attempted where there is an expectation that progress will be rapid or of interest to the general public. Expeditions and research cruises can represent a period of intense activity that is of wider interest, but otherwise social networking sites such as Facebook and Twitter may be more appropriate.
12. Social networking sites such as Facebook, Twitter and Bebo are increasingly becoming the route of choice for communicating with the public. Future projects are encouraged to consider using such techniques, especially associated with intense periods of activity such as expeditions, exhibitions or press launches.
13. Providing access to online project data can be a key component of any outreach strategy. A good approach can include uploading of data to open-access networks such as PANGAEA or data visualisation through GoogleEarth. It seems highly likely that these approaches will become an increasingly common feature of research projects and proposals in the future.
14. Before commencing new projects, researchers should articulate the main goals and objectives for planned outreach activities. Desirable and measurable outcomes should be considered upfront, since this will determine the number, diversity and ambition of outreach activities required in the particular case.

Annex 1: CLAMER Outreach Templates

1.	6C	33.	HERMES
2.	ADAM	34.	HERMIONE
3.	ASOF	35.	HYPOX
4.	ATP	36.	IMCOAST
5.	BACC	37.	IPY-CARE
6.	BALANCE	38.	KNOWSEAS
7.	BASIN	39.	MAIA
8.	CAPE-FAREWELL	40.	MARBEF
9.	CARBOOCEAN	41.	MCCIP
10.	CENSOR	42.	MEECE
11.	CIRCE	43.	MERSEA
12.	CIRCLE ERA-NET	44.	MILLENIUM
13.	CLIMATE FOR CULTURE	45.	MOEN
14.	CLIWOC	46.	MYOCEAN
15.	CONVECTION	47.	NOAH'S ARK
16.	DAMOCLES	48.	NOCES
17.	DYNAMITE	49.	PHENOMED
18.	ECOOP	50.	POP
19.	ECOTRENDS	51.	QUANTIFY
20.	ELME	52.	RECLAIM
21.	ENCORA	53.	SEARCH FOR DAMOCLES
22.	ENHANCE	54.	SALSEA - MERGE
23.	ENSEMBLES	55.	SEAMOCs
24.	EPICA-MIS	56.	SESAME
25.	EPOCA	57.	SITHOS
26.	ESEAS	58.	SPICOSA
27.	EUROCEANS	59.	THESEUS
28.	EUROGEL	60.	THOR
29.	EXTALGAE	61.	TRACTOR
30.	FEUFAR	62.	UNCOVER
31.	GLOBEC	63.	UVAC
32.	GREENICE	64.	WIT

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **"6C" - Carbonate Chemistry, Carbon Cycle and Climate Change (a multidisciplinary view)**

Funding Body/Scheme: **EU – FP5** Years: **2002-2006**

Cost/Budget (€): **1.652.751 euros** Number of Partners & Counties: **11 (4)**

Website URL: **www.awi.de/en/research/research_divisions/biosciences/projects/c6/**

Is climate change the main focus? **Partially**

1-2 Line Description: The overall objective of 6C is to hind-cast the processes that control the natural interrelationship between the variation in atmospheric pCO₂ and climate change on G-IG time scales (by reconstructing temporal and spatial changes in the ocean carbonate chemistry) and to quantify and predict changes in atmospheric pCO₂ on anthropogenic time scales (by quantifying the negative feed-back of pelagic calcifiers).

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
6C		✓		✓						

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
	✓					✓ (list)				

Unique Selling Points (Unusual and Innovative Ideas): **Very conventional project with limited outreach**

Did the project engage with or consult members of the public? **No Evidence**

Did the project engage with or consult stakeholders/industries? **No Evidence**

Did the project engage with or consult policy makers? Even though reports include a section "Socio-economic relevance and policy implication" these do not explain the wider relevance or societal value of the work. An article on "Global carbon cycle and climate change" was published by the "6C" consortium in *Research-EU: Results Supplement* (Dec 2008). This article states that "The data provided by 6C allows policymakers to achieve a clearer understanding of the natural climate system when deciding on agreements to limit greenhouse gases. It has contributed towards more realistic scenarios concerning the impact of climate change. These are necessary for developing mitigation efforts in the EU, underlining the need to reduce future CO₂ emissions."

Was the web-site user-friendly/engaging? Project website very basic (and academic), however all project reports and deliverables available online.

Is there any evidence of media uptake (tv, radio, newspaper)? **No Evidence**

Were there efforts to make outputs readable/ accessible to the public? **No Evidence**

Is there any evidence of wider uptake?

Acted as a precursor for the EU-FP7 project 'EPOCA' but also the German programme 'BIOACID' (6C included 5 German partners). Website includes a list of peer-reviewed publications (8) including 1 high-profile: Palmer, M.R. and Pearson, P.N., 2003. A 23,000-Year Record of Surface Water pH and PCO₂ in the Western Equatorial Pacific Ocean. *Science*, 300(5618): 480-482.

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): ADAM - Adaptation and Mitigation Strategies: Supporting European climate policy

Funding Body/Scheme: FP6 **Years:** 2006-2009

Cost/Budget (€): 18.22M Euros / 12.9M Euros **Number of Partners & Counties:** 27 (15)

Website URL: www.adamproject.eu/ **Is climate change the main focus?** YES

1-2 Line Description: The core objectives of ADAM (ADaptation And Mitigation) are: To assess the extent to which existing and evolving EU (and world) mitigation and adaptation policies can achieve a tolerable transition (a 'soft landing') to a world with a global climate no warmer than 2 degrees C above pre-industrial levels, and to identify their associated costs and effectiveness, including an assessment of the damages avoided compared to a scenario where climate change continues unchecked to 5 C.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
ADAM	✓	✓	✓		✓	✓		✓		

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
	✓	✓		✓	✓	✓	4			

Unique Selling Points (Unusual and Innovative Ideas):

There is a 'digital compendium', which aims to contribute towards emerging knowledge on adaptation by acting as a portal for the dissemination of 'transdisciplinary' results and there is also an EU Climate Policy 'inventory tool' [although this didn't seem to be working].

Did the project engage with or consult members of the public?

The ADAM project produced a series of podcasts (18 in total) as part of an assembly meeting in Barcelona.

Did the project engage with or consult stakeholders/industries?

There were a wide range of workshops for stakeholders and policy makers and many of the reports are written in a format directly relevant to end-user communities

Did the project engage with or consult policy makers?

See above. There were also four science policy seminars that took place as part of the project. Policy briefing notes were produced as direct result of the seminars.

Was the web-site user-friendly/engaging?

Not very attractive and is pretty basic, but it is fairly easy to navigate

Is there any evidence of media uptake (tv, radio, newspaper)?

Not clear

Were there efforts to make outputs readable/ accessible to the public?

Outputs appear to be written in non-technical language, but this seems to be mostly because they are meant for the policy community. The flyers and final report are easily accessible.

Is there any evidence of wider uptake? There were joint workshops and a joint report with UNEP in 2008 and there was an ADAM side event at Copenhagen

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): ASOF - Arctic-Subarctic Ocean Flux array for European climate (North and West)

Funding Body/Scheme: EU – FP5 **Years:** 2003 -2006

Cost/Budget (€): North 1.885.078 euros, West 1.333.081 euros **Number of Partners & Counties:** N 7(jkp1)(5), W 5(4)

Website URL: <http://asof.npolar.no/about.html> **Is climate change the main focus?** Yes

1-2 Line Description: The main ASOF objective is to establish the components of the global observing system at key 'choke' points of the Nordic Seas to determine the fluxes between the Arctic Ocean and the North Atlantic and to understand and predict how they respond to climatic forcing.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
ASOF	✓	✓		✓				✓		

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
				✓	✓	✓ (list)	✓			

Unique Selling Points (Unusual and Innovative Ideas): Over-arching ASOF brochure available, ASOF Science Conference (June 2006, Faroe Islands), ASOF book – Dickson et al. (2008) *Arctic-Subarctic Ocean Fluxes: defining the role of the Northern Seas in Climate*. Springer, 736pp. Regular ASOF Newsletter.

Did the project engage with or consult members of the public? No Evidence

Did the project engage with or consult stakeholders/industries? No Evidence

Did the project engage with or consult policy makers? Members of the European Commission and National funders invited to the ASOF Science Conference (June 2006, Faroe Islands).

Was the web-site user-friendly/engaging? Website relatively basic/old fashioned, containing lots of detailed text. However, links to ASOF 'Reports and Brochures', details of project objectives and partners. List of peer-reviewed publications.

Is there any evidence of media uptake (tv, radio, newspaper)? No Evidence

Were there efforts to make outputs readable/ accessible to the public? No Evidence

Is there any evidence of wider uptake? Some very high-profile research papers in *Nature* and *Science*, including: [Science, Vol 309, 1841-1844; Science, Vol 308, 1772-1774; Science, Vol 305, 953-954.; Science, Vol 304, 555-559; Nature, Vol 426, 826-829; Nature, Vol 411, 927-930]. Direct links into International Polar Year (IPY) and subsequent EU projects such as DAMOCLES, THOR, SEARCH FOR DAMOCLES) etc. Provided much of the material contained in the Arctic Climate Impacts Assessment (ACIA) in 2005, also regular interactions with the International Arctic Science Committee (IASC) [e.g. article in the AOSB newsletter]. Both projects supported PhD studentships.

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **ATP – Arctic Tipping Points**

Funding Body/Scheme: **FP7**

Years: **2009-2012**

Cost/Budget (€): **6.55 M Euro / 5 M Euros**

Number of Partners & Counties: **12 (10)**

Website URL: **www.eu-atp.org/**

Is climate change the main focus? **Yes**

1-2 Line Description: Building upon on-going large, integrated projects (THRESHOLDS and DAMOCLES FP6 IPs, and the ARCTOS network) the project Arctic Tipping Points (ATP) will identify the elements of the Arctic marine ecosystem likely to show abrupt changes in response to climate change, and will establish the levels of the corresponding climate drivers inducing regime shift in those tipping elements.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
ATP	✓	✓		✓	✓	✓	✓	✓	✓	

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
				✓	✓	✓				✓

Unique Selling Points (Unusual and Innovative Ideas):

There are blogs, including pictures and film clips from ATP fieldwork and experiments. The Svalbard ATP cruise includes 2 journalists and 5 artists.

Did the project engage with or consult members of the public?

Seminar series in Mallorca on abrupt changes in polar areas.

Did the project engage with or consult stakeholders/industries?

Involved in arctic frontiers conference which engages with stakeholder and policy communities

Did the project engage with or consult policy makers?

ATP participated as a stakeholder at workshop of the *EU Arctic Footprints and Policy Assessment* project

Was the web-site user-friendly/engaging?

Yes, it is well laid out and attractive

Is there any evidence of media uptake (tv, radio, newspaper)?

The 2010 cruise team onboard the RV Jan Mayen includes a Spanish TV crew who will be filming activities on board. Articles have appeared in various newspapers and there was a press release on the findings of an early ATP cruise.

Were there efforts to make outputs readable/ accessible to the public?

The first report was not publicly available, only the ATP team and EU could access it.

Is there any evidence of wider uptake? No evidence

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): BACC (BALTEX Assessment of Climate Change for the Baltic Sea Basin)

Funding Body/Scheme: BALTEX

Years: 2005-2008

Cost/Budget (€): ?

Number of Partners & Counties: 80 scientists (12)

Website URL: www.baltex-research.eu/BACC/background.html

Is climate change the main focus? Yes

1-2 Line Description: BACC, the BALTEX Assessment of Climate Change for the Baltic Sea basin, is a BALTEX project to assemble, integrate and assess available knowledge of past, current, and expected future climate change and its impacts on ecosystems in the Baltic Sea basin. The overall objective of BACC is to write an assessment book

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
BACC		✓		✓						

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
	✓	✓			✓		✓			

Unique Selling Points (Unusual and Innovative Ideas):

The unique feature of BACC is the combination of evidence on climate change and related impacts on marine, freshwater and terrestrial ecosystems in the Baltic Sea basin, which encompasses the entire water catchment of the Baltic Sea. It is the first systematic scientific effort for assessing climate change in a European region and provides an example of dialogue between the scientific community and environmental policy makers

Did the project engage with or consult members of the public?

Not directly but journalists were invited to the BACC international conference.

Did the project engage with or consult stakeholders/industries?

No evidence

Did the project engage with or consult policy makers?

The first BACC international conference was opened by the Swedish environment minister and it included a panel discussion with politicians and journalists

Was the web-site user-friendly/engaging?

Easily understood but not very engaging. There are some animations of temperature and precipitation changes on the media pages, along with some maps.

Is there any evidence of media uptake (tv, radio, newspaper)?

There was a TV series (4 x 10 minute shows) about the Baltic and there is evidence of some press uptake in Finland, Estonia and Germany.

Were there efforts to make outputs readable/ accessible to the public?

The book produced is easily understood by the lay reader and the online summary of the BACC project is easy to understand.

Is there any evidence of wider uptake? BACC-2 started in January 2009 with a wider group of partners. BACC is supported by the world climate research programme.

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): [BALANCE - Global Change Vulnerabilities in the Barents Region: Linking Arctic Natural Resources, Climate Change and Economies](#)

Funding Body/Scheme: [EU – FP5](#) **Years:** [2002-2006](#)

Cost/Budget (€): [2.872.872 euros](#) **Number of Partners & Counties:** [15 \(7\)](#)

Website URL: <http://balance1.uni-muenster.de/> **Is climate change the main focus?** [Yes](#)

1-2 Line Description: [The main goal of BALANCE lies in a comprehensive, integrated assessment of the impacts of climate change on environmental and societal components of the Barents Sea region.](#)

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
BALANCE	✓(2)	✓	✓	✓	✓	✓(3)		✓	✓	✓

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
		✓			✓	✓ (list)		✓		

Unique Selling Points (Unusual and Innovative Ideas): [The BALANCE team from the Arctic Centre in Rovaniemi, University of Lapland, created film material in the year 2005. The material is available for download. Movie "THREE" \(This movie shows the everyday activities and the vulnerability to climate change of the three sectors: forestry, fishery and reindeer herding – English subtitles\); Movie "Reindeer" \(A short but informative insight into the sector reindeer herding\); Movie "Forestry" \(A short but informative insight into the sector forestry\). Also travelling exhibition \(in Norwegian, Swedish, Finish and English\) 'How vulnerable are arctic livelihoods to the impacts of climate change?' BALANCE Flyer and regular newsletter. Regional climate model \(REMO\) – inc. SRES scenarios.](#)

Did the project engage with or consult members of the public? [Yes – see above.](#)

Did the project engage with or consult stakeholders/industries? [The stakeholder involvement part comprised some 60 interviews with stakeholders, and a number of stakeholder meetings. The aim has been to develop an accurate, triangulated understanding of vulnerability in selected localities. 'BALANCE Stakeholder Portal' aims to inform people living and working in the Barents region how climate change will affect them. Including interactive maps \(map viewer\), climate impacts projections/summary for reindeer herding, forestry and fishing sectors. Online tools \(metadata editor, statistical service, map algebra service\); flyer "Climate change – what can people in the Barents region expect? \(in English, Norwegian, Finish, Swedish and Russian\). Assessment Decision Support System \(ADSS\) – tool, developed by the Institute for Geoinformatics.](#)

Did the project engage with or consult policy makers? [No Evidence](#)

Was the web-site user-friendly/engaging? [Excellent, easy-to-navigate website.](#)

Is there any evidence of media uptake (tv, radio, newspaper)? [Yes – 3 movies and travelling exhibition \(see above\).](#)

Were there efforts to make outputs readable/ accessible to the public? [Extensive effort to engage the public and particularly stakeholders.](#)

Is there any evidence of wider uptake? [List of key peer-reviewed publications and presentations, also all project deliverables downloadable from website. Direct contribution to Arctic Climate Impact Assessment \(ACIA\), and Arctic Monitoring & Assessment Programme \(AMAP\).](#)

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): BASIN - Resolving the impact of climatic processes on ecosystems of the North Atlantic basin and shelf seas: Integrating and advancing observation, monitoring, and prediction.

Funding Body/Scheme: FP6 Specific Support Action (SSA) **Years:** 2006-2008

Cost/Budget (€): 133,300 Euros / 115,071 Euros **Number of Partners & Counties:** 2 (2)

Website URL: www.globec.org/index.php?id=250 **Is climate change the main focus?** Yes

1-2 Line Description: The scale of influence of global change and the added value of co-ordinating the scientific activities of the EU and North American countries to assess, predict and mitigate the effects on marine ecosystems of the North Atlantic and their services is the justification for the development of the BASIN SSA. An important step towards such a co-ordinated approach is the development of an implementation plan where by jointly funded international projects can be supported. The development of such a plan is the first key goal of BASIN.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
BASIN		✓								

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
					✓					

Unique Selling Points (Unusual and Innovative Ideas):

Nothing related to outreach

Did the project engage with or consult members of the public? No Evidence

Did the project engage with or consult stakeholders/industries?

No Evidence

Did the project engage with or consult policy makers?

No Evidence

Was the web-site user-friendly/engaging?

It is just one page that is buried in the GLOBEC website

Is there any evidence of media uptake (tv, radio, newspaper)?

No Evidence

Were there efforts to make outputs readable/ accessible to the public?

No Evidence

Is there any evidence of wider uptake? An FP7 23 partner 'EURO-BASIN' project looks likely to get the go-ahead, which has evolved from the activities performed during the BASIN programme.

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): CAPE-FAREWELL The Cultural Response to Climate Change

Funding Body/Scheme: CHARITY **Years:** 2001-present

Website URL: www.capecfarewell.com/ **Is climate change the main focus?** Yes

1-2 Line Description: In 2001 the artist David Buckland created Cape Farewell to instigate a cultural response to climate change. A small team works alongside partners and collaborators at the centre of an ambitious programme of activity with climate science at its core. Cape Farewell has brought together leading artists, writers, scientists, educators and media for a series of expeditions into the wild and challenging High Arctic. Together they have mapped, measured and been inspired by this awesome environment and have endeavoured to bring home stories and artworks that tell how a warming planet is impacting on this wilderness.

Evidence of Outreach Activities:-

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
FAREWELL	✓		✓			✓	✓	✓	✓	

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
✓		✓	✓	✓	✓		✓		✓	✓

Unique Selling Points (Unusual and Innovative Ideas): A project that is entirely focussed on outreach and engagement and has employed many innovative communication ideas and techniques. The project makes extensive use of celebrities, artists, musicians and comedians etc., many of which are invited onto pseudo-science expeditions to the Arctic or elsewhere. The website includes blogs from each expedition as well as image galleries and video diaries (+ a 'Twitter book'). There have been yearly, high-profile expeditions but also 'youth expeditions' in 2007 and 2008. The project holds lots of media events e.g. "Dancing on Thin Ice" (broadcast on Sky News), also touring exhibitions of art and photographs from the expeditions. "Shift festival" (London Jan 2010) and "Student summit" (Nat Hist Museum 2006). Film/Video "Burning Ice" based on 2008 expeditions, also accompanying book "Burning Ice: Art and Climate Change". Lots of press releases and media packs available to download, also 'website widgets', RSS feeds, press image downloads. Website includes an extensive section called the "Youth Programme" (in collaboration with the British Council). Includes art and science resources, downloadable video documentary (aimed at children), lesson plans and notes, details about student expeditions (and how people can volunteer), schools conference. Mar 2004 The Geography GCSE module, 'The High Arctic', is released for UK schools, funded by NESTA. Website "What can I do", Cape Farewell mailing lists.

Did the project engage with or consult members of the public? This is the main focus (see above)

Did the project engage with or consult stakeholders/industries? Not really

Did the project engage with or consult policy makers? Not really (only indirectly)

Was the web-site user-friendly/engaging? Very well designed website, strongly aimed at public engagement and the media. Nice click 'network map' feature and a good site map. Lots of nice photographs and images, blogs, diaries etc.

Is there any evidence of media uptake (tv, radio, newspaper)? Lots – Including articles in Time Magazine and the Guardian. Website includes a section on "Media News" which includes reference to radio diaries (e.g. by Jarvis Cocker and Marcus Brigstoke) on BBC Radio 6 and 4 and in the Telegraph. KT Tunstall podcast etc.

Were there efforts to make outputs readable/ accessible to the public? Absolutely (see above)

Is there any evidence of wider uptake? Not clear whether project has engaged with policy-makers or politicians and therefore wider uptake. On 9 September 2010, Cape Farewell begins it's 9th Art & Science expedition to the Arctic.

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): CARBOOCEAN (Marine carbon sources and sinks assessment)

Funding Body/Scheme: FP6 **Years:** 2005-2009

Cost/Budget (€): 19.23M Euros / 14.5 M Euros **Number of Partners & Counties:** 47 (14)

Website URL: www.carboocean.org/ **Is climate change the main focus?** Partly

1-2 Line Description: CARBOOCEAN aims at an accurate assessment of the marine carbon sources and sinks. Target is to reduce the present uncertainties in the quantification of net annual air-sea CO₂ fluxes by a factor of 2 for the world ocean and by a factor of 4 for the Atlantic Ocean.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
CARBO OCEAN	✓	✓	✓	✓	✓	✓		✓	✓	PROJECT SUMMARY

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
	✓	✓	✓	✓	✓	✓ (list)		✓		

Unique Selling Points (Unusual and Innovative Ideas):

There is a Carbo-schools part of the website in multiple languages which is a partnership between researchers and secondary school teachers. There was a gender panel which discussed gender issues at consortium meetings and summer schools

Did the project engage with or consult members of the public?

There were local seminars and lectures and a carbo-oceans forum to ask questions

Did the project engage with or consult stakeholders/industries?

No evidence

Did the project engage with or consult policy makers?

Articles were included in parliamentary magazines

Was the web-site user-friendly/engaging?

Certainly user friendly and there are movies on there. Overall look is a little plain.

Is there any evidence of media uptake (tv, radio, newspaper)?

Wide range of press releases and articles in informed magazines. The 1 hour Carbooceans movie was shown on Norwegian TV and there were some radio and TV interviews and some other related TV programmes

Were there efforts to make outputs readable/ accessible to the public?

There is a 1 hour Carbooceans movie available to download from the website, along with other short films clip on the Carbo-schools part of the website. There is a factsheet for all 22 WPs (as a joint 36 page factsheet document). Technical terms on the homepage are linked to 'wiki' definitions.

Is there any evidence of wider uptake?

There is a huge list of references linked to the project (the list of references runs to around 26 pages)

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **CENSOR - Climate variability and el Niño southern oscillation: implications for natural coastal resources and management**

Funding Body/Scheme: **EU – FP6** Years: **xxxxxxx**

Cost/Budget (€): Number of Partners & Counties: **14 (7)**

Website URL: www.censor.name/pagev2/what-is-censor.html Is climate change the main focus? **Yes**

1-2 Line Description: Project has the objective to enhance the detection, compilation and understanding of el Niño /la Nina in order to reduce their negative effects on coastal marine environments and resources, which have drastic implications for the ecology, socio-economy and infrastructure of the countries concerned. The project includes partners from Peru, Chile, and Argentina.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
CENSOR	✓ (1)	✓ (List)		✓	✓	✓	✓	✓		

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
				✓	✓	✓ (list)				

Unique Selling Points (Unusual and Innovative Ideas):

Online repository of datasets (within PANGAEA), training workshops (sampling and experimental approaches), Special Issue by the CENSOR consortium published in the journal *Helgoland Marine Research*, Volume 62, Supplement 1 / March, 2008

Did the project engage with or consult members of the public? **No Evidence**

Did the project engage with or consult stakeholders/industries? **Regional CENSOR-PASARELAS Workshop (17 -19 March 2008): Marine areas as a tool for sustainable exploitation and conservation of benthic resources in Latin America.** 21 participants from Peru, Chile, Ecuador, Argentina and the CENSOR and PASARELAS projects, ranging from scientists, policy makers and fishermen. Outputs included 'report to government authorities and fisherman's association with recommendation regarding access rights allocation and benthic resources'.

Did the project engage with or consult policy makers? **Limited Evidence (see above)**

Was the web-site user-friendly/engaging? **Generally easy to navigate, with detailed information about the project and partners. Largely aimed at a specialist/scientific audience rather than the general public. Useful 'Learn About...' section but many of the hyperlinks no longer work.**

Is there any evidence of media uptake (tv, radio, newspaper)? **Website provides a list of 21 articles under "CENSOR in the Press". Includes newspapers, magazines and radio.**

Were there efforts to make outputs readable/ accessible to the public?

Generally very clear – but largely academic/specialist. Only available in English.

Is there any evidence of wider uptake?

Limited Evidence (see above)

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): CIRCE – [Climate change and impact research: The Mediterranean environment](#)

Funding Body/Scheme: [EU – FP6](#) **Years:** [2006-2009](#)

Cost/Budget (€): **Number of Partners & Counties:** [65 \(17\)](#)

Website URL: www.circeproject.eu **Is climate change the main focus?** [Yes](#)

1-2 Line Description: [CIRCE aims at developing for the first time an assessment of the climate change impacts in the Mediterranean area.](#)

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
CIRCE	✓	✓	✓	✓	✓	✓	✓	✓	✓	

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
	✓	✓	✓		✓	✓		✓		

Unique Selling Points (Unusual and Innovative Ideas):

[CIRCE 'Roadshows' – 8 to date including stakeholder and communication meetings. Case study pages with detailed 'briefings' and final results will be incorporated into a decision support tool.](#)

Did the project engage with or consult members of the public?

[There are sections of the website specifically for schools and the media.](#)

Did the project engage with or consult stakeholders/industries?

[There is a specific part of the site for stakeholders and there was an initial meeting to engage with policy, press, citizens and 'wider society'. The final report will be produced in consultation with stakeholders. CIRCE also held a side event at the UNFCCC COP meeting in Bali.](#)

Did the project engage with or consult policy makers?

[Yes – see above](#)

Was the web-site user-friendly/engaging?

[The website is very user friendly and visual, it has clearly been designed to appeal to general audiences and it very clearly structured with specific parts of sites for researchers / stakeholders / media / schools and sections on models and scenarios, impacts and case studies and adaptation and mitigation.](#)

Is there any evidence of media uptake (tv, radio, newspaper)?

[Yes – there are 8 recorded instances on the website of the project being cited in the media. The website also provides the opportunity for interested journalists to join the media contact group.](#)

Were there efforts to make outputs readable/ accessible to the public?

[All outputs on website are accessible to general audiences and are easy to locate and download from the website.](#)

Is there any evidence of wider uptake?

[No Evidence](#)

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **CIRCLE ERA-NET - Climate impacts research co-ordination within a larger Europe**

Funding Body/Scheme: **FP6** Years: **2006-2009**

Cost/Budget (€): **2.77 M Euros** Number of Partners & Counties: **34 / 24**

Website URL: **www.circle-era.net/** Is climate change the main focus? **Yes**

1-2 Line Description: *CIRCLE* will initiate enhanced cooperation of national programmes within the EU (including the new member states). It will provide a platform for cooperation activities among programmes, establish a sound knowledge base on national activities and prepare the base for a multi-national network of research programmes throughout Europe.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
CIRCLE ERA NET	✓	✓	✓	✓	✓			✓	✓	POSTERS FLYERS

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
	✓	✓			✓			✓		✓

Unique Selling Points (Unusual and Innovative Ideas):

Attempts to provide better co-ordination between national research programmes in the EU on climate change and promote adaptation responses at that scale. CIRCLE includes a project clustering tool to help 'shape the European research scene and for use in scoping exercises'. One of CIRCLE's prime objectives is to organise and execute joint calls of the partaking research programmes. There have been successful regional offshoots including CIRCLE-MED. There is also a country by country 'news' part of the website to provide updates on national climate change research programmes

Did the project engage with or consult members of the public?

There have been attempts to provide public relations material (leaflets, posters and articles) in multiple languages.

Did the project engage with or consult stakeholders/industries?

There have been CIRCLE workshops on national adaptation strategies, decision support systems and cost-benefit of adapting to climate change. There was also a CIRCLE 'Final and outlook conference'

Did the project engage with or consult policy makers?

See above.

Was the web-site user-friendly/engaging?

Reasonably user friendly but not too attractive.

Is there any evidence of media uptake (tv, radio, newspaper)?

No Evidence

Were there efforts to make outputs readable/ accessible to the public?

Most of the output material is available to the public, including all reports and the CIRCLE vision paper

Is there any evidence of wider uptake?

CIRCLE partners decide to continue the coordination work and install a permanent platform for the continuation of the coordination such as a joint secretariat. CIRCLE ERA-NET 2 has come out of this as a Framework 7 project with new members being added.

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **CLIMATE FOR CULTURE - Damage risk assessment, economic impact and mitigation strategies for sustainable preservation of cultural heritage in the times of climate change**

Funding Body/Scheme: **EU-FP7** Years: **2009-2014**
 Cost/Budget (€): **4.96 million euro** Number of Partners & Counties: **26 (14) inc. Egypt**
 Website URL: **www.climateforculture.eu/** Is climate change the main focus? **Yes**

1-2 Line Description: The CLIMATE FOR CULTURE project will couple completely new high resolution (10x10km) climate change evolution scenarios with whole building simulation models to identify the risks for specific regions. In situ measurements at UNESCO sites throughout Europe will allow a more precise and integrated assessment of the impact of climate change on cultural heritage. The final aim of the project will be a macro-economic impact report on cultural heritage in the times of climate change akin to the STERN report.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
CULTURE	✓	✓	✓				✓			✓

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
				✓		✓ (list)		✓		

Unique Selling Points (Unusual and Innovative Ideas): Not clear – website does not provide very much detail or information.

Did the project engage with or consult members of the public? No Evidence

Did the project engage with or consult stakeholders/industries? WP8 dedicated to "Analysis and Decision Support System", WP6 "Economic Impact" (no further detail)

Did the project engage with or consult policy makers? Website mentions a 'political discussion board' but no further detail and links not working.

Was the web-site user-friendly/engaging? Website very poorly designed and maintained. Many of the links connect to blank pages, those that do exist consist only of text. Clickable maps of partners and historic sites do not work. Can not even obtain information about project deliverables or partners! The website does include a list of presentations/conferences attended so far, including a summary on the project at conference on "Effect of Climate Change on Built Heritage" Eindhoven, Netherlands, 11th - 12th March 2010. Also includes a press release (in English and German) advertising the start of the project.

Is there any evidence of media uptake (tv, radio, newspaper)? List of media articles so far in German (26), English (3) and 'other' (1). Mostly articles prompted by the press release.

Were there efforts to make outputs readable/ accessible to the public? WP9 specifically dedicated to "Dissemination" (but minimal information so far), and WP10 focuses on "training" but so far this project provides a very poor example of outreach activities. Better background information at <http://www.moez.fraunhofer.de/en/gf/FuE-Kooperationen/Projekte/ClimateforCulture.jsp>

Is there any evidence of wider uptake? Some links to other EU projects including 'NOAH's ARK'; EU CHIC; SMooHS and CEN TC 346.

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **CLIWOC - CLImatological database for the World's Oceans 1750-1850**

Funding Body/Scheme: **EU – FP5** Years: **2001-2003**

Cost/Budget (€): Number of Partners & Counties: **6 (3)**

Website URL: www.ucm.es/info/cliwoc/ and www.knmi.nl/cliwoc/ Is climate change the main focus? **Yes**

1-2 Line Description: The principal objective of the CLIWOC project was to realise the scientific potential of ship logbook climatic data and to produce a database of daily weather observations for the world's oceans between 1750 and 1850. On completion of the project in 2004, this database was made freely available to the scientific community, and has subsequently been incorporated in the NOAA COADS database.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
CLIWOC	✓ (2)	✓	✓	✓		✓	✓ (list)		✓	✓

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
		✓				✓ (list)				

Unique Selling Points (Unusual and Innovative Ideas):

CLIWOC Multilingual Dictionary of *Nautical weather vocabularies during the 18th and 19th centuries*. Special issue of the journal 'Climate Change' [Vol 73, 2005]. Maps of individual ship voyages, daily ocean weather records (database), reconstructed historic NAO.

Did the project engage with or consult members of the public? Yes, through many articles in newspapers, high-profile magazines, TV and radio (see below). List of 14 TV and radio items.

Did the project engage with or consult stakeholders/industries? No Evidence (apart from museums, and meteorological agencies)

Did the project engage with or consult policy makers? No Evidence

Was the web-site user-friendly/engaging? Yes, the two (Spanish and Netherlands) websites offer a mixture administrative information (reports, updates etc) but also a full list of CLIWOC publications (the Dutch website) and maps of individual voyages by English, Dutch, Spanish and French vessels (also articles printed in the mass media).

Is there any evidence of media uptake (tv, radio, newspaper)?

Many popular articles in newspapers, magazines and on radio (including National Geographic July 2006; New Scientist 6th Dec 2003, Science 30 Jan 2004, BBC News Online 29 Dec 2003). Full list of CLIWOC outreach given on the Dutch website and in CLIWOC final report. Seems to have really caught the public imagination.

Were there efforts to make outputs readable/ accessible to the public? Yes, through many articles in newspapers, high-profile magazines and radio (see above)

Is there any evidence of wider uptake? Database has subsequently been incorporated into the NOAA COADS system, also uptake in the US RECLAIM project (Recovery logbooks and international marine data). Continued under the UK project CORRAL (UK Colonial Registers and Royal Navy Logbooks). More than 2900 web pages contain citations to CLIWOC.

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): CONVECTION - Greenland Sea convection mechanisms and their climatic implications

Funding Body/Scheme: EU – FP5 **Years:** 2000-2003

Cost/Budget (€): 2.500.000 euros **Number of Partners & Counties:** 10 (7)

Website URL: NA (website no longer working) **Is climate change the main focus?** Yes

1-2 Line Description: CONVECTION aims to assess open ocean deep-water production in the Greenland Sea by a combination of operational remote sensing, modelling, and field studies. The project seeks to understand the physics underlying convection and how this process links with global climatic factors.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
CONVEC..		✓		✓						

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
						✓	✓			

Unique Selling Points (Unusual and Innovative Ideas): Book chapter: Uscinski et al. (2003) An acoustic shadowgraph trial to detect convection in the Arctic. In: *Waves in Random and Complex Media*. Taylor & Francis . Volume 13, (2): 107 – 123. Also, review paper: Wadhams (2004) *Convective Chimneys in the Greenland Sea: A Review of Recent Observations*. In: *Oceanography and Marine Biology: An Annual Review*. Vol 42.

Did the project engage with or consult members of the public? No Evidence

Did the project engage with or consult stakeholders/industries? No Evidence

Did the project engage with or consult policy makers? No Evidence

Was the web-site user-friendly/engaging? Website no longer working – difficult to find information. An enormous mass of historical oceanographic and sea ice data were collected under project, and were distributed with the final project report on a DC-ROM (not downloadable).

Is there any evidence of media uptake (tv, radio, newspaper)? No Evidence

Were there efforts to make outputs readable/ accessible to the public? No Evidence

Is there any evidence of wider uptake? Much publicity has become attached to the hypothesis that the shut-off of convection in the Greenland Sea will lead to a decline in the vigour of the Gulf Stream and Atlantic Thermohaline Circulation (THC) and a consequent cooling to the climate of NW Europe. From the discoveries in CONVECTION it appears that convection in the Greenland Sea is not shutting off, but is taking place in a variety of forms which offer some resistance to the general warming trend. This project acted as a precursor for the EU-FP7 project 'THOR' (Thermohaline Overturning – at Risk?). Contributed to subsequent activities as part of the International Polar Year (IPY). Some of key CONVECTION discoveries described in *Ice & Climate News*, September 2002. Various conference proceedings cited online (e.g. EGS - AGU - EUG Joint Assembly, Nice, France, 6 - 11 April 2003). Paper in *Nature*: Gascard et al. 2002. 416, 525-527.

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **DAMOCLES - Developing Arctic Modelling and Observing Capabilities for Long-term Environmental Studies**

Funding Body/Scheme: EU – FP6 **Years:** 2005-2009

Cost/Budget (€): 16.100.000 euros **Number of Partners & Counties:** 45+4 (13)

Website URL: www.damocles-eu.org/ **Is climate change the main focus?** Yes

1-2 Line Description: An integrated ice-atmosphere-ocean monitoring and forecasting system designed for observing, understanding and quantifying climate changes in the Arctic. DAMOCLES is specifically concerned with the potential for a significantly reduced sea ice cover, and the impacts this might have on the environment and on human activities, both regionally and globally.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
DAMOCLES		✓	✓	✓		✓	✓	✓	✓	

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
		✓		✓	✓	✓ (list)		✓		

Unique Selling Points (Unusual and Innovative Ideas): The International Polar Foundation developed a mobile exhibition to communicate to the wider public what DAMOCLES is doing and why. The exhibition was used in connection with polar information events held in European countries during the International Polar Year 2007-08. Also, the project developed an exhibition on the *Tara* and *Fram* expeditions, a collaboration with the Fram museum, as well as the French Cultural Centre in Oslo. The website includes a DAMOCLES newsletter as well as the "Arctic news" tracker. Sponsored a summer school in underwater acoustics (Heraklion, 18-27 Jun 2008). Animation (prepared by Norwegian Centre for Science Education) "The impacts of global warming in the Arctic".

Did the project engage with or consult members of the public? Extensive public engagements through museums and exhibitions (see above)

Did the project engage with or consult stakeholders/industries? Consortium included industrial partners (instrument manufacturers)

Did the project engage with or consult policy makers? On March 5 and 6, 2007 the European Commission organised a Special Symposium on Polar Research in relation to IPY. On this occasion the Damocles mobile exhibition prepared by IPF was presented in Brussels.

Was the web-site user-friendly/engaging? Well designed and attractive website which lots of images and summary reports aimed at the general public.

Is there any evidence of media uptake (tv, radio, newspaper)? No Evidence

Were there efforts to make outputs readable/ accessible to the public? "Arctic news" initiative, included a selection of international Internet news items related to climate issues in the Arctic updated daily. The website includes a 'press room' to deal with any media enquiries. Images from research cruises. Very well designed data portal to download all DAMOCLES datasets (includes useful software/code, visualisation tools (inc. Google Earth), documentation and meta-data.

Is there any evidence of wider uptake? Detailed list of peer-reviewed publications. Link to "SEARCH" project in the US, via the EU-FP6 project "S4D". Substantial contribution to activities within the 'International Polar Year' (IPY).

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **DYNAMITE - Understanding the Dynamics of the Coupled Climate System**

Funding Body/Scheme: **EU – FP6** Years: **2005-2008**

Cost/Budget (€): **2 million euro** Number of Partners & Counties: **12 (8) inc. China**

Website URL: **<http://dynamite.nersc.no/>** Is climate change the main focus? **Yes**

1-2 Line Description:

DYNAMITE will explore the fundamental dynamical mechanisms of two of the most important modes of climate variability: the North Atlantic Oscillation/Arctic Oscillation (NAO/AO) and the El Niño-Southern Oscillation (ENSO). The project will elucidate key theoretical and practical aspects of the NAO/AO and ENSO through analyses of available observations, application of classical and new theory, and use of idealised and state-of-the-art numerical models of the atmosphere, ocean, land-surface, sea-ice, marine biology, and the coupled climate system.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
DYNAMITE		✓		✓?	✓					

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
				✓		✓ (list)		✓		

Unique Selling Points (Unusual and Innovative Ideas): Predictions/forecasts of future NAO (using a variety of methods) and winter precipitation.

Did the project engage with or consult members of the public? No Evidence

Did the project engage with or consult stakeholders/industries? Project includes four industrial partners: NEG Micon (wind turbines); BKK Rådgiving (hydro power); SGI SpA (environmental management) and Vexcel (Marine & polar remote sensing)

Did the project engage with or consult policy makers? No Evidence

Was the web-site user-friendly/engaging? Website pretty basic (objectives, partners, publications etc.). Summary of meetings, but very little content that is downloadable/accessible to non-project partners. Very poor outreach/engagement. No mention of data management or access -

Is there any evidence of media uptake (tv, radio, newspaper)? No Evidence

Were there efforts to make outputs readable/ accessible to the public? No Evidence

Is there any evidence of wider uptake?

High profile paper: Hatun et al. (2005) Influence of the Atlantic Subpolar Gyre on the Thermohaline Circulation. Science, 16 September 2005 (vol 309, pages 1841-1844). Some evidence that this project supported PhD studentships. Acted as a precursor for the EU-FP7 project THOR.

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **ECOOP - European COastal-shelf sea OPerational observing and forecasting system**

Funding Body/Scheme: **FP6** Years: **2006-2010**

Cost/Budget (€): **11.24M Euros / 6.99M Euros** Number of Partners & Counties: **71 (28)**

Website URL: **www.ecoop.eu** Is climate change the main focus? **Yes**

1-2 Line Description: The overall goal of *ECOOP* is to: Consolidate, integrate and further develop existing European coastal and regional seas operational observing and forecasting systems into an integrated pan-European system targeted at detecting environmental and climate changes, predicting their evolution, producing timely and quality assured forecasts, providing marine information services (including data, information products, knowledge and scientific advices) and facilitate decision support needs.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
ECOOP		✓		✓						

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
				✓	✓					

Unique Selling Points (Unusual and Innovative Ideas):

None related to outreach

Did the project engage with or consult members of the public? **No Evidence**

Did the project engage with or consult stakeholders/industries?

No Evidence

Did the project engage with or consult policy makers?

No Evidence

Was the web-site user-friendly/engaging?

It was basic and not really aimed at public. Just really about the WPs and events.

Is there any evidence of media uptake (tv, radio, newspaper)?

No Evidence

Were there efforts to make outputs readable/ accessible to the public?

No Evidence

Is there any evidence of wider uptake? **No Evidence**

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): [ECOTRENDS - Long-term trends on high-diverse benthic communities in the NW Mediterranean Sea: Ecological consequences of climate change](#)

Funding Body/Scheme: [EU-FP6 \(Marie Curie\)](#) **Years:** [2005-2007](#)

Cost/Budget (€): [158219 euro](#) **Number of Partners & Counties:** [\(CNRS Marseille\)](#)

Website URL: [No website](#) **Is climate change the main focus?** [Yes](#)

1-2 Line Description: [The aim of this project is to understand the ecological structure and dynamics of NW Mediterranean coralligenous communities, which are considered particularly sensitive to global climate change. The project is based on an analysis of decadal trends in two photographic series of these communities and on population genetics experiments of key species.](#)

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
ECOTRENDS										

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
				✓	✓					

Unique Selling Points (Unusual and Innovative Ideas): [Mainly a training and capacity building project \(Marie Curie Intra-European Fellowships \(EIF\)\)](#)

Did the project engage with or consult members of the public? [No Evidence](#)

Did the project engage with or consult stakeholders/industries? [No Evidence](#)

Did the project engage with or consult policy makers? [No Evidence](#)

Was the web-site user-friendly/engaging? [No Evidence](#)

Is there any evidence of media uptake (tv, radio, newspaper)? [No Evidence](#)

Were there efforts to make outputs readable/ accessible to the public? [No Evidence](#)

Is there any evidence of wider uptake?

[Very little evidence of publications \(peer reviewed or otherwise\). Possibly supported work described in: Garrabou et al. \(2009\) Mass mortality in Northwestern Mediterranean rocky benthic communities: effects of the 2003 heat wave. Global Change Biology, 15: 1090-1103. But not acknowledged?](#)

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **ELME - European lifestyles and marine ecosystems**

Funding Body/Scheme: **EU – FP6** Years: **2004-2007**

Cost/Budget (€): **2.33 million euro** Number of Partners & Counties: **27 (13)**

Website URL: **www.elme-eu.org/** Is climate change the main focus? **Partially**

1-2 Line Description: Marine ecosystems possess great intrinsic value as reserves of biological diversity and are vital providers of goods and services to humanity. However, they are often disregarded during economic and social development. ELME will enhance understanding of causality, forecast the impacts of divergent development scenarios and inform evolving Community policies.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
ELME		✓		✓	✓		✓			

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
	✓	✓				✓				

Unique Selling Points (Unusual and Innovative Ideas): Used models to examine 2-3 decade projections of current trends in Drivers, Pressures and States and how a number of alternative development scenarios might modify these trends. (from the 'Description of Work') A process has been devised to provide an accessible information on the results of each phase of the project through scientific workshops, summary reports and an Advisory Committee that will include all relevant stakeholders (see Section 6). A summary of the results will be posted on the open access area of the project web site but will also be edited as a hard copy report to relevant sectors of the Commission or its Member States. Resulting glossy booklet is quite good, and uses relatively simple language to explain the complex methodologies employed.

Did the project engage with or consult members of the public? **No Evidence**

Did the project engage with or consult stakeholders/industries? "Project Monitoring and Control will be undertaken a representative group of the key stakeholders concerned with the development of the RTD portfolio. An 'Advisory Group' will be constituted during the inception meeting. It will include the core team and officials to be invited from the four regional seas commissions, ICES and relevant Directorates General of the Commission (e.g. DG-Fisheries, DG-Environment, DG-Research) and the European Environment Agency. This advisory group will meet at each of the three ELME Scientific Workshops (where key results of the project shall be discussed)".

Did the project engage with or consult policy makers? **Unclear (website no longer working)**

Was the web-site user-friendly/engaging? **Main website no longer working. Existing website very basic, with little more than original description of work and final glossy booklet (not sure if there used to be more?)**

Is there any evidence of media uptake (tv, radio, newspaper)? **ELME report picked up by BBC News website (7th June 2007). As main ELME website no longer working, can not tell if there was more.**

Were there efforts to make outputs readable/ accessible to the public? "A jargon-free executive summary was produced and widely diffused through the media and the public space on the project web site".

Is there any evidence of wider uptake? **THE ELME project has now finished, much of the work is being continued in the new FrameWork 7 KnowSeas project. Online abstract (Mee et al. 2008) describing the project and its achievements, from American Geophysical Union, Spring Meeting 2007. ELME report cited in many peer-reviewed papers and on websites of other projects e.g. SOLAS.**

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): [ENCORA - European Network on Coastal Research](#)

Funding Body/Scheme: [EU – FP6 \(Network of Networks\)](#) **Years:** [2006-2009](#)

Cost/Budget (€): [3.43 million euro](#) **Number of Partners & Counties:** [24 \(16\)](#)

Website URL: www.coastalwiki.org **Is climate change the main focus?** [No](#)

1-2 Line Description: [ENCORA is a European network structure with new mechanisms for communication on shared problems within and between the communities of coastal science, policy and practice. Ten trans-national, cross-disciplinary Thematic Networks, led by institutions with outstanding expertise, address major ICZM issues; they include participants from all EU countries, including those where a national network is not yet established.](#)

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
ENCORA	✓	✓	✓		✓			✓		

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
	✓			✓	✓	✓		✓		

Unique Selling Points (Unusual and Innovative Ideas): [Developed “European Action Plan”, downloadable document summarising the ENCORA project and providing a list of suggested actions to be taken for strengthening the knowledge base for sustainable development and use of coasts and use. Website part of a wider ‘coastal wiki’ site \(internet encyclopaedia for coastal and marine professionals\). 6 issues of “Encora e-news” \(newsletter\) published, providing updates and news from each of the constituent national programmes. Online “contacts database” \(listing persons, institutes and projects. Encora sponsored workshops \(e.g. on biological valuation techniques, Ghent Dec 2006\).Encora conference “Key issues for advancing sustainable management of our coastal zones”. “Young Professionals EP” \(YPEP\) activities, including various summer schools and seminars: “Dynamics of the coastal zone” \(Jul 2008, Kaliningrad\); “Marine invasive species” \(Sep 2008, Denmark\); “Ecological security” \(Sep 2008, Crimea\); “flood defences & coastal structures” \(Jan 2009, Cork\).](#)

Did the project engage with or consult members of the public? [No Evidence](#)

Did the project engage with or consult stakeholders/industries? [Part of the “Venice Platform Partnership”, which enables exchange of information, experience, practices and knowledge between the stakeholder organizations represented in the Platform, to the benefit of their members. Members include: coastal authorities and governmental organizations, maritime industries including fisheries, tourism and leisure organizations, environmental NGOs. Also part of the Maritime Stakeholders Forum \(from Jun 2009\).](#)

Did the project engage with or consult policy makers? [See above](#)

Was the web-site user-friendly/engaging? [Generally quite good \(wiki site\), but not really aimed at the general public.](#)

Is there any evidence of media uptake (tv, radio, newspaper)? [No Evidence](#)

Were there efforts to make outputs readable/ accessible to the public? [No Evidence \(although see above\)](#)

Is there any evidence of wider uptake? [Close links to SPICOSA, EurOceans & ICCOPS etc. Representative of each on ENCORA steering committee.](#)

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **ENHANCE - Enhancing the European Participation in Living with Climate Variability and Change: Understanding the Uncertainties and Managing the Risks**

Funding Body/Scheme: EU – FP6 **Years:** 2006-2007

Cost/Budget (€): 60000 euro **Number of Partners & Counties:** 1

Website URL: www.wmo.int/pages/prog/wcp/wcasp/documents/WMO_Espoo_overview.pdf

Is climate change the main focus? Yes

1-2 Line Description: The conference "WMO Conference on Living with Climate Variability and Change: Understanding the uncertainties and managing the risks" (LWCVC) to be held in Espoo, Finland, 17- 21 July 2006, co-sponsored by the World Meteorological Organization, the Finnish Meteorological Institute, and the International Research Institute for Climate Prediction.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
ENHANCE		✓			✓					

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
	✓				✓	✓		✓		

Unique Selling Points (Unusual and Innovative Ideas): Supported the "WMO Conference on Living with Climate Variability and Change: Understanding the uncertainties and managing the risks" (LWCVC) to be held in Espoo, Finland, 17- 21 July 2006. Overview of the event can be downloaded. Some of the key-note presentations from this event can be downloaded.

Did the project engage with or consult members of the public? No Evidence

Did the project engage with or consult stakeholders/industries? The overarching aim of the Conference was to review the opportunities and constraints in integrating climate risks and uncertainties into decision-making in sectors including Agriculture, Water Resource Management, Human Health and Disease Control, Energy and Built Environment and Disaster and Early Warning. The Conference brought together climate scientists and user communities, to collate the experiences of public and private organizations worldwide that have been engaged in managing risks, and to build a framework for future strategies. A unique feature of the Conference was that the user sectors led the discussions in determining their climate needs.

Did the project engage with or consult policy makers? Among the many issues discussed was the need for improvement of policy formulation and operational decision- making in Agriculture, Water Resource Management, Human Health and Disease Control, Energy and Built Environment and Disaster and Early Warning. The main results of the Conference are contained in the 'Espoo Statement on Living with Climate Variability and Change'.

Was the web-site user-friendly/engaging? No Evidence

Is there any evidence of media uptake (tv, radio, newspaper)? No Evidence

Were there efforts to make outputs readable/ accessible to the public? No Evidence

Is there any evidence of wider uptake? "The event was a great success, judging from the feedback from the 264 participants who expressed appreciation for the opportunity to present their views, to share their experiences and to learn the capabilities and constraints of climate scientists".

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **ENSEMBLES - ENSEMBLE-based Predictions of Climate Changes and their Impacts**

Funding Body/Scheme: **FP6** Years: **2004-2009**

Cost/Budget (€): **22.79 M Euros / 15 Million Euros** Number of Partners & Counties: **66 (20)**

Website URL: **<http://ensembles-eu.metoffice.com/>** Is climate change the main focus? **Yes**

1-2 Line Description: For the first time ever, a common ensemble forecast system will be developed for use across a range of timescales (seasonal, decadal, and longer) and spatial scales (global, regional, and local). This model system will be used to construct integrated scenarios of future climate change, including both non-intervention and stabilisation scenarios.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
ENSEMBLES		✓	✓	✓				✓		

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
				✓	✓	✓	✓			

Unique Selling Points (Unusual and Innovative Ideas):

ENSEMBLES has a [limited] public understanding of climate science web page

Did the project engage with or consult members of the public?

See above

Did the project engage with or consult stakeholders/industries?

There were a couple of stakeholder newsletters.

Did the project engage with or consult policy makers?

The final event featured opening addresses by the UK Defra minister and other UK and EC policy makers. There was also a policy paper written on greenhouse gas emissions. An introduction to ensembles presentation was given at UNFCCC Conference of Parties (CoP) 13 in Bali

Was the web-site user-friendly/engaging?

Easy enough to get around but very simple and not engaging

Is there any evidence of media uptake (tv, radio, newspaper)?

No evidence

Were there efforts to make outputs readable/ accessible to the public?

Not really, apart from public understanding of climate science pages

Is there any evidence of wider uptake? No evidence

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): EPICA-MIS New paleoreconstructions from Antarctic ice and marine records

Funding Body/Scheme: EU – FP6 **Years:** 2004-2008

Cost/Budget (€): 2.5 million euro **Number of Partners & Counties:** 13 (10)

Website URL: EPICA-MIS website no longer available **Is climate change the main focus?** Yes

1-2 Line Description: The objective of the Specific Targeted Research Project EPICA-MIS is to produce palaeoreconstructions and integrated climate analysis through marine and ice core studies. Two Antarctic deep ice cores will be completed and they will for the first time reveal atmospheric records of greenhouse gases like CO₂ and methane reaching 800,000 years back in time.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
EPICA-M		✓		✓						

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
					✓	✓				

Unique Selling Points (Unusual and Innovative Ideas): Very little information available online, as the main project website seems to have disappeared. However a useful summary is provided in a presentation at the 4th Malaysian Intern. Seminar on Antarctica, Legacy of IPY to the Tropics, Kuala Lumpur, 1.-3. April 2009 (<http://epic.awi.de/Publications/Oer2009b.pdf>).

Did the project engage with or consult members of the public? No Evidence

Did the project engage with or consult stakeholders/industries? No Evidence

Did the project engage with or consult policy makers? No Evidence but polar catalogue (which includes this project) states that "As strategies for mitigation and adaptation to global change have to be based on predictions on future climate, the EPICA-MIS novel palaeoreconstructions will produce new evidence about climate dynamics and variability necessary to improve and test policy-relevant models".

Was the web-site user-friendly/engaging? Not sure if original website was www-lgge.ujf-grenoble.fr/epica-mis/NPI.html as this link is no longer working.

Is there any evidence of media uptake (tv, radio, newspaper)? No Evidence

Were there efforts to make outputs readable/ accessible to the public? No Evidence

Is there any evidence of wider uptake? The EPICA project was one of the winners of the 'European Union Descartes prize for research' announced in Brussels on 12 March 2008. This work represents a long-term European research collaboration and appears in a "Perspective" article in the 25 November 2005 issue of the journal Science. Review of the 1st EPICA project Nature 429, 611-612 (10 June 2004). Project acknowledged in many high-profile peer-reviewed papers including: Science [Vol. 317. no. 5839, pp. 793 – 796]; Science [Vol. 310. no. 5752, pp. 1317 – 1321]; Nature 453, 383-386; Nature 440, 491-496; Nature 452, 616-619; Science 317, 796; Nature Geoscience 2, 505 – 508; Quaternary Science Reviews 29: 285-295.

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **EPOCA – European Project on Ocean Acidification**

Funding Body/Scheme: **EU – FP7** Years: **2008 -**

Cost/Budget (€): Number of Partners & Counties: **29 (10)**

Website URL: **www.epoca-project.eu** Is climate change the main focus? **Yes**

1-2 Line Description: **Goal to enhance our understanding of the biological, ecological, biogeochemical and societal impacts of ocean acidification.**

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
EPOCA	✓ (3)	✓		✓	✓	✓	✓	✓	✓	✓ (3)

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
	✓	✓	✓	✓	✓	✓ (list)		✓		✓

Unique Selling Points (Unusual and Innovative Ideas): Regular press releases (in multiple languages); EPOCA blog (updates on scientific articles etc.); lots of materials for schools.

Did the project engage with or consult members of the public? School course materials, animated film (prepared by a school), 'CarboSchools' educational booklets, 'partner with a scientist' scheme, short courses and training workshops, 'best practice' guides and workshops. Provide downloadable 'educational flyers' and posters (in multiple languages) + a long list of internet and press articles.

Did the project engage with or consult stakeholders/industries? Has a 'Reference User Group' (RUG) of key stakeholders, including government agencies, NGOs, industries. Used to provide advice on what products are most useful/accessible, how they can be improved and to feedback results to key sectors.

Did the project engage with or consult policy makers? Provides regular 'policy statements' and updates. Issued a 'Special introductory guide for policy advisors and decision makers' "Ocean Acidification – the facts".

Was the web-site user-friendly/engaging? Web includes a 'dissemination and media centre', with an online form for media enquiries. Project includes separate work-packages for 'data management' (WP15) and 'training' (WP16). Well designed website with detailed and summary info available. Web summary available in 12 languages (including Chinese and Japanese).

Is there any evidence of media uptake (tv, radio, newspaper)? Web-site provides a detailed list of 'radio podcasts and other media' activities (18). Very impressive list of articles for national newspapers, radio stations etc.

Were there efforts to make outputs readable/ accessible to the public? Yes – see 'educational flyers' (in multiple languages), extensive schools outreach programme, animated film and booklets.

Is there any evidence of wider uptake? Lots of articles in general (rather than specialist) media including national newspapers, radio stations etc.

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **ESEAS-RI European sea level service infrastructure project**

Funding Body/Scheme: **FP-5**

Years: **2002-2005**

Cost/Budget (€): **3426209 EURO / 2299786 EURO**

Number of Partners & Counties: **21 (12)**

Website URL: **www.e seas.org/e seas-ri/**

Is climate change the main focus? **Yes**

1-2 Line Description: **The European Sea Level Service (ESEAS) has made the initial step in bringing together the formerly scattered sea level research infrastructure in Europe. ESEAS is developing into a major research infrastructure for all aspects related to sea-level, be it in the field of climate change research, natural hazards and marine research**

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
ESEAS		✓		✓						

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
					✓	✓				

Unique Selling Points (Unusual and Innovative Ideas):

All of the data is made available for the public to access

Did the project engage with or consult members of the public?

Not explicitly, but the resulting website at www.e seas.org is pretty easy to get around

Did the project engage with or consult stakeholders/industries?

Not clear

Did the project engage with or consult policy makers?

Not clear

Was the web-site user-friendly/engaging?

The e seas.org website appears reasonably user friendly but isn't that appealing

Is there any evidence of media uptake (tv, radio, newspaper)?

None apparent

Were there efforts to make outputs readable/ accessible to the public?

All outputs are accessible to the public and it is claimed that a workshop includes consideration of public awareness

Is there any evidence of wider uptake? **None apparent**

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **EUR-OCEANS (EUROpean network of excellence for OCean Ecosystems ANalysis)**

Funding Body/Scheme: **FP6 (network of excellence)** Years: **2005-2008**

Cost/Budget (€): **10M Euros / 40M Euros** Number of Partners & Counties: **69(25)**

Website URL: **www.eur-oceans.eu** Is climate change the main focus? **Partly**

1-2 Line Description: **EUR-OCEANS** aims to achieve lasting integration of European research organisations on global change and pelagic marine ecosystems, and to develop models for assessing and forecasting the impacts of climate and anthropogenic forcing on food-web dynamics (structure, functioning, diversity and stability) of pelagic ecosystems in the open ocean.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
EUR-OCEANS	✓(15)	✓	✓	✓	✓	33 films		✓	✓	✓

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
	✓	✓	✓	✓	✓	✓		✓	✓	

Unique Selling Points (Unusual and Innovative Ideas):

The Public Outreach Team comprised 10 European aquaria and the European Union of Aquarium Curators which aimed to act as an interface between scientific research and the general public. There was a strong focus on interaction with schools through the 'educational programme' with activities online and at the aquaria, along with a school scripts competition.

Did the project engage with or consult members of the public? There was a dedicated work package on public outreach which included films, press releases, press conferences and web conferences.

Did the project engage with or consult stakeholders/industries?

There was a stakeholder perception workshop that directly engaged with this community, specifically on fisheries and climate variability. Eur-Oceans also co-sponsored another ICES fisheries management workshop. Eur-Oceans also provided a lot of sponsorship to scientists to allow them the opportunity to transfer knowledge to stakeholder communities. The knowledge transfer team also had a contacts database and undertook a socio-economic 'users needs' survey.

Did the project engage with or consult policy makers?

See above.

Was the web-site user-friendly/engaging?

There was a specific public website which was very user friendly and provided a wide range of ways for the public to engage with the Eur-Oceans programme (including following cruises, web-conferences, film competitions, animations)

Is there any evidence of media uptake (tv, radio, newspaper)?

The schools script contest for Eur-Oceans received a lot of media coverage. A press conference on ocean acidification received wide media attention on TV, radio and the written press and other conferences on manipulating the oceans to reduce atmospheric CO₂, the gulf stream and Eur-Oceans educational programme also received some media coverage.

Were there efforts to make outputs readable/ accessible to the public?

See earlier comments about Eur-Oceans public website and the use of the network of aquaria to engage with the public.

Is there any evidence of wider uptake? A Eur-Oceans 'consortium' has been established as a lasting legacy of the Eur-Oceans project.

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **EUROGEL - EUROpean GELatinous zooplankton: mechanisms behind jellyfish blooms and their ecological and socio-economic effects**

Funding Body/Scheme: EU – FP5 **Years:** 2002-2005

Cost/Budget (€): XXXXXXXX **Number of Partners & Counties:** 12 (7)

Website URL: www.bio.uib.no/eurogel/index.htm **Is climate change the main focus?** Partially

1-2 Line Description: Jelly-plankton outbreaks (massive occurrences of medusae and other gelatinous planktonic organisms) are an increasing threat for some key economic activities in coastal areas, such as fisheries, aquaculture and recreation. EUROGEL aimed to identify and quantify key factors regulating the abundance and succession of jellyplankton species in European waters, develop models able to forecast the likelihood of jellyplankton outbreaks, estimate the socio-economic effects of jellyplankton outbreaks in European coastal areas.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
EUROGEL		✓				✓	✓			

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
					✓	✓				

Unique Selling Points (Unusual and Innovative Ideas):

Website includes a long list of peer-reviewed papers, as well as peer-reviewed conference proceedings and books. Also other (non peer reviewed) conferences, articles and presentations. EUROGEL featured on Norwegian radio, Aug 2004. Contributed to ICES WG on Zooplankton Ecology. VERY DIFFICULT TO FIND OUT DETAILED INFORMATION.

Did the project engage with or consult members of the public? No Evidence

Did the project engage with or consult stakeholders/industries? EUROGEL is strongly orientated towards socio-economic aspects of gelatinous plankton outbursts, and emphasis is on quantitatively defining problems related to the fishery, coastal industry and recreational activities.

Did the project engage with or consult policy makers? No Evidence

Was the web-site user-friendly/engaging? A bit old fashioned and very basic. Many of the project weblinks no longer working, and therefore difficult to determine what attempts at outreach were made.

Is there any evidence of media uptake (tv, radio, newspaper)? EUROGEL featured on Norwegian radio, Aug 2004. Online article for Waterford Today newspaper (Ireland).

Were there efforts to make outputs readable/ accessible to the public? Not clear

Is there any evidence of wider uptake? Summary available at: Båmstedt, U. (2004). European Gelatinous Zooplankton: mechanisms behind jellyfish blooms and their ecological and socio-economic effects (EUROGEL), in: (2004). European Conference on Marine Science and Ocean Technology. Celebrating European marine science: building the European research area: communicating marine science, 10th - 13th May 2004, Galway, Ireland: abstract book. pp. 20-21. Special feature (early overview) on EUROGEL in 'Scottish Ocean Climate Status Report 2002-2003'. High profile paper supported by EUROGEL: Daskalov et al. (2007) Trophic cascades triggered by over-fishing reveal possible mechanisms of ecosystem regime shifts. PNAS June 19, 2007 vol. 104 no. 25 10518-10523

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): [EXTALGAE - Biological consequences of global climate change. The effects of salinity and temperature in extremophilic algae.](#)

Funding Body/Scheme: [EU-FP6 \(Marie Curie Intra-European Fellowships\)](#) **Years:** [2004-2006](#)

Cost/Budget (€): [169323 euro](#) **Number of Partners & Counties:** [1 \(1\)](#)

Website URL: [No Website](#) **Is climate change the main focus?** [Yes](#)

1-2 Line Description: [The overall goal of this project is to investigate the physiological and chemical adjustments incurred by photosynthetic algae to parameters affected by global climate change, namely changes in salinity, temperature and light. Furthermore we are aiming to contribute to European scientific research by filling an important gap in climate modelling systems by examining and potentially enabling the prediction of volatile organic sulphur compounds \(VOSC\) production in marine algae.](#)

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
EXTALGAE										

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
				✓	✓					

[FALK, Stefan \(Dr\) MID SWEDEN UNIVERSITY \(MITTHOGSKOLAN\); MOBILITY Human resources and mobility, MOBILITY-2.1 Marie Curie Intra-European Fellowships \(EIF\)](#)

Unique Selling Points (Unusual and Innovative Ideas): [No trace of the project beyond CORDIS website.](#)

Did the project engage with or consult members of the public? [No Evidence](#)

Did the project engage with or consult stakeholders/industries? [No Evidence](#)

Did the project engage with or consult policy makers? [No Evidence](#)

Was the web-site user-friendly/engaging?

[Could not find website.](#)

Is there any evidence of media uptake (tv, radio, newspaper)?

[No Evidence](#)

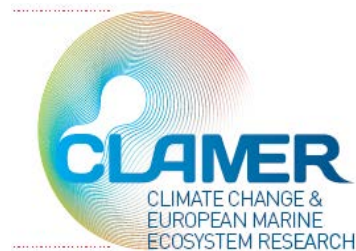
Were there efforts to make outputs readable/ accessible to the public?

[No Evidence](#)

Is there any evidence of wider uptake?

[Absolutely no trace of the project beyond CORDIS website – not even peer-reviewed publications.](#)

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **FEUFAR - The Future of European Fisheries & Aquaculture Research**

Funding Body/Scheme: **EU – FP6** Years: **2007-2008**

Cost/Budget (€): Number of Partners & Counties: **7 (6)**

Website URL: **www.feufar.eu/default.asp?ZNT=0217** Is climate change the main focus? **No**

1-2 Line Description: The goal of the project is to define the research required in the medium term (here taken as 10 years), to permit exploitation and farming of aquatic resources set against the context of key challenges and risks for meeting sustainability requirements. Climate change considered only as a small component of wider scenarios.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
FEUFAR	✓ (1)				✓			✓		

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
	✓							✓		

Unique Selling Points (Unusual and Innovative Ideas): Detailed reports (available online) from various stakeholder and expert workshops. Development of future scenarios (5) for the fisheries & aquaculture sector taking into account climate change, societal values, trade, human demography etc. Detailed literature review of 'marine scenarios' worldwide.

Did the project engage with or consult members of the public? **No Evidence**

Did the project engage with or consult stakeholders/industries?

Series of 'stakeholder' and 'expert' workshops throughout the 18 month project. Experts in fisheries, aquaculture and foresight analysis from organizations around Europe such as EFARO, ESF-Marine Board, EAFE, EAS, Marifish, Marinera, and NACEE. Broad input from the fisheries sector, processing and trade, environmental groups and all other stakeholders.

Did the project engage with or consult policy makers? Work specifically commissioned to inform EU policy. Workshop focussing on 'Future Scenarios of Fisheries & Aquaculture', held at European Parliament on 11th March 2009, involving stakeholders and EU Policy Makers.

Was the web-site user-friendly/engaging? **Very basic website, only containing project details and documents (all reports).**

Is there any evidence of media uptake (tv, radio, newspaper)? **No Evidence**

Were there efforts to make outputs readable/ accessible to the public? **No Evidence**

Is there any evidence of wider uptake? Policy note (IP/B/PECH/IC/2008-123) prepared for the European Commission, summarising the main outputs of the FEUFAR project including key challenges, strategic options and the research needs of capture fisheries and aquaculture in European waters and in waters in which European fleets operate under bilateral or multilateral agreements.

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): GLOBEC – Global Ocean Ecosystem Dynamics

Funding Body/Scheme: International (various) **Years:** 1990-2010

Cost/Budget (€): XXXXXXXX **Number of Partners & Counties:** XXXXXXXX

Website URL: www.globec.org/ **Is climate change the main focus?** Yes

1-2 Line Description: GLOBEC, a study of Global Ocean Ecosystem Dynamics, was initiated in 1990 by UNESCO. "To advance our understanding of the structure and functioning of the global ocean ecosystem, its major subsystems, and its response to physical forcing so that a capability can be developed to forecast the responses of the marine ecosystem to global change". GLOBEC encompasses an integrated suite of research activities consisting of Regional Programmes, National Activities and cross-cutting research foci activities.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
GLOBEC	✓	✓		✓				✓		

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
	✓	✓			✓	✓	✓			

Unique Selling Points (Unusual and Innovative Ideas): GLOBEC International Newsletter was published biannually by the GLOBEC International Project Office and distributed worldwide to nearly 2000 scientists and institutions. The newsletter was very successful in spreading GLOBEC research worldwide and in helping to establish research partnerships. To facilitate communication during the integration and synthesis phase of GLOBEC International electronic programme updates ('e-news' updates) were produced and circulated to the GLOBEC community. The GLOBEC IPO prepared overviews to help GLOBEC Scientists giving presentations about GLOBEC. The GLOBEC project office also circulated occasional notes on 'science highlights'. The GLOBEC website lists many 'special issues of journals, project reports and 4 books associated with the project. Each regional sub-page includes a long list of peer-reviewed publications. Organised 3 'GLOBEC Open Science Meetings' and co-sponsored numerous international conferences. Website includes 'Metadata inventory' and plankton database. Website also lists 'key events' and 'most popular downloads'

Did the project engage with or consult members of the public? No Evidence

Did the project engage with or consult stakeholders/industries? Not Clear

Did the project engage with or consult policy makers? Not Clear

Was the web-site user-friendly/engaging? Fairly user friendly, although not really aimed at the public. Easy to navigate, and each of regional programmes (CLITOP, ESSAS, ICES CCC, PICES CCCC, SO GLOBEC, SPACC) accessible via a clickable map, included a 'description', key meetings, key publications, task teams and section on "Beyond GLOBEC".

Is there any evidence of media uptake (tv, radio, newspaper)? Not really

Were there efforts to make outputs readable/ accessible to the public? Some effort via the various summary documents on the website, although not really aimed at the public.

Is there any evidence of wider uptake? Has contributed to 100s of peer-reviewed publications and been associated with most of the recent advances in knowledge of fish and climate change. The GLOBEC International Project Office (IPO) is located at the Plymouth Marine Laboratory (PML). The office is co-sponsored by the Natural Environment Research Council of the United Kingdom and the National Science Foundation of the United States.

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **GreenICE – Greenland Arctic Shelf Ice and Climate Experiment.**

Funding Body/Scheme: **EU – FP5** **Years:** **2002-2006**

Cost/Budget (€): **1.842.255 euros** **Number of Partners & Counties:** **7 (5)**

Website URL: **www.greenice.org/** **Is climate change the main focus?** **Yes**

1-2 Line Description: **The overall aim of the project was to study the structure and dynamics of the sea ice cover in a critical region of the Arctic Ocean, north of Greenland, and to relate these to longer-term records of climate variability retrieved from sediment cores. The GreenICE team established the first European research sea-ice camp on the Arctic Ocean.**

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
GREENICE		✓ (list)		✓		✓				

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
						✓ (list)	✓			

Unique Selling Points (Unusual and Innovative Ideas): **An additional product of the GreenICE project was a book published by the EU entitled *Arctic Sea Ice Thickness: Past, Present and Future*, edited by Peter Wadhams and Georgios Amanatidis. Climate Change and Natural Hazards Series, Brussels, 2006. Hosted an international workshop (Rungstedgaard, 8-9 November 2005) intended to provide a forum in which scientists could present their latest results and discuss how the community can work together to achieve a more integrated approach to arctic ice thickness mapping in the future**

Did the project engage with or consult members of the public? **No Evidence**

Did the project engage with or consult stakeholders/industries? **No Evidence**

Did the project engage with or consult policy makers? **No Evidence**

Was the web-site user-friendly/engaging? **The 'legacy' website is somewhat basic (only provides an outline of partners, objectives, outputs etc.), although it does provide a detailed list of peer-reviewed papers, proceedings & reports, lectures and posters etc. Also there is a link to a data portal site where all of the project datasets can be downloaded.**

Is there any evidence of media uptake (tv, radio, newspaper)? **Website lists one article for Danish television, filmed on location during one of the GreenICE camps. GreenICE camp featured in several newsletters, annual reports etc. of various institutes (e.g. SAMS, GEUS).**

Were there efforts to make outputs readable/ accessible to the public? **No Evidence**

Is there any evidence of wider uptake? **Following the same efficient logistics as in the 2004 GreenICE camp, the 2009 GreenArc camp was established in cooperation with Defence Research Establishment Atlantic, Canada. Brief article on GreenICE (also ASOF-N) in EU Commission research newsletter (edbl.drapc.min-agricultura.pt/base/documentos/publicacoes/research_eu_2009.pdf).**

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **HERMES - Hotspot ecosystem research on the margins of European seas**

Funding Body/Scheme: **EU – FP6** Years: **2005-2009**

Cost/Budget (€): **15.56 million euro** Number of Partners & Counties: **50 (17)**

Website URL: **www.eu-hermes.net/** Is climate change the main focus? **No**

1-2 Line Description: HERMES represents the first major attempt to understand European deep-water ecosystems and their environment in an integrated way by bringing together expertise in biodiversity, geology, sedimentology, physical oceanography, microbiology and biogeochemistry, so that the generic relationship between biodiversity and ecosystem functioning can be understood.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
HERMES	✓	✓	✓	✓	✓	✓	✓	✓	✓	

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
	✓	✓	✓	✓	✓	✓ (list)	✓	✓		✓

Unique Selling Points (Unusual and Innovative Ideas): A full-colour, 191-page HERMES special issue of the US-based journal *Oceanography* was published in March 2009. Throughout the project 15 HERMES newsletters were published (downloadable) including cruise reports, images, main findings. Project included PhD and training opportunities. The HERMES GIS portal aims to provide a tool for displaying, managing, manipulating, and analysing HERMES datasets. Data layers are held in the PANGAEA database. In the "Education" section of the website included: materials for schools and teachers, scientist profiles, student profiles, educational poster scheme, interactive modules/tools and games, clickable maps, video clips (on YouTube) featuring cruise reports, ROVs, deep corals; lecture notes to download, graduate training workshops (in 2006, 2007 and 2008), cruise diaries/blogs, WebGIS/Google-Mapping tools.

Did the project engage with or consult members of the public? Yes – see above (especially aimed at schools)

Did the project engage with or consult stakeholders/industries? Partnership included 9 industrial partners/companies (mostly equipment manufacturers and biomedical companies, but also the multi-media companies MMCD & ARCHIMEDIX). Consultation with stakeholders was principally through the establishment of an 'International Science Policy Panel' comprising leading HERMES scientists, participants from the principal European agencies, industry and non-governmental organisations. Novel socio-economic indicators were developed to describe both monetary and non-monetary values to society. The SPP met in September 2006, March 2008 and March 2009.

Did the project engage with or consult policy makers? HERMES has placed a high priority on the timely delivery of appropriate policy advice as pertinent new science became available. Many European policy makers were part of the SPP (see above). Website section on "HERMES support for policy advice", all SPP documents available to download and training materials available on maritime law. Summary policy document "Key HERMES results: Input to the UN General Assembly". HERMES has produced a series of briefing documents - the Deep-Sea Briefs - These documents are intended to inform a wide range of audiences, but are principally intended to serve as an initial information source for policy-makers and government advisors.

Was the web-site user-friendly/engaging? Yes. Very well designed website with lots of gadgets, attractive images and things to do as well as basic project information. Newsletters were particularly well put together. Whole outreach strategy clearly very well thought out and effective.

Is there any evidence of media uptake (tv, radio, newspaper)? Project featured on the BBC television news and in many newspaper articles.

Were there efforts to make outputs readable/ accessible to the public? Yes – particularly materials in the "education" part of the website (see above). Produced a book 'The HERMES Story' as a collaboration between the UNEP and NOCS.

Is there any evidence of wider uptake? HERMES was succeeded by HERMIONE. HERMES built strong links to other major marine science programmes such as Census of Marine Life, COMARGE, ESONET, MarBEF and SESAME. Very long list of 100+ peer-reviewed publications. Recognised by the European Commission as one of the top 40 most successful projects in the Framework Six programme.

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **HERMIONE - Hotspot ecosystem research and Man's impact on European seas**

Funding Body/Scheme: **EU – FP7** **Years:** **2009-2012**

Cost/Budget (€): **8 million euro** **Number of Partners & Counties:** **38 (14)**

Website URL: **www.eu-hermione.net/** **Is climate change the main focus?** **No**

1-2 Line Description: The HERMIONE project is designed to make a major advance in our knowledge of the functioning of deep-sea ecosystems and their contribution to the production of goods and services. This will be achieved through a highly interdisciplinary approach (including biologists, ecologists, microbiologists, biogeochemists, sedimentologists, physical oceanographers, modelers and socio-economists).

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
HERMIONE	✓	✓	✓	✓	✓	✓	✓	✓	✓	

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
	✓	✓		✓	✓	✓ (list)		✓		✓

Unique Selling Points (Unusual and Innovative Ideas): HERMIONE site on Twitter and Facebook, including discussion board, photos, blog, movie "Our today is forever" (plastics and pollution in the marine environment. Videos on YouTube (baited camera traps, deploying ROVs). HERMIONE image gallery and regular newsletters. Student training workshop (Southampton 2010), PhD studentships. Project brochure and special issue of Oceanography (Vol 22, Num 1) focussing on HERMIONE. Website includes "Learning Zone" (featuring scientist profiles 'Be a marine scientist'; expedition blogs, basic info about the marine environment. HERMIONE uses the information system PANGAEA as an archive, publisher and library for its data.

Did the project engage with or consult members of the public? Yes - See above

Did the project engage with or consult stakeholders/industries? The first HERMIONE Anthropogenic Impact workshop was held at the ICM-CSCI in Barcelona on 20-21 October 2009. The aim of this workshop was to discuss current threats from human activities on deep-sea habitats. Three major topics were discussed: litter accumulation; chemical contamination, and climate change. Also see below..

Did the project engage with or consult policy makers? A specific part of the website is focussed on 'Policy'. One of the key science-policy interface mechanisms is the Science Policy Panel (SPP): a high-level panel composed of European policy-makers, stakeholders from industry and NGOs, representatives of international institutions and leading scientists. The objective of the SPP is to ensure that scientific research progress and the strategies emerging from it are promptly brought to the attention of the relevant European and international policy-maker. In first newsletter (summer 2009) mentions that "We will continue to package and present our results to policymakers. We have already been invited to talk to DG MARE in September and I am due to present results of HERMES/HERMIONE to an event at the United Nations General Assembly in New York this autumn.

Was the web-site user-friendly/engaging? Very user-friendly and well designed website. Lots of up-to-date information and makes use of modern communication media/techniques. A good example of 'best practice' in terms of outreach and public/stakeholder engagement.

Is there any evidence of media uptake (tv, radio, newspaper)? Issue of the Italian popular science magazine "Darwin" (www.darwinweb.it) focuses on Mediterranean deep-sea ecosystems, and contains three articles which feature HERMIONE results.

Were there efforts to make outputs readable/ accessible to the public? Facebook site and "Learning Zone" aimed at the wider public and very easy to follow. Images and expedition blogs, + 'Wall photos'.

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP) 23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **HYPOX - In situ monitoring of oxygen depletion in hypoxic ecosystems of coastal and open seas, and land-locked water bodies**

Funding Body/Scheme: EU – FP7 **Years:** 2009-2012

Cost/Budget (€): 3.5 million euro **Number of Partners & Counties:** 15 (11)

Website URL: www.hypox.net/ **Is climate change the main focus?** Partially

1-2 Line Description: A better understanding of global changes in oxygen depletion requires a global observation system continuously monitoring oxygen at high resolution. Here we propose to monitor oxygen depletion and associated processes in aquatic systems that differ in oxygen status or sensitivity towards change: open ocean, oxic with high sensitivity to global warming (Arctic), semi-enclosed with permanent anoxia (Black Sea, Baltic Sea) and seasonally or locally anoxic land-locked systems (fjords, lagoons, lakes) subject to eutrophication.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
HYPOX	✓	✓		✓				✓		

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
		✓		✓	✓	✓				✓

Unique Selling Points (Unusual and Innovative Ideas): A workshop on oxygen measurements was held at the deep-sea long-term observatory HAUSGARTEN (March 2010), which serves as an open ocean reference site within HYPOX. All presentations from workshops available online as well as all deliverables. HYPOX International Innovation Report (Disseminating science, research and technology); HYPOX poster at the 3rd GEO European projects Workshop, Istanbul; short fact sheet about HYPOX; generic 'HYPOX poster presentation' all available to download from website. HYPOX information brochure (well designed glossy to introduce the project), also HYPOX flyer. 'HYPOX news' feed and blog. Web section on events, including maps and photos. Data portal (and update feed) with downloadable datasets from all HYPOX cruises, also HYPOX datasets on PANGAEA. GoogleMaps showing data localities

Did the project engage with or consult members of the public? No Evidence (although see above)

Did the project engage with or consult stakeholders/industries? No Evidence

Did the project engage with or consult policy makers? WP8 specifically focused on 'coordination, dissemination and outreach' includes commitments to: Support and networking of PhD students in the project, Public outreach including dissemination of data to a wider community of knowledge users (environmental agencies, federal offices, policy makers, local organizations); Organization of scientific representation in international committees, workshops and symposia relevant to the project tasks. (Limited evidence so far)

Was the web-site user-friendly/engaging? Attractive and modern looking website including 'HYPOX news' feed and blog.

Is there any evidence of media uptake (tv, radio, newspaper)? No Evidence

Were there efforts to make outputs readable/ accessible to the public? Some efforts to provide summary information but not specifically aimed at the public.

Is there any evidence of wider uptake? Contributes to SCOR working group on Natural and Human-Induced Hypoxia and Consequences for Coastal Areas (SCOR WG 128) also European Seas Observatory Network of Excellence (ESONET NoE).

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **IMCOAST - Impact of climate induced glacier melt on marine coastal systems in the West Antarctic Peninsula region**

Funding Body/Scheme: **EU ERA-NET** Years: **XXXX**

Cost/Budget (€): **XXXXXX** Number of Partners & Counties: **16 (12) inc 3 S. American**

Website URL: **www.awi.de/de/forschung/fachbereiche/biowissenschaften/funktionelle_oekologie/projects/imcoast/**

Is climate change the main focus? **Yes**

1-2 Line Description: **EU ERA-NET. IMCOAST is an interdisciplinary, innovative research project, linking causes and effects within the presently observed rapid climate change in the marine coastal environment of the Antarctic Peninsula. IMCOAST builds directly on IPY-34 programme clicOPEN (climate change in coastal areas of the Antarctic Peninsula). A central aim and legacy in IMCOAST will be a joint database for archiving IMCOAST and IPY-34 datasets.**

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
IMCOAST				✓						

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
						✓				

Unique Selling Points (Unusual and Innovative Ideas): The project is based on 19 work packages (funded by national governments) from different scientific disciplines involving scientists and researchers from European and South American countries. It is centrally based on work in two Antarctic research stations. The individual packages active at both stations include sedimentology, glaciology and glacial hydrology, plus sediment core analyses to reconstruct past biotic and environmental change. Changes of the pelagic and benthic communities in front of the retreating glaciers are another important focus of the research. Web includes some links to PANGAEA (Publishing Network for Geostatistical & Environmental Data), including maps and images.

Did the project engage with or consult members of the public? **No Evidence**

Did the project engage with or consult stakeholders/industries? **No Evidence**

Did the project engage with or consult policy makers? **As an ERA-NET this project includes governmental departments and agencies in 16 countries. There is no indication that EU policy makers were involved, although it did include the European Science Foundation (ESF).**

Was the web-site user-friendly/engaging? **Very limited information available on this initiative, and the website is little more than a description of the aims and objectives. The website does include a list of work-packages and associated national projects but little else.**

Is there any evidence of media uptake (tv, radio, newspaper)? **No Evidence**

Were there efforts to make outputs readable/ accessible to the public? **No Evidence**

Is there any evidence of wider uptake? **Summary on the website of the European Science Foundation – ESF**

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **IPY-CARE: Climate of the Arctic and its Role for Europe (CARE) - a European component of the international polar year.**

Funding Body/Scheme: EU – FP6 **Years:** 2005-2007

Cost/Budget (€): 395000 euro **Number of Partners & Counties:** 20 (13)

Website URL: www.ipy-care.org/ but also www.nersc.no/CARE/

Is climate change the main focus? Yes

1-2 Line Description: The overall objective of IPY-CARE is to create, co-ordinate and prepare a Pan-European science and implementation plan for Arctic climate change and ecosystems research programme as contribution to the International Polar Year.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
IPY-CARE		✓			✓	✓				

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
	✓			✓	✓	✓				

Unique Selling Points (Unusual and Innovative Ideas): News section on the front web-page, but very few updates throughout the project. The IPY-CARE Arctic Symposium was planned and implemented at Alfred Wegener Institute for Polar and Marine Research in Bremerhaven 12 – 14 October 2005. About 40 participants from 14 countries attended the symposium. The other website (www.nersc.no/CARE/) includes substantially more detail, including “D3.4 Plan for dissemination of knowledge” as well as more detail about the symposium and final IPY-CARE meeting (held at the Nansen Center in Bergen on 13-14 February 2007). Section of the website on “Education & Training”. This includes lots of useful material including: fact sheets (8), presentations, lecture notes (7), an animation (Bergen Climate Model temperature and ice, 1998-2070), posters, but mostly academic in style. A summary of the education and training material is available in the report D5-4.

Did the project engage with or consult stakeholders/industries? Includes the stated objective “To assess the impact of climate change in the Arctic on the THC, marine ecosystems and fisheries, transportation, offshore industry and oil and gas production, coastal infrastructures, and on climate in Europe”. Not clear how or whether this was achieved. The final activity report states: “Specific presentations and meeting have been held for offshore industry and marine transportation and other operators who expect to increase their activities in the Arctic”.

Did the project engage with or consult policy makers? Unclear

Was the web-site user-friendly/engaging? VERY CONFUSING AS 2 SEPARATE WEBSITES. Reasonably clear and well laid out, with useful information about project objectives and partners etc. However, the ‘main’ website is generally lacking content (although this was a small and targeted initiative). Final activity report can be downloaded. The other website (www.nersc.no/CARE/) includes substantially more detail, including “D3.4 Plan for dissemination of knowledge”.

Media uptake (tv, radio, newspaper)? No Evidence

Outputs readable/ accessible to the public? No Evidence

Is there any evidence of wider uptake? Part of a much bigger initiative, the International Polar Year 2007-2008 (see www.ipy.org/). IPY-CARE is an endorsed project by the IPY Joint Committee with more than 80 partners from many different countries.

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **KNOWSEAS - Knowledge-based sustainable management for Europe's seas**

Funding Body/Scheme: EU – FP7

Years: 2009-2013

Cost/Budget (€): 5.76 million euro

Number of Partners & Counties: 30 (15)

Website URL: www.knowseas.com/

Is climate change the main focus? Partially

1-2 Line Description: The KnowSeas consortium will strengthen the science base for managing Europe's seas through the practical application of systems thinking. Knowledge created through the FP6 European Lifestyles and Marine Ecosystems project, augmented with necessary new studies of climate effects, fisheries and maritime industries - in EEZ case studies - will provide a basis for assessing changes to natural systems and their human causes.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
KNOWSEAS	✓	✓		✓	✓					

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
					✓	✓		✓		

Unique Selling Points (Unusual and Innovative Ideas): Website includes an 'upcoming events' section but not really a newsletter. KNOWSEAS fact-sheet and 'general article' available to download. "Links, Data and Publications" section but so far not much content.

Did the project engage with or consult members of the public? No Evidence

Did the project engage with or consult stakeholders/industries? "Institutional and social analysis will determine conflicts of interest and examine governance as well as stakeholder values and perceptions. Our research will be participatory, engaging with stakeholders through [Regional Liaison Groups](#) and a multisectoral [Project Advisory Board](#)". Description of work includes commitment: "In KnowSeas, we propose to combine these approaches and employ mapping systems that will make the outputs available to stakeholders user friendly". Having a working model that can be shared with stakeholders is an important part of the overall process of understanding how issues are prioritised in a complex environment. Consortium includes some commercial consulting companies (e.g. Deltares, ENVISION)

Did the project engage with or consult policy makers? [From 'general article'] There has been intense interest in the project from within the Directorates General of the European Commission as well as other governmental groups: the International Council for the Exploration of the Seas (ICES), the European Environment Agency, regional seas commissions and non-governmental organisations such as WWF and the International Union for the Conservation of Nature (IUCN).

Was the web-site user-friendly/engaging? A bit basic and old-fashioned given the aspirations of this project. Very little innovation in terms of communicating with stakeholders or the public.

Is there any evidence of media uptake (tv, radio, newspaper)? No Evidence (yet)

Were there efforts to make outputs readable/ accessible to the public? No Evidence (yet)

Is there any evidence of wider uptake? Some (early) peer-review publications downloadable from the project website in the "Links, Data and Publications" section (e.g. Hall-Spencer et al 2009; le Guilloux et al 2010).

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): MAIA - Monitoring the Atlantic Inflow toward the Arctic

Funding Body/Scheme: EU – FP5 **Years:** 2000-2002

Cost/Budget (€): 1.183.500 euros **Number of Partners & Counties:** 5 (4)

Website URL: www.bodc.ac.uk/projects/european/maia/ **Is climate change the main focus?** Yes

1-2 Line Description: The overall objective of MAIA is to develop an inexpensive, reliable system based on coastal sea-level data for monitoring the inflows of Atlantic Water to the northern seas. Available observation systems, will be used to obtain transport estimates with a time resolution of less than a week and show that the method is generic and can be applied to monitoring in other regions.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
MAIA	✓ (1)	✓		✓	✓					

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
						✓		✓		

Unique Selling Points (Unusual and Innovative Ideas): Included a fieldwork programme of 31 cruises. The full MAIA data set was published on CDROM by BODC in March 2003 complete with user interface and documentation. Published a summary flyer (downloadable form BODC website)

Did the project engage with or consult members of the public? No Evidence

Did the project engage with or consult stakeholders/industries? The user-oriented Steering Committee of MAIA includes representatives from the offshore petroleum industry, fisheries, environment, weather forecasting, ocean monitoring and climate studies.

Did the project engage with or consult policy makers? No Evidence

Was the web-site user-friendly/engaging? Main project website (www.sintef.no/units/civil/coastal/maia/index.html) no longer working.

Is there any evidence of media uptake (tv, radio, newspaper)? No Evidence

Were there efforts to make outputs readable/ accessible to the public? No Evidence

Is there any evidence of wider uptake? Some evidence of peer-reviewed publications [e.g. Polar Research 20: 169-175]; Progress In Oceanography 59: 443-474]. Various MAIA presentations at conferences and symposia, e.g. McClimans, T.A. 2002. Monitoring the Atlantic inflow toward the arctic - a project status for MAIA. EGS General Assembly, Nice, April, 2002. McClimans, T.A. 2002. Monitoring the Atlantic inflow toward the arctic - a project status for MAIA. Poster presentation at 2nd AMAP International Symposium, Rovaniemi, October, 2002. Some popular articles: (McClimans, T.A. 2002. Ice and Climate news, 2:8-10).

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **MARBEF – Marine Biodiversity & Ecosystem Functioning**

Funding Body/Scheme: **EU – FP6 (Network of Excellence)** **Years:** **2004-2009**

Cost/Budget (€): **8.71 million euro** **Number of Partners & Counties:** **46 (15)**

Website URL: **www.marbef.org/** **Is climate change the main focus?** **Partially**

1-2 Line Description: Aims at integrating research efforts by forming a dedicated group of marine scientists and institutes and creating a virtual European institute with a long-term research programme and dedicated links with industry and the public at large.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
MARBEF	✓	✓	✓	✓				✓	✓	✓

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
		✓	✓	✓	✓	✓ (list)	✓			✓

Unique Selling Points (Unusual and Innovative Ideas): Marine Biodiversity Wiki linked in with the Coastal Wiki developed by ENCORA. Media/photo gallery (e.g. 5850 marine species); MARBEF book (Hiep et al. 2009) offers a readable account of what MARBEF has achieved; 8 MARBEF newsletters published (glossy magazine style) – final issue includes a feature on 'outreach'. "MARBEF Kids" section particularly good, features games and puzzles; "colour me in" worksheets, simple science questions, competitions (draw a picture, design a mascot), screen-saver and images. Also "Education" section featuring: teachers notes and factsheets, posters, materials aimed at different age ranges (from 4 to 15) available in English, Estonian, Finnish, Polish and Spanish. moBiDiC outreach programme for schools in Portugal. Teachers guides "Introducing marine biodiversity in the curriculum". MarBEF in collaboration with AQUA-TNET produced a review of the European schools language and science policies. Scientist profiles and pages on "Careers in Marine Biology". MARBEF "OpenArchive" containing digital version of all published works. MARBEF "Procedures database" (for data quality assurance). Supported postdoctoral fellowships, doctoral studentships, training for technicians, short-term sabbatical scheme. Job M@rket section and weekly web bulletin. Supported World Conference on Marine Biodiversity, (Nov 2008, Valencia). Can download full list of (100+) peer-reviewed publications. Provided study grants to European students enrolling the Erasmus Mundus Master Course Marine Biodiversity and Conservation (EMBC). Downloadable "press pack". MARBEF data-centre and visualization tools (e.g. European Marine Gazetteer).

Did the project engage with or consult members of the public? Yes – see above (particularly "MARBEF Kids" and "Education" sections).

Did the project engage with or consult stakeholders/industries? No Evidence

Did the project engage with or consult policy makers? No Evidence

Was the web-site user-friendly/engaging? Yes – clearly lots of effort dedicated toward developing a public and particularly schools/children focused website.

Is there any evidence of media uptake (tv, radio, newspaper)? Made extensive use of electronic media and the internet, but little evidence of tv, radio or newspaper articles.

Were there efforts to make outputs readable/ accessible to the public? Yes (see above)

Is there any evidence of wider uptake? Lots of useful tools etc. on the website for public engagement that will continue to be used in the future. Legacy in terms of EU policy and stakeholder benefits unclear.

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): MCCIP (Marine Climate Change Impacts Partnership)

Funding Body/Scheme: UK stakeholder partnership

Years: 2005-2010

Cost/Budget (€): £550,000

Number of Partners & Counties: 30 (1)

Website URL: www.mccip.org.uk

Is climate change the main focus? Yes

1-2 Line Description: The Marine Climate Change Impacts Partnership (MCCIP) is a partnership between scientists, government, its agencies, nongovernmental organisations (NGOs) and industry. The principal aim is to provide a coordinating framework for the UK, so as to be able to transfer high quality evidence on marine climate change impacts, and guidance on adaptation and related advice, to policy advisers and decision-makers.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
MCCIP	✓				✓		✓	✓	✓	

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
	✓	✓				✓	In 2010?	✓		

Unique Selling Points (Unusual and Innovative Ideas):

The MCCIP annual report card provides an annual statement of the UK's understanding of marine climate change impacts in the UK. Peer reviewed reports on 30 topics provide the background knowledge for an 8-12 page summary report card, providing headline messages in plain English and confidence assessments of scientific understanding for each topic. 100 scientists from 40 institutes contribute to the report card. The online version provides access to different layers of the report.

Did the project engage with or consult members of the public?

Not directly, but there have been a number of press releases associated with report card launches and significant media uptake (see below)

Did the project engage with or consult stakeholders/industries?

The project consults widely with stakeholders / industry through workshops and consultations. Outputs (report cards and briefing notes) are specifically targeted towards stakeholder and policy communities.

Did the project engage with or consult policy makers?

The project has direct links through its stakeholder partners to policy makers for the UK and the devolved administrations. All MCCIP products have had a ministerial launch event or have been launched as part of meetings of UK and ROI environment ministers.

Was the web-site user-friendly/engaging?

The website is fairly basic but is easy to navigate and intended to make the material available easily accessible.

Is there any evidence of media uptake (tv, radio, newspaper)?

There has been strong media uptake through TV and radio interviews and newspaper articles. The 2007-2008 annual report card had almost 100 related news articles, both in the UK and overseas and there were reports on national, regional and local news.

Were there efforts to make outputs readable/ accessible to the lay public?

All outputs are accessible to the public and summary reports produced that are easily understood by the lay public.

Is there any evidence of wider uptake? MCCIP is due to start a second, expanded phase of its programme in late 2010 with adaptation becoming a new part of its remit. MCCIP also provides impacts evidence advice to other national and international reporting requirements and provides guidance to the UK climate projections community on marine user requirements. The MCCIP report card format has recently been adopted by the Australian Government.

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **MEECE - Marine ecosystem evolution in a changing environment**

Funding Body/Scheme: **EU-FP7** Years: **2008-2012**

Cost/Budget (€): **6.5 million euro** Number of Partners & Counties: **21 (12)**

Website URL: **www.meece.eu/** Is climate change the main focus? **Yes**

1-2 Line Description: Aims to use a combination of data synthesis, numerical simulation and targeted experimentation to further our knowledge of how marine ecosystems will respond to combinations of multiple climate change and anthropogenic drivers.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
MEECE	✓	✓		✓	✓			✓		

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
	✓					✓				✓

Unique Selling Points (Unusual and Innovative Ideas): MEECE News (newsletter) is produced twice a year, although not intended for the general public. Online 'knowledge transfer strategy' to download, along with all project reports and deliverables. MEECE fact-sheets on particular issues, knowledge transfer 'contacts database', MEECE glossy flyer. Online blog (although invited readers only), "Research Highlights" part of the website (including a list of peer-reviewed papers). Dedicated MEECE data portal provides MEECE partners with access to the databases of GlobalNEWS, FRIEND river discharge database, GEMS/GLORI and Waterbase-River, also repository for all MEECE data and model outputs. "Model Library" section of the website providing brief pdf descriptions of different model types being used in the project. MEECE supported OSMOSE training workshop (at CRH Sète) - 10 participants at the workshop were MEECE partners.

Did the project engage with or consult members of the public? No Evidence

Did the project engage with or consult stakeholders/industries? The MEECE User Advisory Group (UAG) will be made up of key user group representatives (mostly policy makers) and coordinated by Dr Manuel Barange (Director of GLOBEC IPO). It will provide advice to the MEECE Consortium to ensure that questions relevant to user communities are taken on board, also to advise and assist in the dissemination of MEECE results, expertise and skills to potential users (e.g. managers, policymakers, regulators, etc.)

Did the project engage with or consult policy makers? Yes – see above. The purpose of WP5 is to develop decision support tools, which assess key vulnerabilities and risks of global change for components of the marine ecosystem. The main focus of this work is the Marine Strategy Framework Directive (MSFD).

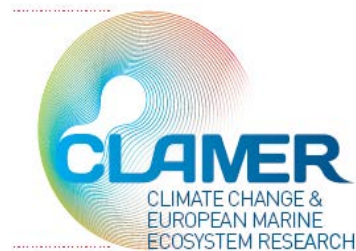
Was the web-site user-friendly/engaging? Generally a well structured website with useful information about the project and good project newsletters/fact-sheets etc., however not generally aimed at public outreach (a bit academic). Not direct stakeholder/industry involvement.

Is there any evidence of media uptake (tv, radio, newspaper)? No Evidence (yet)

Were there efforts to make outputs readable/ accessible to the public? Not particularly – no major outreach activities

Is there any evidence of wider uptake? Not clear if the project has supported studentships. Various project workshops, but no mention of conferences etc. (yet).

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP) 23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **MERSEA – Marine Environment and Security for the European Area: Ocean and Marine Applications for GMES**

Funding Body/Scheme: EU – FP6 **Years:** 2004-2008
Cost/Budget (€): 14 million euro **Number of Partners & Counties:** 36 (15) inc Canada
Website URL: www.mersea.eu.org/ **Is climate change the main focus?** Partially

1-2 Line Description: The strategic objective of MERSEA is to provide an integrated service of global and regional ocean monitoring and forecasting to intermediate users and policy makers in support of safe and efficient offshore activities, environmental management, security, and sustainable use of marine resources. The system to be developed will be a key component of the Ocean and Marine services element of GMES (Global Monitoring for Environment and Security).

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
MERSEA		✓	✓	✓	✓			✓		

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
					✓	✓		✓		

Unique Selling Points (Unusual and Innovative Ideas): Online “news feed”, contribution to “Mercator Quarterly Newsletter”. Provides tools and data products, e.g. gridded sea surface temperature datasets from satellites etc. “Core services” section provides real-time forecasts for 5 European regions (Arctic, Baltic, NE Atlantic, Mediterranean, Global Ocean) each using a different modelling framework (e.g. TOPAZ, MSF, FOAM/POLCOMS). Provides (1) observational data; (2) model projections & interpolated data. All activity and management reports available online (but access restricted).

Did the project engage with or consult members of the public? No Evidence

Did the project engage with or consult stakeholders/industries? Consortium includes several industrial partners including THALES ALENIA SPACE FRANCE, TECHWORKS MARINE LIMITED IRELAND. [“DOWNSTREAM SERVICES” page] The participants in Work Package 12 include companies and agencies which currently provide or are developing operational oceanographic services for clients and users. Ship routing involves determining an optimum track for ocean voyages based on forecasts of weather, sea conditions, and a ship's individual characteristics for a particular transit. MERSEA will contribute to improved understanding of wave-current interaction and the availability of global real-time current predictions will make possible forecasts for areas of wave-current interactions where complex and dangerous sea-state phenomena are more likely to occur.

Did the project engage with or consult policy makers? No Evidence

Was the web-site user-friendly/engaging? Primarily a data portal and not aimed at the general public. Written in technical language. ‘Project Activities’ page no longer working’

Is there any evidence of media uptake (tv, radio, newspaper)? No Evidence

Were there efforts to make outputs readable/ accessible to the public? No Evidence

Is there any evidence of wider uptake? Project cited in many peer-reviewed papers, e.g. Quarterly Journal of the Royal Meteorological Society 131: 3561–3582, (2004) The MERSEA Project : development of a European system for operational monitoring and forecasting of the ocean physics, biogeochemistry and ecosystems, on global and regional scales.

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): Millennium – European Climate of the last Millennium

Funding Body/Scheme: EU – FP6 **Years:** 2006-2009?

Cost/Budget (€): **Number of Partners & Counties:** 38 (16)

Website URL: <http://137.44.8.2> **Is climate change the main focus?** Yes

1-2 Line Description: A multi-disciplinary effort to reconstruct the climate of Europe over the last 1000 years using human and natural archives

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
Millennium		✓		✓						

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
					✓	✓				

Unique Selling Points (Unusual and Innovative Ideas): Provides a long-term context for recent and future climate change by using a wide range of proxy indicators including crop harvests, ship logs, tree rings and ice and sediment coring techniques.

Did the project engage with or consult members of the public?

No.

Did the project engage with or consult stakeholders/industries?

No.

Did the project engage with or consult policy makers?

No.

Was the web-site user-friendly/engaging? The website is pretty dull and not very well laid out. The language used though can be easily understood by the lay reader.

Is there any evidence of media uptake (tv, radio, newspaper)? Not really, although there is reference to a podcast on BBC radio and an article in New Scientist.

Were there efforts to make outputs readable/ accessible to the public? The website can be easily understood and there are efforts to made to explain the techniques involved but the outputs are not readily available.

Is there any evidence of wider uptake? No Evidence

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **MOEN – Meridional Overturning Exchange with Nordic Seas (ASOF – East)**

Funding Body/Scheme: **EU – FP5** Years: **2002-2005**

Cost/Budget (€): **1.590.709 euros** Number of Partners & Counties: **9(7)**

Website URL: **www.bjerknes.uib.no/pages.asp?id=297&kat=74&lang=2**

Is climate change the main focus? **Yes**

1-2 Line Description: **To contribute to a better long-term observing system to monitor the exchanges between the North Atlantic and the Nordic Seas. To assess the effect of anthropogenic climate change on the Meridional Overturning Circulation. Mainly focussed on the Atlantic inflow between Scotland and Greenland. Part of the ASOF cluster of EU projects.**

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
MOEN		✓		✓						

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
				✓		✓				

Unique Selling Points (Unusual and Innovative Ideas): **Outputs from the MOEN coupled ocean-sea ice model. Time series of dense overflows through the Faroe Bank Channel. MOEN data are being managed and stored at the Geophysical Institute, University of Bergen (downloadable from <http://web.gfi.uib.no/moen/>).**

Did the project engage with or consult members of the public? **No Evidence**

Did the project engage with or consult stakeholders/industries?

Possibly some interaction with instrument manufacturers, but not major industries.

Did the project engage with or consult policy makers? **No Evidence**

Was the web-site user-friendly/engaging?

Very basic website with project partners, objectives, deliverables etc. listed. Website does provide a list of 'reports to the commission', 'peer-reviewed publications' and 'MSc Thesis' but none of this is downloadable.

Is there any evidence of media uptake (tv, radio, newspaper)? **No Evidence**

Were there efforts to make outputs readable/ accessible to the public? **No Evidence**

Is there any evidence of wider uptake? **Ten peer-review articles have been published including two high impact papers in Science and Nature.**

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **MYOCEAN - Development and pre-operational validation of upgraded GMES marine core services and capabilities**

Funding Body/Scheme: **EU – FP7** **Years:** **2009-2012**

Cost/Budget (€): **33.8 million euro** **Number of Partners & Countries:** **60 (28)**

Website URL: **www.myocean.eu.org** **Is climate change the main focus?** **Partially**

1-2 Line Description: MyOcean is the implementation project of the GMES Marine Core Service, aiming at deploying the first concerted and integrated pan-European capacity for Ocean Monitoring and Forecasting.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
MYOCEAN		✓	✓	✓	✓			✓		

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
					✓	✓		✓		

Unique Selling Points (Unusual and Innovative Ideas): "MyOcean Service provides the best information available on the Ocean for the large scale (worldwide coverage) and regional scales (European seas), based on the combination of space and in situ observations, and their assimilation into 3D simulation models: temperature, salinity, currents, ice extent, sea level, primary ecosystems". Colloquium "MyOcean Science Days" (Toulouse Dec 2010). Online "News" section to website, giving latest new on MyOcean discoveries. "Products & Services" section includes online clickbox data catalogue (choice of parameters and whether you want observations or model outputs).

Did the project engage with or consult members of the public? **No Evidence**

Did the project engage with or consult stakeholders/industries? "Maritime security, oil spill prevention, marine resources management, climate change, seasonal forecasting, coastal activities, ice sheet surveys, water quality and pollution ... are some of the targeted applications". The Core User Group consists of a dozen representatives of the User community, and provides recommendations on the service evolution, and feedback on the present situation. It supports any analysis regarding a new service line (new products, new requests ...), and helps in setting up efficient links with the user community as a whole. The Core User Group is involved in the organization of the User Forums. Consortium includes several commercial companies e.g. Techworks Marine, Mercator Ocean, ACRI, HR Wallingford and most of Europe's large meteorological institutes. Online organogram includes "Core User Group".

Did the project engage with or consult policy makers? The MyOcean Board is advised by the MyOcean Advisory Committee, composed of high level representatives of GMES Stakeholders. These directors of European agencies and organisations provide a strategic vision and help to align the direction of the project in full compliance with the requirements of GMES stakeholders, in order to assure the sustainability of the Marine Core Service.

Was the web-site user-friendly/engaging? Have clearly tried to make the website attractive and engaging but largely a data portal and continuation of GMES (not really aimed at the general public).

Is there any evidence of media uptake (tv, radio, newspaper)? **No Evidence**

Were there efforts to make outputs readable/ accessible to the public? **Not really (although see above)**

Is there any evidence of wider uptake? Online Abstract for conference (summary paper) by Bahurel et al. OCEAN MONITORING AND FORECASTING CORE SERVICES, THE EUROPEAN MYOCEAN EXAMPLE. Also: Tranchant et al. (2009) Monitoring and forecasting the global ocean mesoscale: A Mercator Ocean contribution to the MYOCEAN project.

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **NOAH'S ARK – Global Climate Change Impact on Built Heritage & Cultural Landscapes**

Funding Body/Scheme: **EU – FP6** Years: **2004-2007**

Cost/Budget (€): **1.18 million euro** Number of Partners & Counties: **10 (6)**

Website URL: **<http://noahsark.isac.cnr.it/overview.php>** Is climate change the main focus? **Yes**

1-2 Line Description: Climate change over the next 100 years will likely have a range of direct and indirect effects on the natural and material environment, including the historic built environment. The objectives of the NOAH'S ARK Project are:- To determine the meteorological parameters and changes most critical to the built cultural heritage.- To research, predict and describe the effects of climate change on Europe's built cultural heritage over the next 100 years. To provide electronic information sources and tools, including web-based Climate Risk Maps and vulnerability Atlas for heritage managers to assess the threats of climate change.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
NOAH'S		✓	✓	✓			✓			

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
	✓					✓ (list)		✓		

Unique Selling Points (Unusual and Innovative Ideas): Web-based climate risk maps (Deliverable 8); Freely available guidelines on adaptation of cultural heritage to climate change (Deliverable 15); Vulnerability Atlas (Deliverable 12) [all no longer downloadable as links not working]

Did the project engage with or consult members of the public? **No Evidence**

Did the project engage with or consult stakeholders/industries? Deliverable 11: Stakeholder project seminar (no longer downloadable). Some direct industry involvement e.g. Ecclesiastical Insurance Group (independent UK insurer) included among partners to provide the economic evaluation of damage caused by the impact of climate change.

Did the project engage with or consult policy makers? A major objective was to disseminate information on climate change effects and the optimum adaptation strategies for adoption by Europe's cultural heritage managers through a conference and guidelines. To advise policy-makers and legislators through the project's 'Policy Advisory Panel'.

Was the web-site user-friendly/engaging? Quite old-fashioned website (containing the project basic information). Very few of the web-links (especially those linking to deliverables) still functioning.

Is there any evidence of media uptake (tv, radio, newspaper)? Web page ("Press") containing all (36) articles in national and local press (scans of newspapers). Attracted considerable media attention in each of the partner countries.

Were there efforts to make outputs readable/ accessible to the public?

Image gallery of climate-impacted historic sites (context not clear)

Is there any evidence of wider uptake? Short (but presumably not complete) list of peer-reviewed publications and conferences attended. Project reports were available but links no-longer working. Acted as a precursor for the FP7 project 'CLIMATE FOR CULTURE'.

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **NOCES – Northern Ocean-Atmosphere Carbon Exchange Study**

Funding Body/Scheme: **EU – FP5** **Years:** **2002-2005**

Cost/Budget (€): **1.582.774 euro** **Number of Partners & Counties:** **11 (5)**

Website URL: **www.ipsl.jussieu.fr/projets/NOCES/** **Is climate change the main focus?** **Partially**

1-2 Line Description: **To assess spatio-temporal patterns and associated uncertainties of intrannual-to-decadal variability of air-sea CO₂ exchange, particularly in the northern hemisphere, by means of diagnostic ocean model comparison and data evaluation.**

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
NOCES			✓	✓						

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
					✓	✓				

Unique Selling Points (Unusual and Innovative Ideas): **Primarily a modelling project – with model outputs available to project partners (only). Online protocol documents providing step-by-step guidance to make interannual simulations. Link to tool for plotting 'Taylor diagrams' (for comparing multiple scenarios). Archive of standard model output from multiple models.**

Did the project engage with or consult members of the public? **No Evidence**

Did the project engage with or consult stakeholders/industries? **No Evidence**

Did the project engage with or consult policy makers? **No Evidence**

Was the web-site user-friendly/engaging?

Website easy to navigate but very basic, with limited information about project outputs and meetings.

Is there any evidence of media uptake (tv, radio, newspaper)? **No Evidence**

Were there efforts to make outputs readable/ accessible to the public? **No Evidence**

Is there any evidence of wider uptake? **Acted as a prelude for ocean, global carbon cycle and biogeochemistry research under 6th Framework (CARBOOCEAN and EUROCEANS projects). Website links to OCMIP project (Ocean Carbon Cycle Model Intercomparisons Projects) and so very difficult to distinguish achievements of the two projects (NOCES is European component of OCMIP). OCMIP-3/NOCES protocols and routines mentioned in several peer-reviewed papers [e.g. J. Geophysical Res. 110: C09S04; J Climate 21: 5820-5834]. A search of the web revealed several posters and papers supported by the NOCES project (e.g. at the 8th Carbon Dioxide conference, and the SOLAS-4 conference). Key NOCES publications by: Raynaud et al., 2005 (Ocean Science Discussions, 2, 437–472); Guinotte et al., 2006 (Front. Ecol. Environ., 4(3), 141–146); Peylin et al. 2005 (Global Biogeochem. Cycles, 19: GB1011); Lefèvre et al., 2004 (Geophysical Research Letters 31: L07306)].**

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): PHENOMED - Climate change, phenology and reproduction: Mediterranean sponges as models

Funding Body/Scheme: EU – FP6 (Marie Curie) **Years:** 2007-2008

Cost/Budget (€): 10206 euro **Number of Partners & Counties:** 2 (2)

Website URL: cordis.europa.eu **Is climate change the main focus?** Yes

1-2 Line Description: Potential effects of global change act at different organization levels from physiological to community and can affect biodiversity and ecosystem functioning. Porifera (sponges) are one of the most abundant groups of metazoans within hard substratum communities, which provide services to human societies and have been severely affected by high temperature events during the last decades.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
PHENOMED		✓								

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
				✓	✓	✓				

Unique Selling Points (Unusual and Innovative Ideas): Mainly a training and capacity building project (MOBILITY-2.3R Marie Curie Incoming International Fellowships (IIF). Saint Petersburg State University (Russia) and CNRS (France).

Did the project engage with or consult members of the public? No Evidence

Did the project engage with or consult stakeholders/industries? No Evidence

Did the project engage with or consult policy makers? No Evidence

Was the web-site user-friendly/engaging? No Website

Is there any evidence of media uptake (tv, radio, newspaper)? No Evidence

Were there efforts to make outputs readable/ accessible to the public?

No Evidence

Is there any evidence of wider uptake?

Presentation given at the ASLO Aquatic Science Symposium, Nice, January 2009. (by Ereskovsky & Pérez, CNRS). Peer reviewed papers citing PHENOMED including: Ereskovsky et al. (2010) Zoomorphology, 129: 21-31.

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **POP – Pole Ocean Pole project**

Funding Body/Scheme: **EU – FP5**

Years: **2000-2004**

Cost/Budget (€): **1.773.968 euros**

Number of Partners & Counties: **6 (4)**

Website URL: **www.esc.cam.ac.uk/research/research-groups/pop**

Is climate change the main focus? **Yes**

1-2 Line Description: POP (Pole-Ocean-Pole) was proposed with the overarching objective of developing the methods for linking palaeoclimatic records from the polar ice cores and from deep ocean sediments. By examining sediments from the world oceans it is possible to make very valuable reconstructions of many aspects of the Earth climate system over the past million years and more.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
POP		✓	✓	✓						

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
				✓		✓				

Unique Selling Points (Unusual and Innovative Ideas): Associated 'Delphi' website providing a clickable map of sediment core locations, as well as meta-data and in some cases oxygen and carbon isotope datasets.

Did the project engage with or consult members of the public? **No Evidence**

Did the project engage with or consult stakeholders/industries? Website states "The ultimate goal of POP is to improve knowledge of the global impact of natural abrupt climatic fluctuations over the last 350,000 years, and will contribute to a better assessment of possible future climate change and the possible anthropogenic contribution to 21st century (European) warming, both issues having significant socio-economic implications for the entire Community".

Did the project engage with or consult policy makers? **No Evidence**

Was the web-site user-friendly/engaging? Website relatively well laid out but rather basic. Detailed background information, time series and maps as well as links to some of the key peer-reviewed papers. Largely academic in style but includes a (rather wordy) section on 'societal needs' and wider 'benefits'.

Is there any evidence of media uptake (tv, radio, newspaper)? Combined press release (with EPICA and AICSEX) published in Times Educational Supplement 27 February 2003 (www.timeshighereducation.co.uk).

Were there efforts to make outputs readable/ accessible to the public? **No Evidence**

Is there any evidence of wider uptake? Links on front page of website to 3 key peer-reviewed publications: [Science, 306: 2231-2235; J. Geophys. Res., 109, D1210; Quaternary Science Reviews 23: 1513-1522]. Report by EU Directorate-General for Research (2005) summarises the results of a search that was carried out in the EURLEX database to identify European RTD projects explicitly cited in official EU policy documents. POP mentioned among the projects categorised as 'Communication from the Commission to the Council and the European Parliament'. Some evidence that project supported various PhD studentships.

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **QUANTIFY - Quantifying the Climate Impact of Global and European Transport Systems**

Funding Body/Scheme: EU – FP6

Years:

2005-2010

Cost/Budget (€):
Russia, US

8.39 million euro

Number of Partners & Counties:

35 (19) inc. India, China,

Website URL:

www.pa.op.dlr.de/quantify/

Is climate change the main focus?

Yes (Mitigation)

1-2 Line Description: The main goal of QUANTIFY is to quantify the climate impact of global and European transport systems for the present situation and for several scenarios of future development. The climate impact of various transport modes (land surface, shipping, aviation) will be assessed, including those of long-lived greenhouse gases like CO₂ and N₂O, and in particular the effects of emissions of ozone precursors and particles, as well as of contrails and ship tracks. The project goal includes provision of forecasts and other policy-relevant advice, which will be supplied to governments and to international assessments of climate change, such as the IPCC reports.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
QUANTIFY	✓	✓	✓	✓	✓	✓	✓			

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
			✓	✓	✓	✓ (list)		✓		

Unique Selling Points (Unusual and Innovative Ideas): Emissions inventories and forecasts (including shipping and fishing vessels). In "Public Affairs" section, includes overview presentation (powerpoint), Executive Summary (May 2009), very long list of peer-reviewed publications and oral presentations at conferences, symposia etc. Also list of posters, PhD thesis' media outreach (in print, online and broadcast). QUANTIFY brochure/flyer (2007). Supported "International Conference on Transport, Atmosphere & Climate" (Jun 2009, Aachen, and also Jun 2006 Oxford). Summer school (Sep 2007) – all aspects of transport and climate (lecture notes online). Website section "eLearning" includes information for schools and students, ages 13-16, 16-19 and 'university'. Simple explanatory guides on 'Transport security' and 'Climate research'. Gender aspects section.

Did the project engage with or consult members of the public? No Evidence

Did the project engage with or consult stakeholders/industries? Consortium (including associated panels) includes some major industries e.g. Airbus, Rolls Royce, Lufthansa etc. Stakeholder meeting held in Brussels (June 2010)

Did the project engage with or consult policy makers? No Evidence

Was the web-site user-friendly/engaging? Lots of information and exploratory notes but a bit dry (too much text). Not much to engage the public

Is there any evidence of media uptake (tv, radio, newspaper)? (see above) List of media outreach (in print, online and broadcast). Most media enquiries in Jan 2008, associated with PNAS paper. Fuglestad, Jan S., Terje Berntsen, Gunnar Myhre, Kristin Rypdal and Ragnhild Bieltvedt Skeie, 2008. Climate forcing from the Transport Sectors. Proceedings of the National Academy of Sciences (PNAS), vol 105 (no. 2): pp. 454-458.

Were there efforts to make outputs readable/ accessible to the public? Quite a lot of effort dedicated to explanatory notes etc. but still quite technical. Within "Activity 8" included AC8.4 "Dissemination and Information", within "Activity 9" included AC9.3 "Training".

Is there any evidence of wider uptake? No Evidence

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **RECLAIM – Resolving Climatic Impacts on Fish Stocks**

Funding Body/Scheme: **EU – FP6** Years: **2006-2009**

Cost/Budget (€): Number of Partners & Counties: **11 (6)**

Website URL: **www.climateandfish.eu** Is climate change the main focus? **Yes**

1-2 Line Description: **Studied the impact of climate change on the productivity and distribution of fish and shellfish populations (modelling, literature review, data analysis, scenarios)**

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
RECLAIM	✓ (3)	✓		✓	✓					

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
	✓					✓ (list)		✓		

Unique Selling Points (Unusual and Innovative Ideas): **Detailed list of conferences and peer-reviewed papers, ICES Cooperative Research Report**

Did the project engage with or consult members of the public? **No Evidence**

Did the project engage with or consult stakeholders/industries? **Some involvement of RACs (Regional Advisory Councils) and fishing industry. Scientific steering committee and stakeholder workshops.**

Did the project engage with or consult policy makers? **Some links to European policy makers – but relatively minor.**

Was the web-site user-friendly/engaging? **The web-site is somewhat academic (and dry) in nature, but very comprehensive. All project outputs are easily searched and available to be downloaded. Includes a list of peer reviewed publications (including those in preparation), also a list of presentations, conferences and ICES working groups attended.**

Is there any evidence of media uptake (tv, radio, newspaper)?

No Evidence

Were there efforts to make outputs readable/ accessible to the public?

Final (3rd) flyer was designed for a more general audience, but no evidence of uptake/distribution.

Is there any evidence of wider uptake?

No Evidence

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): "SEARCH for DAMOCLES" - Study of Environmental Arctic Change - Developing Arctic Modelling and Observing Capability for Long-term Environment Studies

Funding Body/Scheme: EU – FP6 **Years:** 2006-2009

Cost/Budget (€): 605.000 euro **Number of Partners & Counties:** 9 (5) inc. USA

Website URL: <http://search4damocles.eu/en/index.php> **Is climate change the main focus?** Yes

1-2 Line Description: A Specific Support Action "SEARCH for DAMOCLES" that aims to facilitate linkages between research programmes started in Europe and those in the USA in the field of Arctic marine ecosystems and Global change, with specific emphasis on Arctic Ocean long-term observatories. The SSA will bridge between the European Integrated Project DAMOCLES (Developing Arctic Modelling and Observing Capabilities for Long-term Environmental studies) and the US research programme SEARCH (Study of Environmental Arctic Change).

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
S4D...		✓		✓				✓	✓	

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
			✓	✓	✓	✓				

Unique Selling Points (Unusual and Innovative Ideas): Collaborative programme of work between researchers in the US and in Europe. 'Lexicon' of Frequently-Asked-Questions. Improved access to and standardisation of data sets.

Did the project engage with or consult members of the public? WP4 of the project specifically concerns "Communication, Education and the Human Dimension". SFD has supported the 'The IPY International Sea-Ice Summer School' (in Svalbard, 2-13 July 2007) aimed mainly at PhD (and master) students; it has also coordinated a series of workshops (in 2007, 2008 and 2009) largely focussed on modelling/analytical techniques.

Did the project engage with or consult stakeholders/industries? No Evidence

Did the project engage with or consult policy makers? No Evidence

Was the web-site user-friendly/engaging? Well designed and attractive website, with photos of key staff and description of main activities. Includes a 'lexicon' of Frequently-Asked-Questions. Up-to-date tracker of relevant 'News' articles (in scientific press and general media), also downloadable versions of key articles/papers arising as a result of the project (e.g. in *Eos* 2008 "Toward Reducing Uncertainties in Arctic Climate Simulations"; link to article 4 July 2008: "How will the Arctic sea ice cover develop this summer?")

Is there any evidence of media uptake (tv, radio, newspaper)? No Evidence (although see template for 'DAMOCLES')

Were there efforts to make outputs readable/ accessible to the public? Yes – see above

Is there any evidence of wider uptake? The "SEARCH for DAMOCLES" project aims to enhance the communication and information flow by providing a more complete picture based on the joint accomplishment of the two large parent projects. Significant value will be added by combining content and technology available from each project, in order to make it reach a much larger audience than each project could accomplish on its own. Contributed significantly to activities during the International Polar Year (IPY).

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): [SALSEA-Merge – Advancing understanding of Atlantic salmon at Sea: Merging genetics and ecology to resolve stock-specific migration and distribution patterns](#)

Funding Body/Scheme: [EU – FP7](#) **Years:** [2008-2011](#)

Cost/Budget (€): [€3.5m](#) **Number of Partners & Countries:** [13 \(8\)](#)

Website URL: www.nasco.int/sas/salseamerge.htm **Is climate change the main focus?** [No](#)

1-2 Line Description: [SALSEA-Merge is an ambitious international project to investigate the migration and distribution of salmon in the North- East Atlantic. It will involve three marine surveys in both 2008 and 2009 that will be conducted by Irish, Faroese and Norwegian research vessels. SALSEA-Merge will improve our knowledge of oceanic -scale ecological and ecosystem processes which might impact on salmon survival.](#)

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
SALSEA	✓	✓		✓	✓					

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
				✓	✓	✓		✓		

Unique Selling Points (Unusual and Innovative Ideas): [Nothing particularly innovative \(yet\). Website part of larger SALSEA cluster \(housed in the US\). SALSEA-Merge website includes maps of survey areas, online press release \(start of the project\) issued by 'The Atlantic Salmon Trust together with NASCO', also maps from particle drift models, cruise reports \(6 cruises\). Project supported 'scale reading workshop' \(Trondheim, September 2008\), also support for international conference "Salmon at Sea: Scientific Advances and their Implications for Management \(La Rochelle, Oct 2011\). Support for ICES workshops on historic tagging studies \(Sep 2008 Halifax, Sep 2009 London\). Wider SALSEA website includes a list of forthcoming meetings and conferences, also a 'research inventory' \(ongoing salmon research across the SALSEA area\).](#)

Did the project engage with or consult members of the public? [No Evidence](#)

Did the project engage with or consult stakeholders/industries? [SALSEA steering committee includes representatives from angling and commercial fishing sectors as well as government.](#)

Did the project engage with or consult policy makers? [\(see above\) Also feeds into European policy advice through contributions to various ICES working groups \(see above\).](#)

Was the web-site user-friendly/engaging? [A bit old fashioned with very little emphasis on outreach, but does include most of the usual information \(partners, work-packages etc.\)](#)

Is there any evidence of media uptake (tv, radio, newspaper)? [No Evidence](#)

Were there efforts to make outputs readable/ accessible to the public? [No Evidence](#)

Is there any evidence of wider uptake? [SALSEA-Merge forms part of a wider SALSEA programme involving partners from the US and Canada. Has contributed to many ICES working groups and peer-reviewed papers. Shows up on many government websites \(e.g. Loughs Agency, Ireland\).](#)

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): [SEAMOCs - Applied stochastic models for ocean engineering, climate and safe transportation](#)

Funding Body/Scheme: [EU – FP6 \(Marie Curie\)](#) **Years:** [2005-2009](#)

Cost/Budget (€): [2 million euro](#) **Number of Partners & Counties:** [9 \(7\)](#)

Website URL: www.maths.lth.se/seamocs/ **Is climate change the main focus?** [Yes](#)

1-2 Line Description: [The network aims to bring together probabilists/statisticians, researchers in the marine and meteorological fields, and maritime safety expertise on wave climate, and the safety of marine transports, offshore and coastal installations. The idea behind the network is to bring together the best possible knowledge in order to obtain a better understanding of near-shore waves and hazards for coastal installations.](#)

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
SEAMOCs		✓								

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
				✓	✓	✓				

Unique Selling Points (Unusual and Innovative Ideas): [Mainly a training and capacity building project \(MOBILITY-1.1 Marie Curie Research Training Network \(RTN\)\).](#)

Did the project engage with or consult members of the public? [No Evidence](#)

Did the project engage with or consult stakeholders/industries? [No Evidence \(no industrial partners\)](#)

Did the project engage with or consult policy makers? [No Evidence](#)

Was the web-site user-friendly/engaging? [Website very basic; only containing announcements of Early Stage \(ESR\) and Experienced Researcher \(ER\) positions \(15\), and outputs of project workshops in 2006, 2007, 2008 and 2009. \(also see \[wavelab.ioc.seamocs-workshop\]\(http://wavelab.ioc.seamocs-workshop\) ; \[www.kuleuven.be/hydr/Seamocs/Seamocs.htm\]\(http://www.kuleuven.be/hydr/Seamocs/Seamocs.htm\)\)](#)

Is there any evidence of media uptake (tv, radio, newspaper)? [No Evidence](#)

Were there efforts to make outputs readable/ accessible to the public? [No Evidence](#)

Is there any evidence of wider uptake? [Some evidence that outputs have been used in the peer-reviewed literature, e.g: Soomere et al \(2008\) Oceanologia 50 \(3\) 287-362; Didenkulova & Pelinovsky \(2009\) Physics Letters A, 379: 3883-3887; Kelpšaitė et al. \(2008\) Proceedings of the Estonian Academy of Sciences, 57, 4, 225–231.](#)

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **SESAME (Southern European Seas: Assessing and modelling ecosystem changes)**

Funding Body/Scheme: **FP6 / FP7** Years: **2006 – 2011**

Cost/Budget (€): **14.79 million / 10 million** Number of Partners & Counties: **47 (23)**

Website URL: **www.sesame-ip.eu/** Is climate change the main focus? **Partly**

1-2 Line Description: The general scientific objectives of *SESAME* are to assess and predict changes in the Mediterranean and Black Sea ecosystems as well as changes in the ability of these ecosystems to provide goods and services. The innovative character of *SESAME* is reflected in the close merging of economic and natural sciences to study the changes in the western and eastern Mediterranean and the Black Sea within the period from 50 years in the past to 50 years in the future.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
SESAME	✓	✓		✓	✓	✓	✓	✓	✓	✓ (press releases)

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
	✓	✓	✓	✓	✓			✓		

Unique Selling Points (Unusual and Innovative Ideas):

There is the opportunity to 'follow cruises' through the website. There is also a specific workpackage that aims to 'Connect ecosystem functions to human uses and value the impacts of changes on goods and services for human welfare'.

Did the project engage with or consult members of the public?

Yes, there have been various stakeholder workshops and there is a named public relations officer. The website includes a mediastore with videos and an education part of the website which includes teaching aides and schools competitions.

Did the project engage with or consult stakeholders/industries?

Yes, there is a programme of stakeholder forums being held as part of the programme

Did the project engage with or consult policy makers?

See above. There is also a policy makers part of the public website.

Was the web-site user-friendly/engaging?

Very, there are 2 distinct parts to the website, one for scientists and one for the public.

Is there any evidence of media uptake (tv, radio, newspaper)?

There are a number of press-releases related to the cruise programmes and there was some press coverage of stakeholder forums in Greece.

Were there efforts to make outputs readable/ accessible to the public?

There is a public area of the website with news, education, mediastore which is very accessible. However, specific project outputs don't appear to be available on the public website

Is there any evidence of wider uptake?

SESAME was selected to take part in the European press briefing organized by the Commission on 2 - 3 October 2009 in Barcelona, Spain.

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **SITHOS – Sea Ice Thickness Observation System**

Funding Body/Scheme: **EU – FP5** **Years:** **2002-2005**

Cost/Budget (€): **1.948.350 euros** **Number of Partners & Counties:** **6 (4)**

Website URL: **<http://sithos.nersc.no/SITHOS/>** **Is climate change the main focus?** **Yes**

1-2 Line Description: **The overall objective of SITHOS is to develop European monitoring systems for sea ice thickness and related parameters for climate change detection, support to sea transport, offshore operations as well as environmental protection in polar regions. SITHOS will include pre-launch validation experiments for CRYOSAT, a European Satellite to be launched in 2004 with global sea ice thickness observation as a key objective.**

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
SITHOS		✓		✓						

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
				✓		✓				

Unique Selling Points (Unusual and Innovative Ideas):

In-situ validation for subsequent CryoSat satellite programme (but data availability not clear).

Did the project engage with or consult members of the public? **No Evidence**

Did the project engage with or consult stakeholders/industries? **No Evidence – despite project title!**

Did the project engage with or consult policy makers? **No Evidence**

Was the web-site user-friendly/engaging?

Relatively basic website with objectives, background and description of technologies and techniques. All reports and deliverables downloadable from website.

Is there any evidence of media uptake (tv, radio, newspaper)? **No Evidence**

Were there efforts to make outputs readable/ accessible to the public? **2nd Annual report includes details of a talk to 65 8 year old school children at Kirkevoll School, Bergen.**

Is there any evidence of wider uptake?

Various annual reports provide a list of conferences and workshops attended by the project partners, also some of the early peer-reviewed publications. The CryoSat-1 spacecraft was lost in a launch failure in 2005, however the programme was resumed with the successful launch of a replacement, CryoSat-2, on launched on 8 April 2010. Much of the work was taken up in the International Polar Year (IPY) and fed into projects such as DAMOCLES. A search of the scientific literature revealed few citations for this project. Some evidence that this project supported a few PhD students.

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **SPICOSA - Science and policy integration for coastal System Assessment**

Funding Body/Scheme: **EU-FP6** Years: **2007-2011**

Cost/Budget (€): **10 million euro** Number of Partners & Counties: **56 (21)**

Website URL: **www.spicosa.eu/** Is climate change the main focus? **Partially**

1-2 Line Description: The overall objective of SPICOSA is to develop a self-evolving, holistic research approach for integrated assessment of Coastal Systems so that the best available scientific knowledge can be mobilized to support deliberative and decision-making processes aimed at improving the sustainability of Coastal Systems by implementing Integrated Coastal Zone Management (ICZM) policies.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
SPICOSA		✓	✓	✓	✓	✓		✓		✓

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
				✓	✓	✓ (list)		✓		

Unique Selling Points (Unusual and Innovative Ideas):

One of the main goal's of SPICOSA is to provide an instruction Handbook demonstrating how to undertake a holistic management strategy for a coastal and marine system (SAF Handbook and guidance documents). The simulation software EXTEND applied at SPICOSA Study Sites makes it possible to show how complex Coastal Zone systems react to a wide range of changes in the use and management of these systems and, in return, how changes in the natural systems influence economic and social sectors. SETNet provides a platform for disseminating information, knowledge and experiences about systems approaches, specifically for ICZM students and coastal professionals in Europe (site includes training materials, courses etc.). On the front page includes a summary of the project in [14 European Languages](#). SPICOSA e-news (online newspaper). SPICOSA sponsored "Littoral 2010" conference (London, Sep 2010), also SPICOSA final conference (Nov 2011, Malta). WP13 focused on "professional training" – organised a number of training workshops (Cork Jul 2008; Gdynia Oct 2008; Stockholm Nov 2009). News-letters for EXTEND software system. SPICOSA wiki site (although not much on it). SPICOSA dat portal, including data archive, publications database, model library and 'collaboration tool'.

Did the project engage with or consult members of the public? **No Evidence**

Did the project engage with or consult stakeholders/industries?

Project includes an 'End Users Advisory Panel': A review panel of about ten representatives from major organisations or networks representing typical end-users involved in Spicosa activities. Also, contributed to European Maritime Day Stakeholder Conference that took place in Gijón 19-21 May 2010. Consortium includes some commercial companies e.g. Deft Hydraulics (and several consulting companies)

Did the project engage with or consult policy makers? **Unknown**

Was the web-site user-friendly/engaging? **Generally quite good but not aimed at general public.**

Is there any evidence of media uptake (tv, radio, newspaper)? **Not really. Made use of film "SPICOSA Live", but mainly interviews among partners, talking about their experiences and practices in the project.**

Were there efforts to make outputs readable/ accessible to the public? **Yes – multi-language summary (14 languages)**

Is there any evidence of wider uptake? **Online list of peer-reviewed publications and presentations.**

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): [THESEUS - Innovative coastal technologies for safer European coasts in a changing climate.](#)

Funding Body/Scheme: [EU – FP7](#)

Years: [2009-2013](#)

Cost/Budget (€): [6.53 million euro](#)

Number of Partners & Counties: [31 \(18\) inc US, China, Mexico](#)

Website URL: [www.theseusproject.eu/](#)

Is climate change the main focus? [Yes](#)

1-2 Line Description: [THESEUS will develop a systematic approach to delivering both a low-risk coast for human use and healthy habitats for evolving coastal zones subject to multiple change factors. The innovative combined mitigation and adaptation technologies will include ecologically-based mitigation measures \(such as restoration and/or creation of habitats\), hydro-morphodynamic techniques \(such as wave energy converters, sediment reservoirs, multi-purpose structures, overtop resistant dikes\), actions to reduce the impact on society and economy \(such as promotion of risk awareness or spatial planning\) and GIS-based software to support defence planning.](#)

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
THESEUS	✓		✓	✓	✓	✓	✓	✓		

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
	✓			✓	✓	✓ (list)				

Unique Selling Points (Unusual and Innovative Ideas): [In 'Outreach' section, included: 8 minute movie on "Euronews"+ press release \(picked up by newspapers in Belgium, also Le Figaro in France , Spanish newspaper Público\). Online image gallery in "Media Store" section. "News section on front page as well as archive. Clickable map of partners as well as database of individual scientists involved. In "Documents" folder includes project leaflet/flyer, powerpoint presentation and high resolution poster. GIS software for planning mitigation strategies in coastal areas bot now and in the future \(scenarios up to 2100\). Guidelines for describing 'best practice and innovation solutions' for coastal defence. Pdf documents describing each study site. All peer-reviewed publications from the project downloadable via 'THESEUS Open Archive'. Some evidence that project will support various PhD studentships \(e.g. advertisements at Univ Bangor, Univ Plymouth\).](#)

Did the project engage with or consult members of the public? [No Evidence](#)

Did the project engage with or consult stakeholders/industries? [Project 'Advisory Board' includes members from commercial engineering and consultancy companies as well as government agencies. Website also includes a list of potential 'end users'.](#)

Did the project engage with or consult policy makers? [Work-package 6 specifically focuses on "Project dissemination" and the overall objective of this WP is the discussion of project scientific achievements within the Consortium and among the Consortium, the EU Community and the end-users \(how this will be achieved is not clear\).](#)

Was the web-site user-friendly/engaging? [A bit old fashioned but easy to navigate. Very little for the general public.](#)

Is there any evidence of media uptake (tv, radio, newspaper)? [Yes \(see above\)](#)

Were there efforts to make outputs readable/ accessible to the public? [Not really aimed at the general public.](#)

Is there any evidence of wider uptake? [No Evidence](#)

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): THOR - Thermohaline overturning - at risk?

Funding Body/Scheme: EU – FP7 **Years:** 2008-2012

Cost/Budget (€): 9.27 million euro **Number of Partners & Counties:** 19 (9)

Website URL: www.eu-thor.eu/ **Is climate change the main focus?** Yes

1-2 Line Description: During the project life cycle THOR will establish an operational system that will monitor and forecast the development of the North Atlantic THC on decadal time scales and assess its stability and the risk of a breakdown in a changing climate. Analysis of palaeo observations covering the last millennium and millennium time scale experiments with coupled climate models will be carried out to identify the relevant key processes and feedback mechanisms between ocean, atmosphere, and cryosphere.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
THOR		✓		✓			✓	✓		

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
				✓	✓	✓ (list)				

Unique Selling Points (Unusual and Innovative Ideas): No imaginative outreach efforts yet (although still 2 years to run). Outreach and communication not listed among deliverables or project aims.

Did the project engage with or consult members of the public? No Evidence (although see below)

Did the project engage with or consult stakeholders/industries? No mention of stakeholders, industry or policy.

Did the project engage with or consult policy makers? Not Clear

Was the web-site user-friendly/engaging? A bit old fashioned, but lots of useful, up-to-date information (reports, deliverables, news items etc.) as well as including a section on "Scientific News" and a section on "Project News". Lots of photos, cruise reports and protocols for data sharing. 18 Month report (downloadable) includes a list of project meetings and symposia attended as well as peer-reviewed papers.

Is there any evidence of media uptake (tv, radio, newspaper)? 10 Aug 2010, press article in the German newspaper *Welt online* featuring THOR cruise on the RV Meteor.

Were there efforts to make outputs readable/ accessible to the public? Relatively accessible/readable but a bit dry/academic.

Is there any evidence of wider uptake? THOR builds upon techniques, methods and models developed during several projects funded within FP5 and FP6 as well as many nationally funded projects. The project will contribute to Global Monitoring for Environment and Security (GMES), to Global Observing Systems such as to the Global Ocean Observing system (GOOS), and to the International Polar Year (IPY). 'Vacancies ' part of the website included adverts for PhD studentships.

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **TRACTOR – Tracer and Circulation in the Nordic Seas Region**

Funding Body/Scheme: **EU – FP5** **Years:** **2001-2004**

Cost/Budget (€): **1.887.530 euros** **Number of Partners & Counties:** **7 (5)**

Website URL: **www.ices.dk/OCEAN/project/tractor/** **Is climate change the main focus?** **Partially**

1-2 Line Description: Describe and quantify the present strength and variability of the circulation and oceanic processes of the Nordic Seas regions using primarily observations of the long term spread of a tracer purposefully released into the Greenland Sea Gyre in 1996. Improve our understanding of ocean processes critical to the thermohaline circulation in the Nordic Seas regions so as to be able to predict how this region may respond to climate change.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
TRACTOR		✓		✓						

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
				✓	✓	✓				

Unique Selling Points (Unusual and Innovative Ideas): **Online datasets and summary statistics.**

Did the project engage with or consult members of the public? **No Evidence**

Did the project engage with or consult stakeholders/industries? **No Evidence**

Did the project engage with or consult policy makers? **Little Evidence** although reports describe the project as offering “An improved capability to model oceans and oceanic processes will reduce uncertainties in the projected forecasts of the climatic response to greenhouse gas forcing. A better predictability of climate change are important for many aspects of the economy, politics, welfare and cultural and social affairs”.

Was the web-site user-friendly/engaging? **Basic but accessible website (hosted by ICES) offering summary of data collected during the project. Also possible to download full datasets from website. Some links no longer working.**

Is there any evidence of media uptake (tv, radio, newspaper)? **No Evidence**

Were there efforts to make outputs readable/ accessible to the public? **No Evidence**

Is there any evidence of wider uptake? “The project has trained of PhD students in physical and chemical oceanography and modelling oceanic processes. It has lead to improved knowledge and skills within the areas of expertise of each partner and the scientific community”. A search of the internet suggests many peer-reviewed publications (including Nature 416, 525-527) and conference proceedings but no list exists.

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **UNCOVER - Understanding the mechanisms of stock recovery**

Funding Body/Scheme: **EU-FP6** Years: **2006-2010**

Cost/Budget (€): **3.7 million euro** Number of Partners & Counties: **16 (9)**

Website URL: **www.uncover.eu/** Is climate change the main focus? **Partially**

1-2 Line Description: Presently, a number of exploited fish stocks in European waters are at historically low levels and in danger of collapse. For many of these stocks, management advice from ICES has been a closure of the fishery. In light of this situation, the purpose of UNCOVER is to develop recovery strategies for EU fish stocks, which are currently outside of safe biological limits.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
UNCOVER	✓	✓		✓				✓		

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
	✓	✓	✓	✓		✓				

Unique Selling Points (Unusual and Innovative Ideas):

UNCOVER symposium "Rebuilding Depleted Fish Stocks" (Nov 2009; Warnemunde/Rostock). "News" section of the website including training courses (e.g. MSE, June 2010, Vigo). "Documents & Downloads" section includes UNCOVER flyer, project reports, including report "Stakeholder participation in recovery plans". 4 issues of "UNCOVER news" (newsletter). Supported some PhD studentships and many peer-reviewed publications (although no list available). Brought in external contractor to help synthesise the project, including (1) preparation of short concise report that is understandable by non-scientists; (2) a more detailed report aimed at the Commission and more knowledgeable audience.

Did the project engage with or consult members of the public? **No Evidence**

Did the project engage with or consult stakeholders/industries? **Unclear (see above)**

Did the project engage with or consult policy makers? **Presented the state of work and first results of UNCOVER at a one-day seminar "Fisheries Research in the 6th Research Framework Programmes - Review of knowledge" that was organised by DG Fisheries and Maritime Affaires in Brussels on the 26th of November 2007. Project very relevant to revised "Common Fisheries Policy".**

Was the web-site user-friendly/engaging?

Attractive and informative but not really aimed at the general public. Mostly usual information about project partners and work-packages etc.

Is there any evidence of media uptake (tv, radio, newspaper)? **No Evidence**

Were there efforts to make outputs readable/ accessible to the public? **Not really**

Is there any evidence of wider uptake? **Project very relevant to revised "Common Fisheries Policy".**

CLAMER – Climate Change & Marine Ecosystem Research Results



Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **UVAC - The influence of UVR and climate conditions on fish stocks : a case study of the northeast Arctic Cod**

Funding Body/Scheme: EU – FP5 **Years:** 2000-2003

Cost/Budget (€): € 904 000 **Number of Partners & Counties:** 9 (4)

Website URL: <http://phaeocystis.nfh.uit.no/uvac> **Is climate change the main focus?** Yes

1-2 Line Description: The main objective of UVAC is to investigate the impact of solar ultra-violet radiation (UVR) on the Northeast Arctic cod stock. This relation will be investigated as part of a more comprehensive impact system, including both other geophysical factors such as climate, and biological species which are important for the cod stock (zooplankton, phytoplankton). A second major objective is to develop modelling tools, which will be used to estimate cod stock size based on geophysical information available from remote-sensing and ground-based monitoring, thus providing a more reliable basis for a sustainable management of marine resources.

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
UVAC		✓		✓						

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
				✓	✓	✓				

Unique Selling Points (Unusual and Innovative Ideas): Most important outputs of the project were the various time series that were assembled, notably: a set of fully homogenized time series of yields in tons for A-N cod from 1830 to 1999. Time series of Cod 0-year-class, Data on two Calanus sp., Sporadic data on phytoplankton, Meteorological data from Skrova, Lofoten, Daily total ozone data (March-May) and derived UVR (5 parameters) (1936 – 2001), Two independent satellite-derived UVR climatologies for the periods 1984-2002 and 1990-2002. Also provided generic maps of ultra-violet radiation for the Arctic. Summary available from ICES/GLOBEC Workshop on the Dynamics of Growth in Cod, Dartmouth, Canada 8–10 May 2000 (Skreslet et al. 2002). Also a good summary from the Euroceans conference (Galway, May 2004). Included section on "Potential exploitation by end users".

Did the project engage with or consult members of the public? No Evidence

Did the project engage with or consult stakeholders/industries? Unclear

Did the project engage with or consult policy makers? Unclear

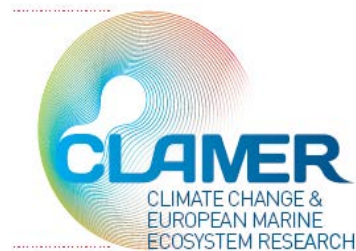
Was the web-site user-friendly/engaging? WEBSITE NO LONGER WORKING

Is there any evidence of media uptake (tv, radio, newspaper)? No Evidence

Were there efforts to make outputs readable/ accessible to the public? No Evidence (but website no longer working). Lots of photos from final UVAC meeting (Arctic Alpine Conference Tromsø 24-28 February 2003) at <http://www0.nfh.uit.no/phaeocystis/uvac/>

Is there any evidence of wider uptake? Cited in lots of peer-reviewed publications: e.g. Verdebout (2004) A Satellite-Derived UV Radiation Climatology over Europe to Support Impact Studies. Arctic, Antarctic, and Alpine Research 36(3):357-363. Skreslet et al. (2005) Some effects of ultraviolet radiation and climate on the reproduction of Calanus finmarchicus (Copepoda) and year class formation in Arcto-Norwegian cod (Gadus morhua). ICES Journal of Marine Science: 62(7):1293-1300.

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Outreach Activities Template – for European Projects (OATEP)

23rd July 2010. Task 2.1 - An Evaluation of the success and/or failure of earlier 'outreach' programmes

Project Name (and acronym): **WIT - What poor information can tell: Analysis of climate policies under large uncertainty about climate change**

Funding Body/Scheme: EU – FP6 (Marie Curie) **Years:** 2006-2009

Cost/Budget (€): 245365 euro **Number of Partners & Counties:** 2 (2)

Website URL: www.pik-potsdam.de/members/kriegler **Is climate change the main focus?** Yes

1-2 Line Description: The research proposed here aims to investigate the usefulness of imprecise probability concepts for assessing and processing the large and diverse uncertainty that needs to be considered in climate policy analysis. Classical probability theory faces severe difficulties in this field as the debate around quantifying uncertainties in the IPCC Assessment reports shows. The project consists of a theoretical part to be mainly conducted at Carnegie Mellon University in Pittsburgh, USA, (external host) and an applicational part to be executed at the Potsdam Institute of Climate Impact Research, Germany (return host).

Evidence of Outreach Activities:

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages
WIT		✓								

Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (international)	Peer reviewed papers	Book	Direct industry involvement	Public opinion /perception	Blog
				✓		✓				

Unique Selling Points (Unusual and Innovative Ideas): Dr. Elmar Kriegler is working on the project "What poor information can tell: Analysis of climate policies under large uncertainty about climate change" (WIT). The work is supported by a Marie-Curie Outgoing International Fellowship of the European Union. The fellowship included a 2-year stay at the Department of Engineering & Public Policy, Carnegie Mellon University, Pittsburgh, USA. Dr. Kriegler returned to PIK in June 2008.

Did the project engage with or consult members of the public? No Evidence

Did the project engage with or consult stakeholders/industries? No Evidence

Did the project engage with or consult policy makers? Attended workshop "Tipping Points in the Earth System" on October 5–6, 2005, Berlin.

Was the web-site user-friendly/engaging? No website (except personal website of recipient)

Is there any evidence of media uptake (tv, radio, newspaper)? No Evidence

Were there efforts to make outputs readable/ accessible to the public?

No Evidence

Is there any evidence of wider uptake? Several peer-reviewed publications cite this EU project, notably: Lenton et al. (2007) Tipping elements in the Earth's climate system. PNAS February 12, 2008 vol. 105 no. 6 1786-1793; Kriegler et al. (2009) Imprecise probability assessment of tipping points in the climate system PNAS March 31, 2009 vol. 106 no. 13 5041-5046; Held et al. (2009) Efficient climate policies under technology and climate uncertainty. Energy Economics, Volume 31, Supplement 1, 2009, Pages S50-S61

Annex 2: Collated 'tick box' table of outreach activities across the 64 projects

Project Acronym	Flyers	Academic Conferences	Tools & Gadgets	Datasets	Stakeholder workshops	Film & audio	Newspaper articles	Newsletter	Publicly aimed website	Multiple languages	Celebrity endorsement	Policy summary	Public summary	Schools & Colleges	Training	Capacity Building (International)	Peer reviewed papers	Book	Direct industry involvement	Public opinion/perception	Blog	Funding scheme
6C		✓		✓								✓					✓					EU – FP5
ADAM	✓	✓	✓		✓	✓		✓				✓	✓		✓	✓	✓	4				EU – FP6
ASOF	✓	✓		✓				✓							✓	✓	✓	✓				EU – FP5
ATP	✓	✓		✓	✓	✓	✓	✓	✓						✓	✓	✓				✓	EU – FP7
BACC		✓		✓								✓	✓			✓		✓				INTERNATIONAL
BALANCE	✓(2)	✓	✓	✓	✓	✓(3)		✓	✓	✓			✓			✓	✓		✓			EU – FP5
BASIN		✓														✓						EU – FP6
CAPE FAREWELL	✓		✓			✓	✓	✓	✓		✓		✓	✓	✓	✓		✓		✓	✓	CHARITY
CARBO-OCEAN	✓	✓	✓	✓	✓	✓		✓	✓	✓		✓	✓	✓	✓	✓	✓		✓			EU – FP6
CENSOR	✓(1)	✓		✓	✓	✓	✓	✓							✓	✓	✓					EU – FP6
CIRCE	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓		✓	✓		✓			EU – FP6
CIRCLE	✓	✓	✓	✓	✓			✓	✓	✓		✓	✓			✓			✓		✓	ERA-NET
CLIMATE FOR CULTURE	✓	✓	✓				✓			✓					✓		✓		✓			EU – FP7
CLIWOC	✓(2)	✓	✓	✓		✓	✓		✓	✓			✓				✓(list)					EU – FP5
CONVECTION		✓		✓													✓	✓				EU – FP5
DAMOCLES		✓	✓	✓		✓	✓	✓	✓				✓		✓	✓	✓		✓			EU – FP6
DYNAMITE		✓		✓?	✓										✓		✓		✓			EU – FP6
ECOP		✓		✓											✓	✓						EU – FP6

ECOTRENDS															✓	✓						EU – FP6 (MC)
ELME		✓		✓	✓		✓					✓	✓			✓						EU – FP6
ENCORA	✓	✓	✓		✓			✓				✓			✓	✓	✓		✓			EU – FP6
ENHANCE		✓			✓							✓				✓	✓		✓			EU – FP6
ENSEMBLES		✓	✓	✓				✓							✓	✓	✓	✓				EU – FP6
EPICA-M		✓		✓												✓	✓					EU – FP6
EPOCA	✓ (3)	✓		✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓		✓		✓	EU – FP7
ESEAS		✓		✓												✓	✓					EU – FP5
EUR-OCEANS	✓(15)	✓	✓	✓	✓	33		✓	✓	✓		✓	✓	✓	✓	✓	✓		✓	✓		EU – FP6
EUROGEL		✓				✓	✓									✓	✓					EU – FP5
EXTALGAE															✓	✓						EU – FP6 (MC)
FEUFAR	✓ (1)				✓			✓				✓							✓			EU – FP6
GLOBEC	✓	✓		✓				✓				✓	✓			✓	✓	✓				INTERNATIONAL
GREENICE		✓		✓		✓											✓	✓				EU – FP5
HERMES	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓	✓	✓	✓	✓		✓	EU – FP6
HERMIONE	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓		✓	✓	✓		✓		✓	EU – FP7
HYPOX	✓	✓		✓				✓					✓		✓	✓	✓				✓	EU – FP7
IMCOAST				✓													✓					ERA-NET
IPY-CARE		✓			✓	✓						✓			✓	✓	✓					EU – FP6
KNOWSEAS	✓	✓		✓	✓											✓	✓		✓			EU – FP7
MAIA	✓ (1)	✓		✓	✓												✓		✓			EU – FP5
MARBIF	✓	✓	✓	✓				✓	✓	✓			✓	✓	✓	✓	✓	✓			✓	EU – FP6
MCCIP	✓				✓		✓	✓	✓			✓	✓				✓		✓			UK Gov.
MEECE	✓	✓		✓	✓			✓				✓					✓				✓	EU – FP7
MERSEA		✓	✓	✓	✓			✓								✓	✓		✓			EU – FP6
MILLENIUM		✓		✓												✓	✓					EU – FP6

MOEN		✓		✓										✓		✓					EU – FP5
MYOCEAN		✓	✓	✓	✓			✓							✓	✓		✓			EU – FP7
NOAH'S ARK		✓	✓	✓			✓					✓				✓		✓			EU – FP6
NOCES			✓	✓											✓	✓					EU – FP5
PHENOMED		✓												✓	✓	✓					EU – FP6 (MC)
POP		✓	✓	✓										✓		✓					EU – FP5
QUANTIFY	✓	✓	✓	✓	✓	✓	✓							✓	✓	✓	✓		✓		EU – FP6
RECLAIM	✓ (3)	✓		✓	✓							✓				✓		✓			EU – FP6
SALSEA	✓	✓		✓	✓									✓	✓	✓		✓			EU – FP7
SEAMOCs		✓												✓	✓	✓					EU – FP6 (MC)
SEARCH FOR DAMOCLES		✓		✓				✓	✓					✓	✓	✓	✓				EU – FP6
SESAME	✓	✓		✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓			✓		EU – FP6/7
SITHOS		✓		✓											✓		✓				EU – FP5
SPICOSA		✓	✓	✓	✓	✓		✓		✓				✓	✓	✓		✓			EU – FP6
THESEUS	✓		✓	✓	✓	✓	✓	✓	✓			✓			✓	✓	✓				EU – FP7
THOR		✓		✓			✓	✓							✓	✓	✓				EU – FP7
TRACTOR		✓		✓											✓	✓	✓				EU – FP5
UNCOVER	✓	✓		✓				✓				✓	✓	✓	✓		✓				EU – FP6
UVAC		✓		✓											✓	✓	✓				EU – FP5
WIT		✓													✓		✓				EU – FP6 (MC)