MERMAID

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Seventh Framework Programme
Theme [OCEAN.2011-1]
"Innovative Multi-purpose off-shore platforms: planning, design and operation"
Grant Agreement no.: 288710
Start date of project*: 01 Jan 2012 - Duration: 48 month*

Inception Report with an exploitation plan

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Produced by:	VLIZ: Simon Claus
Contributors:	VLIZ: Hans Pirlet, Jan Seys
Work Package Leader Responsible:	VLIZ: Simon Claus
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MERMAID

Inception report for work-package no.9

Seventh Framework Programme
Theme [OCEAN.2011-1]
Project full title:
"Innovative Multi-purpose off-shore platforms: planning, design and operation"
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1. Introduction

WP 9 of MERMAID aims to disseminate project knowledge and procedures into the community of users. In this context the "users" are essentially the professionals involved in the planning, installation, operation, maintenance, monitoring and decommissioning of off-shore platforms, the preparation and implementation of policies and strategies for sustainable use of sea resources, low carbon economy and eco-friendly transportation. Specific activities are also planned for the "users" as the ultimate beneficiaries of the research, i.e. the public and businesses which receive benefits from a sustainable development of the use of marine resources, both energy and food..

The main dissemination activities include:

- the participation in international exhibitions: production of materials e.g. posters, leaflets, etc.
- the establishment and updating of the project home page on the World Wide Web;
- the publication of peer-reviewed scientific papers;
- the active participation of partners in international conferences and publications in the
- proceedings of these conferences;
- the publication of guidelines, based upon the project findings, that present performance and
- design of innovative multi-purpose platforms;
- the results of MERMAID are expected to be used in teaching assignments, lectures and
- exercises at European universities so that the latest state-of-the-art is given to European
- students;
- the utilization of results in PhD studies in scientific publications and thesis;

1.1 Objectives

- to establish an efficacious collaboration and exchange of knowledge, information and experiences between the scientific community, coastal and marine authorities, the industry and potential end users
- to disseminate to the scientific community, authorities and potential end users the results of the project
- To inform the public at large and relevant end users and stakeholders about the concept of multi use offshore platforms and to create awareness among the public

1.2 Relationship to overall Project objectives

2. Description of the work for WP no. 9

2.1 Description of tasks and WP organization

Task 9.0 Coordination of dissemination and outreach activities
Leader: Simon Claus, VLIZ

D9.1) Inception report with a exploitation plan: A detailed inception report and dissemination plan [month 8]
D9.3) Mid-term dissemination report: [month 26]
D9.5) Final dissemination report on publications and net-working: Coordination of information for end-users, and other research projects.

Task 9.1. Website
Leader Simon Claus
MS38: Project web site M4 The project web-site exists and informs on project objectives and advances

Task 9.2. Publications
Leader Hans Pirlet, VLIZ
MS39 Distribution of leaflet M 6 Project leaflet distributed to all identified potential end-users
D9.4) Website and booklet: MERMAID online information articles in the Coastal and Marine Wiki [month 26]

Task 9.3. Production of a dissemination movie
Leader: Jan Seys (VLIZ)
D9.2) DVD: MERMAID dissemination DVD [month 24]

Task 9.4. Translation project deliverables and outcomes into Coastal and Marine Wiki articles (VLIZ, using contribution from all participants)
Leader: Hans Pirlet (VLIZ)

Task 9.5. Networking, and knowledge management
Leader Simon Claus (VLIZ)
Net-working activities at for instance international scientific conference, and hereby net-working with scientific colleagues.

Task 9.6 End user conference
Leader: Jan Seys (VLIZ)
D9.6) End user conference: End user conference with participation from participants and end-users [month 48]

2.2 Methodology

2.2.1 Methodology task no. 9.0

This task will address the coordination within the work package and between the work packages. At commence of the project an inception report shall be elaborated together with

all participants of the work package. This will be a practical outline of the objectives, methodologies, timing, anticipated results and its coordination with otherwork packages. The individual inception reports will be a part of a complete inception report for the entire project. This will include a drafting of a exploitation plan.

2.2.2 Methodology task no. 9.1

A Project Internet website will be set up within 4 months from the project. A first version of the website will be communicated firstly to the project coordinator, and after feedback the final version will be available at www.mermaidproject.eu during the project, the website will be continuously updated with new material.

The web-site will host a free access area containing project official deliverables, leaflets, research news, discussions, abstracts, papers (also the papers published in international conferences and journals, in respect of the Special Clause 39 to be included in all the FP7 Grant Forms) and information on upcoming conferences and other relevant FP6/FP7 project websites. The web site will also include videos and selected pictures showcasing to the public at large the activities performed within MERMAID. Part of this material will be also published on popular search engines. Information management will be performed through the Project web-site. The www server will contain a password protected areas accessible to partners for data exchanging. The website will be developed as a Content Management System (CMS) allowing remote information entry by different project partners.

The Website will contain:

- the project "Description of Work"
- updates, news and project reports
- issues regarding dissemination of results
- reports and publications
- Document management system
- A picture and movie gallery
- Contact information on the project consortium
- Links to the publications (WP 1.2) end-user conference (WP 1.3), DVD (WP 1.4), Coastal and Marine Wiki information pages (WP 1.5)
- All MERMAID reviewed articles and conference contributions listed on the Project web [month 48]

2.2.3 Methodology task no.9.2

A project leaflet will be published at the first phase of the project and exhibited at conferences where the project is presented and the web page introduced. Introduction to guidelines elaborated under the other WP's will be given. Further the administration of these guidelines will be taken care of; for instance the printed as hard copies (booklets) and distributed to different end-users and relevant stakeholders assuring wide(r) dissemination of the MERMAID project results.

Scientific publications produced by the project partners will be progressively posted on the project web-site. The scientific results will be published in refereed international journals as

well as in as presented at international conferences and subsequently be published in proceedings.

See Gantt for detailed steps.

2.2.4 Methodology task no.9.3

Realization of a promotional DVD “Innovative Multi-use Offshore Platforms: planning, design & operation” that will be distributed pan European and at the end user conference. The short dissemination film of maximum 15 minutes on multi-use offshore platforms for Europe will include facts (from project partners) and interviews with science, industry and the public at large. It is meant to promote the European project MERMAID (also mentioning two other similar projects TROPOS & H2Ocean) and to increase the public knowledge on this challenging approach for Europe’s future. Therefore, the style should be oriented towards the wider public, using strong messages and fascinating visuals (footage of some of the test sites; simulations;…). The DVD will include comments on selected project results and translate them for the public at large – assuring an additional exploitation of project results for the public at large.

The production of the DVD includes the following steps (with indicative timing – see also Gantt):

Draft of a first scenario (June-August 2012)
Circulate draft to WP-leaders prior to project meeting Turkey (September 2012)
Rework draft based upon input meeting Turkey (October-November 2012)
Identification of scientists & industry stakeholders to be interviewed (November-December 2012)
Collection of visuals and footage (January-June 2013)
Interviews (January-June 2013)
Compilation of draft video & feedback by WP-leaders (July-September 2013)
Approval of final version (October 2013)
Finalizing & making video available via the website (December 2013)

2.2.5 Methodology task no.9.4

Project results will be translated for a large public into accessible quality controlled information pages on the Coastal and Marine Wiki. By using the Coastal and marine Wiki, the project results will be exploited through the web as much as possible. The Coastal and Marine Wiki is an Internet encyclopaedia of almost 1500 information pages for and by coastal professionals providing up-to-date high quality Coastal and Marine information. It was developed within the FP 6 ENCORA project and is and will be used to disseminate project information on several EU European marine and coastal research projects such as FP 6 SPICOSA, FP6 MarBEF, FP7 THESEUS, FP7 PEGASO. Currently the Coastal and Marine Wiki (http://www.coastalwiki.org/coastalwiki/Main_Page) gets every month more than 28,000 unique visitors and over 900,000 hits. Using this quality controlled online information tool will increase significantly the visibility of the MERMAID project results on

the www and assures that the project results will stay accessible, even after the end of the project. The MERMAID guidelines will also be published as digital articles in the Coastal and Marine Wiki.

2.2.6 Methodology task no.9.5

Relevant project information (technical, process or other) will be made available to a broad number of
end-users through networking making access available to relevant and public knowledge. Networking among scientific colleagues, regional, national and European agencies. Links with MARINA, ORECCA, NORSEWInD, DEEPWIND, ANEMOS.plus, Upwind, CLAMER, EMODnet, Euroceans, other FP7 projects, links with national and regional SME's.

2.2.7 Methodology task no.9.6

Within this work task, an high-level international end-conference on Multi Use Offshore Platforms will be organized in Brussels in month 36 or month 48. The conference will build upon the European expertise and results obtained within the framework of the project MERMAID. It will mainly target project partners, other scientists, SME's, the industry and policy-makers. It aims to increase public awareness of the possibilities and challenges of constructing Multi Use platforms and to disseminate the project results as widely as possible. The participation of the most relevant industries (and their support) and stakeholders across Europe will be explored (eg. by providing exhibition space). Furthermore it will seek to organize the end-user conference in collaboration with other EU funded research, in particular with the EU-funded projects TROPOS and H2OCEAN. Two options are still open within this respect: (1) a fully joint event in month 36; (2) a MERMAID end-conference in month 48, with active participation of the other two projects (decision to be taken as soon as possible).

Furthermore, press-actions will be set up in order to promote the conference as widely as possible. The conference will be organized with support from the Marine Board of the European Science Foundation and other relevant institutions, assuring the participation of as many European policymakers as possible. An active link with and the involvement of MERMAID end-users within the process will seek to maximally exploit the project results.

The organization of the end-conference includes the following steps (with indicative timing, based on an end-conference being organized in month 36):

Decision on whether to jointly organize the MERMAID and H2Ocean & TROPOS end-conferences (i.e. in month 36) or to keep them separate (i.e. MERMAID in month 48; H2Ocean & TROPOS in month 36)(May 2012)
Exploration of suitable conference venues in Brussels (Sept-Dec 2013)
Installation of an organizing & scientific committee (January-March 2014)
Decision on conference venue & date (April 2014)
First announcement (May 2014)
Working out the program of the conference & exhibition (May-September 2014)

Second announcement (September 2014)
Preparation of the book of abstracts (September-December 2014)
End-conference & media-actions (March 2015)

2.3 Links to other WPs and integration

In general the WP on dissemination of the project results requires input from all the partners of the project. Therefore, all project partners have 0.5 PM dedicated to WP9. For that we ask to provide the WP coordinator with:
feedback on dissemination activities, publications, project related news events
contributions to newsletters, booklets, wiki articles

The WP leaders all have 2 PM for the WP9. They will provide feedback on the booklet, flyers, website and communicate relevant information from their WP to WP9.

2.4 Outputs and deliverables

All the deliverables and milestones are listed in section 2.1

3. Organisation in tasks and subtasks

3.1 Detailed breakdown of tasks

If we agree on a given tool like Microsoft Project for this purpose, all the WP leaders should implement the schedule using it. This will be a part of Appendix A. However to give an overview of tasks and subtasks, and the deliverables a table as the one below should be included.

A table like the following could be used the summarize the tasks

For the detailed breakdown of tasks, we refer the Gantt chart (appendix A) and the section on the methodology for more explanation.

3.2 Critical paths

The most critical path will be to engage all project partners into the dissemination activities, as there are relatively few resources from the different project partners dedicated to WP9.

3.3 Resources

3.3.1 Consortium partners

VLIZ has 16 Person Months to coordinate the WP and the main work tasks of WP9. WP leaders have 2 Person Months, all other partners have 0.5 Person Months.

We have on top of that 87,500 for other costs

- Production of project flyer: 5000
- Production of one booklet: 5000
- Production of one DVD: 15,000
- Organisation of a end-user conference: 62,500

3.4 Risks

There are no major risks at this moment.

4. Dissemination and communication activities for WP

Exploitation and dissemination of project results will be achieved at four levels.

1) Within the Consortium, project advances and results will be shared and discussed during regular meetings and the contributions from all the partners will be collected in a yearly report. Data will be stored in a standard data base format by the WP leaders and will be available to all the partners at the web site of the project in a password-protected area. Within the scientific community results will be disseminated through publications in peer reviewed scientific journals (by the individual groups and, as the collaboration develops, jointly by consortium members) and by presentations to national, European and international conferences and forums. It is anticipated that the end results of the project will be published in international journal in the form of special issues. The project partners have good track records to materialize such efforts in previous EU projects such as SASME, DELOS, and LIMAS.

2) Towards the EC, it will be proposed that the final project meeting will be held in Brussels, to present the project results in all the scientific activities and the guidelines and to discuss how the project can support also after its end the implementation of an appropriate plan for the sustainable use of marine resources.

3) Within end-users, results of the project will be shared during regular meetings and Workshops. Many partners of the consortium have already close contacts with ministries, governments and authorities responsible for ocean exploration, industry, contractors and consultants, and will be invited to formulate their views and needs from the very beginning of the project. During the project, the meetings will be held also in the countries where study sites are to allow an easier collection of end user requirement and expectations, which are the necessary prerequisite for a fruitful collaboration with the consortium. The methodological and managerial knowledge achieved by MERMAID will be disseminated in the final workshop, which will be devoted to presenting and discussing developed tools. In order to

guarantee the up-take of information and facilitate the exploitation of the project outcomes, MERMAID results will be formalised in the Decision Support System tool and guidelines for planning sustainable multipurpose platforms.

4) Within public, dissemination of the results will be essentially directed to promote key issues such as the use of renewable energy, the concept of sustainability of the sea space and the social acceptability of off-shore installation.

5. WP management and progress reporting

How will communication between tasks and with the rest of the WPs be organised? How will the overall progress of the WP be monitored, reviewed, managed and reported.

Click here to enter text.

6. IPR, software and data strategy

The work package does not involve any data or software. However we will set up a subject based/thematic repository (an Open Archive) on the project website where researchers can deposit final articles or manuscripts, so that all articles and publications related to MERMAID can be made available in open access. This will be done with respect of the open access policies of the individual journals.

7. Issues to be resolved

The main issue at this moment is when to organize the end-user conference. At this moment there are two possibilities, organizing the conference at year three together with TROPOS and H2OCEAN, or organizing the conference at the end of the project, without the other projects (or with a smaller input, eg. one key-note from each project at MERMAID-conference).

Organize the end user conference after year three (M36), together with TROPOS, H2OCEAN

Advantageous:
1. Increase the scale, dissemination and impact of the conference
2. Concrete cooperation results between projects, as requested by EU
3. Optimize budget between three projects
4. Create momentum for last year of the project
5. Will avoid the organization of an end-user conference on the same topic one year after the TROPOS/H2OCEAN end-user conference(s)

Disadvantageous:
1. Not all project deliverables finalized
2. More difficult to organize (representatives of three projects)
3. An extra ‘public event’ needs to be organized during the last project meeting

8. References

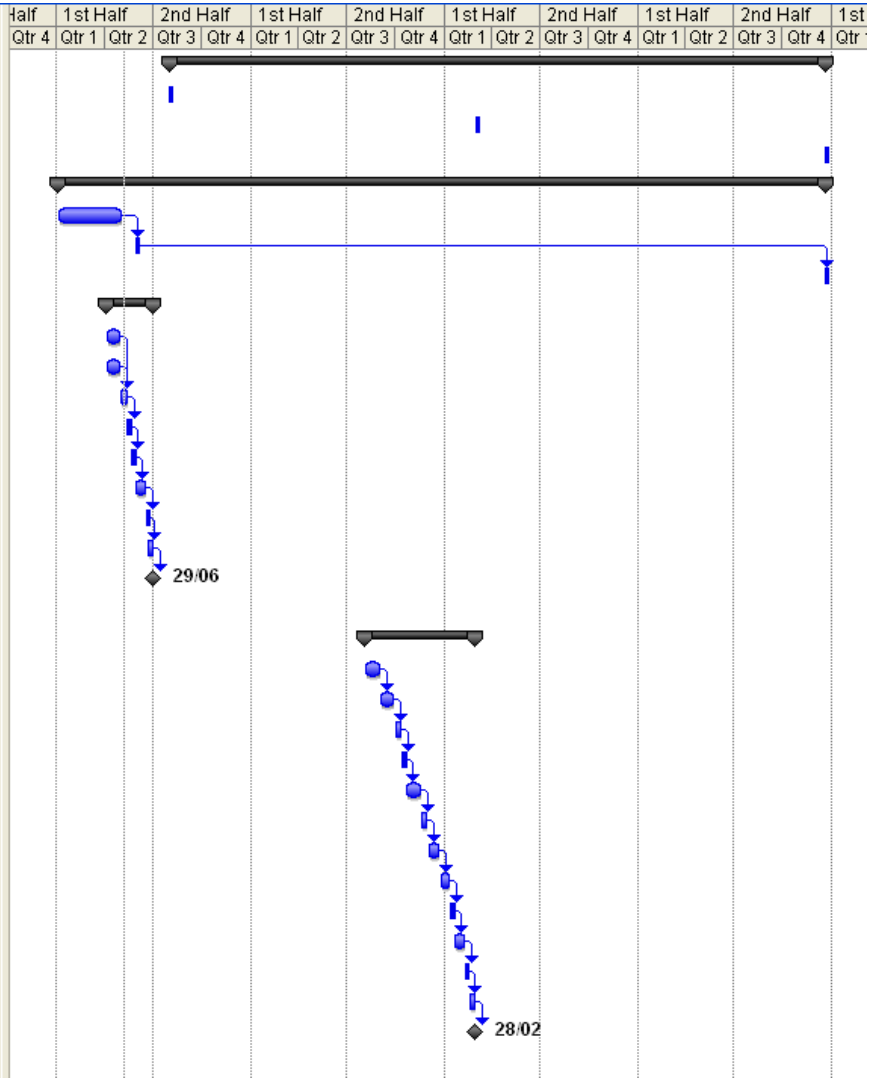
Here you include the reference you find relevant. For instance to earlier work, public guidelines, software manuals etc.

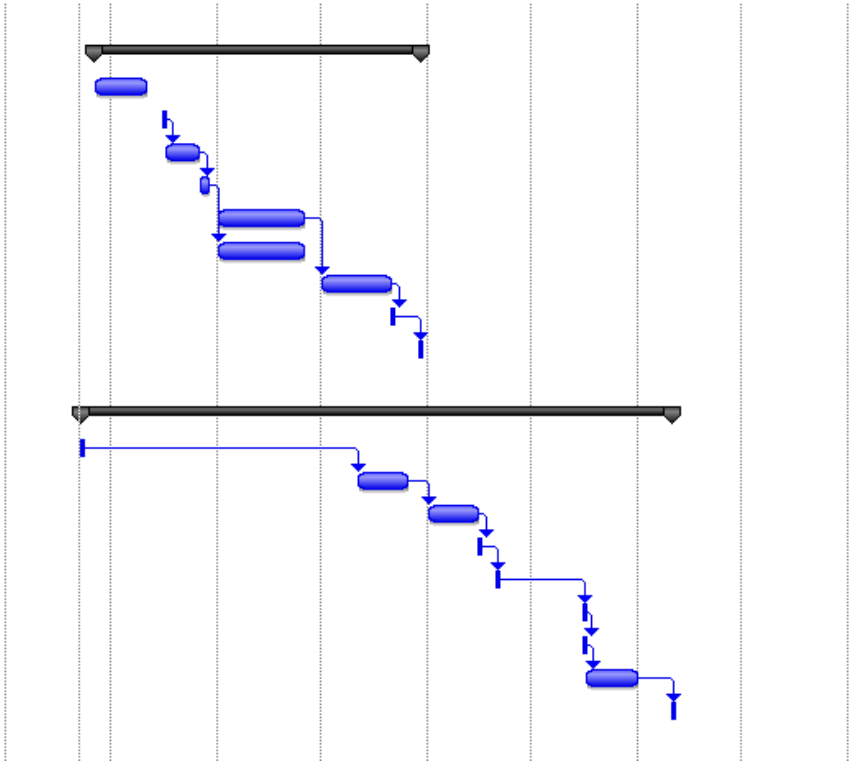
9. Gantt diagram

An outline of the entire project is given with a Gantt-Diagram after the description of WP9. As changes often arise during the project this should be seen as an on-going tool to keep track of the activities. The rest of the project the project administration tool will be EMDESK. It will mainly be used by the WP-leaders and the coordinator. This is described in the quality plan under WP1.

Appendix A - Microsoft project Gantt-diagram

	Task Name	rat	Start	Finish	Pre
1	**Coordination of dissemenation and outreach activities**	s?	**Wed 1/08/12**	**Mon 21/12/15**	
2	Inception report (D. 9.1)	y?	Wed 1/08/12	Wed 1/08/12	
3	Mid term dissemination report (D9.3)	y?	Mon 3/03/14	Mon 3/03/14	
4	Final dissemination report (D.9.5)	y?	Mon 21/12/15	Mon 21/12/15	
5	**Website (D9.4)**	s?	**Mon 2/01/12**	**Mon 21/12/15**	
6	First version website	s?	Mon 2/01/12	Mon 30/04/12	
7	Feedback and finalisation	y?	Thu 31/05/12	Thu 31/05/12	6
8	Continuous update of the web during project	y?	Mon 21/12/15	Mon 21/12/15	7
9	**Project leaflet (M6)**	/s	**Mon 2/04/12**	**Fri 29/06/12**	
10	Draft of leaflet text	ys	Mon 2/04/12	Fri 27/04/12	
11	Selection of images for project leaflet	ys	Mon 2/04/12	Fri 27/04/12	
12	Circulate draft of project leaflet text and images to WP leaders	ys	Mon 30/04/12	Fri 11/05/12	11;
13	Rework text based on input from WP leaders	ys	Mon 14/05/12	Fri 18/05/12	12
14	Approval of WP leaders	ys	Mon 21/05/12	Fri 25/05/12	13
15	Send text and images to designer	ys	Mon 28/05/12	Fri 15/06/12	14
16	First version of project leaflet	ys	Mon 18/06/12	Tue 19/06/12	15
17	Finalizing project leaflet	ys	Wed 20/06/12	Fri 29/06/12	16
18	Digital version project leaflet available on website	ys	Fri 29/06/12	Fri 29/06/12	17
19					
20	**Project booklet (D9.4)**	/s	**Mon 5/08/13**	**Fri 28/02/14**	
21	Creating outline for project booklet	ys	Mon 5/08/13	Fri 30/08/13	
22	Circulate outline of project booklet to WP leaders	ys	Mon 2/09/13	Fri 27/09/13	21
23	Rework outline based on input from WP leaders	ys	Mon 30/09/13	Fri 11/10/13	22
24	Identification and contacting of co-authors / contributors for bool	ys	Mon 14/10/13	Fri 18/10/13	23
25	Writing of text by co-authors / contributors in different WP's	ys	Mon 21/10/13	Fri 15/11/13	24
26	Compiling texts provided by co-authors	ys	Mon 18/11/13	Fri 29/11/13	25
27	Circulate draft booklet to WP leaders	ys	Mon 2/12/13	Fri 20/12/13	26
28	Rework draft booklet (in cooperation with co-authors) based on	ys	Mon 23/12/13	Fri 10/01/14	27
29	Approval of WP leaders	ys	Mon 13/01/14	Fri 17/01/14	28
30	Send text and images to designer	ys	Mon 20/01/14	Fri 7/02/14	29
31	First version of booklet	ys	Mon 10/02/14	Fri 14/02/14	30
32	Finalizing booklet	ys	Mon 17/02/14	Fri 28/02/14	31
33	digital version of booklet on website	ys	Fri 28/02/14	Fri 28/02/14	32
34					



Appendix A - Microsoft project Gantt-diagram (part2)

35					
36	**Production of a dissemination movie (D9.2)**	s?	**Fri 1/06/12**	**Fri 20/12/13**	
37	First Scenario	s?	Fri 1/06/12	Fri 31/08/12	
38	Draft to WP leaders	y?	Mon 1/10/12	Mon 1/10/12	
39	Rework draft based upon input	s?	Tue 2/10/12	Fri 30/11/12	38
40	Identification of scientists & industry stakeholders	s?	Mon 3/12/12	Mon 17/12/12	39
41	Collection of visuals and footage	s?	Tue 1/01/13	Fri 31/05/13	
42	Interviews	s?	Tue 1/01/13	Fri 31/05/13	40
43	Compilation of draft video	s?	Mon 1/07/13	Thu 31/10/13	41
44	Final version	y?	Fri 1/11/13	Fri 1/11/13	43
45	Finalizing & making video available	y?	Fri 20/12/13	Fri 20/12/13	44
46					
47	**End user conference (D9.6)**	s?	**Wed 9/05/12**	**Mon 2/03/15**	
48	Decision on format and year	y?	Wed 9/05/12	Wed 9/05/12	
49	Exploration of suitable conference venues	s?	Mon 2/09/13	Fri 29/11/13	48
50	Installation of an organizing & scientific committee	s?	Wed 1/01/14	Mon 31/03/14	49
51	Decision on conference venue & date	y?	Tue 1/04/14	Tue 1/04/14	50
52	First announcement	y?	Thu 1/05/14	Thu 1/05/14	51
53	Working out the program of the conference & exhibition	y?	Tue 30/09/14	Tue 30/09/14	52
54	Second announcement	y?	Wed 1/10/14	Wed 1/10/14	53
55	Preparation of the book of abstracts	s?	Thu 2/10/14	Fri 2/01/15	54
56	End-conference & media-actions	y?	Mon 2/03/15	Mon 2/03/15	55