

MEDCLIC: The Mediterranean in one click

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"Medcllic: the Mediterranean in one click" is a research and dissemination program focused on the scientific, technological and societal approaches of the Balearic Islands Coastal Observing and Forecasting System (ICTS SOCIB) in collaboration with "la Caixa" Foundation. ICTS SOCIB aims at research excellence and the development of technology which enables progress toward the sustainable management of coastal and marine environments, providing solutions to meet the needs of society. Medcllic goes one step further and has two main goals, at the scientific level, to advance in establishing and understanding the mesoscale variability at the regional scale and its interaction, and thus improving the characterization of the "oceanic weather" in the Mediterranean; at the outreach level, to bring SOCIB and the multi-platform observation systems "open access" philosophy closer to society, through scientific dissemination, educational activities and online resources.

The backbone of the MEDCLIC program is the new website, <http://www.medcllic.es/>, that constitutes an interactive scientific and educational area of communication, contributing to the approach of the general public to the new marine and coastal observing technologies. Also, thanks to the Medcllic website, data coming from the observing technologies located offshore are available in real-time and in one click to everyone, in a user-friendly interface. Exploring different observing systems, knowing the temperature and swell forecasts, and discovering the importance of oceanographic research is now possible in a playful and interactive way.