Sea of Experience

Establishment of Eastern Mediterranean Regional Network: pooling, sharing, development of innovative face-to-face and digital training/mentoring tools for the maritime sector

EMFF-02-2018 Blue Careers No. 863551

D6.2 Annual dissemination and communication activity report	
Deliverable Number	**D6.2**
Deliverable Title	**Annual dissemination and communication activity report**
Nature[1]:	**R**
Dissemination Level [2]:	**PU**
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Editor, Institution:	**Georgios Georgiou, UNIVERSITY OF CYPRUS**
Leading Partner:	**UCY**
Participating Partners:	**UCY, NTUA, CCCI, EVALION, CMMI, APOPSI SA**
Official Submission Date:	**31/10/2020**
Actual Submission Date	**30/10/2020**

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[1] **R**=Document, report; **DEM**=Demonstrator, pilot, prototype; **DEC**=website, patent fillings, videos, etc.; **OTHER**=other

[2] **PU**=Public, **CO**=Confidential, only for members of the consortium (including the Commission Services), **CI**=Classified, as referred to in Commission Decision 2001/844/EC

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Modification History

Date	Version	Description	Edited by
02/09/2020	0	Table of Contents	Anastasios Matsikaris, UCY
17/09/20	1	First Draft of the Report	Anastasios Matsikaris, UCY
29/9/2020	2	Second Draft of the Report	Anastasios Matsikaris, UCY
12/10/2020	3	Third Draft of the Report	Anastasios Matsikaris, UCY
23/10/2020	4	Final Draft of the Report	Anastasios Matsikaris, UCY
30/10/2020	5	Final Report	Anastasios Matsikaris, UCY

Acronyms and Abbreviations

AB	Advisory Board
CCCI	Cyprus Chamber of Commerce and Industry
CMMI	Cyprus Marine and Maritime Institute
DCS	Dissemination and Communication Strategy
EASME	Executive Agency for Small & Medium Enterprises
EC	European Commission
EEN	Enterprise Europe Network
EMD	European Maritime Day
EMFF	European Maritime and Fisheries Fund
EMReN	Eastern Mediterranean Regional Network
EU	European Union
NTUA	National Technical University of Athens
PC	Project Coordinator
SoE	Sea of Experience
UCY	University of Cyprus
UM	Union for Mediterranean
WP	Work Package

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Executive Summary

This document is dedicated to the 'Annual dissemination and communication activity' of the ''Sea of Experience'' project. The aim of the deliverable is to describe the specific dissemination activities conducted during the first year of the project to reach out to a broad range of stakeholders, such as industrial stakeholders and public authorities.

The dissemination activities have been performed during the period November 2019 – October 2020. They are in alignment with the 'Dissemination and Communication Plan' (DCS) designed at the deliverable D6.1, which presented the consortium's common vision, aims, effective tools and activities to provide information on the project content, activities and results, raise awareness over the project outcomes/tools, and highlight their added value.

The main activities described in this report include the following:

Dissemination through publications: Project newsletters, banners, posters, reviews and press releases with news and information regarding the project activities, events and available outputs, articles published in the media (especially in those related to the blue sector), including national and international magazines, newspapers, to highlight the activities of the project and increase the dissemination range.

Dissemination through events participation: Project partners participation in events, conferences and workshops that relate to the scope and the objectives of the project.

Dissemination through the World Wide Web and social networks: The official website of the project and the individual partners websites and blogs, social media have been used to maximise the dissemination of the project's outputs.

Dissemination to EU relevant bodies: An Executive Summary of the project's reports was uploaded to the project website for the EMFF and the media and journalists who specialise in career opportunities in EU Blue Growth initiatives and education and information initiatives.

The global Coronavirus (COVID-19) outbreak in 2019-2020 has caused many dissemination events, such as conferences and exhibitions, to be cancelled or postponed, and therefore limiting the range of the dissemination performed by SoE in the first year of the project. There will be an effort to catch up on such events as soon as the global pandemic withdraws.

1. Introduction

1.1.   Background

Sea of Experience is a regionally-oriented project that aims at creating, promoting and supporting a training/mentoring network; the Eastern Mediterranean Regional Network (EMReN), for professionals and youngsters related to maritime transport, shipbuilding and ship repair, ports and the cruise industry; it also aims at introducing a holistic and innovative way for mentoring in these fields. The EMReN network will consist of entities that represent the education, industry, and public authorities and therefore promote multiple pooling of resources, best practices as well as the mobility of teachers and learners amongst partners. By bringing together teachers and mentors with industrial stakeholders, potential employers, and policymakers, the Sea of Experience network will strengthen human's capita capacities, skills and attitudes to follow a successful career path in professions within the selected industries.

This report is part of Work Package 6 "Dissemination and Exploitation" of the project. This WP aims to develop and implement a detailed dissemination and communication plan that includes specific dissemination activities and a well-structured promotional media strategy to ensure that the project's outcomes will reach all relevant Blue Economy stakeholders in the knowledge triangle (i.e., education, industry and public authorities). The dissemination and communication plan is a living document that will be updated continuously according to the progress of the project. The strategy will involve a potential cooperation with professional communication media, to ensure dissemination of the project's results to a wider audience. The consortium has selected ten indicative professions in the four Blue Economy Domains, each with different technical skills and educational background involved. These are the following: Welder, Naval Architect, Marine Surveyor, Deck Officer, Engineering Officer, Electro/Technical Officer, Cook, Hotel Attendant, Stevedore, and Harbor Master.

The Dissemination and Communication Plan of SoE provides the framework for the development of this task during the project period, identifying and detailing target audiences, communication tools and channels, key messages and practical information.The main dissemination activities that will be carried out throughout the project may be divided in three main directions:

(i)   Awareness: The goal of this direction is to make the project and its vision known to relevant target groups. Primary instruments for this direction are the project's website, the project's presence in social networks (e.g., Facebook, Twitter and LinkedIn), the participation in relevant conferences, and the advertising of project activities.

(ii)   Technological achievements: The second direction focuses on the technological outcomes and innovations of the project. Primary instruments are the publication of scientific articles and technical presentations at conferences and journals.

(iii)   Demonstrators: The third direction is dedicated to promoting Sea of Experience to relevant target groups and key stakeholders of the industry through dedicated workshops (Task 4.1), special events (Tasks 4.2 & 5.2), competitions (Task 3.3) and open demonstrations (Task 5.4). The goal is to make the target groups aware of the benefits and the added value provided by Sea of Experience.

The composition of the consortium ensures the good dissemination of the project's outcomes, as it consists of two prominent academic institutions; National Technical University of Athens (NTUA) and University of Cyprus (UCY), the Cyprus Chamber of Commerce and Industry (CCCI), a marine and maritime institute; The Cyprus Marine and Maritime Institute (CMMI), a technology partner (APOPSI), and a human resource company (Evalion) that specialises in people development programs. Moreover, the SoE Consortium is supported by an AB that consists of 6 members; the coordinator of the project and five more members that have been selected from a pool of 10 educational, industrial, and public authorities. This board will also help towards the communication plans of the project.

The project partners perform all dissemination activities in accordance with the main EU publicity requirements, and will comply with the Article 9 – Information and Publicity of the Project Subsidy Contract, which is linked with the Articles 115 and Annex XII of Regulation (EU) 1303/2013 and the Commission implementing regulation 821/2014 on information and publicity measures. Moreover, as set in the Call for Proposals EASME/EMFF/2018/1.2.1.5 document, Art.22., which formulates the basic obligation of the project partners, the general approach of the EC to communicating the information about the structural funds is followed: "Beneficiaries must clearly acknowledge the European Union's contribution in all publications or in conjunction with activities for which the grant is used. In this respect, beneficiaries are required to give prominence to the name and emblem of the European Commission on all their publications, posters, programs and other products realized under the co-financed project".

1.2.   Purpose and scope

The dissemination Strategy of WP6 is designed to ensure that the project effectively reaches, promotes and maximises the impact of its objectives and outcomes in all the relevant Blue Economy stakeholders. Communication activities have been implemented from the project's early stages and will continue throughout the project's duration, differing in terms of actions, tools and target groups addressed, according to the implementation stage. This report describes the dissemination activities conducted during the first year of the project.

The main purpose of the activities described in this report are:

•   To increase the visibility and attractiveness of Blue Careers related to maritime transport, shipbuilding and ship repairs, ports and the cruise industry.

•   To communicate the results of the SoE project to the widest possible audience by using the appropriate channels and tools, targeting specific groups and key actors.

•   To develop synergies and cooperation to more stakeholders and in general interested parties all over the European region.

•   To enhance a coordinated approach between education, institutes and industry stakeholders of the blue sector, in order to maximize impact.

The activities serve as an awareness, promotional and dissemination vehicle both for participants and the wider audience (i.e. external stakeholders). The main scope of dissemination is to conduct specific activities to reach out to a broad range of stakeholders. A stakeholder can be internal or external to an organisation, and can exert influence on the project, project deliverables or the team to satisfy their own agenda. It is important to include future stakeholders that may play a significant role in the outcome of the project, such as industrial stakeholders and public authorities to raise awareness over the project outcomes/tools and highlight their added value. According to the degree stakeholders are affected by the SoE project, two types of stakeholders can be identified; primary stakeholders who are directly affected by the outcomes, decisions or actions of the project, and secondary stakeholders, who are indirectly affected by the decisions or actions of the project.

1.3.   Approach

In this report, the main dissemination activities planned for the course of the project are explained, and the ones conducted during the first year of the project are further described. These activities include Scientific/Technological journal publications, Conferences and exhibitions, Conference booths and Dissemination events, Project presentations at university courses, Publishing articles in local/regional newspaper and media, social media, and others. All dissemination activities will be continuously monitored and evaluated by the AB throughout the duration of the project.

The dissemination activities here are additional to the ones described in WPs 4 and 5 (e.g., Workshops, Summer Schools, competitions, Become a (Digital) Expert for a Day etc.). The content, structure and specifications of the four summer schools and the six workshops described in the Sea of Experience project as part of the common educational activities have been described in the deliverable D2.2 and will not be mentioned in this report. All four blue domains of the Sea of Experience project will be covered during these activities. The summer schools will cover topics that are relevant to the maritime transport domain and port operations. The workshops will cover topics that are relevant to the cruise industry and the new shipbuilding, ship-repair and recycling domain. Two additional workshops will be relevant to all four domains that are the focus of the Sea of Experience project. These two workshops will be organized during October and November of 2020, i.e. prior to the development of the pool of mentors, and will be described in separate reports. Here, only the other dissemination activities of the project will be described.

2. Dissemination tools of SoE

The main dissemination tools to be used during the three-years duration of the project, as designed at the beginning of the project, are given in this section. Many of them have been conducted during the first year and will be further described in the following section. Others will be performed in the second and third years of the project. It is important to note that the global Coronavirus (COVID-19) outbreak in 2019-2020 has and will significantly affect not only our health, but also the worldwide economy, the labour market(s), the education and training sector and maybe the overall way of communication; hence, it challenges our ability to adapt and be resilient to these new unprecedented conditions. The SoE project gives a significant range of COVID-19 proof solutions in the domains of training, teaching, and mentoring – secure and efficient means which cope with the so called "new normal". However, the pandemic has caused many planned dissemination events, such as conferences and exhibitions, to be cancelled or postponed, and therefore limiting the range of the dissemination performed by SoE in the first year. There will be an effort to catch up on such events as soon as the emergency conditions worldwide withdraw. The main dissemination tools to be used during the course of the project are the following:

Conferences and exhibitions: Scientific conference and industrial exhibition attendance is a key mechanism for the partners of the Consortium to interact with the scientific and industrial communities and disseminate information regarding work carried out in Sea of Experience. In addition, by attending conferences and exhibitions, partners will expand their understanding of contemporary technology trends and enable them to fine-tune project activities throughout the project. Sea of Experience partners intended to publish and disseminate the project outcomes in some of the most prestigious relevant fora and conferences of the industry, however in the first year of the project most of these events have been canceled due to the COVID19 crisis. We will follow up on any updates regarding such events.

Conference booths and Dissemination events: Sea of Experience will be represented in booths mainly by the industrial but also by the academic partners where the latest project results and newly-developed research prototypes will be presented to generate interest for the Sea of Experience concept by interacting with relevant stakeholders and public authorities. The consortium plans to present the project results in at least 2 such events. Again, during the first year of the project most of these events have been canceled due to the COVID19 pandemic, and the plans are transmitted to the following years.

Scientific/Technological journal publications: Sea of Experience partners aim at publishing contributed and invited papers in top referred scientific journals such as: Journal of Virtual Reality and Broadcasting, International Journal of Virtual Technology and Multimedia, Virtual Reality, International Journal of Training and Development, Journal of Digital Learning in Teacher Education, European Journal of Training and Development. At minimum 2 publications throughout the project are foreseen.

Publishing articles in local/regional newspaper and media: All partners in the Consortium will publish non-confidential project information in national magazines, newspapers, and media related to maritime business, career mentoring, and the maritime sector in general.

Project presentations at university courses: Sea of Experience academic partners (NTUA, UCY) will disseminate the project results and demonstrate the sharing-pooling e-platform (Task 3.4), as well as raise

interest for participating in the Sea of Experience competition (Task 4.3) and Gamification event (Task 5.4), internally through lectures in relevant university courses (under- and post-graduate levels). Moreover, the Summer Schools (Task 4.1) will significantly contribute to widening the dissemination scope of the project.

Workshops (Technical and Dissemination): The workshops that will be conducted during the project are divided in two categories as described below:

- Technical Workshops: are the workshops that will be conducted during the implementation of the project's Tasks and all partners along with AB members and some invited key stakeholders will participate. In particular, the following 10 Technical Workshops will be conducted: 1 for the pilot demonstration of the sharing-pooling e-platform (WP 3), 7 (6 under T 4.1, 1 under T 4.3) for the activities of WP 4 and 2 for the activities of WP 5.

- Dissemination Workshops: These workshops will be used to present and promote the Sea of Experience innovations/results and receive feedback from stakeholders outside the consortium and experienced researchers in relevant fields, which will allow the Consortium to fine- tune the outputs of the project and ensure the continued operation of the sharing-pooling e-platform after the finalization of the project. Therefore, they will be open to every stakeholder to participate. In detail, 3 such Dissemination Workshops will be conducted on an annual basis during the project. The first will present a beta/pilot test of the sharing-pooling e-platform and its potential will be discussed. In the second, the various tools that will be fitted on the sharing-pooling e-platform will be demonstrated. Finally, in the third, the overall outcomes along with a full-scale demonstration will be presented to the participants.

Sea of Experience will also fully exploit digital and social media/networks to achieve the defined dissemination targets by conducting the following activities:

Project website: A dedicated web site contains information about the project's objectives, approach, project status, deliverables, planned events, etc. It will be continuously extended and updated throughout the project with contributions from all partners in the Consortium. The website's main language is English. The Consortium will ensure that the web site is highly ranked in web search engines by including a reasonable set of key words and a web hit counter. The web site will be maintained and updated regularly for at least two years after the finalisation of the project.

Social Networks: Groups have been created on Twitter, Facebook and LinkedIn to promote the project, its objectives and recent findings. This activity will provide constant engagement of a wide audience that will gain access to news about Sea of Experience.

Press Releases: Sea of Experience aims to publish at least two public press releases, one in the beginning and one at the end of the project. The press releases will be uploaded on the project web site and will be also distributed via various media channels (e.g., television, radio, social media, etc.) and specialised press including naftika xronika, efoplistis etc.

e-Newsletters: An e-newsletter summarizing recent findings and developments within the project, will be prepared and submitted every six months to various channels and stakeholders' groups (e.g. shipping companies, public authorities, etc.).

Leaflets and posters: The project will produce a minimum of two leaflets and relevant posters about the project's results, which will be used during events organized by the project but also during the events where the project will participate (e.g., conferences, workshops, concentration events etc.).

Project Promotion Video: A dedicated YouTube channel will be established where short promotional videos will be created to advertise the achievements and progress of the project. These videos will be available through the project's website and through the project's social network groups.

Finally, Sea of Experience will continue the dissemination and communication activities even after the finalization of the project. All partners will maintain both the project's website and social media pages for at least two years after the end of the project and a YouTube channel will be maintained to offer a variety of project-related videos.

The target audience for all dissemination activities includes school students (ages 15-18), undergraduate and postgraduate students, young and senior professionals along with professors, teachers and training providers, public authorities and the local society in general. Furthermore, additional target audience groups should be taken into consideration. Table 1 presents an overview of all target audience members and dissemination channels to be used in SoE dissemination activities, as explained in deliverable 6.1.

Table 1 Dissemination Channels and Targeted Audiences

	Students, jobseekers	Academia, VET & R&D	Business organisations (4BlueSectors)	Public Bodies, EU, UM, EEN etc	Civil Society
Official Website	*	*	*	*	*
Social media	*	*	*		*
Press Releases		*	*	*	*
Promotional materials (newsletters, leaflets)	*	*	*	*	
Publications in relevant media articles, reviews		*	*	*	*
Participation / Presentation in events, conferences, workshops, etc (external)		*	*	*	*
Dedicated workshops, events, conferences	*	*	*	*	
An Executive Summary of the project's report			*	*	*

3. Implications from Covid-19

The global Coronavirus (COVID-19) outbreak in 2019-2020 has significantly affected not only our health, but also the worldwide economy, the labour market(s), the education and training sector and maybe the overall way of communication; hence, it challenges our ability to adapt and be resilient to these new unprecedented conditions.

The SoE project aims at addressing the lack of a comprehensive "skills ecosystem" for professionals in selected Blue Economy sectors by developing the Sharing-Pooling e-Platform that fuses traditional (i.e. curricula, courses, workshops etc) with innovative learning and career development tools including the digital repository or the demonstration of virtual experiments in which beneficiaries for example, can virtually follow the daily routine of a blue professional, or efficiently use digital (communication) tools between mentors and mentees (e.g. one to one or group text, voice, or video chats, share class materials etc.). In effect, the SoE gives a significant range of COVID-19 proof solutions in the domains of training, teaching and mentoring – secure and efficient means which cope with the so called "new normal".

After assessing the current state of Covid-19 in many countries around the world, many events and conferences have been cancelled. The worrying increase of cases in certain jurisdictions and the inability to predict reliably where the pandemic will take us in the months ahead, imposed circumstances that are beyond our control. Major challenges and practical restrictions to international exhibitors and visitors, with the distinct possibility that many will not be able to visit Greece and Cyprus, meant that many dissemination events planned by SoE would have to be postponed.

Furthermore, due to the pandemic, provisions to host at least the first 2 workshops in a virtual environment are necessary. This may need to extend to the activities planned for 2021, depending on the global situation faced then, and the epidemic statuses of the two countries involved, Greece and Cyprus. In case of a virtual hosting of future events, all presentations will be recorded live and shown to the audience via an appropriate platform.

4. First-year dissemination and communication activities

4.1.   Dissemination through publications

Dissemination through publications includes project newsletters, banners, posters, reviews and press releases with news and information regarding the project activities, events and available outputs, articles published in the media (especially in those related to the blue sector), including national and international magazines, newspapers to highlight the activities of the project and increase the dissemination range. Specifically, during the first year of the project, the following activities have been undertaken:

Project logo

Several versions of the logo were designed and developed by CCCI and were consequently passed on for online discussion to the project's Advisory Board and the broader consortium, before its final approval. The logo was designed to help the external audience to easily recognize SEA of EXPERIENCE and contributes to the project's visibility, by providing a corporate identity, from the very beginning of the project.

The project logo (Figure 1) ensures that the project has an attractive visual identity. The consortium agreed that the colors chosen for the logo should resemble those of the previous project (MENTOR) to reflect the continuity of our efforts in the blue career domain as well as to capitalize on the common identity, recognition and already established visibility to the audience. Figure 1 indicates the Sea of Experience project title which is linked with the letter 'o' of the word 'of' and is correlated with the blue career orientation, networking and knowledge, emerging from the expansion of Blue Careers and human capita in the constant progression towards blue lifelong learning. A crucial role of blue training and networking in a digital novel comprehensive knowledge is capitalized by the following text; Sea of Experience. The designed logo will be used for the development of the graphic layout templates of every communication and dissemination material that will be created within the project such as reports, presentations, newsletters, leaflets, posters, website, social media, interface etc.

Figure 1 Project Logo

Leaflet

The first leaflet is designed in a way that captures the attention of the various target groups and increases awareness of the project. It explains the rationale behind the project; its objectives, the activities (project cycle), the main tasks planned as well as the expected results (Figures 2 and 3). The leaflet was created to reflect the conceptual design of the project logo and website and was subject to multiple online and personal discussions and improvements together with the project consortium. Project partners were encouraged to order copies for distribution at relevant events. Target groups to be approached are: school students (ages 15-18), undergraduate and postgraduate students, young and senior professionals along with professors, teachers and training providers, business support organizations, public Authorities and the civil society in general and European Union (EU) relevant bodies, Enterprise Europe Network (EEN).

Below you may find the A4 Leaflet of the project:

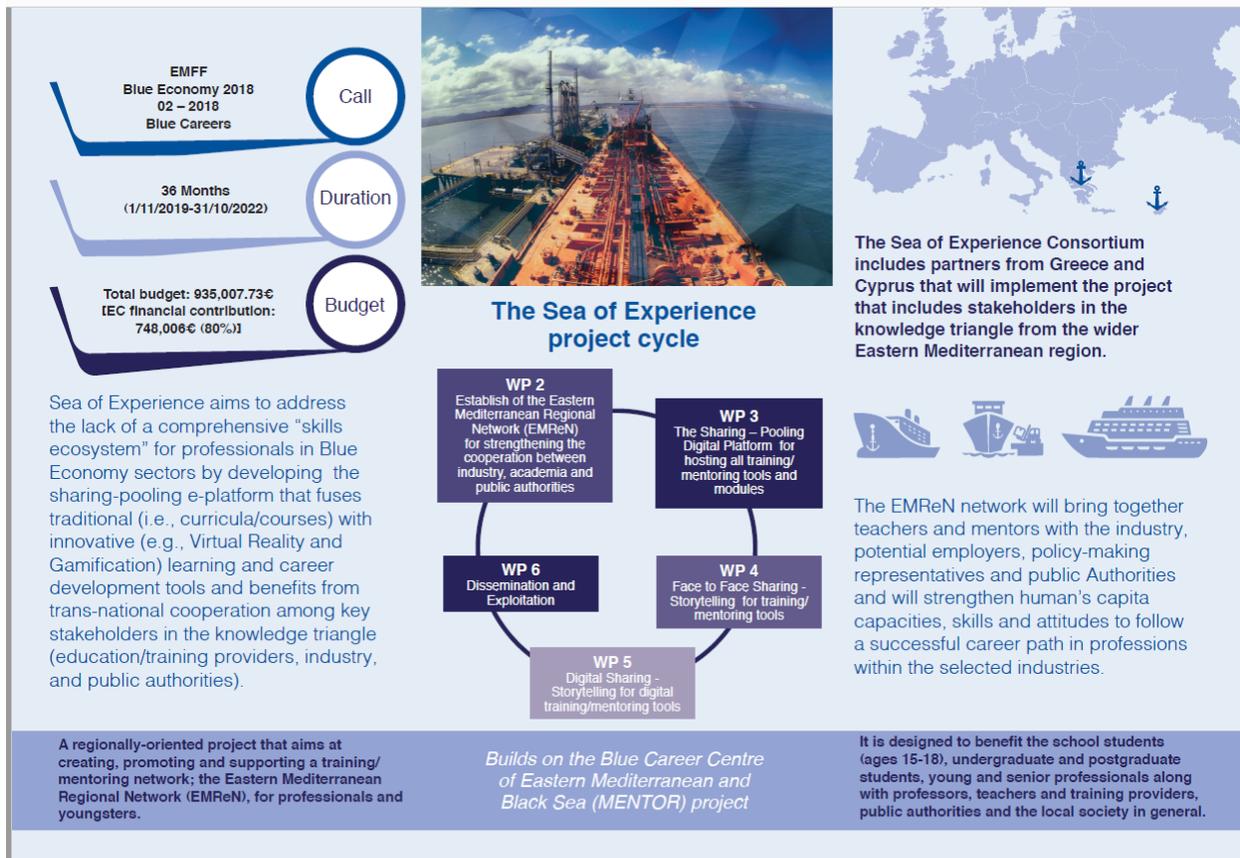*Figure 2 Sea of Experience A4 Leaflet, outside view*

Figure 3 Sea of Experience A4 Leaflet, inside view

Poster

SoE poster was produced at the beginning of the project, featuring an eye-catching design, to introduce the project at workshops, conferences and meetings. The poster reflects the main SoE design concept to keep the project branding consistent and to make the project easily recognizable (Figure 4). The A2 poster was subject to online discussion with the consortium. Below you may find the design of the A2 Poster.

Figure 4 Sea of Experience Poster

Newsletters

According to the Grant Agreement, bi-annual newsletters will be published during the project. After their approval by all partners, each partner will distribute the newsletters to target audiences; VETs, Research institutions, Public bodies, and Industry, according to the 4 maritime sectors described in the initial proposal as well as to other members of the maritime community. The newsletter can be seen as a way of keeping in touch with the community.

An e-newsletter summarizing recent findings and developments within the project, will be prepared and submitted every six months to various channels and stakeholders' groups (e.g. shipping companies, public authorities, etc.). The first newsletter provides a short general overview of the project and the consortium, the following two will comprise information about activities, project events. Finally, the last one will present the project results. The content of each issue will be agreed by the consortium partners.

Below is the first issue of the Sea of Experience newsletter. In this issue, we brief the idea of Sea of Experience, as well as the actions, that took place during the first six months of the project.
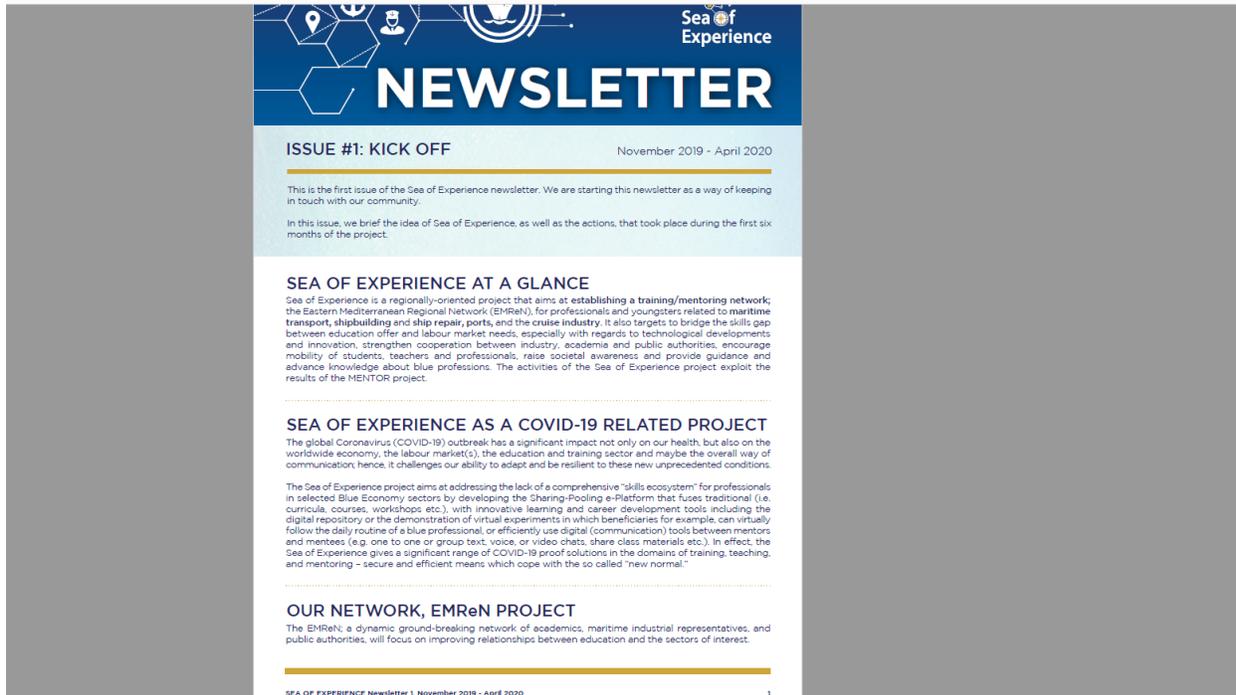
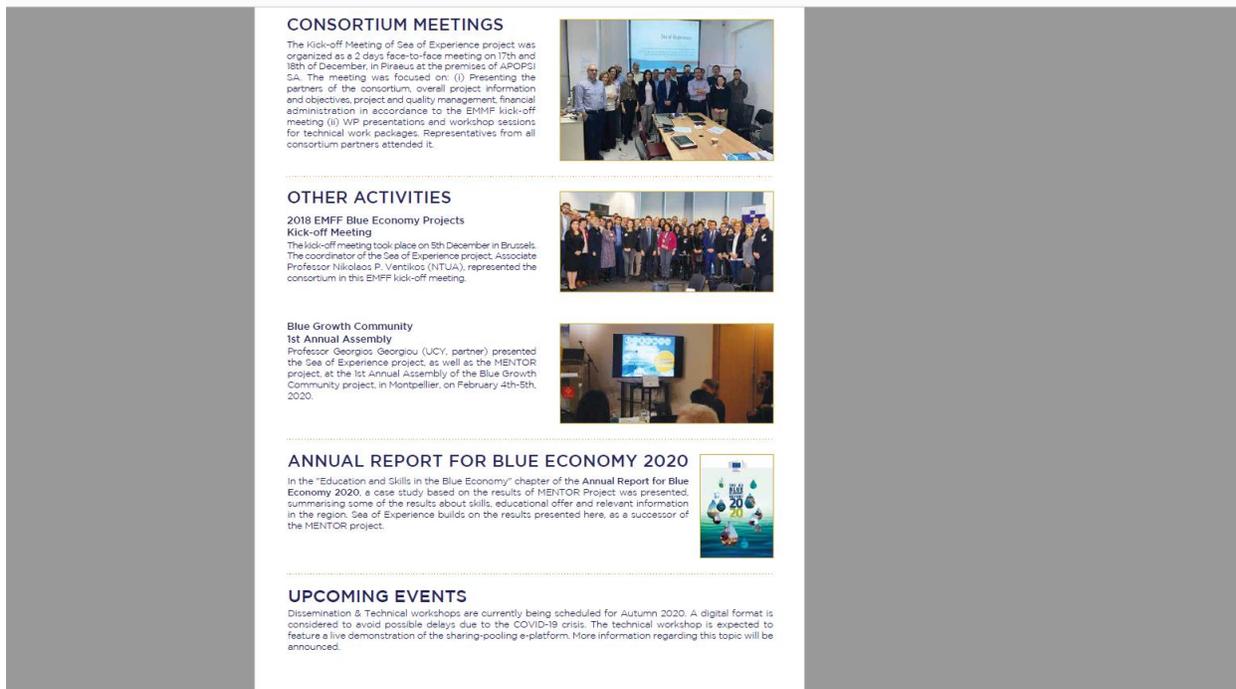

Figure 5 First page of the first newsletter

Figure 6 Second page of the first newsletter

Press Releases and Publications in national and international magazines, newspapers

The press releases and the publications represent a written announcement directed at various media to apprize some important or interesting news. For the purpose of the project, they could be sent to journalists and editors of newspapers, magazines, radio stations, online media. They could be considered as an effective dissemination tool which will increase the project attractiveness.

Throughout the duration of the Sea of Experience project aims to publish at least two public press releases, one in the beginning and one at the end of the project. The first one (already conducted) announced the project initialization and bring a short overview, with special issues that focus to the Career Days and the final aims to disseminate the project outputs to the public.

- University of Cyprus published an initial press release announcing the project initialization and giving a short overview in the local press on the 13rd of February 2020. It was also published in the e-newsletter of the University of Cyprus. The press release can be found in this link:

https://paideia-news.com/panepistimio-kyproy/2020/02/13/panepistimio-kyproy-se-neo-ereynitiko-programma-symmetexei-to-okeanografiko-kentro-13-2-2020/

- CCCI also published an initial press release announcing the kickoff of the project and giving a short overview in the local press on the 24th of September 2020. It was also disseminated in two newspapers. The press release can be found in the following links:

https://news.ccci.org.cy/%ce%b7-%cf%83%cf%85%ce%bc%ce%bc%ce%b5%cf%84%ce%bf%cf%87%ce%ae-%cf%84%ce%bf%cf%85-%ce%ba%cf%85%cf%80%cf%81%ce%b9%ce%b1%ce%ba%ce%bf%cf%8d-%ce%b5%ce%bc%cf%80%ce%bf%cf%81%ce%b9%ce%ba%ce%bf%cf%8d-%ce%ba/

https://www.philenews.com/oikonomia/epicheiriseis/article/1024973/symmetochi-kebe-sto-erevnitiko-progamma-sea-of-experience

https://www.brief.com.cy/etairika-nea/symmetohi-kebe-sto-ereynitiko-programma-sea-experience

- Additionally, the Annual Report for Blue Economy 2020 was officially launched in June 2020! In the "Education and Skills in the Blue Economy" chapter, a case study based on the results of MENTOR Project was presented, summarising some of the results about skills, educational offer and relevant information in the region. SoE builds on the results presented here, as a successor of the MENTOR project.

You can find the report below.

https://ec.europa.eu/maritimeaffairs/sites/maritimeaffairs/files/2020_06_blueeconomy-2020-ld_final.pdf

4.2.   Dissemination through the World Wide Web and social networks

Website Design

The webpage has been developed by UCY and will be updated regularly. The official website of the project will be used to maximize the dissemination of the project's results/outputs. The project website contains information about the project's objectives, approach, project status, deliverables, planned events, outreach activities etc.

In the Homepage, the website states the main approach and objectives of the program: 'Through its six work packages, Sea of Experience research project aims to accomplish the following tasks: Create a training/mentoring network for strengthening the cooperation between industry, academia and public authorities; Develop face to face training/mentoring tools; Develop digital training/mentoring tools; Develop a digital platform for hosting all training/mentoring tools and modules.' In the Work Packages section, details about each Package and relevant milestones, objectives and deliverables are given. There are also tabs regarding E-Learning and Links, where relevant material is given. On the News section, all latest news can be read. Google Analytics is installed on the website and traffic will be reported in the next progress report. The project website address is seaofexperience.org.

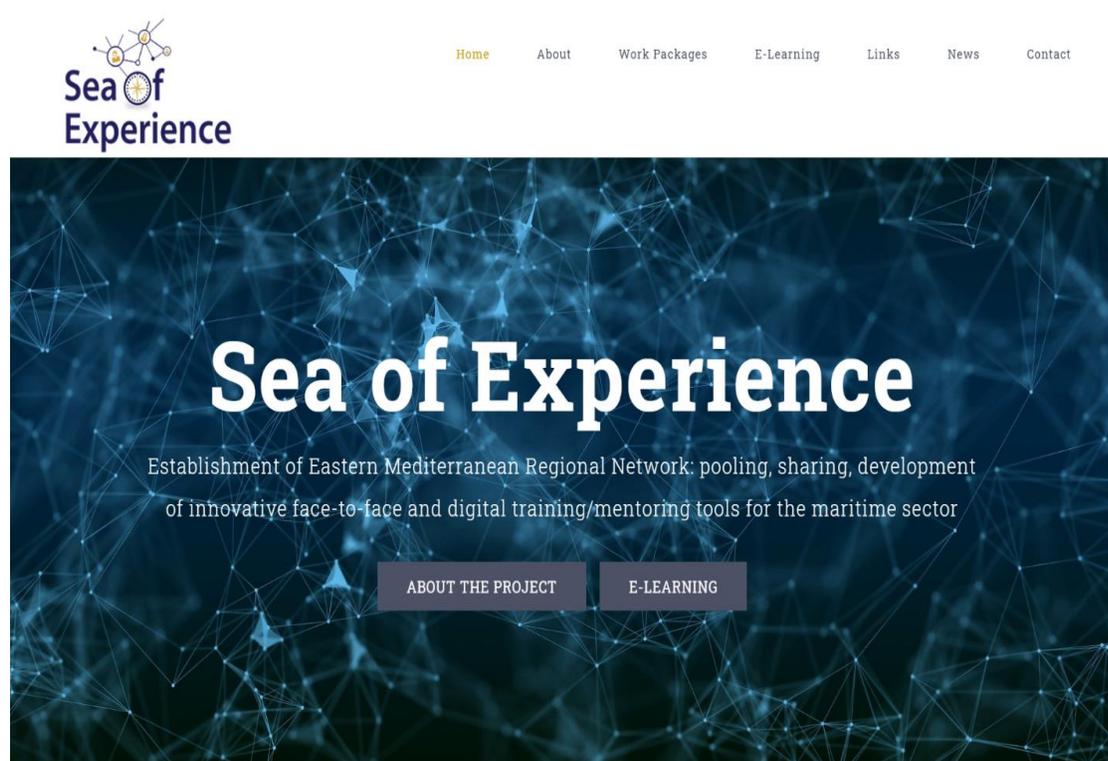The main page of the website is shown in the screenshot below.

Figure 7 Main page of the website

Social Media Accounts

The main objective of the created and maintained social media accounts is to promote widely the project activities, by publishing news and announcements of upcoming events in a modern way, aiming predominantly at the younger generation. The project partners send the material to be uploaded on the media to UCY, which manages the social media. The material includes information about events, workshops, visits, press releases and newsletters. Through the social media channels, the project activities reach various stakeholders and raise awareness.

The social media accounts created are the following:

https://www.facebook.com/Sea-of-Experience-106698790816871/

https://twitter.com/experience_sea

https://www.linkedin.com/company/sea-of-experience

Table 2 presents the total followers or likes -depending on the platform-, the total posts made in the first year of the project's lifetime, as well as the number of impressions and engagements as retrieved by the analytics tools. The social media accounts are set to be open for everyone so that all people can see the posts and interact. The total number of posts made across all available platforms are **115 posts**.

Table 2 Social media accounts main particulars

	Followers/ Likes	Last 4 weeks impressions	Last 4 weeks post engagements	Total 1st year Posts
Facebook	48	245	61	**37**
Twitter	32	1800	N/A	**43**
LinkedIn	81	966	N/A	**35**

The Sea of Experience project's social media accounts have been active since the initiation of the project and are updated with new content on a regular basis. Below, each social media account is presented separately, where a common trend of increasing public engagement in the project can be seen. This can be attributed to the fact that as the project progresses more results are available, facilitating the dissemination efforts.

With the pool of followers (or likes) reaching a total of 161, it is henceforth required to review the social media analytics on a monthly basis to keep track on the project's outreach.

Facebook Account

The Facebook page for Sea of Experience (Figure 8) has been liked by 48 other accounts as of October 2020. A trend towards higher engagement from the public is clear through the Facebook analytics over the last 4 weeks of the project (Figure 9 and Figure 10). It is evident that as the project matures and more results are becoming available to the public, stakeholders show increasing interest in the project.
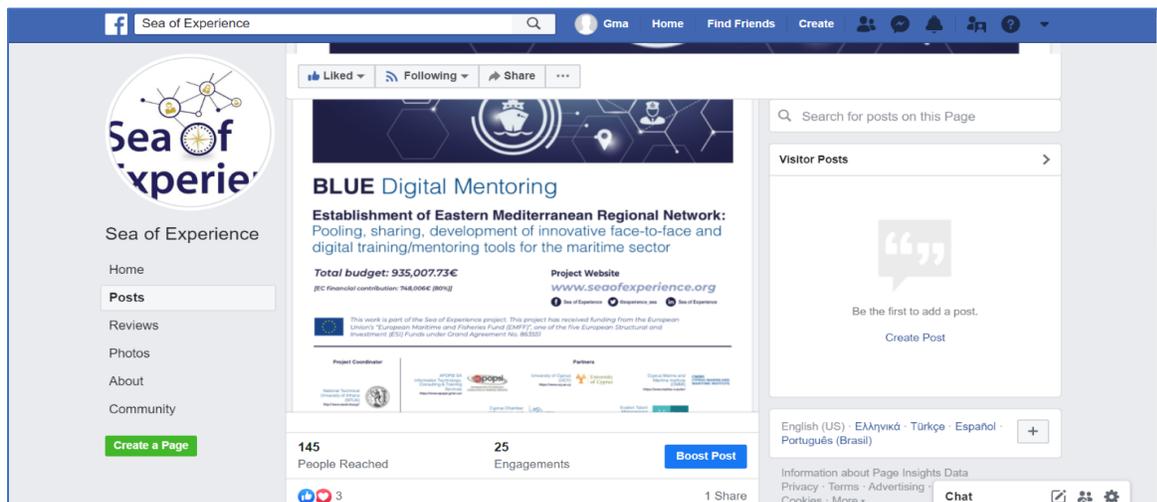

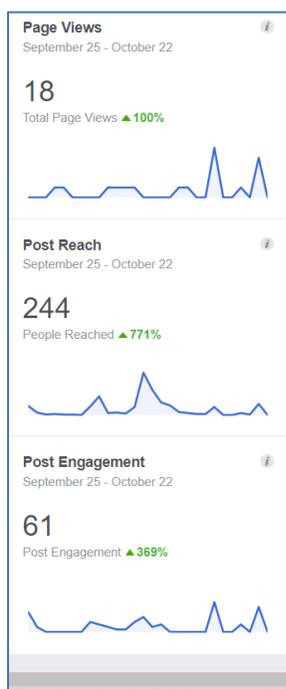*Figure 8 Facebook account screenshot*

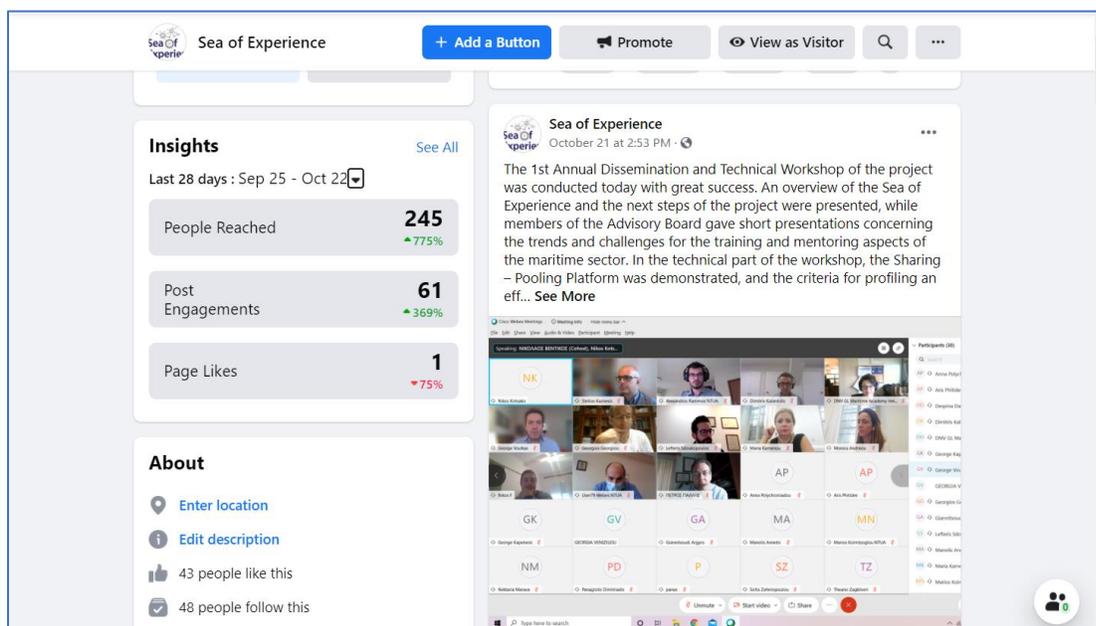*Figure 9 Basic Facebook page analytics for the last 4 weeks*

Figure 10 Facebook page likes and follows

Twitter Account

The project's twitter account (Figure 11) has proven to be a vital dissemination tool for the project's results and updates. With 32 followers and 1800 impressions it is clearly one of the most active social media. Following the same trend to other project's social media accounts, the increasing number of followers' engagement is clear in the latest analytics (Figure 12).
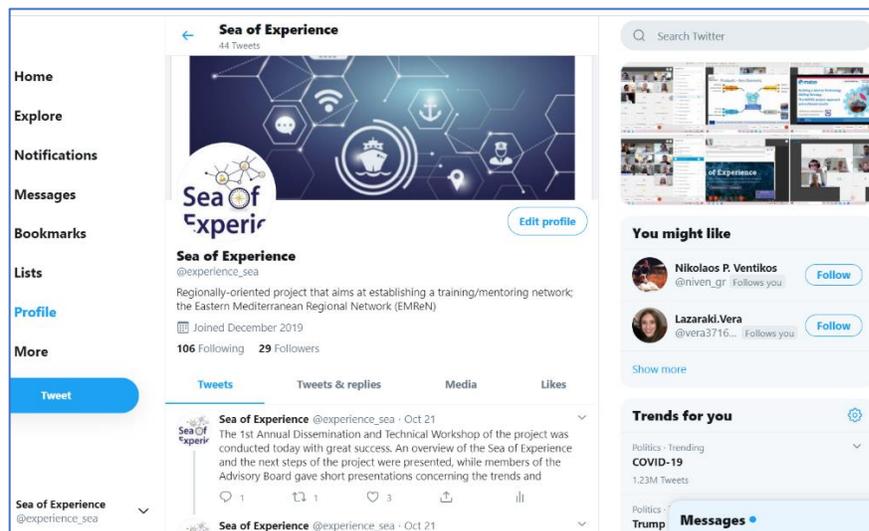
Figure 11 Twitter account screenshot

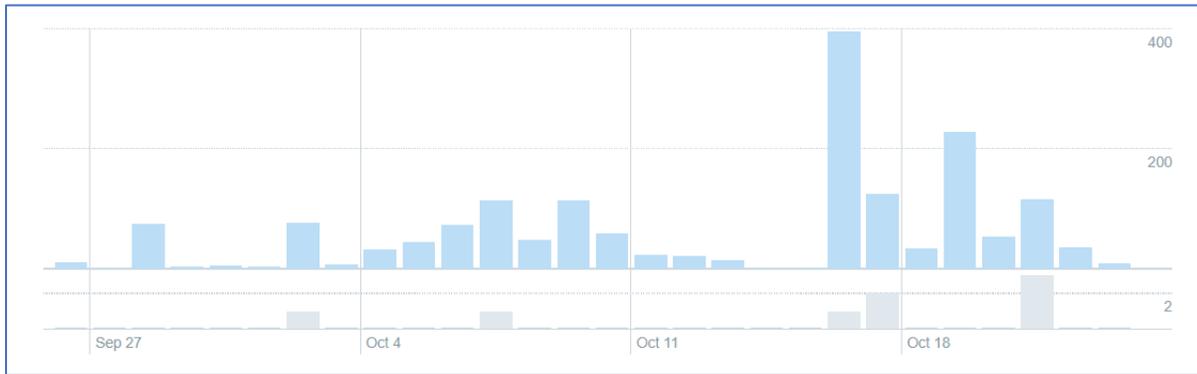*Figure 12 Twitter account impressions in the last 4 weeks*

LinkedIn Account

Finally, the project's LinkedIn account (Figure 13), with 81 followers and 35 posts, allows us to monitor the unique visitors and post impressions. Again, it is clear that the public is increasingly interested in the project's status as more project's results are available.
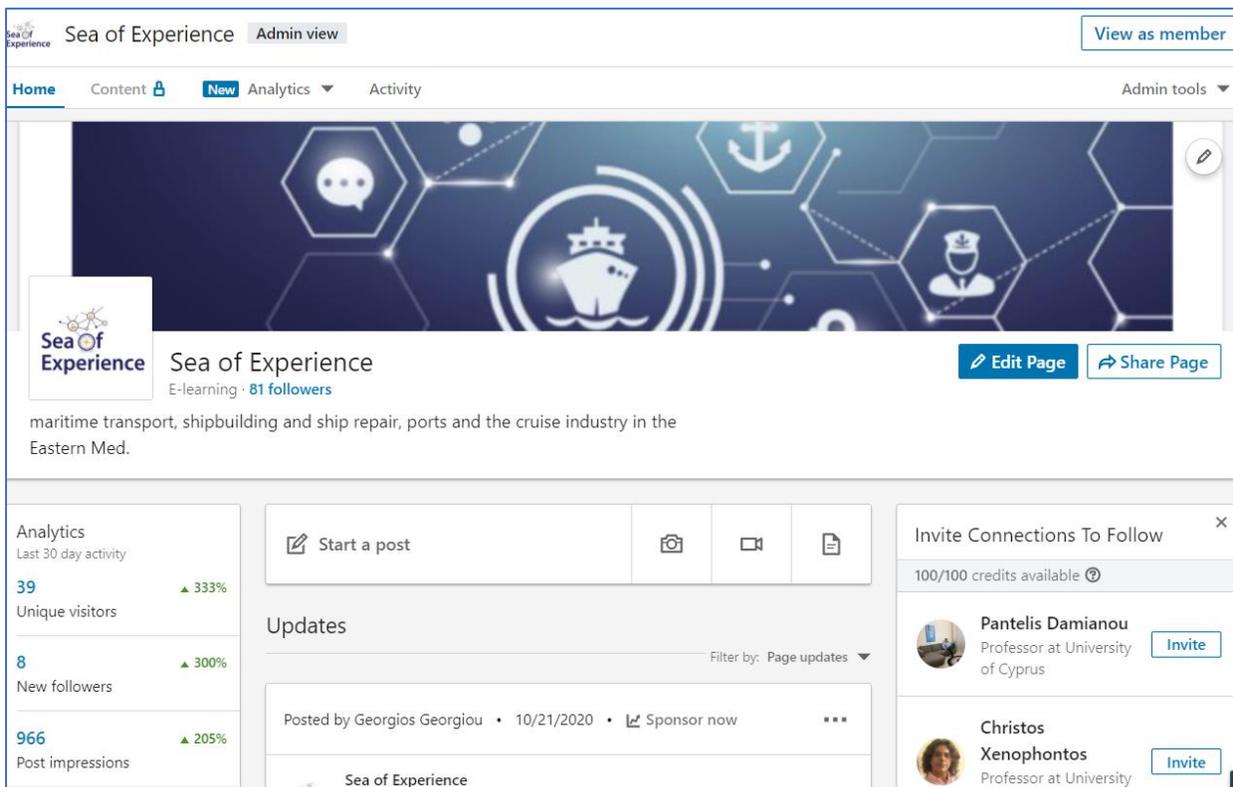

Figure 13 LinkedIn account screenshot and analytics

SoE partners' accounts

Posts on social media have also been made by accounts of the partners of the consortium. Evalion's LinkedIn page and Facebook page posted updates on the program, while announcements were also made on Evalion's website and Evalion's blog (for example see: https://evaliontm.com/blog/Sea%20of%20Experience%20Project). Other posts from the official social media of the program were also shared on the above accounts. Maritime Risk Group (MRG) of the NTUA also posted 9 posts about the SoE project, including original tweets and retweets, and using related hashtags. More posts were made on MRG's LinkedIn account. CCCI used its facebook and twitter accounts to disseminate the project, while CMMI used its LinkedIn account. This effort was a great contributor to the total followers/likes on the Sea of Experience social media accounts.

4.3.   Dissemination through events participation

Dissemination through events participation includes project partners participation in events, conferences and workshops that relate to the scope and the objectives of the project.

Events

The events that will be organized by project partners in each participating country are crucial for raising awareness and showing opportunities for making careers in maritime sectors. A series of meetings, workshops, events and conferences will bring closer target audience (students, higher education graduates or persons with a vocational/technical qualification to maritime professions) mentors and trainers as well as professionals in the four selected blue sectors (ports, maritime transport, cruise industry, and shipyards). Workshops can be arranged for special groups within a community to generate awareness regarding the project while addressing the needs of specific target groups (e.g. people with disabilities).

Dedicated thematic workshops will be realized during the project implementation such as the European Maritime Day (EMD) in Cork, where the consortium has successfully submitted its proposal for a workshop. The proposal has been accepted (as of 31/1/2020) to co-host the event with another project to maximize both projects' results.

The 2020 edition of the European Maritime Day (EMD) would take place on 14-15 May 2020 in the City of Cork, Ireland. EMD is the annual two-day event during which Europe's maritime community meet to network, discuss and forge joint action on maritime affairs and sustainable blue growth. The opening session would target the "EU Maritime Policy towards 2050" and the plenary session focus would be on 'Empowering Future Ocean Leaders'.

This year EMD would be celebrated together with Ocean Wealth' (OOW), Ireland's flagship annual event for the marine sector and would be held back-to-back with the 'SeaFest', Ireland's largest free family-

friendly maritime celebration. However, due to the lockdown caused by the global pandemic, the event was cancelled. Therefore, SoE hopes to be represented in the 2021 European Maritime Day, on 20-21 May, which is planned to be hosted in Den Helder, Netherlands. There are no further updates for this yet.

In events that have been completed:

- "Blue Careers", "Blue Economy" and "Blue Labs" kick-off meeting took place on 5 December 2019 in Brussels: The coordinator (Nikolaos P. Ventikos) of the Sea of Experience project represented the consortium in this EMFF kick-off meeting.

- On 18 of May 2020 the coordinators of the project achieved the inclusion of the SoE project in the projects that help tackle the COVID-19 crisis.

- On 17 July 202 NTUA and APOPSI SA demonstrated the pooling-sharing e-platform.

- Blue Lab of the Municipality of Piraeus, October 15th, 2020, held online: CMMI participated with two talks, representing the SoE project. Z. Siokouros presented the trends and challenges in the Shipping domain and linked it with the activities of SoE in addressing to its stakeholders and especially to students and young professionals of the blue economy. Additionally, M. Andreou presented the MENTOR and SoE projects providing an overview of the tangible impact that the blue skills can contribute in the up skill and re skill of students, young professionals and existing professionals in the blue sectors, that would like to retrain in existing or another blue profession.

Communication activities

- SoE Kick-Off Meeting, Piraeus, December 18, 2019. The Kick-Off Meeting of the project 'Sea of Experience' took place at the premises of Apopsi, in Piraeus, on December 18, 2019. More than 16 members of all the partners gathered together and discussed the plan for the upcoming months.

Figure 14 SoE Kick-Off Meeting in Piraeus, December 18, 2019

- Plenary meetings between the Cypriot and Greek partners of the SoE: Various meetings between the partners were held, mostly online, with discussions focusing on the programs of the workshops and summer schools, the development of the VR and 360 videos regarding blue professions, the forthcoming deliverables, pending issues and potential obstacles that are faced due to the COVID-19.
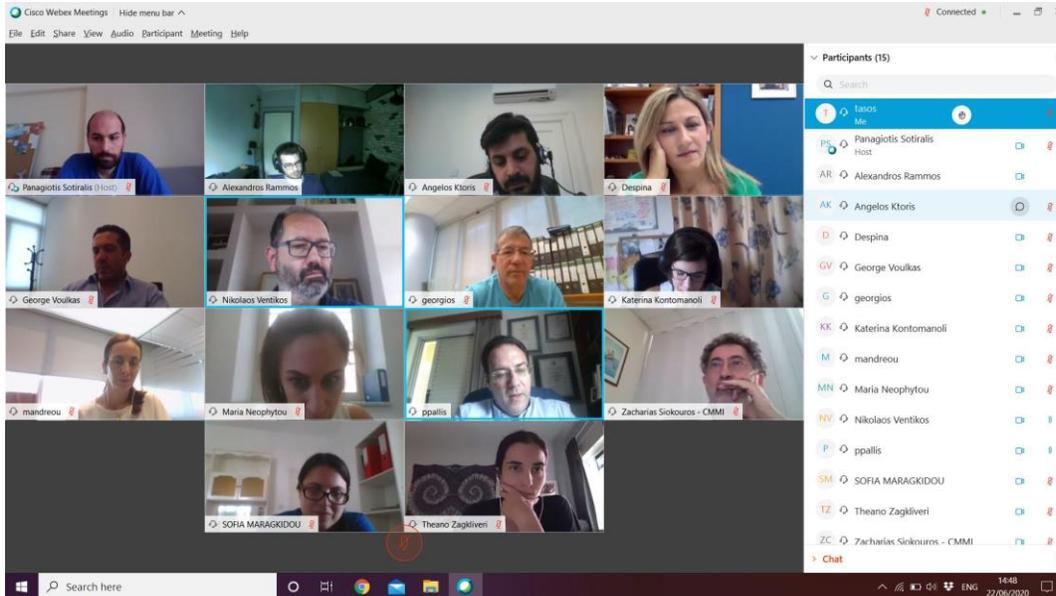

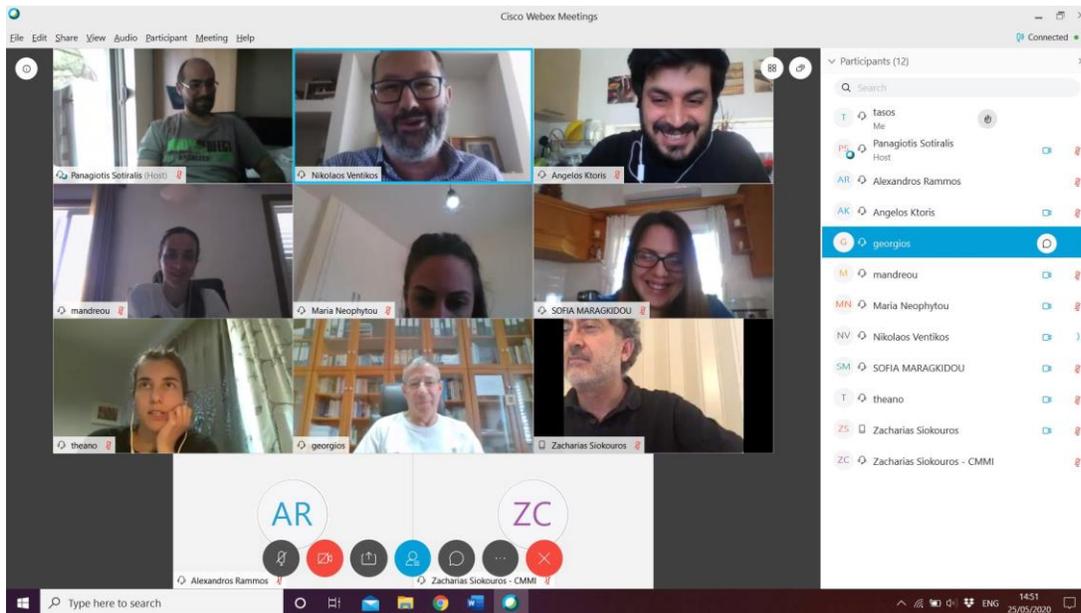*Figure 15 SoE Online preparatory meeting, 22.06.2020*

Figure 16 SoE Online progress meeting, 25.05.2020

Conferences and exhibitions

Scientific conference and industrial exhibition attendance is a key mechanism for the partners of the Consortium to interact with the scientific and industrial communities and disseminate information regarding work carried out in Sea of Experience. In addition, by attending or following digital conferences and exhibitions partners will expand their understanding of contemporary technology trends and enable them to fine-tune project activities throughout the project. Conference attendance will also allow the industrial members of the Consortium to collect market intelligence and update their exploitation plans, as well as define the future commercialisation path for the developed tools. Sea of Experience partners intended to publish and disseminate the project outcomes in some of the most prestigious relevant fora and conferences of the industry: Posidonia International Shipping Exhibition 2020, YES FORUM 2020, eLearning and Software for Education 2020, isalos.net future events, etc.

However, it is with a great deal of regret that Posidonia announced the cancellation of Posidonia 2020, originally planned for June 2020 and subsequently postponed to October 2020. According to the official website: 'We have reached this difficult decision following close consultation with many exhibitors and with our shipping community stakeholders, after assessing the current state of Covid-19 in countries around the world. The worrying increase of cases in certain jurisdictions and the inability to predict reliably where the Pandemic will take us in the months ahead, compounds the uncertainty that now prevails, imposing upon us circumstances that are beyond our control. Furthermore, the shipment of exhibits and the complexities of international travel which are constantly being re-evaluated as events develop, pose major challenges and practical restrictions to our international exhibitors and visitors, with the distinct possibility that many will not be able to visit Greece. Without them Posidonia would not be the same.

One of the unique characteristics of Posidonia is the opportunities it provides to meet, interact and socialise in and around the exhibition and enjoy the hospitality, energy and fun that surround our event.

We are concerned that this special environment that brings together the Greek and international shipping communities is in danger of being undermined due to Covid-19, thus not delivering the results that everyone expects and is looking forward to at Posidonia. Instead, we are embarking on our preparations for the next Posidonia in June 2022 with optimism and the confidence that well before then we will have entered a world with Covid-19 under control.'

Similarly, the YES Forum Annual Event which was planned on 11-13 May in Viareggio (IT), in collaboration with Zefiro, had to be postponed. The new date will be in autumn 2020. Among many other issues to be discussed, YES Forum members and partners will review the latest activities of the network, the progress made towards achieving its Strategy 2020, prepare the future of the network, and hold the General Assembly. As always, the event is open to both practitioners and young people!

On the other hand, conferences that took place were:

- Professor Georgios Georgiou (UCY, partner) presented the Sea of Experience project, as well as the MENTOR project, at the 1st Annual Assembly of the Blue Growth Community project, in Montpellier, on February 4th-5th, 2020.

- Zacharias Siokouros gave an online presentation at ESOF2020 EuroScience Open Forum in Trieste, on the 6th of September 2020. Zacharias presented CMMI and the areas they aim to be involved in, highlighted the objectives and implementation of SoE, and underlined the importance of Ocean Literacy which was also the main issue of discussions there and very much promoted by the UNESCO rep at the Conference. The title of the presentation was: Blue skills to feed jobs in the Mediterranean and Black Sea Region.

Workshops

Workshops (Technical and Dissemination): The workshops that will be conducted during the project are divided in two categories as described below:

Technical Workshops: are the workshops that will be conducted during the implementation of the project's Tasks and all partners along with AB members and some invited key stakeholders will participate. In particular, the following 10 Technical Workshops will be conducted: 1 for the pilot demonstration of the sharing-pooling e-platform (WP 3), 7 (6 under T 4.1, 1 under T 4.3) for the activities of WP 4 and 2 for the activities of WP 5.

Dissemination Workshops: These workshops will be used to present and promote the Sea of Experience innovations/results and receive feedback from stakeholders outside the consortium and experienced researchers in relevant fields, which will allow the Consortium to fine tune the outputs of the project and ensure the continued operation of the sharing-pooling e-platform after the finalization of the project. Therefore, they will be open to every stakeholder to participate. In detail, 3 such Dissemination Workshops will be conducted on an annual basis during the project. The first will present a beta/pilot test of the sharing-pooling e-platform and its potential will be discussed. In the second, the various tools that

will be fitted on the sharing-pooling e-platform will be demonstrated. Finally, in the third, the overall outcomes along with a full-scale demonstration will be presented to the participants.

The first two workshops are currently being planned. The first technical and dissemination workshops are scheduled for October and November 2020 and will be described in separate reports.

4.4.   Dissemination to EU relevant bodies

An Executive Summary of the project's results was uploaded on the project website and project newsletters for the EMFF, media and journalists who specialise in career opportunities in EU Blue Growth initiatives and education and information initiatives.

The aim was to inform the EU relevant bodies about the projects' activities and dissemination results. The target group also includes the European Union relevant bodies. NTUA, in collaboration with partners, developed an Executive Summary that incorporates the outcomes during the duration of the project, with a focus on business and policy stakeholders.

5. Concluding Remarks

This report has described the dissemination activities conducted during the first year of the project to reach out to a broad range of stakeholders, such as industrial stakeholders and public authorities. The dissemination activities, performed during the period November 2019 – October 2020, were in alignment with the 'Dissemination and Communication Plan', which presented the consortium's common vision, aims, effective tools and activities to provide information on the project content, activities and results, raise awareness over the project outcomes/tools, and highlight their added value.

In the first year of the project, dissemination was performed through publications, and specifically project newsletters, banners, posters, reviews and press releases with news and information regarding the project activities, events and available outputs. Aim was to highlight the activities of the project and increase the dissemination range.

Additionally, the project partners participated in events, conferences and workshops that relate to the scope and the objectives of the project. Unfortunately, many of the planned events and conferences had to be cancel due to the global Coronavirus (COVID-19) outbreak in 2019-2020. Therefore, the range of the dissemination performed by SoE in the first year of the project was limited. There will be an effort to catch up on such events as soon as the global pandemic withdraws.

Dissemination through the World Wide Web and social networks included the official website of the project and the individual partners websites and blogs. Social media have been used to maximise the dissemination of the project's outputs.