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

D6.7 Project website and social media interfaces	
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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

Contents

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22/04/2020	0.3	Second Draft of the Report	Anastasios Matsikaris, UCY
28/04/2020	0.4	Final Report	Anastasios Matsikaris, UCY

List of Figures

Acronyms and Abbreviations

AB	Advisory Board
EASME	Executive Agency for Small & Medium Enterprises
EC	European Commission
EMFF	European Maritime and Fisheries Fund
EMReN	Eastern Mediterranean Regional Network
EU	European Union
PC	Project Coordinator
RP	Reporting Periods
SoE	Sea of Experience
WP	Work Package

Executive Summary

Sea of Experience (SoE) aims at establishing 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. The consortium will implement a wide spectrum of actions to achieve its objectives. The design and development of the project website and set up of the social media (Twitter, Facebook and LinkedIn) for Sea of Experience are the main objectives of deliverable D6.7.

This report represents the launch of the dedicated web site for the project and encompasses the dissemination activities in the social media during the project lifetime. The project website contains information about the project's objectives, approach, project status, deliverables, planned events, outreach activities etc. It will be continuously extended and updated during the project's lifetime. All partners will contribute with relevant information. The social media have been useful to the project by providing an instant update of the activities to stakeholders and external contacts. Social media accounts have been created and are being maintained on Facebook, Twitter, and LinkedIn.

The project website address is: seaofexperience.org.

The social media accounts are the following:
https://www.facebook.com/Sea-of-Experience-106698790816871/
https://twitter.com/experience_sea
https://www.linkedin.com/company/sea-of-experience

1. Introduction

1.1. Background

During the SoE project, four common training programs, one for each selected blue sector will be formulated to tackle the emerging skill shortage of the maritime domain. These educational items will comprise innovative face-to-face (e.g. summer schools, apprentices) and digital (e.g. Virtual Reality videos, digital competitions) training tools. A digital platform (the sharing-pooling e-platform) will be developed for hosting this novel toolkit. The EMReN; a dynamic ground-breaking network of academics, maritime industrial representatives and public Authorities, will focus on improving relationships between education and the sectors of interest. Furthermore, it will develop targeted and highly innovative mentoring/training initiatives (human big data) that will enable professionals and students to acquire new skills and diversify on their existing skills and competencies.

This report is part of the Task 6.2 of the project. Task 6.2 aims to conduct specific dissemination activities to reach out to a broad range of stakeholders, such as industrial stakeholders and public authorities, raise awareness over the project outcomes/tools, and highlight their added value. The dissemination activities in this Task 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.). All dissemination activities will be continuously monitored and evaluated by the AB throughout the duration of the project. The following is a short description of the dissemination activities that will be implemented throughout the duration of the project:

- Dissemination through the World Wide Web (WWW) and social networks: The official website of the project and the individual partners' websites and blogs, social media (e.g., LinkedIn, Facebook, Twitter, etc.) will be used to maximize the dissemination of the project's results/outputs.

- Dissemination through publications: Project newsletters, reviews and press releases with news and information regarding the project activities, events and available outputs will be published bi-annually. Articles will also be 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 will participate in events, conferences and workshops that relate to the scope and the objectives of the project. There are several opportunities for participation in national and international events related to the blue sector and especially shipping, cruise tourism, such as Posidonia 2020 in Greece (http://www.posidonia-events.com/general/about-us.aspx) that is well-known shipping and maritime exhibition, YES FORUM 2020, isalos.net future events, etc.

● Dissemination to EU relevant bodies: An Executive Summary of the project's reports will be sent to the EMFF and to media and journalists who participate/specialise in career opportunities in EU Blue Growth initiatives and education and information initiatives. The aim is to make the project's results widely known, to more stakeholders and in generally interested parties all over the European region.

1.2.   Purpose and Scope

The aim of this deliverable is to design, launch and constantly update the website. The report encompasses the dissemination activities in social media during the project lifetime, as well as the design of the project website.

Based on the increasing role that the social media play in modern life, these communication tools have been foreseen in the Grant Agreement (GA) and further specified in the project communication and dissemination strategy (CDS). The project took advantage of the website and social media channels as a cost-effective set of tools for sharing activities and achievements with all stakeholder groups.

1.3.   Approach

The document is structured in the following manner:

Chapter 2: Website design. The second chapter presents screenshots of the main page of the website as well as samples of other pages.

Chapter 3: Social Media Interfaces. The third chapter presents screenshots of the Social Media Interfaces created for the project, namely, Facebook, Twitter, and LinkedIn.

Chapter 4: Concluding remarks. Finally, the fourth chapter sums up the concluding remarks of the deliverable.

2. Website Design

2.1. Main Page of the Website

The webpage has been developed 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.

The project website address is seaofexperience.org.

The main page of the website is shown in the screenshots below.
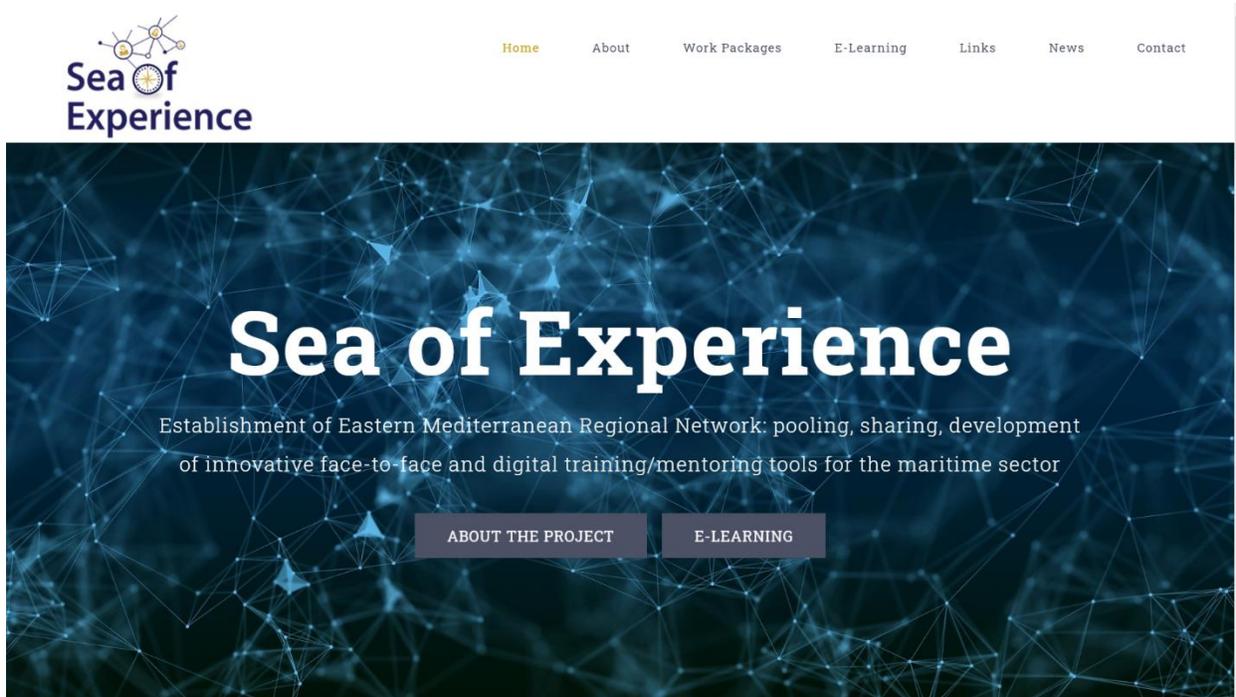
Figure 1 Main page of the website
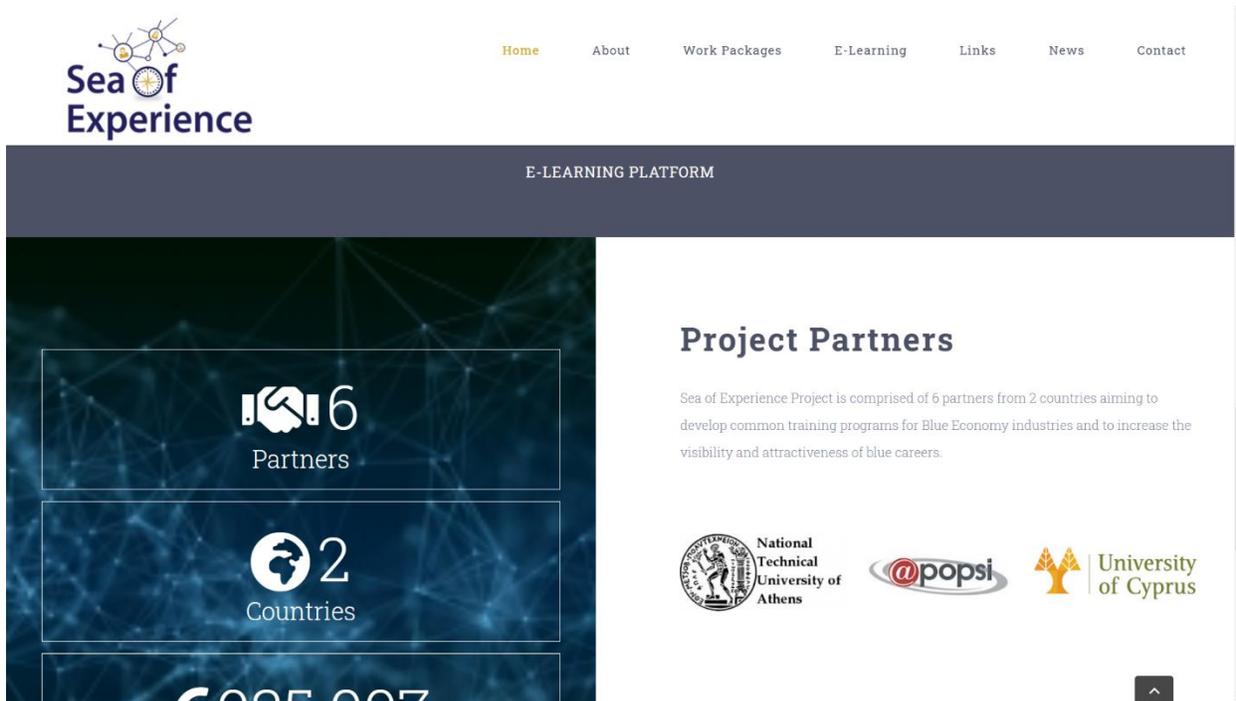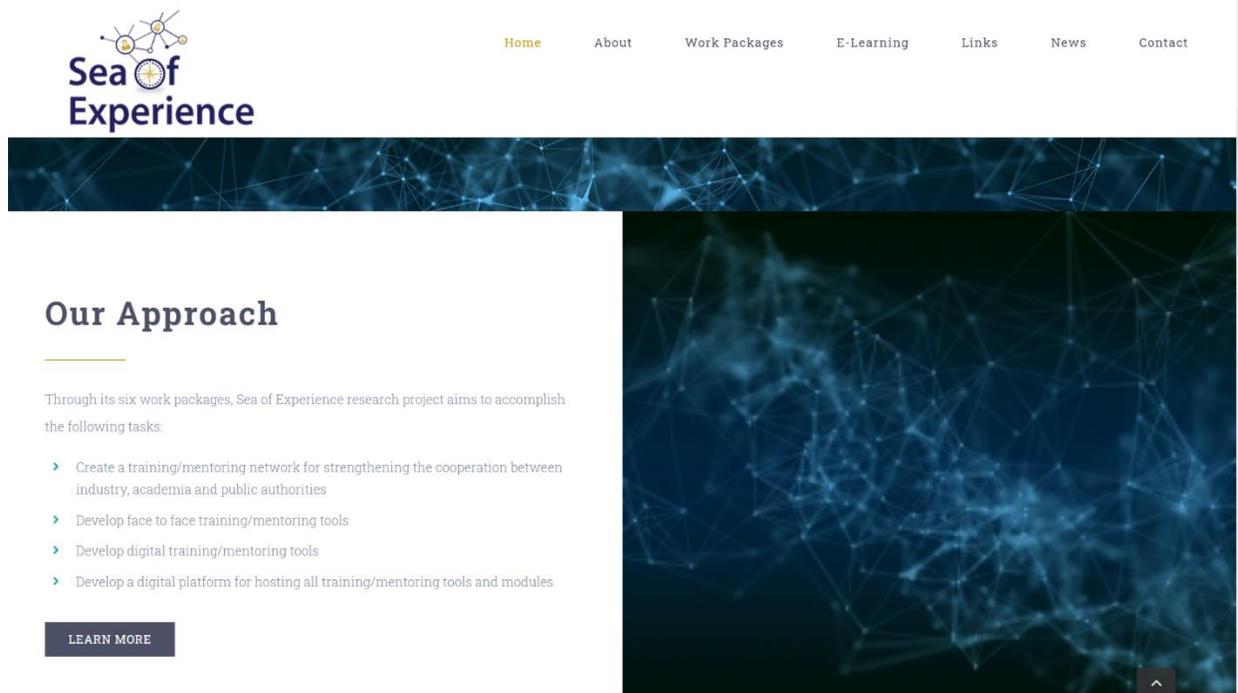

Figure 2 Main page of the website

Figure 3 Main page of the website

2.2.   Samples of Other Pages of the Website

Samples of the other pages of the website are shown in the screenshots below.
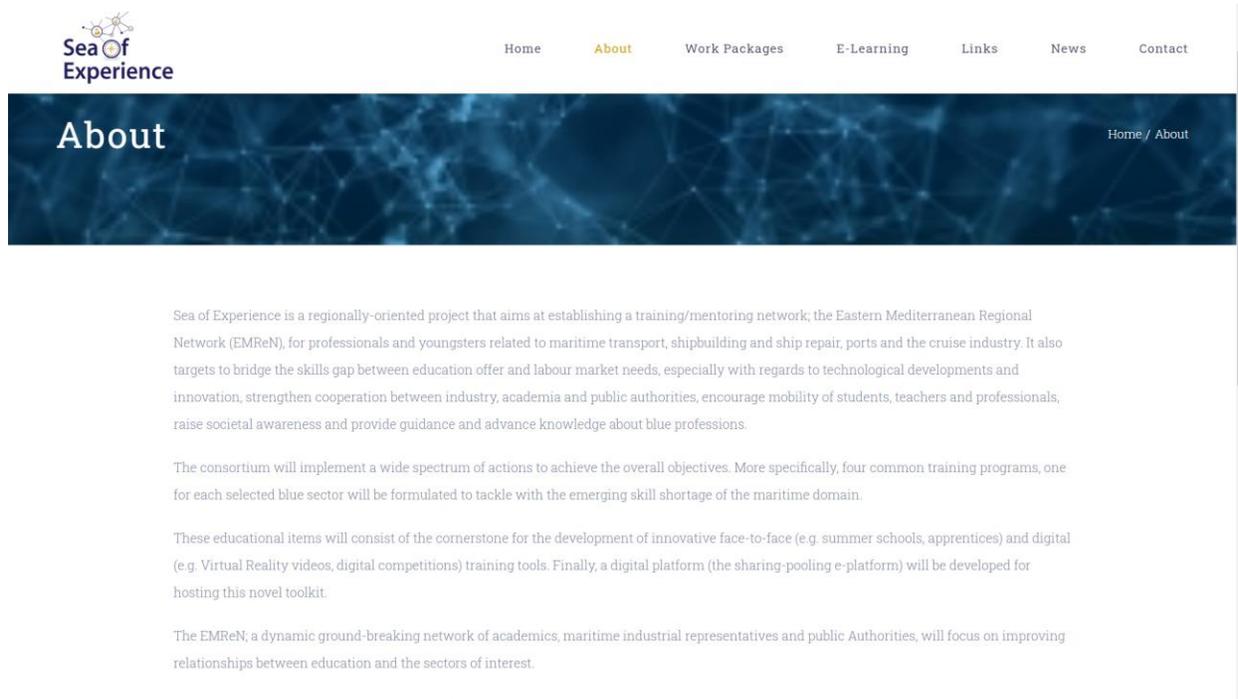

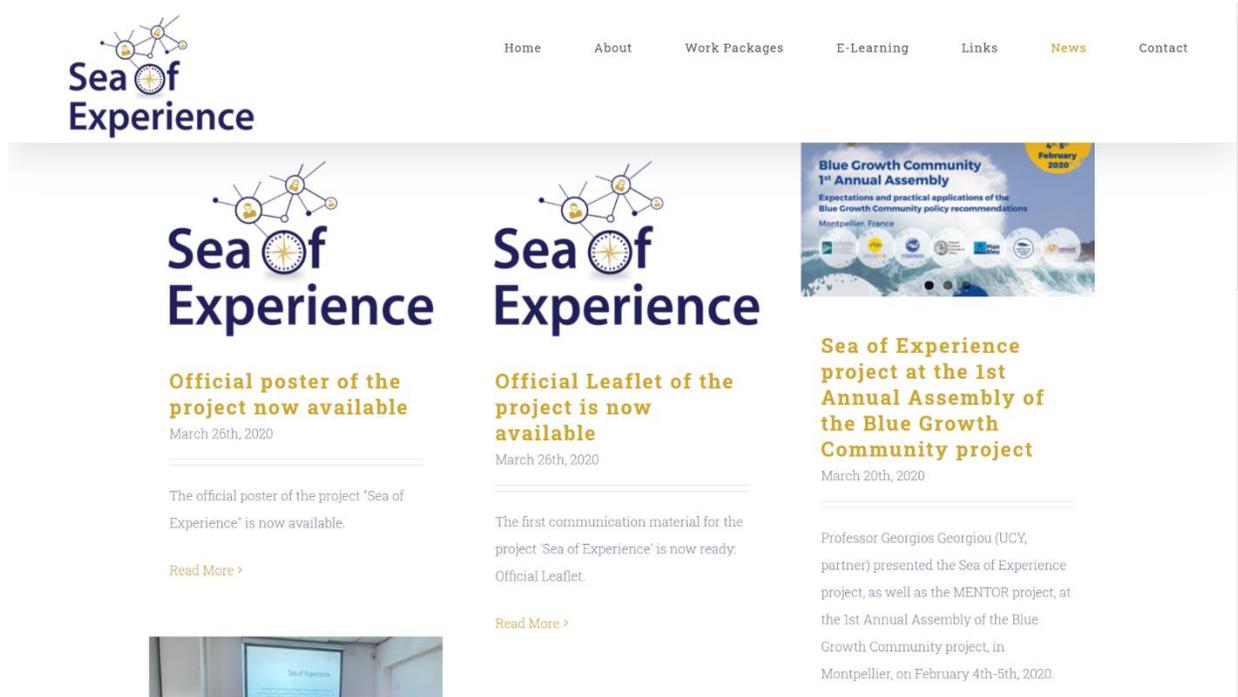*Figure 4 Samples of the other pages of the website*

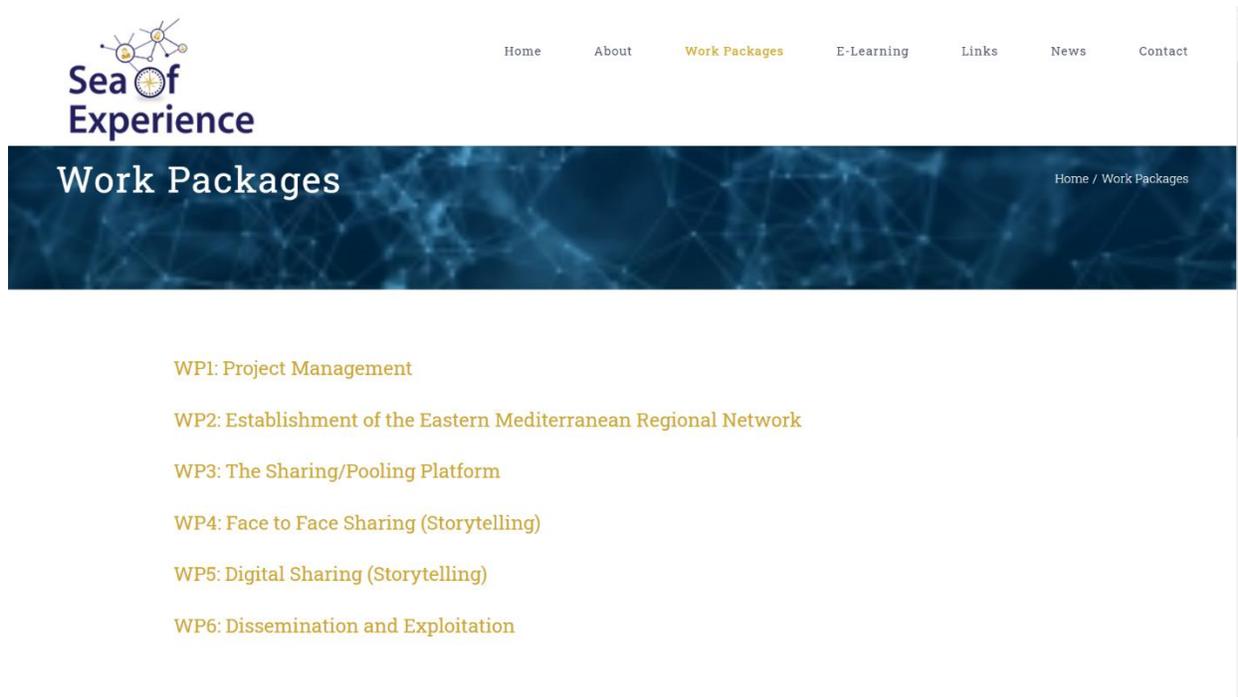*Figure 5 Samples of the other pages of the website*

Figure 6 Samples of the other pages of the website

3. 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 social media channels, the project activities reach various stakeholders and raise awareness.

Based on the communication and dissemination guidelines from the EU, the following #hashtags were used when making a post on the social accounts of the project, in order to increase their visibility and connect the EMFF projects:

#SeaofExperience
#SoE
#BlueCareers
#EASME
#EMFF

More than 20 posts were made in the first few months of the project's lifetime (April 2020). The social media accounts are set to be open for everyone so that all people can see the posts and interact.

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
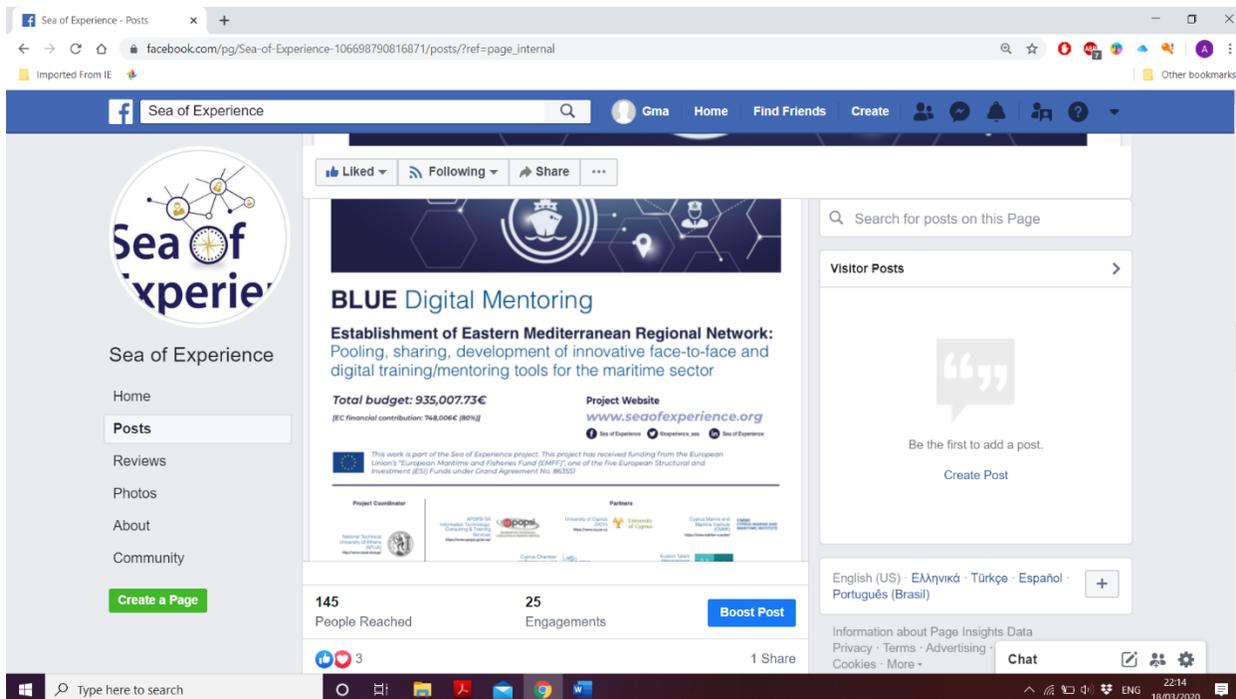
3.1.   Facebook Account
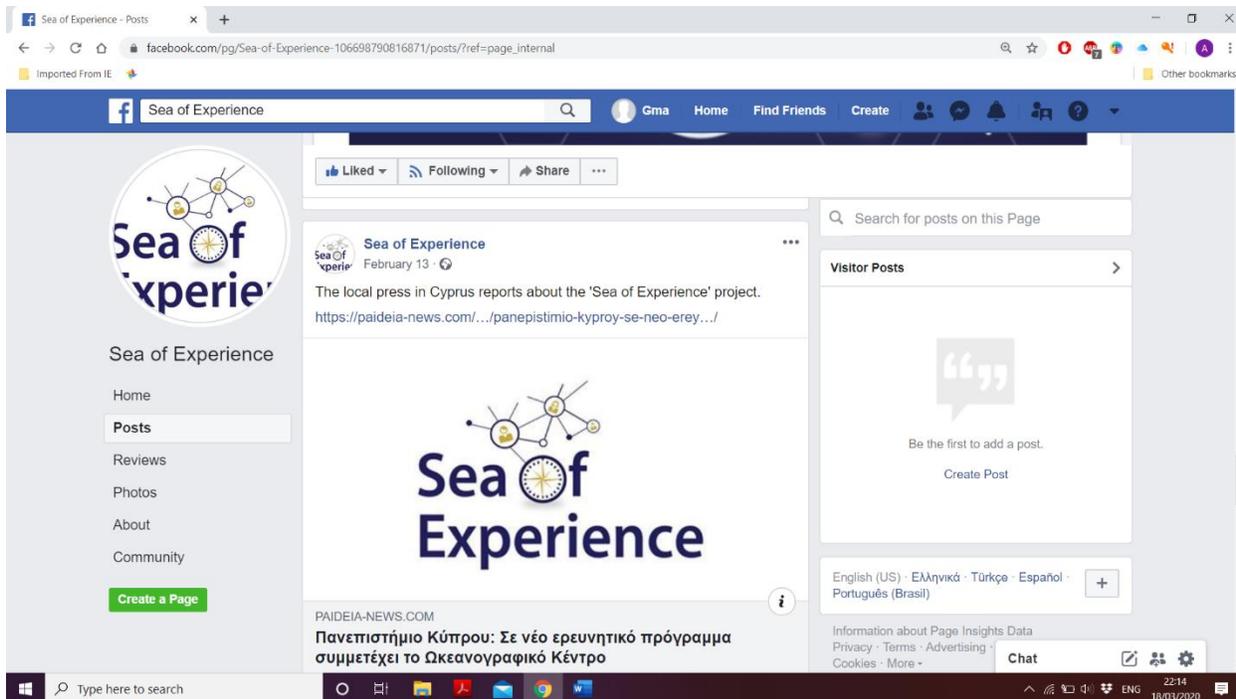
Figure 7 Facebook account screenshot

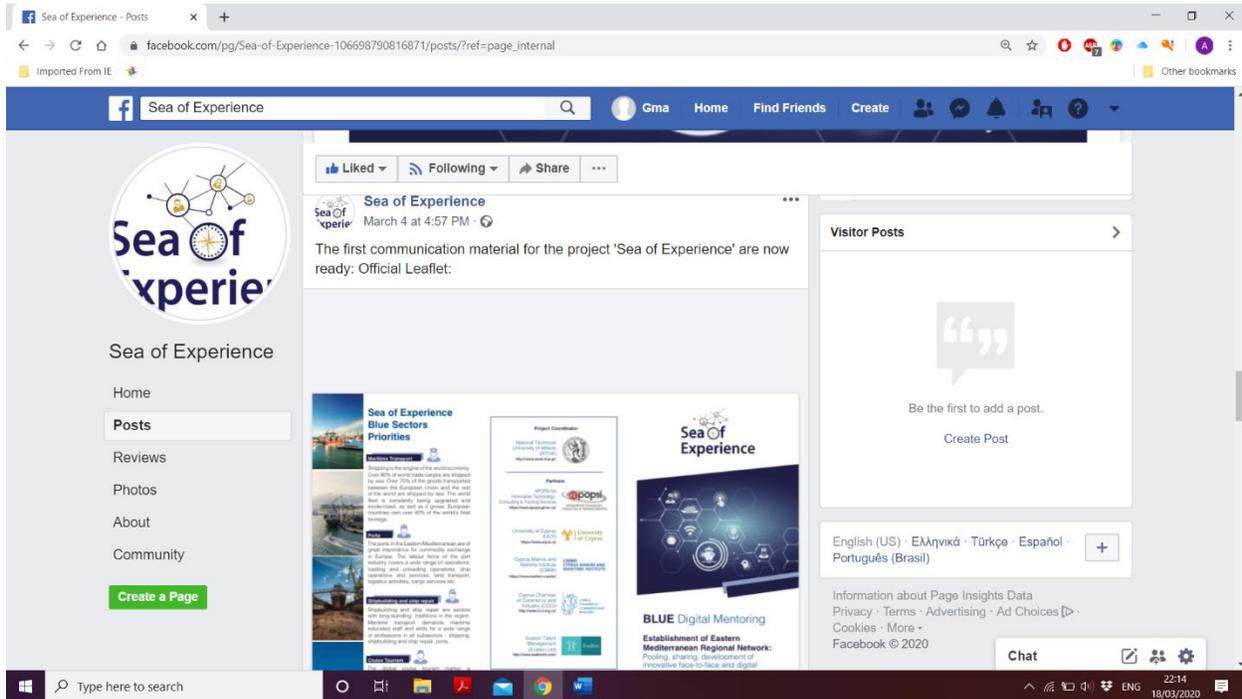*Figure 8 Facebook account screenshot*

Figure 9 Facebook account screenshot
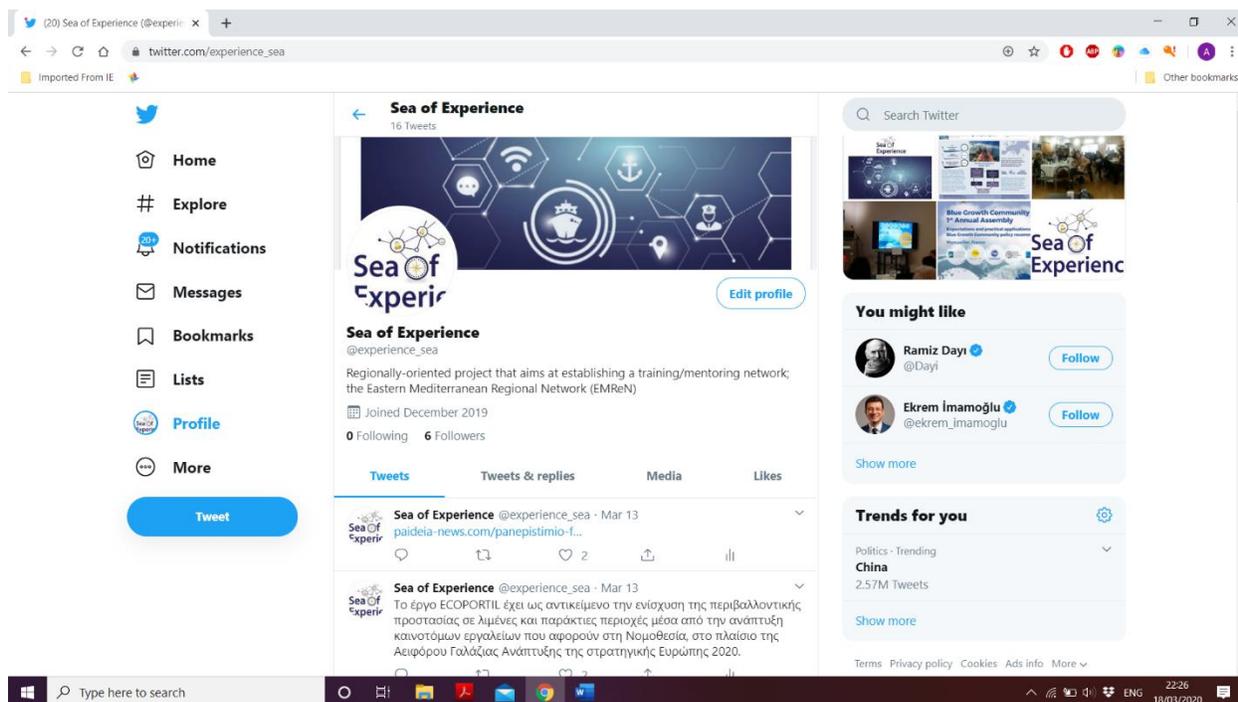
3.2.   Twitter Account
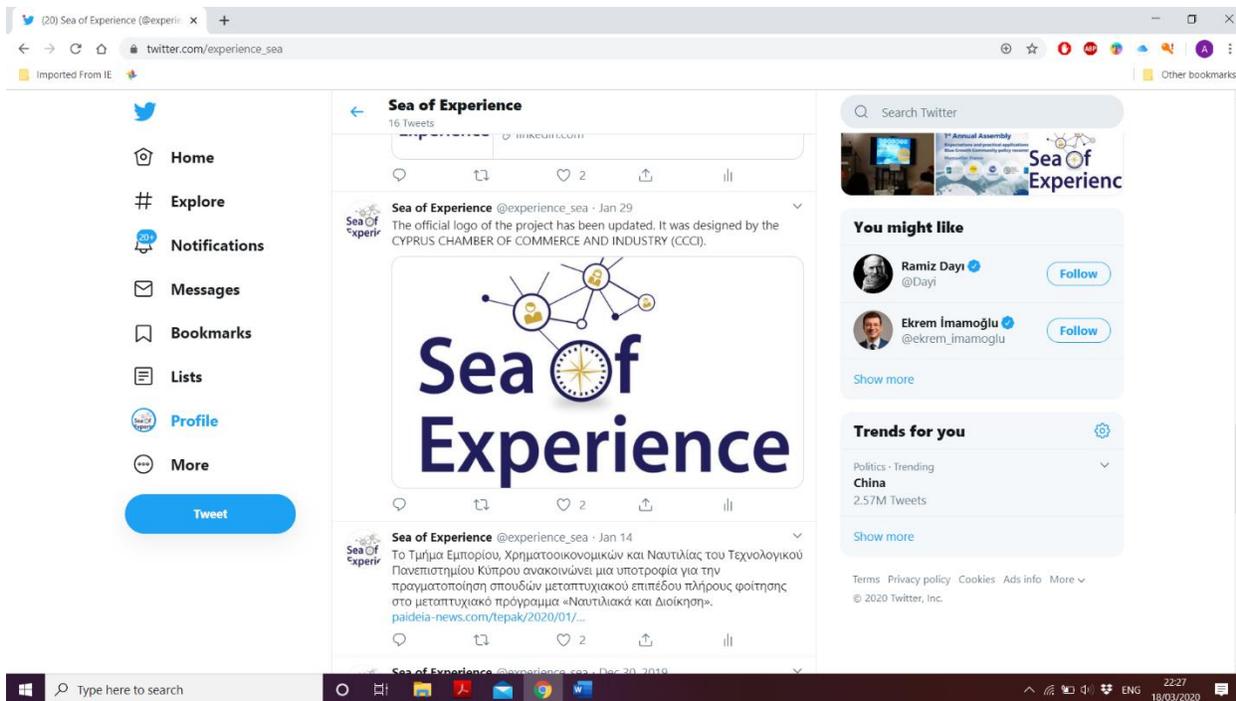

Figure 10 Twitter account screenshot

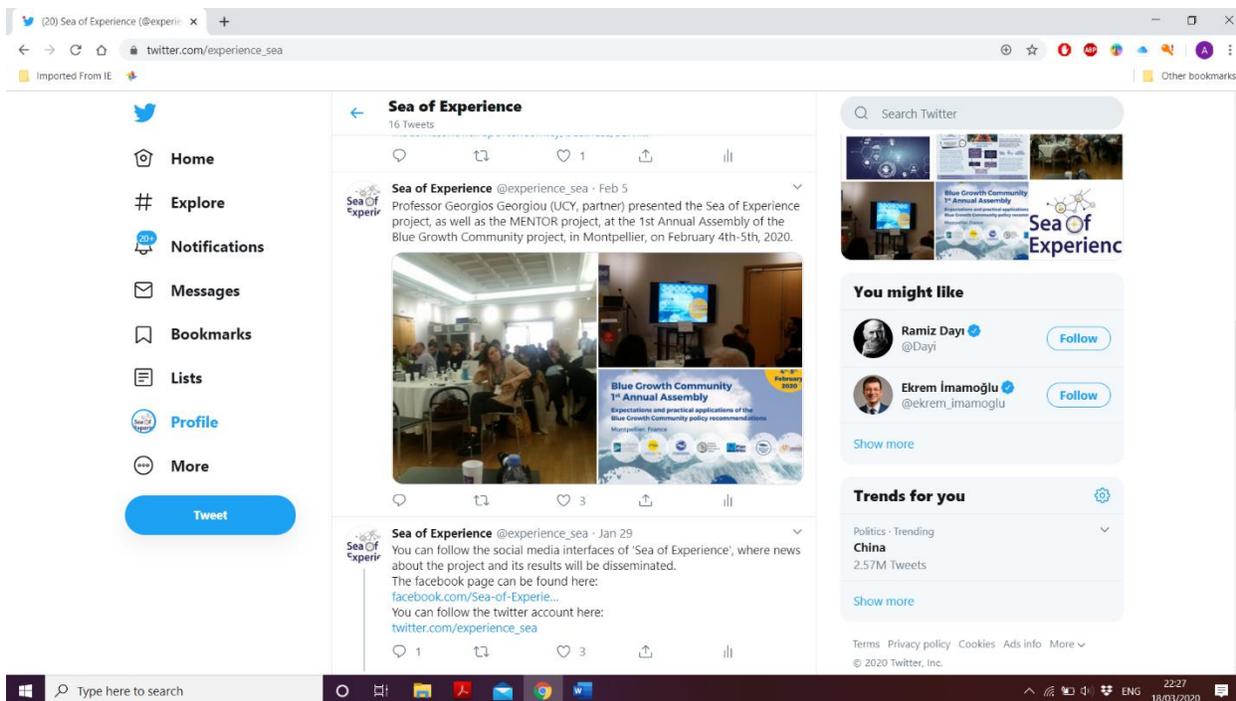*Figure 11 Twitter account screenshot*

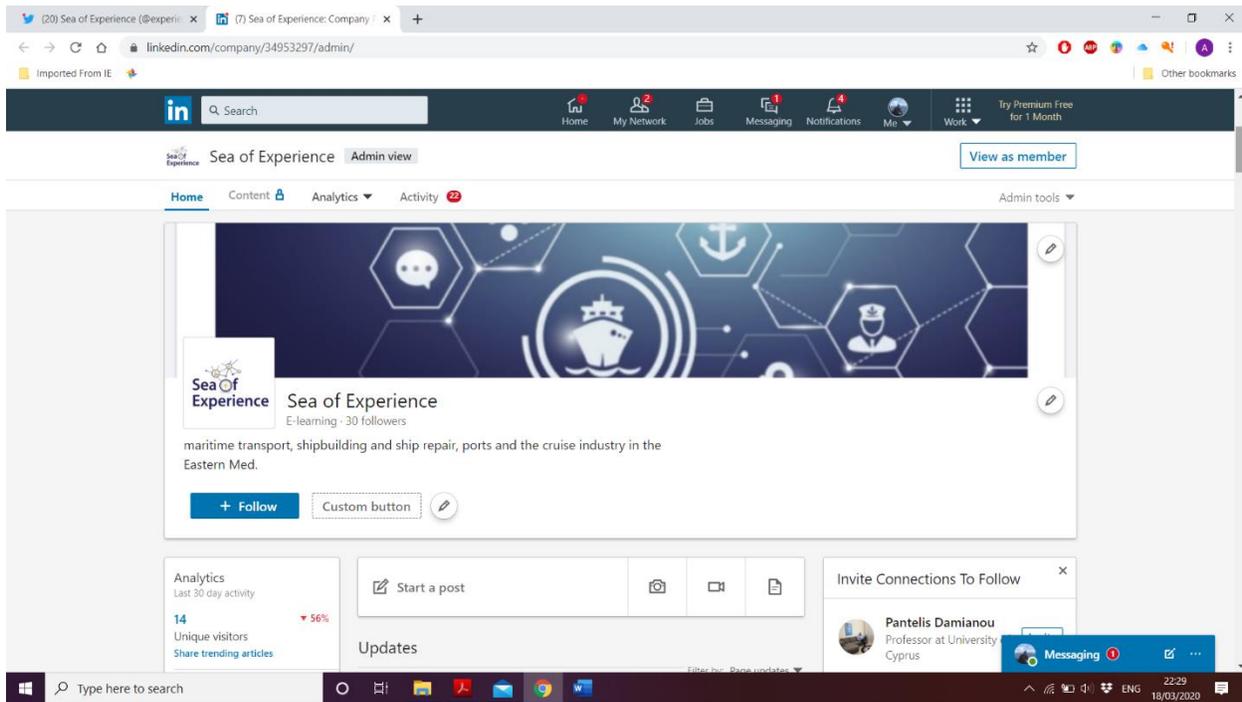*Figure 12 Twitter account screenshot*

3.3.   LinkedIn Account

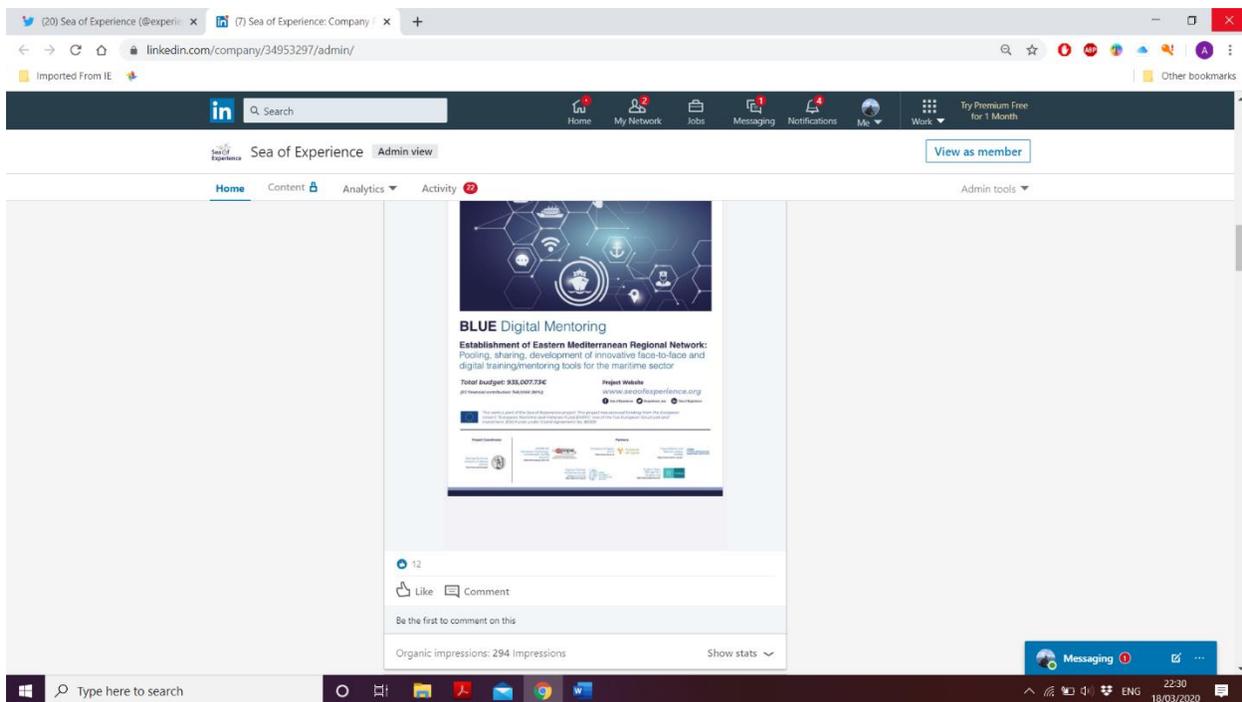

Figure 13 LinkedIn account screenshot

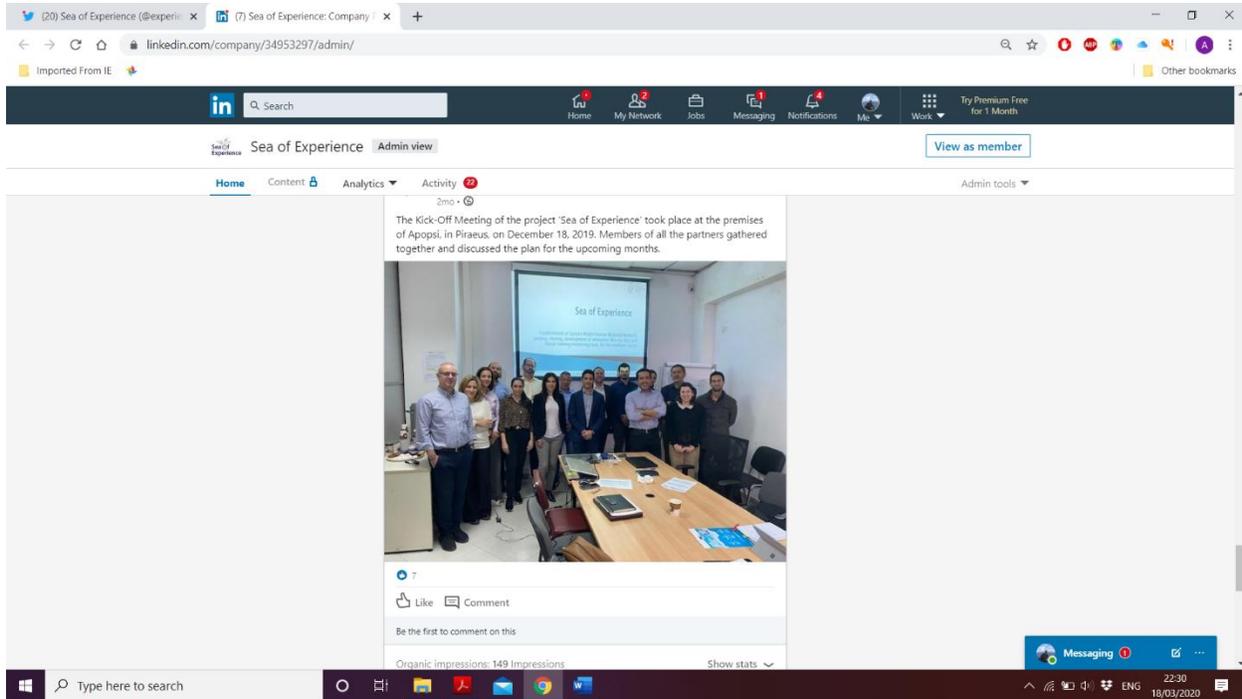*Figure 14 LinkedIn account screenshot*

Figure 15 LinkedIn account screenshot

4. Concluding Remarks

This document presented the design and launch of the SoE website as well as the dissemination activities in the social media during the project lifetime. The project took advantage of the website and social media channels as a cost-effective set of tools for sharing activities and achievements with all stakeholder groups.

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