



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

D6.3 First update of Sea of Experience annual dissemination and communication activity report	
Deliverable Number	D6.3
Deliverable Title	First update of Sea of Experience annual dissemination and communication activity report
Nature¹:	R
Dissemination Level²:	PU
Author, Institution:	UCY
Editor, Institution:	UCY
Leading Partner:	UCY
Participating Partners:	UCY, NTUA, CCCI, EVALION, CMMI, APOPSI SA
Official Submission Date:	31/10/2021
Actual Submission Date	31/10/2021

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



This work is part of the Sea of Experience project. This project has received funding from the European Union's "European Maritime and Fisheries Fund (EMFF)", one of the five European Structural and Investment (ESI) Funds under Grant Agreement No. 863551

Table of Contents

Modification History	3
Acronyms and Abbreviations	4
List of Figures	5
List of Tables	6
Executive Summary	7
1. Introduction	8
1.1. Background	8
1.2. Purpose and scope	9
1.3. Approach	10
2. Implications from Covid-19	11
3. Second-year dissemination and communication activities	11
3.1. Dissemination through publications	11
3.2. Dissemination through the World Wide Web and social networks	15
3.3. Dissemination through events participation	27
3.4. Dissemination to EU relevant bodies	30
4. Concluding Remarks	30

Modification History			
Date	Version	Description	Edited by
06/09/2021	0	Table of Contents	UCY
21/09/2021	1	First Draft of the Report	UCY
12/10/2021	2	Second Draft of the Report	UCY
20/10/2021	3	Third Draft of the Report	UCY
25/10/2021	4	Final Draft of the Report	UCY
26/10/2021	5	Review by CMMI	CMMI
28/10/2021	6	Review by NTUA	NTUA
30/10/2021	7	Final Report	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

List of Figures

Figure 1: First and second pages of the second newsletter	12
Figure 2: Third and fourth pages of the second newsletter	12
Figure 3: First and second pages of the third newsletter	13
Figure 4: Third and fourth pages of the second newsletter	13
Figure 5: Fifth and sixth page of the third newsletter	14
Figure 6: Website user statistics (by source/medium) for the past 12 months	16
Figure 7: Website users' statistics for the past 12 months.....	16
Figure 9: Website posts over the past 12 months (part 2)	18
Figure 10: Facebook page views per day for the past 12 months	20
Figure 11: Individual Facebook posts insights of the past 12 months (part 1).....	20
Figure 12: Individual Facebook posts insights of the past 12 months (part 2).....	21
Figure 13: Individual Facebook posts insights of the past 12 months (part 3).....	22
Figure 14: Three monthly twitter impressions	23
Figure 15 LinkedIn account analytics	24
Figure 16 Individual LinkedIn posts insights of the past 12 months (part 1).....	24
Figure 17: Individual LinkedIn posts insights of the past 12 months (part 2).....	25
Figure 18: Individual LinkedIn posts insights of the past 12 months (part 3).....	26
Figure 19: Screenshot of Associate Prof. Ventikos' presentation at the event	27
Figure 20: Screenshots of 1st Annual Dissemination and Technical workshop of the project.....	28
Figure 21 Screenshots of virtual plenary meeting	29
Figure 22 Screenshot of Associate Prof. Ventikos' presentation at the EMD 2021 workshop.....	29
Figure 23 Screenshot of the Greek online competition.....	29

List of Tables

Table 1 Social media accounts main particulars 19

Executive Summary

This document is dedicated to the ‘First update of Sea of Experience annual dissemination and communication activity report’ of the “Sea of Experience” project. The aim of the deliverable is to describe the specific dissemination activities conducted during the second 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 2020 – October 2021. 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.

Almost all dissemination activities carried on in this report are performed online due to the continuity of the COVID-19 outbreak and the social distancing measures.

The main activities described in this report include the following:

The project utilized the following tools for dissemination through publications: Newsletters and press releases regarding important milestones of the project activities regarding the past year. The dissemination achieved either from publication in local and online news media and through the partners’ websites and social media.

Dissemination through events participation: Project partners participation in events, conferences and workshops that relate to the scope and the objectives of the project. This dissemination took place only online due to covid-19 related restrictions. One notable activity included the participation to the European Maritime Day 2021.

The online dissemination was among the most crucial focus points during the second year of the project’s lifetime. Most partners disseminated project either by feeding posts to the official webpage and social media accounts or by posting news and activities through their private social media accounts or websites.

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 specialize in career opportunities in EU Blue Growth initiatives and education and information initiatives.

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 Harbour 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 consulting 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 second 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, 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

The main dissemination activities conducted during the second year of the project are further described. These activities include participation in Conferences and exhibitions, Conference booths and Dissemination events, Project presentations, Publishing articles in local/regional newspapers and online media, social media, and others.

This report lays down all the dissemination activities that have been performed during the past year. Like in D6.2 which did not include the dissemination activities described in WPs 4 and 5 (e.g., Workshops, Summer Schools, competitions, become a (Digital) Expert for a Day etc.), D6.3 does not include the summer school within this deliverable. 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.

2. Implications from Covid-19

The global Coronavirus (COVID-19) outbreak started in 2019, was still active in 2020-2021. This pandemic has significantly affected not only our health, but also the worldwide economy, the labour market(s), the education and training sector and the overall way of communication. The continuation of social distancing more than a year challenges our ability to adapt and be resilient to these 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”.

Many countries around the world set strict lockdowns and travelling restrictions within the past year. This forced many events and conferences to take place online or cancelled. This also created major issues and practical restrictions to international exhibitors and visitors. This also forced the project meeting to be moved to a virtual space rather than the ordinary meetings held before 2019. Although in the final months of the reporting period there are indications of returning to normality.

Furthermore, due to the pandemic, workshops and summer school and other project activities performed online.

3. Second-year dissemination and communication activities

3.1. 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 second year of the project, the following activities have been undertaken:

Newsletters

Within the past year 2 biannual newsletters have been produced by CCCI and approved from the consortium. Those newsletters are in digital form and are being distributed by the partners to their existing networks.

The second issue of the Sea of Experience newsletter

In this issue, we brief the development of the Sea of Experience activities, that took place during the second half of the first year of the project, as well as foreseen actions/ events that will take place. Below in Figure 1 and Figure 2 the second newsletter is displayed



Figure 1: First and second pages of the second newsletter

What makes a Maritime Mentor successful?

SoE has been rooted on the vision of guiding students and newcomers towards career paths in the Blue Economy. To achieve that, it relies on the skills and capabilities of mentors to overcome professional barriers and enable mentees to succeed. Therefore, defining the required criteria for a Mentor to provide proper career guidance and to establish effective communication with the mentee has been a crucial step in this learning experience & developmental journey. In order to identify the critical skills (both technical and soft skills) for mentors, the following actions have been taken place: a) extended research on the existing literature for the soft skills/competencies of mentors in general, and in the Blue Economy Sector, specifically, to create a draft Competency Model for Maritime Mentors by benchmarking of the Maritime Mentors Competency Model to the Universal Competency Model of SHL, and c) conduction of validation interviews with a number of active mentors to explore further and to validate the critical soft skills in the Competency Model (through content analysis). Following the aforementioned steps, a thorough profile of Maritime Mentor was derived, as presented briefly below:

- **Demonstrating Active Listening**
(in a two-way communication setting, where the mentee feels heard and understood)
- **Providing Constructive Feedback**
(where the mentee gets feedback and identifies alternative courses of action)
- **Building "together"**
(in a meeting, where the mentee can open up and get relevant consultation)
- **Building Trust**
(in an environment where the mentee feels respected, welcomed and recognized)
- **Inspiring Others**
(in order for mentees to pursue personal development and growth)
- **Cultivating a Positive & Growth Mindset**
(where the mentee identifies the positive aspects and the learning parts of each situation)
- **Applying Expertise & Technology**
(along with the intention to transfer this knowledge/skill to newcomers)

1st Annual Dissemination and Technical Workshop - Part A

The 1st Annual Dissemination and Technical Workshop - Part A of the project was conducted on October 21st 2020 with great success. An overview of the Sea of Experience and the next steps of the project were presented, while members of the Advisory Board gave short presentations concerning the trends and challenges for the training and mentoring aspects of the maritime sector. The Dissemination Workshop initiated by an introduction from NTUA. The overview, the partners and the general particulars of the Sea of Experience project were presented, as well as the connection with MENTOR project. Next, each key element, area of focus and the objectives of SoE were described. Captain Dimitris Kalanidis from LATSCO Marine Management Inc., with several years' experience, covered at comprehensive way of what is going on, as an overall in the current industry as well as issues joining human factor, a roadmap and its challenges.

2: SEA OF EXPERIENCE - NEWSLETTER 2 - MAY 2020-NOVEMBER 2020

Ms Sonia Karasavidou, Project Officer (PO) of the project, gave a presentation about EASME, the executive agency for SMEs, and EMFF, European Maritime and Fisheries Fund. She referred to the programmes and calls of EASME and future plans. Associate Prof. N. P. Vertikos shortly mentioned to "Akhina Maritime learning and development center". Mr. Efthymos Skoulopoulos from Hellenic Institute of Transport - Centre for Research and Technology - Hellas (CERTH), presented the MATES project and its approach to developing a skills strategy for the maritime industry, in particular shipbuilding and offshore renewable energy sectors. To conclude the Dissemination Workshop, Mr. Alexandros Rammos, presented the next steps of the project, as the development and utilization of the sharing-pooling platform, the development of 360-degree videos and the organization of summer schools, workshops and competitions effective mentor/teacher were presented.

1st Annual Dissemination and Technical Workshop - Part B

The 1st Annual Dissemination and Technical Workshop - Part B of the project was successfully held through an online meeting on the 18th November 2020. An overview of the Sea of Experience and the next steps of the project were presented, while members of the Advisory Board gave short presentations concerning the trends and challenges for the training and mentoring aspects of the maritime sector. A brief introduction from Associate Prof. Vertikos (NTUA) was presented with an overview, the partners and the general particulars of the Sea of Experience project were presented by Panayiotis Sotiriadis (NTUA) as well as each key element, area of focus and the objectives of SoE were described. Following the projects PO, Ms. Sonia Karasavidou, gave an overview EASME, EMFF, and the calls and projects under this fund on blue careers as well as the fund's contribution in blue careers. The next part of this initial presentations were given by the respective blue professionals who are representing also as the Advisory Board members of the SoE and other professionals who are representing key maritime companies. The next presentation was given by Mr. Alexandros Josephides from the Cyprus Shipping Chamber (CSC), on Maritime training and future trends of the sector. Following by Capt. Fouad Fadi, from Columbia Shipmanagement, focused on the effects of COVID-19 in maritime operations, including the changes on crew training during this time of crisis. The last presentation of the first session was conducted by Mr. Costas Siltzotis of EDT Offshore who analysed the Naval Architect profession and the future challenges that are foreseen in this career given the current trend on green ship design and decarbonization of shipping. In the technical part of the workshop, the Sharing - Pooling Platform was demonstrated, and the criteria for profiling an effective mentor/teacher were presented. The attendees shared their views and questions on the blue sector current demands and in relation with the operation of the e-mentoring platform. This session was concluded by an open discussion and questions relevant to the presentations by the participants. The discussion revolved around COVID-19 implications and the future skills that will be necessary in the blue sectors.

3: SEA OF EXPERIENCE - NEWSLETTER 2 - MAY 2020-NOVEMBER 2020

Figure 2: Third and fourth pages of the second newsletter

Annual Plenary Meeting

Achievements of the first year of the project, problems encountered and future challenges were discussed by the consortium in the Annual Plenary Meeting of the SoE project. The Annual Plenary Meeting of Sea of Experience project was organized at the end of the first year of the project to elaborate on the existing results and current situation of the project, through an online meeting which was held online on the 18th of November. Although there is a recognition of the challenges, we face in carrying out the project due to the COVID-19 pandemic, there is an urgent that the consortium has to adjust and fulfill the actions of the Technical Annex.

- The meeting was focused on:
- Presenting and discussing critical points the following topics:**
- the successful development of the platform and the process of its finalization,
 - the population of the platform's library and evaluation of the content,
 - the strengthening of the list of mentors and need to confirm their participation,
 - the production of 360-degree videos and VR videos,
 - the individual activities during the COVID-19 pandemic,
 - the planning of the forthcoming workshops, summer schools and apprenticeships,
 - the transferability of the project's activities,
 - social network expansion, EMBN,
 - the dissemination of the project through the social media of the partners as well as from the personal accounts of them individually.

Some milestones and upcoming crucial activities for the next six months are encountered the following:

- populate the platform with content
- launch of the sharing-pooling e-platform
- coordination of Become an expert for a day and Advancement of Knowledge through Competitions for Students
- disseminate platform with useful content.

Other Events Attendance

Online presentation at ESOF2020 EuroScience Open Forum in Trieste
The CEO of the Cyprus Marine and Maritime Institute (CMMI) Mr. Zacharias Sotiropoulos gave an online presentation at ESOF2020 EuroScience Open Forum in Trieste, on the 16th of September 2020. Mr. Sotiropoulos presented CMMI and the areas they aim to be involved with, highlighted the objectives and implementation of the SoE project. Moreover, he underlined the importance of Ocean Literacy which was also the main issue of discussions during the event and which it is of a highly promoted by the UNESCO representation at the Conference. The title of the presentation was: Blue skills to feed jobs in the Mediterranean and Black Sea Region.

4: SEA OF EXPERIENCE - NEWSLETTER 2 - MAY 2020-NOVEMBER 2020



The third issue of the Sea of Experience newsletter

The third issue of the Sea of Experience newsletter is shown below, Figure 3 – Figure 5. In this issue, we brief the development of the Sea of Experience activities, that took place during the third semester of the project, as well as foreseen actions/ events that will take place.



Figure 3: First and second pages of the third newsletter

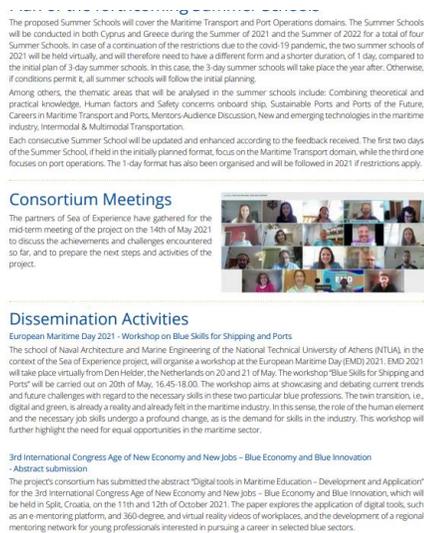


Figure 4: Third and fourth pages of the second newsletter



Upcoming Events/Activities

The organization of the activities 'Become an expert for a day' as well as 'Advancement of Knowledge through Competitions for Students' will be announced early in 2021. A digital format is considered to avoid possible impediments due to the COVID-19 crisis. The objectives for those activities are expected to be:

- Attract competent mentors/lecturers/teachers with hands-on experience in the maritime domain.
- Apprenticeships / Traineeships schemes.
- Increased visibility and attractiveness of blue careers
- Career guidance & enhance employability; and
- Shared infrastructure.

More information regarding these activities will be announced.

SoE Consortium



Keep in touch with the Sea of Experience Community

The Sea of Experience website, all of the Sea of Experience tools and Sea of Experience LinkedIn group will stay online beyond the end of the project.



This work is part of the Sea of Experience project. This project has received funding from the European Union's European Maritime and Fisheries Fund (EMFF), one of the five European Structural and Investment (ESI) Funds under Grant Agreement No. 863551

Figure 5: Fifth and sixth page of the third newsletter

Press Releases and Publications in national and international magazines, newspapers

Within this year a press release regarding the 1st Online Summer School has been produced by the consortium. This press release has been published in online media and newspapers by consortium partners.

Press releases in the local newspapers and online media

- University of Cyprus published the first virtual one-day school of the Sea of Experience project, which happened on October 25th. The school focus on two themes related to maritime transport and port operations. Cypriot and foreign speakers, both from industry and academic institutions, participated in the school. 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/2021/10/06/to-1o-monoimero-diadiktyako-sxoleio-sto-plaisio-toy-ereynitiko-ergoy-sea-of-experience/>

<https://www.eoc.org.cy/en/index.php?id=2677>

<https://ageliaforos.com/to-1o-monoimero-diadikyako-scholeio-sto-plaisio-toy-ereynitikoy-ergoy-sea-of-experience/>

- CMMI also published the 1st online one-day school of the Sea of Experience project in the local press on the 8th of October 2021. The press release can be found in the following links:

<https://www.cmmi.blue/%cf%84%ce%bf-1%ce%bf-%ce%bc%ce%bf%ce%bd%ce%bf%ce%ae%ce%bc%ce%b5%cf%81%ce%bf-%ce%b4%ce%b9%ce%b1%ce%b4%ce%b9%ce%ba%cf%84%cf%85%ce%b1%ce%ba%cf%8c-%cf%83%cf%87%ce%bf%ce%bb%ce%b5%ce%af%ce%bf-%cf%83%cf%84/>

- CCCI published the press release of 1st online one-day school of the Sea of Experience project in the local press on the 12th of October 2021. The press release can be found in the following links:

<https://news.ccci.org.cy/%ce%b4%ce%b9%ce%bf%cf%81%ce%b3%ce%ac%ce%bd%cf%89%cf%83%ce%b7-%ce%bc%ce%bf%ce%bd%ce%bf%ce%ae%ce%bc%ce%b5%cf%81%ce%bf%cf%85-%ce%b4%ce%b9%ce%b1%ce%b4%ce%b9%ce%ba%cf%84%cf%85%ce%b1%ce%ba%ce%bf%cf%8d/>

- CCCI published a press release regarding the EMD2021 workshop in the local press on the 10th of June 2021. The press release can be found in:

<https://eurokerdos.cyprustimes.com/business-news/commercial-news/ergastiri-galazion-dexiotiton-stin-naytilia-kai-ta-limania-sta-plaisia-tis-eyropaikis-imeras-navtilias-2021/>

- Project coordinator has also produced a press release regarding the blue skills workshop at the EMD 2021

[Blue skills workshop Press release.pdf \(seaofexperience.org\)](#)

3.2. Dissemination through the World Wide Web and social networks

Website Posts

During the past year there have been 15 news post on the official project website. Using google analytics the traffic of the webpage has been monitored to identify the potential drawbacks in the dissemination strategy of the website. This will guide to improvements and enhancement of the dissemination. Figure 7 shows the official website user statistics (by source/medium) for the past 12 months and Figure 6 shows the website user statistics for the past 12 months. **Error! Reference source not found.** and Figure 8 indicate a short description of the news posts that have been posted in the past 12 months

Users by Session source/medium over time

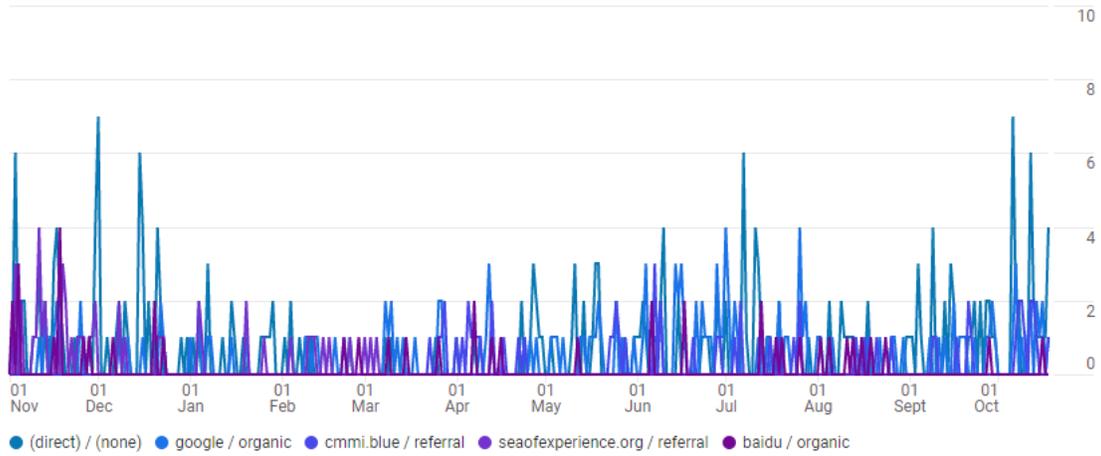


Figure 6: Website user statistics (by source/medium) for the past 12 months

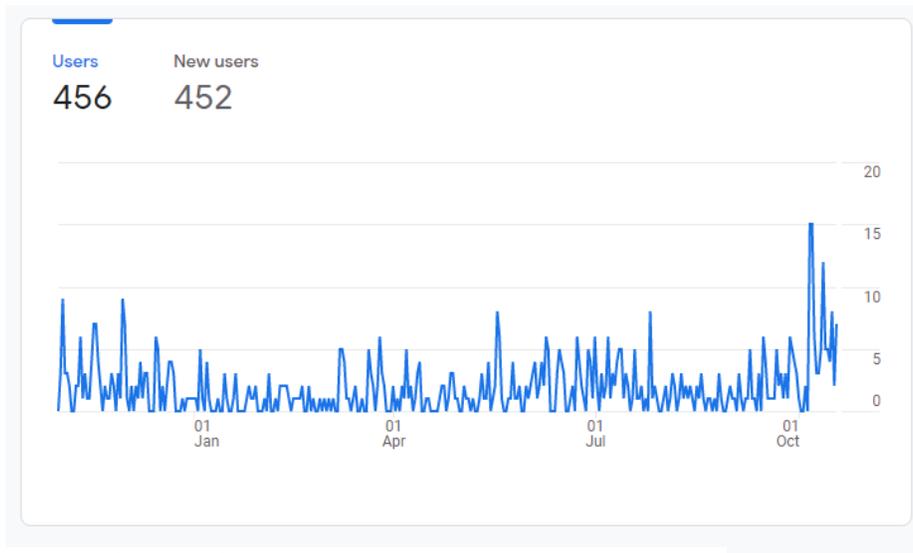


Figure 7: Website users' statistics for the past 12 months



Εγγραφή στο 1ο Μονοήμερο Διαδίκτυακό σχολείο

October 6th, 2021

Σας προσκαλούμε στο πρώτο Μονοήμερο Διαδίκτυακό σχολείο που διοργανώσαμε στα πλαίσια του ερευνητικού έργου Sea of Experience. Το σχολείο θα επικεντρωθεί σε δύο θεματικές που αφορούν στις θαλάσσιες μεταφορές και τη λειτουργία των λιμένων. Στο σχολείο θα συμμετέχουν πύραυλοι και έχουν αμνηστία τόσο από την βιομηχανία όσο και από ακαδημαϊκά ιδρύματα. Το σχολείο θα ημερησίως τεσσάρων [...] [Read More >](#)



EMD 2021 Blue Skills Workshop Press Release

May 2nd, 2021

The EMD 2021 conference in Den Helder took place as a virtual conference on 20-21 May with more than 850 participants. The workshop on the "Blue skills for shipping and ports" was organised by our partners, NTUA. Download the Blue skills workshop press release [Read More >](#)



Registration to "Blue Skills for Shipping and Ports" workshop now open

April 26th, 2021

We are pleased to announce that the registration for our workshop "Blue Skills for Shipping and Ports" at the #EMD2021 is open!! 20/12/2021 16:45 - 15:00 Save your spot! Register here: <https://www.sea-of-experience.eu/2021/12/20/21> [Read More >](#)



1st Virtual One-Day School – Save the date

August 18th, 2021

We are delighted to announce the first virtual one-day school of the Sea of Experience project, happening on October 29th, 2021! Register today! [Read More >](#)



EMD 2021 conference

May 2nd, 2021

The EMD 2021 conference in Den Helder successfully took place as a virtual conference on 20-21 May with more than 850 participants. It is worth noting that the workshop was organized by our partners, NTUA. [Read More >](#)



1st SOE National Competition in Greece

April 27th, 2021

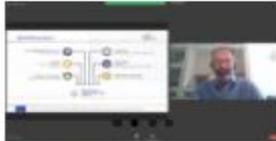
The 1st National Competition in Greece, in the context of the Sea of Experience project, has been successfully concluded and completed by NTUA. The aim of the competition was the familiarization of the participants with the importance and necessity of the human element as well as the significance of the human centered design in the [...] [Read More >](#)



3rd Project Newsletter now available

July 22nd, 2021

The 3rd Newsletter of the Sea of Experience project is now available. Sea of Experience Newsletter #2 [Read More >](#)



SoE at the Ufm-WestMed webinar

June 16th, 2021

Our partner, NTUA, participated in the UFM WESTMED Co-joint Webinar on "Digitalisation skills in the aquaculture and tourism sectors in the Mediterranean region", that took place on June 16th. During the webinar, Dr. Nikolaos Ventikos presented the Sea of Experience project. [Read More >](#)



Virtual plenary meeting

May 14th, 2021

The partners of SeaE have today gathered for another virtual plenary meeting, so we have just completed the 18th month of our project. The next steps and activities of the project have been coordinated and discussed. [Read More >](#)



Holiday Wishes

December 24th, 2020

The consortium of "Sea of Experience" wishes you Merry Christmas and a happy, healthy and creative New Year!! [Read More >](#)



Participation of SOE at #EMD2021

December 9th, 2020

Sea of Experience is glad to announce its participation at the #EMD2021, that is planned for 20-21 May, by organising a virtual stakeholders' workshop on Blue Skills. The workshop will be related to the impact of the Coronavirus crisis on the maritime sector and the post-covid challenges, as well as the twin transition to a [...]

[Read More >](#)



1st issue of the Newsletter now available

November 3rd, 2020

The first issue of the Sea of Experience newsletter is out! 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. Download and read the newsletter

[Read More >](#)



Annual Plenary Meeting

November 18th, 2020

Achievements of the first year of the project, problems encountered and future challenges were discussed by the consortium in the annual plenary meeting of the SoE project, which was held online today.

[Read More >](#)



2nd Annual Dissemination & Technical workshop

November 18th, 2020

The 2nd Annual Dissemination and Technical workshop of the project was successfully held today. An overview of the Sea of Experience project was presented, while professionals from the maritime industry gave short presentations concerning the challenges in the maritime sector.

[Read More >](#)



Save the date: 2nd Annual Dissemination & Technical workshop

November 11th, 2020

We are glad to invite you to the 2nd Annual Dissemination & Technical workshop of the project! It will be conducted online, on 18.11.2020, at 10.00-12.30 EEST. Register here: <https://forms.gle/WR9d8xSqzLms6wRY8>

[Read More >](#)

Figure 8: Website posts over the past 12 months (part 2)

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 1 presents the total followers or likes -depending on the platform-, the total posts made in the second 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 **97 posts**.

Table 1 Social media accounts main particulars

	Followers/ Likes	Total 2 nd year Posts
Facebook	80	34
Twitter	61	32
LinkedIn	151	31

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 292, it is henceforth required to review the social media analytics monthly to keep track on the project’s outreach.

Facebook Account

The account is closely monitored by the WP leader for the effective dissemination of the project activities within the year. Figure 10 shows the total page views within the past 12 months and Figure 11, Figure 12 and Figure 13 indicate the post made within the past year and the individual statistics of each post's effectiveness.

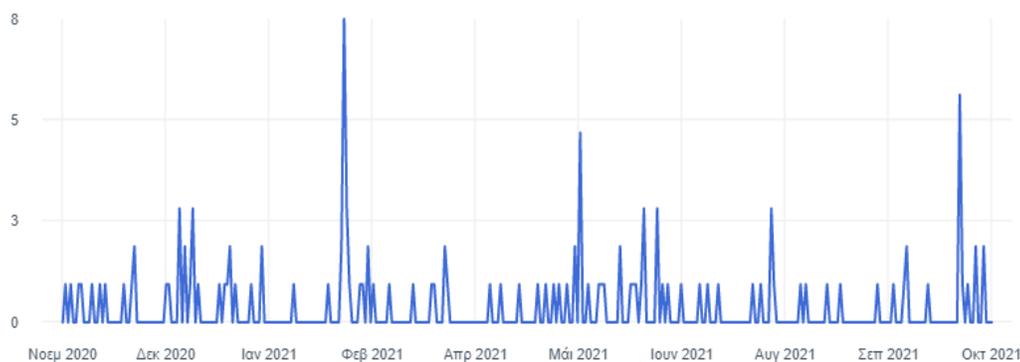


Figure 9: Facebook page views per day for the past 12 months

Published	Post	Type	Targeting	Reach	Engagement
25/10/2021 14:26	 The Second Session – Greece & Cyprus of the 1st Online One-Day			13 	0 1 
25/10/2021 13:06	 An amazing First Session of the 1st Online One-Day School has ended!!!!			24 	1 3 
25/10/2021 12:20	 1st Online One-Day School Afternoon Agenda To join us click on the link			14 	0 2 
25/10/2021 10:52	 The 1st Online One-Day School - Cyprus is in progress now!!!!			13 	1 0 
25/10/2021 10:42	 The 1st Online One-Day School - Greece is in progress now!!!!			11 	0 1 
25/10/2021 10:23	 Join our Cloud HD Video Meeting 			7 	3 0 
25/10/2021 09:38	 1st Online One-Day School Greek and Cypriot morning Session			27 	1 4 
22/10/2021 19:04	 !!!!!!!!!Meeting in person again!!!! Another fruitful meeting has finished,			54 	2 7 

Figure 10: Individual Facebook posts insights of the past 12 months (part 1)

Published	Post	Type	Targeting	Reach	Engagement
06/10/2021 12:29	 Πρόσκληση 1ο Μονοήμερο Διαδικτυακό Σχολείο, 25 Οκτωβρίου			101 	13 14 
24/09/2021 16:33	 !!!!!!!!!!!!!!! SAVE THE DATE !!!!!!!!!!!!!!!!!!!!!! Sea of Experience is			147 	6 10 
23/07/2021 12:51	 The third issue of the Sea of Experience is out! This newsletter is			32 	2 2 
26/06/2021 09:29	 25th of June is the Day of the Seafarer. This year's theme,			57 	1 4 
09/06/2021 19:51	 Our partner, NTUA, participated in the UFM-WESTMED Co-joint Webinar on			25 	5 6 
30/05/2021 11:36	 The press release of the EMD 2021 Blue Skills Workshop that took place			56 	1 2 
24/05/2021 17:59	 The EMD 2021 conference in Den Helder took place as a virtual			65 	3 5 
14/05/2021 15:14	 The partners of SoE have today gathered for another virtual plenary			70 	2 9 
27/04/2021 14:18	 The 1st National Competition in Greece, in the context of the Sea of			24 	2 1 
26/04/2021 14:25	 Today, the "Become an expert for a day" activity allowed observing the			20 	0 0 
26/04/2021 12:49	 This week, the "Become an expert for a day" activity gave the opportunity to			27 	22 2 
20/04/2021 18:02	 We are pleased to announce that the registration for our workshop "Blue			20 	0 1 
20/04/2021 18:00	 The North Sea crude market could offer the tanker market a new trade			17 	0 2 
26/03/2021 10:52	 Το Υπουργείο Ναυτιλίας της Κύπρου εγκαινιάζει επικοινωνιακή			24 	1 1 

Figure 11: Individual Facebook posts insights of the past 12 months (part 2)

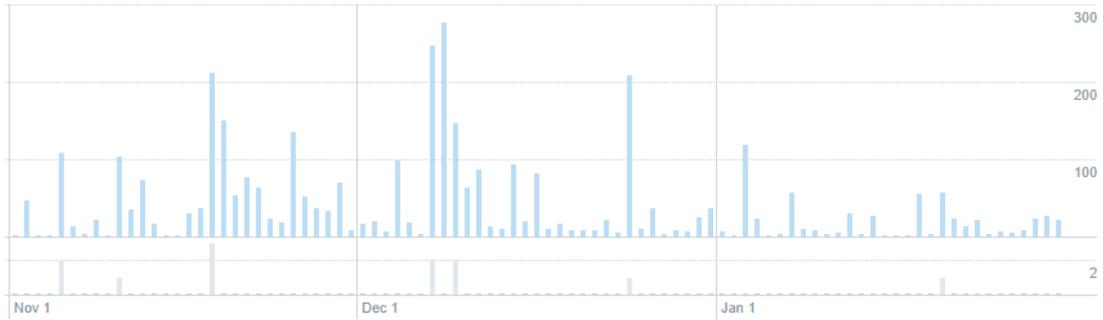
04/03/2021 17:39	 H METIS Cyberspace Technology προσφέρει στη ναυτιλία την πρώτη			15		0 1	
04/03/2021 17:37	 Η Royal Caribbean εντάσσει στο πρόγραμμα της Κύπρο και Ελλάδα.			24		0 2	
20/01/2021 11:35	 Η Κύπρος έχει θέσει ως προτεραιότητα την υποστήριξη του			21		0 5	
24/12/2020 13:01	 The consortium of 'Sea of Experience' wishes you Merry			31		2 6	
09/12/2020 14:21	 Sea of Experience is glad to announce its participation at the			32		0 1	
07/12/2020 11:44	 The Youtube channel of Sea of Experience contains interesting			24		2 4	
07/12/2020 11:25	 Local press in Cyprus refers to the workshops organised by Sea of			27		3 2	
18/11/2020 16:50	 Achievements of the first year of the project, problems encountered and			66		1 5	
18/11/2020 16:41	 In the technical part of the workshop, the Sharing – Pooling Platform was			21		0 1	
18/11/2020 16:41	 The 2nd Annual Dissemination and Technical #workshop of the project			188		8 15	
10/11/2020 14:55	 We are glad to invite you to the 2nd Annual Dissemination & Technical			56		2 4	
05/11/2020 13:42	 The fourth edition of the Blue Career Fair in Romania will be organized			21		1 2	

Figure 12: Individual Facebook posts insights of the past 12 months (part 3)

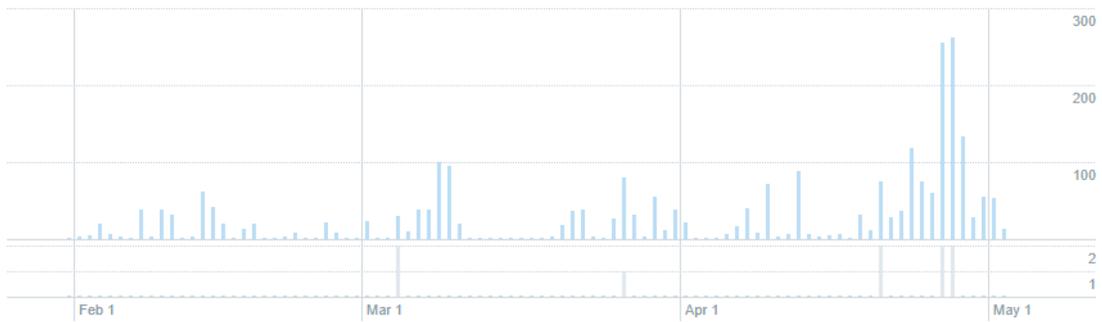
Twitter Account

The project's twitter account has proven to be a vital dissemination tool for the project's results and updates. With 61 followers and more that 10.500 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 14).

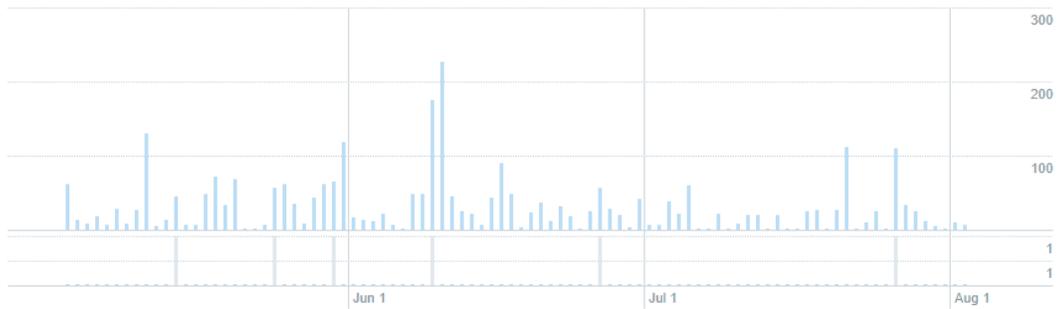
Your Tweets earned **3.6K impressions** over this **91 day period**



Your Tweets earned **2.6K impressions** over this **92 day period**



Your Tweets earned **2.9K impressions** over this **92 day period**



Your Tweets earned **1.5K impressions** over this **78 day period**

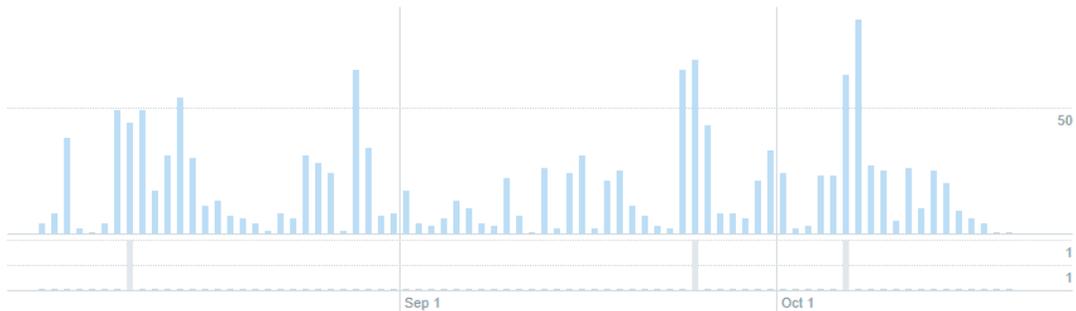


Figure 13: Three monthly twitter impressions

LinkedIn Account

Finally, the project’s LinkedIn account, with 81 followers and 31 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. On **Error! Reference source not found.** the monthly impressions of the website are shown, while figures 16,17 and 18 indicate the individual statistics of each post of the account.

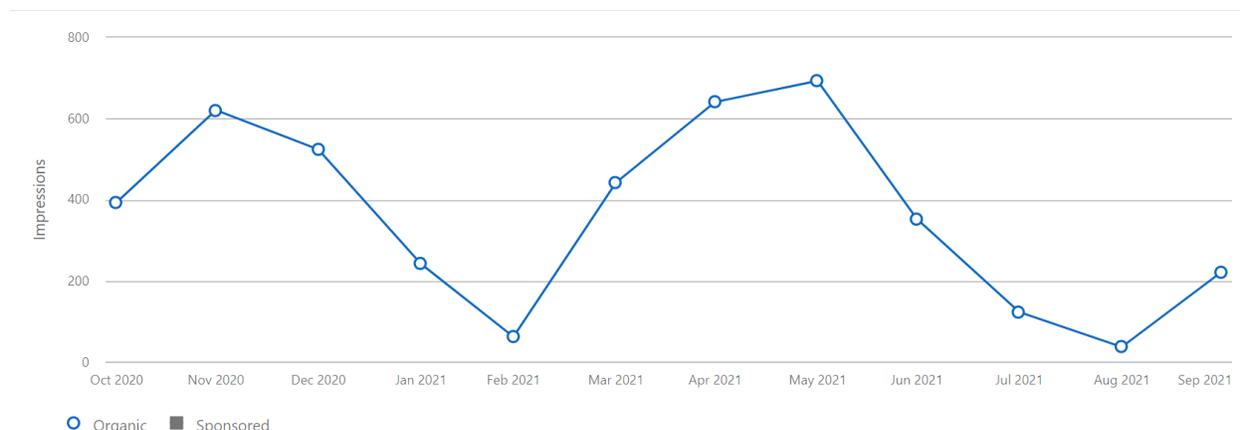


Figure 14 LinkedIn account analytics

Sea of Experience All followers Boost	Georgios Georgiou	12/7/2020	93	-	4	4.3%	2	0	0	-
Με επιτυχία πραγματοποιήθηκαν τα Τεχνικά Εργαστήρια του ερευνητικού... All followers Boost	Georgios Georgiou	12/7/2020	136	-	3	2.21%	7	0	5	-
Achievements of the first year of the project, problems encountered and future... All followers Boost unavailable ⓘ	Georgios Georgiou	11/18/2020	137	-	37	27.01%	10	0	6	-
In the technical part of the workshop, the Sharing – Pooling Platform was... All followers Boost	Georgios Georgiou	11/18/2020	113	-	0	0%	6	0	1	-
The 2nd Annual Dissemination and Technical #workshop of the project was... All followers Boost unavailable ⓘ	Georgios Georgiou	11/18/2020	89	-	1	1.12%	5	0	1	-
We are glad to invite you to the 2nd Annual Dissemination & Technical #workshop of... All followers Boost	Georgios Georgiou	11/10/2020	194	-	5	2.58%	8	0	1	-

Figure 15 Individual LinkedIn posts insights of the past 12 months (part 1)

The Second Session – Greece & Cyprus of the 1st Online One-Day School is in... All followers Boost unavailable	Georgios Georgiou	10/25/2021	118	-	27	22.88%	5	0	2	-
An amazing First Session of the 1st Online One-Day School - Cyprus has ended!!!!... All followers Boost unavailable	Georgios Georgiou	10/25/2021	104	-	3	2.88%	3	0	1	-
An amazing First Session of the 1st Online One-Day School - Greece has ended!!!!... All followers Boost unavailable	Georgios Georgiou	10/25/2021	197	-	22	11.17%	8	0	3	-
The 1st Online One-Day School - Greece is in progress now!!!! All followers Boost unavailable	Georgios Georgiou	10/25/2021	294	-	43	14.63%	5	0	8	-
The 1st Online One-Day School - Cyprus is in progress now!!!! All followers Boost unavailable	Georgios Georgiou	10/25/2021	366	-	50	13.66%	14	0	3	-
1st Online One-Day School Registration All followers Boost	Georgios Georgiou	10/6/2021	124	-	13	10.48%	8	0	6	-
!!!!!!!!!!!!!! SAVE THE DATE !!!!!!!!!!!!!!! Sea of Experience is organizing the 1st Online... All followers Boost	Georgios Georgiou	9/24/2021	187	-	7	3.74%	11	0	5	-
NEWSLETTER-3-2021.pdf All followers Boost	Georgios Georgiou	7/26/2021	193	-	11	5.7%	6	0	2	-
Our partner, NTUA, participated in the UfM-WESTMED Co-joint Webinar on... All followers Boost unavailable	Georgios Georgiou	6/9/2021	223	-	30	13.45%	8	0	1	-
The press release of the EMD 2021 Blue Skills Workshop that took place in Den... All followers Boost unavailable	Georgios Georgiou	5/29/2021	170	-	7	4.12%	9	0	1	-
The EMD 2021 conference in Den Helder took place as a virtual conference on 20-2... All followers Boost unavailable	Georgios Georgiou	5/24/2021	147	-	24	16.33%	7	0	1	-
The partners of SoE have today gathered for another virtual plenary meeting, as we... All followers Boost unavailable	Georgios Georgiou	5/14/2021	266	-	32	12.03%	12	0	3	-
Update title	Posted by	Created	Impressions	Views	Clicks	CTR	Reactions	Comments	Shares	Follows
Υφ. Ναυτιλίας; Επιβράβευση πλοίων με σχέδιο περιβαλλοντικών κινήτρων All followers Boost	Georgios Georgiou	1/20/2021	77	-	2	2.6%	2	0	1	-
Have a look at the first issue of the Sea of Experience newsletter. In this issue, we bri... All followers Boost unavailable	Georgios Georgiou	1/20/2021	109	-	15	13.76%	5	0	3	-
The consortium of 'Sea of Experience' wishes you Merry Christmas and a happy... All followers Boost	Georgios Georgiou	12/24/2020	175	-	3	1.71%	5	0	1	-

Figure 16: Individual LinkedIn posts insights of the past 12 months (part 2)

Today, the "Become an expert for a day" activity allowed observing the actual work... All followers Boost	Georgios Georgiou	4/26/2021	134	-	2	1.49%	5	0	2	-
This week, the "Become an expert for a day" activity gave the opportunity to... All followers Boost	Georgios Georgiou	4/26/2021	211	-	15	7.11%	9	0	1	-
European Maritime Day 2021 All followers Boost	Georgios Georgiou	4/20/2021	136	-	6	4.41%	12	0	5	-
Tankers: A New Trade Route Emerging? All followers Boost	Georgios Georgiou	4/20/2021	70	-	0	0%	3	0	0	-
Η Κύπρος καλεί τους νέους και νέες στη Θάλασσα! All followers Boost	Georgios Georgiou	3/26/2021	136	-	14	10.29%	7	0	2	-
METIS: Νέο εργαλείο για την παρακολούθηση των εκπομπών των... All followers Boost	Georgios Georgiou	3/4/2021	116	-	8	6.9%	4	0	1	-
Η μεγαλύτερη εταιρεία κρουαζιερών ανά το παγκόσμιο εντάσσει στο πρόγραμμα... All followers Boost	Georgios Georgiou	3/4/2021	265	-	12	4.53%	8	0	0	-

Figure 17: Individual LinkedIn posts insights of the past 12 months (part 3)

YouTube account

- One (1) video prepared by NTUA for Sea of Experience YouTube channel <https://www.youtube.com/watch?v=2bKk4U6XKKA>
- One (1) video prepared for sharing-pooling platform, e-mentoring session <https://www.youtube.com/watch?v=FwqvY81e4Z8>
- One (1) video prepared for the 2nd Annual Workshop of Sea of Experience <https://www.youtube.com/watch?v=ZmcuClSylq8>
- One (1) video prepared for the 1st Annual Workshop of Sea of Experience <https://www.youtube.com/watch?v=NlrTIWJca6E>

SoE partners' webpages and social media accounts

All partners capitalised on their existing social media presence as well as websites, to maximize the visibility of the project.

CCCI posted the following posts on Facebook account

- <https://www.facebook.com/CyprusChamberCommerceIndustry/>
- <https://www.facebook.com/CyprusChamberCommerceIndustry/>
- [https://www.facebook.com/CyprusChamberCommerceIndustry/?hc_ref=ARR_wbccliJrmZDAdTVJKw5fijGNLtzIEPdtHDq4LwcNePvcKWzsSWupJw-k7RrRg4M&fref=nf&_xts__\[0\]=68.ARCATyJpyO_PXJLW7jpX-v72RiYEDfueCUOWf0evr1sF8nLfc_hfsrUv0jswPk6vPhiL5f117pVqJwz7Incwb09BXQyagRNnlz_SQ2VnCbT_eCN31tXTYsvtSLISYS-UeJlkieYBMMYXDRgN8p5i1vaezTYgHXu7OEDzkZEZcRi0bMw8Diou3IKkzQgAJIsunSJSWibuFiZsPUx9q-](https://www.facebook.com/CyprusChamberCommerceIndustry/?hc_ref=ARR_wbccliJrmZDAdTVJKw5fijGNLtzIEPdtHDq4LwcNePvcKWzsSWupJw-k7RrRg4M&fref=nf&_xts__[0]=68.ARCATyJpyO_PXJLW7jpX-v72RiYEDfueCUOWf0evr1sF8nLfc_hfsrUv0jswPk6vPhiL5f117pVqJwz7Incwb09BXQyagRNnlz_SQ2VnCbT_eCN31tXTYsvtSLISYS-UeJlkieYBMMYXDRgN8p5i1vaezTYgHXu7OEDzkZEZcRi0bMw8Diou3IKkzQgAJIsunSJSWibuFiZsPUx9q-)

[77DxiguHO3BFgSgrLepQKkMZQSpaFoRrLIP2ZwPsovAy4f9P0wFql4M0qqhev39JssA7r1MfgulxMSOPCnKZDY_Bra000Tr9udA&_tn=kC-R](https://www.cmmi.blue/workshop-of-blue-skills-in-shipping-and-ports-at-the-european-maritime-day-2021/)

CMMI posted the following on its website

- <https://www.cmmi.blue/workshop-of-blue-skills-in-shipping-and-ports-at-the-european-maritime-day-2021/>
- <https://www.cmmi.blue/sea-of-experience-project-become-an-expert-for-a-day-initiatives/>
- <https://www.cmmi.blue/%cf%84%ce%bf-1%ce%bf-%ce%bc%ce%bf%ce%bd%ce%bf%ce%ae%ce%bc%ce%b5%cf%81%ce%bf-%ce%b4%ce%b9%ce%b1%ce%b4%ce%b9%ce%ba%cf%84%cf%85%ce%b1%ce%ba%cf%8c-%cf%83%cf%87%ce%bf%ce%bb%ce%b5%ce%af%ce%bf-%cf%83%cf%84/>

CMMI posted the following on its social media accounts

- [CMMI - Cyprus Marine and Maritime Institute on Twitter](https://twitter.com/UCYOOfficial): "Το Οκεανογραφικό Κέντρο του @UCYOOfficial, το Κυπριακό Εμπορικό και Βιομηχανικό Επιμελητήριο και το @cmmicyprus σας προσκαλούν στο πρώτο Μονοήμερο Διαδικτυακό σχολείο που διοργανώνεται στο πλαίσιο του ερευνητικού έργου @experience_sea. <https://t.co/Kopn7eXOpZ>" / Twitter

3.3. 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

In events that have been completed:

- Presentation “Advancing the ‘skills ecosystem’ for professionals in Blue Economy – the MENTOR’s legacy and the overview of the Sea of Experience project” at the Webinar of Transport in the Balkan and the Black Sea region that took place on 19/11/2020, were the project coordinator (NTUA) presented.
- Participation in UfM-WESTMED Co-joint Webinar “Digitalization skills in the aquaculture and tourism sectors in the Mediterranean region” (9/6/2021)

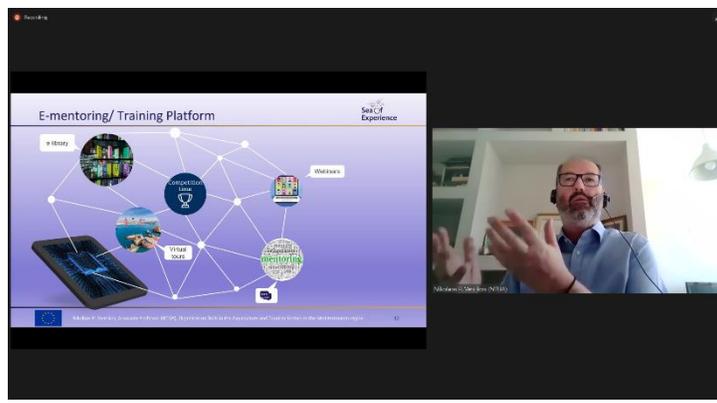


Figure 18: Screenshot of Associate Prof. Ventikos’ presentation at the event

Communication activities

1st Annual Dissemination and Technical workshop of the project

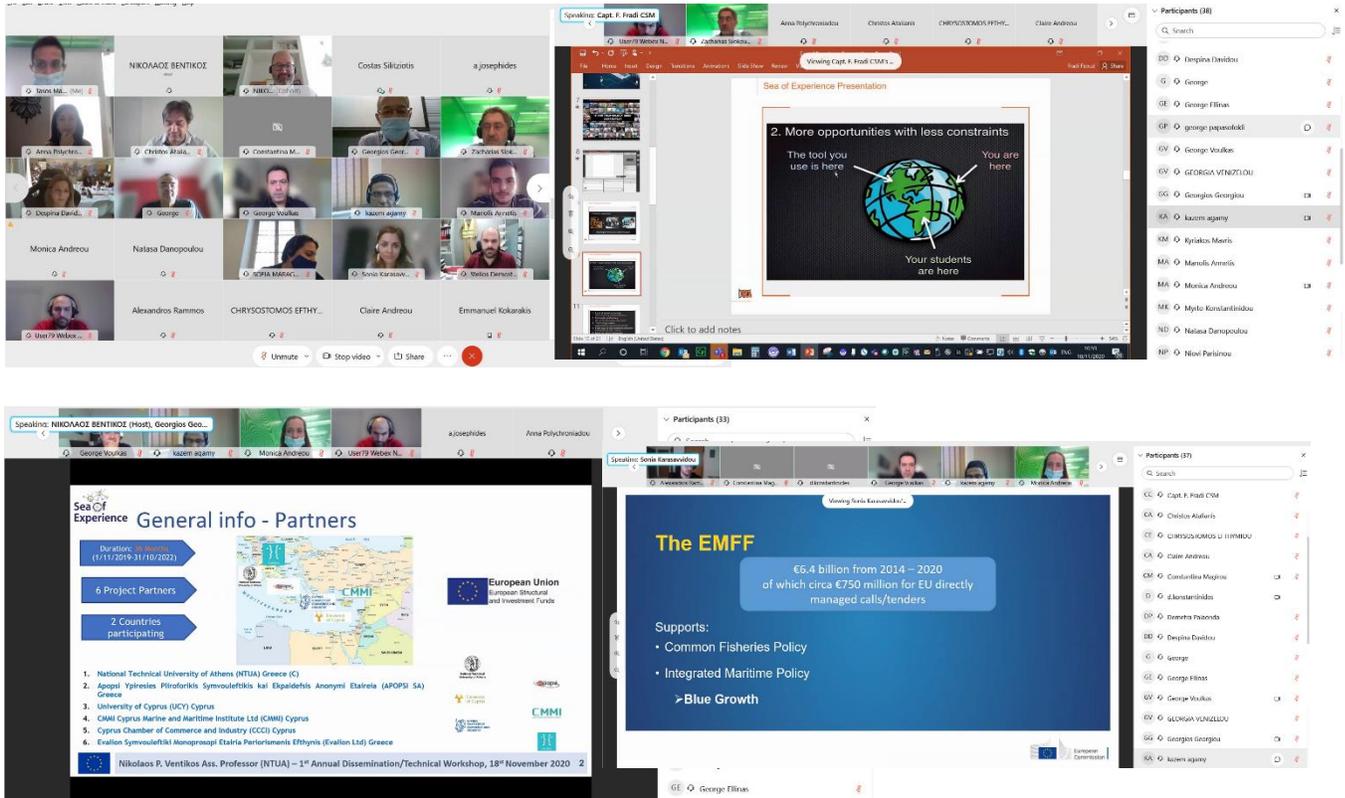


Figure 19: Scenshots of 1st Annual Dissemination and Technical workshop of the project

The partners of SoE at virtual plenary meeting, as we have just completed the 18th month of our project

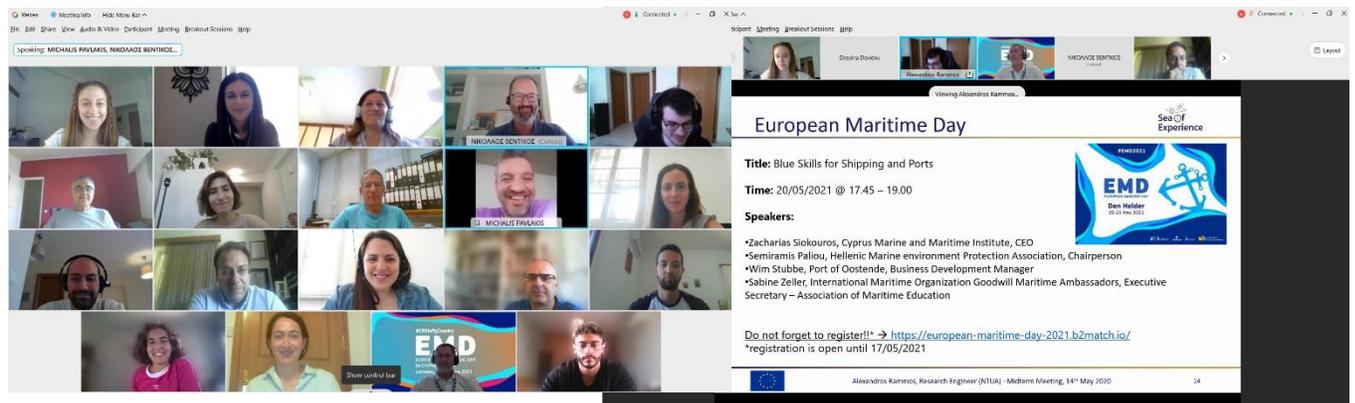


Figure 20 Screenshots of virtual plenary meeting

Conferences and exhibitions

Abstract entitled “Digital tools in Maritime Education – Development and Application” accepted and published in the “3rd International Congress – Age of new economy and new jobs – blue economy and blue innovation” book of abstracts.

Workshops

- Professor Nikolaos Ventikos, Project coordinator (NTUA) organized a workshop during the European Marine Day 2021 on 20/05/2021, the title of the workshop was EMD 2021 “Blue Skills for shipping and ports”

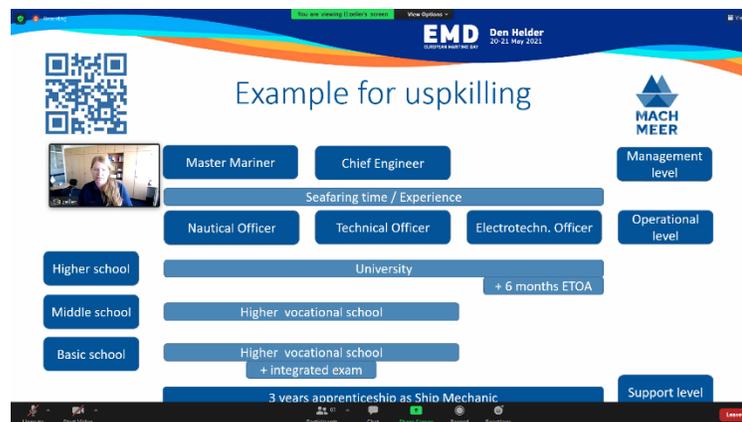


Figure 21 Screenshot of Associate Prof. Ventikos' presentation at the EMD 2021 workshop

Competitions

- Competition for students organized by NTUA. Video recordings (clips) and content was shared via social media. The competition took place between 01/11/2020 and 01/02/2021



Figure 22 Screenshot of the Greek online competition

- 1st National Competition in Cyprus organized by CCCI on 30 June 2021

3.4. 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 specialize 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.

4. Concluding Remarks

This report has described the dissemination activities conducted during the second year of projects' life. The dissemination aim is to reach out to a wider range of stakeholders, such as students, young professional, industrial and academic stakeholders as well as public authorities. The dissemination activities, performed during the period November 2020 – October 2021, 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 second year of the project, dissemination was achieved through publications in local and online newspapers, project newsletters 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. The lack of in-person events may have limited the impact of the banner at the dissemination of the project.

Additionally, the project partners participated in events, conferences and workshops that relate to the scope and the objectives of the project. Unfortunately, due to the continuity of global covid-19 outbreak in 2020-2021 and the national lockdowns and travel restriction, the range of the dissemination performed by SoE in the second year of the project was restricted to mostly online events. There are signs of returning to pre-Covid-19 conditions within the final year of the project, and already forthcoming events are planned in person.

Dissemination through the World Wide Web and social networks including the official website of the project and the individual partners websites and blogs as well as social media have been used to maximise the dissemination of the project's outputs with considerable results.