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JERICO OceanBoard

WP6 Outreach & Education



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This document serves as an introduction to the OceanBoard and on the process of how it will be built and maintained.

Brief Description of the Initiative

The OceanBoard will act as an information portal to news items, events and data; it constitutes the educational component of the JERICO information portal; providing an online educational and information resource through a web environment within the JERICO Community Hub

The JERICO OceanBoard will work similarly to a news agency - publishing news items, features and contributions from different sources (mainly within the partnership, but also from outside), reporting on interesting activities relating mainly to the project partner achievements whilst also reporting on operational oceanography and marine observations in general and on interesting related programmes, projects, events, uses and derived services that appeal to public outreach. It's main targets include:

- Gaining societal support for sustained observations and monitoring of the marine environment
- Raising awareness on the benefits and potential of coastal observations to promote sustainable development of the coastal zone;
- Disseminating experience, examples and guidelines on the use of derived products and services (esp. targeting environmental managers and industry-related applications with specific examples);
- Building the future generations of professionals by supporting students and young scientists with high level articles or learning features on related thematic

Target Audience of the Oceanboard

There are various audiences at which the OceanBoard is targeted:

- Academia and professionals interested in oceanography (including technology and engineering),
- Stakeholders within the public service (policy managers and decision makers),
- The general public (including younger generations) to reach the wider interests and needs of a knowledge-based society.

Moreover the JERICO OceanBoard will serve as a backbone for disseminating knowledge not only to European citizens, but also to the non-EU citizens. This element of the activity promotes synergies with non-EU countries especially in the South Eastern Mediterranean and Black Sea, converging their research and ideas with the most recent advances in Europe.

Main Components of the OceanBoard

There will be two main components of the JERICO OceanBoard as follows:

- **JERICO-PROF:** intended for the higher level audience and professionals; will provide news items to experts and will give details on project deliverables; targeting learning modules on operational oceanography, focussing on coastal observatories and applications, and dealing with elements to teach users on how to utilise derived tools to the benefit of their area of application.
- **JERICO-PUB:** will present features for the general audience/public including managers, decision makers and educators; mainly to promote the case for coastal observatories and educate about the marine ecosystem; to raise awareness and interest on the use of services deriving from operational oceanography.

The Process - Production Line and Regional Focal Points

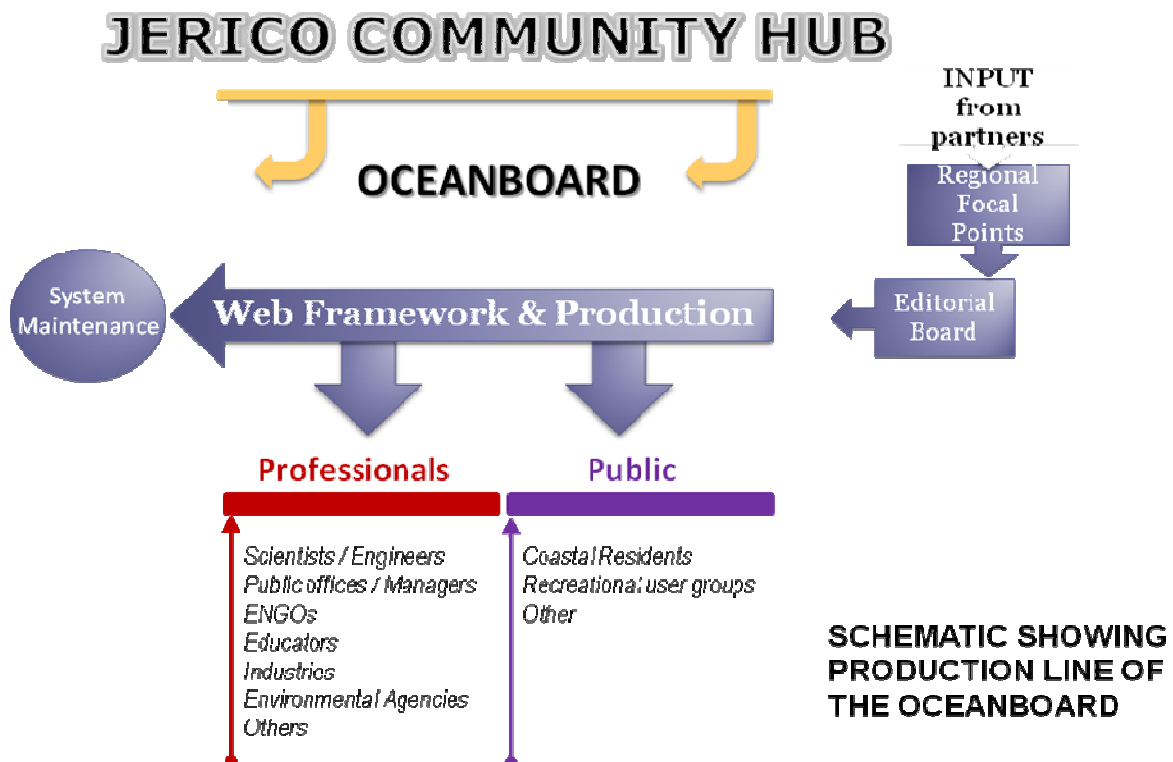
The process of creating the OceanBoard is streamlined in such a way as to create an efficient chain of production between the various partners. The main ideas behind this process include:

- The OceanBoard needs the commitment of all the partners in order for it to be successful. It is after all a window through which the various stakeholders and publics will look through in order to see what JERICO, and the entities behind it are working in.
- Contributions will be voluntary, however they will be beneficial in promoting activities of the partners
- Contributions can be of local or regional/global nature, but need to be of general and broad appeal. They can contain images, videos, datasets or other forms of attachments
- Effort is needed to prepare the contributions in appropriate form to be compatible to the OceanBoard through an organised production line and will rely on a system based on regional focal points
- A simple web-based interface accessible through a web browser will display the latest articles in a blog format.
- The OceanBoard will allow for 2-way communication with the audience at least in some components (like leaving comments after some of the articles), seamless linking to various partner web resources and links to news boards, YouTube, etc of wide web consumption

It is important to state that the success of the OceanBoard relies heavily on the whole team of JERICO partners that are expected to support with material and contributions (this implies a joint effort; contributions will be monitored by an editorial group; contributions are expected to be composed in user attractive formats and innovative delivery)

Production Line of the OceanBoard

The JERICO OceanBoard production line is split between the various responsible partners who must know the exact roles and commitments in the production chain (see diagram below)



REGIONAL FOCAL POINTS are the JERICO partners in WP6 that are responsible to coordinate contributions from their region; the regions and responsible partners are:

- Mediterranean Sea – University of Malta
- North Sea – DELTARES
- Baltic Sea – SYKE
- Iberian Area & Black Sea – IFREMER

The focal points know better what is happening in their region and will be responsible to look out, alert and coordinate contributions from their region, seeking articles and contributions for the OceanBoard.

The **JERICO OceanBoard EDITORIAL GROUP** will monitor the production chain; the regional focal points together with CEFAS will compose this editorial group. University of Malta (UOM) will coordinate the Editorial Group.

The effort of the members of the editorial group is to:

- provide advice on the initial design and future upgrading of the OceanBoard;
- verify and validate contributions up to online publishing;
- provide special contributions (individually or as a group) deriving from JERICO deliverables;
- monitor the progress and success of the JERICO OceanBoard during the project.

The main responsibilities and sequence of interactions of the Regional Focal Points (FPs) with the University of Malta (UoM) in the production line are the following:

- (i) FPs alert UOM about potential contributors from their regions by acting as news finders relevant to the OceanBoard. FPs will seek relevant informative material and contributions within the project partnership and outside; (this is an ongoing process throughout the project lifetime)
- (ii) FPs are expected to send info on a news item together with the institute (source) and contact person/s to UOM; UOM will follow up together with FP;
- (iii) Once the contribution is submitted, UOM will seek advice on the acceptance/revision of the contribution to FP and Editorial Board;
- (iv) UOM will liaise with source of contribution for any changes/revisions/additions;
- (v) The final contribution is uploaded on the OceanBoard by UOM

Further Information and Contacts

Further information and assistance on the OceanBoard and what materials should be sent to be included for each region can be obtained by emailing oceanboard@jerico-fp7.eu which goes to the Editorial Group headed by Angele Giuliano under the management of Prof Aldo Drago of IOI-Malta at the University of Malta.