

The communication and the organization of events in a scientific multidisciplinary community: the SeaDataNet experience

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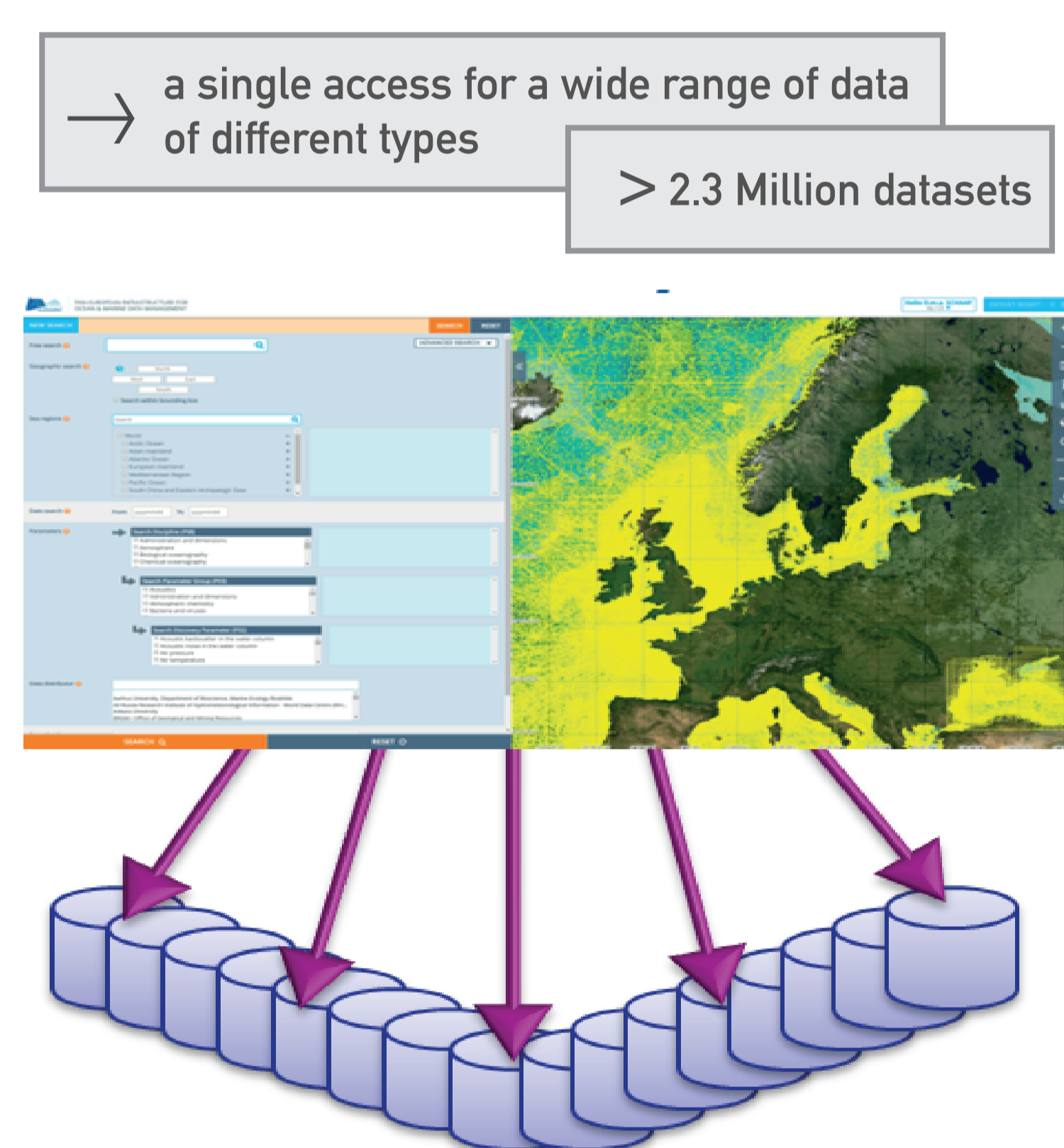
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The pan-European SeaDataNet (SDN) marine and ocean data infrastructure started in early 2000 to create a framework for the management of large and diverse datasets derived from in situ measurements. It has been improved thanks to different European projects, it represents the joint efforts of several marine institutes around the European and the Mediterranean seas. SeaDataCloud (SDC) represents an evolution and an improvement in the quality of the cited infrastructure, achieved through its expansion with new data and metadata formats compliant to ISO, OGC and W3C standards, as well as new services. The infrastructure is going to provide more personalised and advanced services by adopting cloud and High Performance Computing (HPC) technology. Other objectives include improving data sharing in a multidisciplinary scientific domain, implementing collaborative online tools for research by means of a Virtual Research Environment (VRE). A variety of communication activities have been going on during the SDC project including internal and external communication. This poster presents the strategy and the main actions for promotion and dissemination of the SDC project to the target audiences.

SeaDataCloud is promoting a cultural change in the community of ocean data owners and consumers

Improving access to interoperable and with high quality data helps scientific advances in addressing the grand challenges of society as the studies of climate change, extreme events and marine biological studies. On the one hand, the SDN portal is one of the main reference portals for marine data in Europe, allowing more researchers to share their data, while adopting the de facto data and metadata standards currently in use. On the other hand, sharing of data and collaborative research is an important challenge not only for the marine scientific community but also for different actors, such as shipping companies, offshore power companies, fishing industry, tourism industry, marine and coastal authorities, etc... Moreover, policy makers can take advantage of the data products available for improving their knowledge of the seas.

The opportunity of data re-use



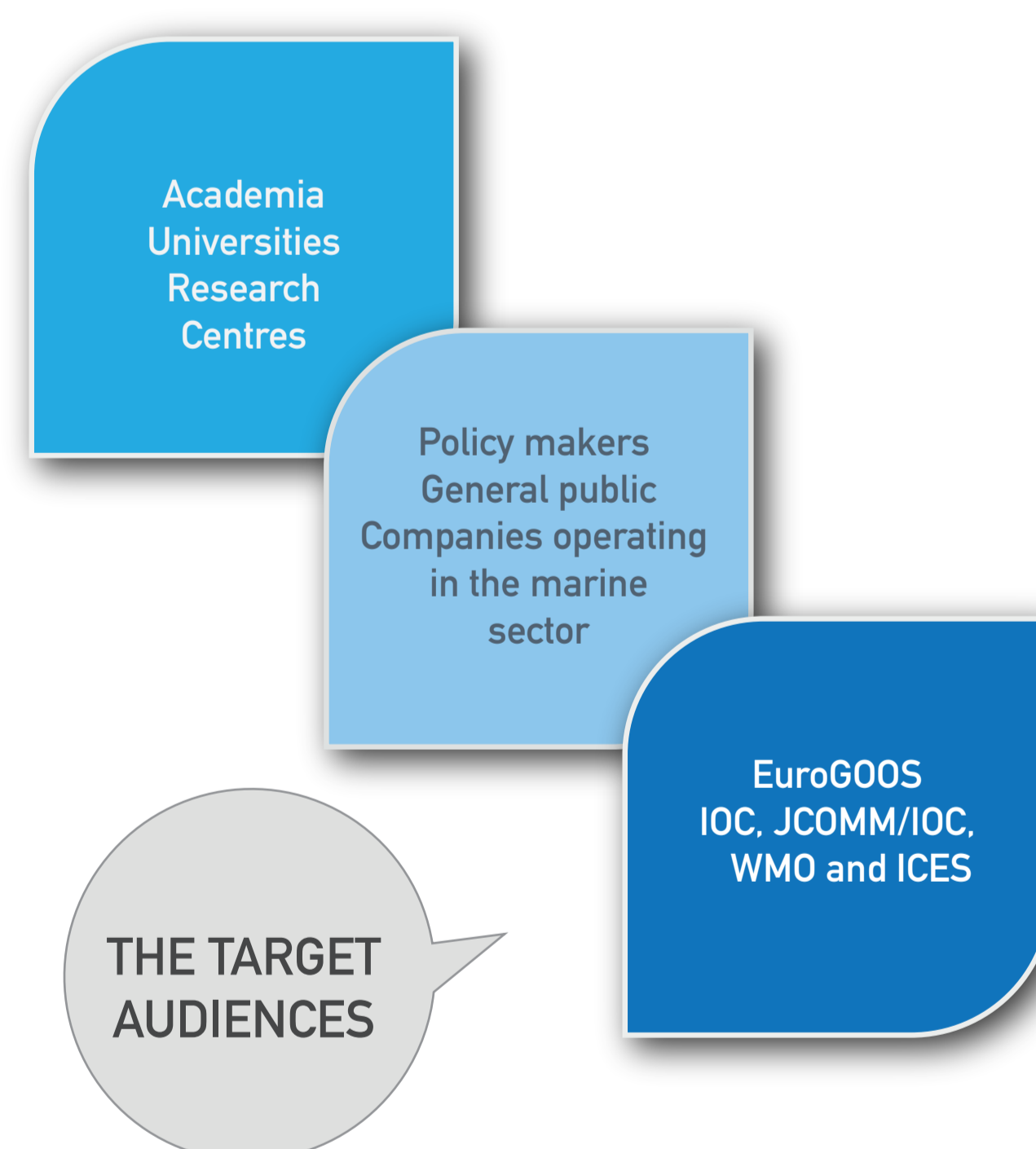
European data sources data centres ← ≈ 650 originators

Even though the amount of available data is rapidly increasing there is data that is still missing. For this reason, the SDC project is not only aimed at technological innovation but also at promoting cultural change to encourage public and private organizations to share their datasets. A new service to promote data sharing that allows data citation, accessible free of charge, to mint Digital Object Identifier (DOI) is available. The service assigns a unique identifier to data.

THE OBJECTIVES

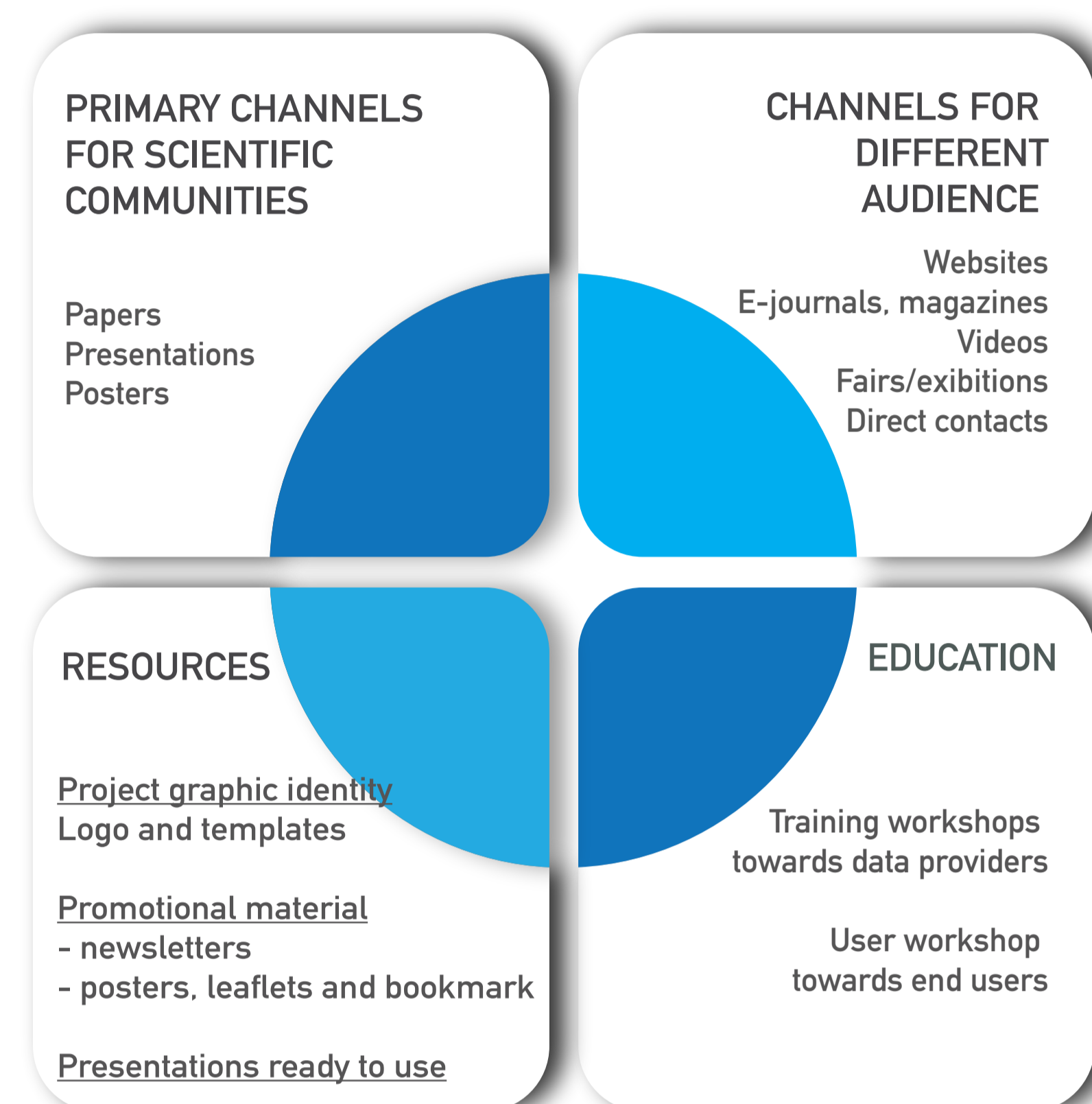
The main objectives of the communication/dissemination strategy comprise:

- the involvement of stakeholders as new data providers;
- the attraction of new users of the infrastructure;
- the long-term sustainable arrangements at European scale with its network of connected data centres alongside collaboration with similar projects and the promotion of the standards in use



References

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- http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/amga/h2020-amga_en.pdf
- Using social media for EU-funded projects <http://com-dep.enefcities.org.ua/upload/files/Social%20Media%20Handbook%20ENG%20Final.pdf>, prepared by a EU funded project



CREATION OF SYNERGIES WITH RELEVANT OCEAN DATA E-INFRASTRUCTURES AND INITIATIVES

- Copernicus Marine Environment Marine Service (CMEMS) - Memorandum of Understanding for data exchange
- Direct collaboration with different EMODnet projects that use/adapt SDN standards
- Collaboration with EuroGOOS, AtlantOS, Euro-ARGO, EMSO, JERI-CO-Next, etc
- Collaboration with the ENVRI community, a collaborative framework of pan-European environmental Research Infrastructures, to share and prepare coordinated common activities for communication and promotion.

ORGANISATION OF THE IMDIS CONFERENCES



The IMDIS (International Conference on Marine Data and Information Systems) conference is part of a long series of successful meetings, started in 2005 to share knowledge and best practices on the object of marine data management. Next edition: IMDIS 2020 – Stay tuned

Participants of the last edition 184 from 34 countries

Promotion of SDN portal

Boosting the discoverability in web search engines

Project partners have improved the online presence of the infrastructure through a link to the SDN portal in their own website. This simple action contributes to increase the discoverability of the infrastructure by applying a simple Search Engine Optimization technique. These links are called backlinks and are used by search engines to establish ranking and importance of websites. Backlinks are similar to citations. More weight is given to backlinks coming from the pages regarding the same topic.

Social media

The best social media that suits our needs

We have investigated the most appropriate means to inform about the project's activity and results among the most popular social networking sites. The decision of setting up a Twitter channel that helps in reaching out our target audience has been taken analysing the different kinds of social media and above all considering which social media networks researchers and academia use more (Mohammadi et al., 2018). Twitter is analysed in many papers as medium to convey scientific publications and outcomes and so it is used by scientists to inform themselves. In fact, according to Côté et al., (2018) "Tweeting has the potential to disseminate scientific information widely after initial efforts to gain followers".



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