

MareFrame



WP8: Dissemination & Training Actions

Final meeting, December 12, 2017 Brussels

Mariana Golumbeanu, Magda Nenciu, Steinar Aðalbjörnsson



This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no. 613571

Objectives of WP8

- Make the project results well-known in Europe and to disseminate the results to SMEs, consumers, retailers, consumer organizations, solution providers and control authorities etc.
- Disseminate the results to other on-going projects and initiatives relevant for the project in order to create synergies and to increase the visibility of the project worldwide.



TWINNINGS

MareFrame lead	Twinning partner	EUR
Shuttle Tread	Minouw	8.094
UnAbdn & UiT	The Ecopath consortium	20.640
CNR	DiscardLess	1.800
UH	SSMSC	7.228
SLU	REDUS	12.030
PELAC	EAFM	8.250
		58.042

Expected Results (DoW)

MareFrame presentations for the general public	✓
Publishing of the MareFrame webpage	✓
MareFrame presentation in portable document format (*.pdf) for conferences	✓
Fish-in corner	✓
Final evaluation of the EAFM	In progress
Publication in selected magazines and newspapers	✓

- Compile training material in collaboration with WP7.



Main challenges

- Large and diverse consortium (28 partners from different regions)
- Complex scientific concepts and approaches to disseminate to stakeholders/wider audience
- Involve stakeholders in the MareFrame Co-creation process



CO-CREATION IS OK!



Main results: WP8 Deliverables

NUMBER	Deliverable TITLE	MONTH	DATE	Lead P No.
D8.1	Website for MareFrame project	1	Jan 2014	10
D8.2	Informative posters and booklets/brochures	3	Mar 2014	10
D8.3	Plan for use and dissemination of Mareframe Foreground	4	Apr 2014	10
D8.4	Press office MareFrame website	5	May 2014	10
D8.5	Proceedings of Advanced training school on EAFM	40	April 2017	10
D8.5	tools and simulation training	47	November 2017	10
D8.7	Report on Assessment of MareFrame dissemination and lessons learned	48	December 2017	10



ECAS Portal Visibility

198 entries under Dissemination activities
19 entries under Publications



SESAM - Activities Management Page - Google Chrome

Secure | <https://webgate.ec.europa.eu/sesam-fp7/disseminationActivities.action?>

FP7 on EUROPA | Legal Notice

European Commission

RESEARCH & INNOVATION

Participant Portal - Grant Management - Scientific Reporting

FPT Home > Project Management > Dissemination Activities Page

You are logged as: [nzaharta] [Helpdesk](#)

Menu

- Project Home
- Reports
- Deliverables
- Publications
- Journal Request
- Dissemination Activities
- Patents
- Exploitable Foregrounds
- Close window

List of Dissemination Activities.

Type of activities: Publication

Main Leader: AGENCIA ESTATAL CONSEJO SUPERIOR DE INVESTIGACIONES CIENTIFICAS

Title:

Date: Syntax: dd/mm/yyyy

Place:

Type of audience

- Scientific community (higher education, Research)
- Industry
- Civil society
- Policy makers
- Medias

Size of audience:

Countries addressed:

5:59 PM 5/21/2017



ECAS Portal Visibility

196 entries under Dissemination activities
19 entries under Publications +



The screenshot shows a web browser window with the URL <https://webgate.ec.europa.eu/sesam-fp7/disseminationActivities.action?>. The page is titled "RESEARCH & INNOVATION Participant Portal - Grant Management - Scientific Reporting". The user is logged in as "[nzaharta]". The main content area is titled "List of Dissemination Activities" and contains a form with the following fields:

- Type of activities: Publication (dropdown menu)
- Main Leader: AGENCIA ESTATAL CONSEJO SUPERIOR DE INVESTIGACIONES CIENTIFICAS (dropdown menu)
- Title: [Empty text field]
- Date: [Empty text field] (Syntax: dd/mm/yyyy)
- Place: [Empty text field]
- Type of audience: Scientific community (higher education, Research), Industry, Civil society, Policy makers, Medias
- Size of audience: [Empty text field]
- Countries addressed: [Empty text field]

The Windows taskbar at the bottom shows the time as 5:59 PM on 5/21/2017.



ECAS Portal Visibility

Type of dissemination activity	No.
Oral presentation to a scientific event	65
Oral presentation to a wider public:	18
Organisation of Workshops	25
Organisation of Conference	3
Exhibitions	2
Web sites/Applications	8
Posters	25
Articles published in the popular press	17
Flyers distributed	14
Press releases & Media briefings	8
Interviews	5
TV clips	3
Films	3
Scientific papers in peer-reviewed journals	19 +

**And still counting: Special Issue of J Fish Res
MareFrame Final Conference**

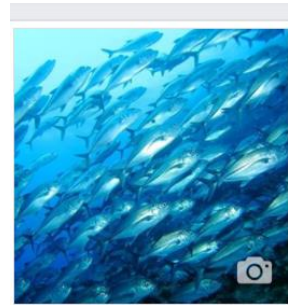


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Main results

Increased online and Social Media activity

Facebook



MareFrame
@MareFrame

Liked Following Share ...



MareFrame

Published by Magda Nenciu [?] · 5 mins ·

Over 120 people are registered for the MareFrame final meeting!
<http://mareframe-fp7.org/over-120-people-are-registered-fo.../>



Over 120 people are registered for the MareFrame final meeting! Don't miss out!

The MareFrame final meeting will take place December 13 and 14 in Brussel. The program is looking really good. Program for 13 and 14 December 2017...



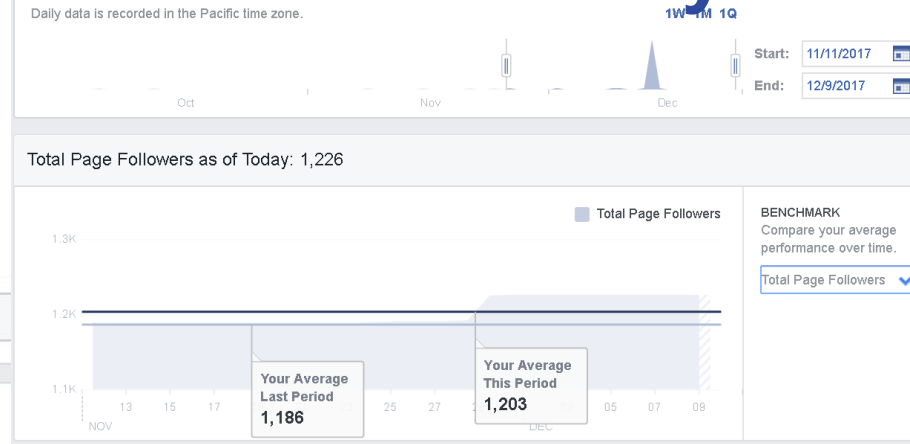
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Main results



Increased online and Social Media activity

Facebook



MareFrame

@MareFrame

Home

Posts

Videos

Photos

About

Community

Events

Promote

Manage Promotions

Liked

Following

Share

All Photos



Main results



Increased online and Social Media activity

Twitter

Home 15 Notifications Messages Search Twitter Tweet

Tweets 429 **Following** 572 **Followers** 504 **Likes** 453 **Lists** 0 **Moments** 0 Edit profile

MareFrame
@MareFrame
MareFrame is an EC-funded RTD project which seeks to remove the barriers preventing more widespread use of the ecosystem-based approach to fisheries management.
Europe
mareframe-fp7.org
Joined May 2014

Tweets **Tweets & replies** **Media**

You Retweeted
A.R.M @Amaj_rahimi2001 · Dec 6
Replying to @MatisIceland @MareFrame and 1
Brought d same issue @eifaac & was immediat scientists in d room. They emphasized on EU ru priority will b given 2 female candidates! D gen there. #gender_equality is a must not an option

You Retweeted
Matis @MatisIceland · Dec 5

You Retweeted
Unn Laksá @UnnLaksa · Nov 27
Join us for a @MareFrame webinar on #socio #economic impact assessments in fisheries tomorrow Tuesday at 11 CET. @ClimeFish @Prime_Fish @FarFisH2020 Register on bit.ly/2zXoWSp

Anna Danielsdottir, Rosa Chapela, Michaela Aschan and 4 others

You Retweeted
Angel Borja @AngelBorjaYerro · Nov 22
we need more webinars like this

Main results

Dissemination during public, scientific & stakeholder events 2017

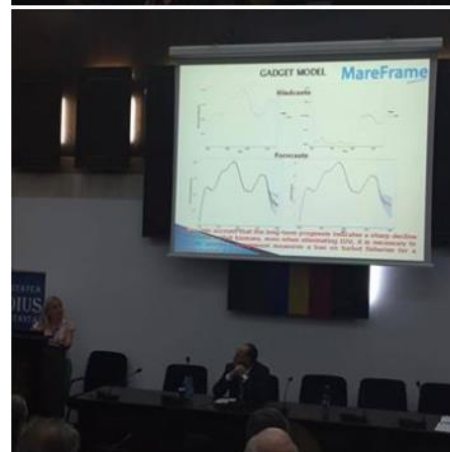
@MareFrame at the International Conference Environmental Engineering and Sustainable Development, Alba Iulia, Romania, 25-26 May 2017 #EAFM#sustainable_development



Main results

Dissemination during public, scientific & stakeholder events 2017

@MareFrame #BlackSea CS at the International Conference
#MaritimeSpatialPlanning in the Black Sea - #Constanta, #Romania,
3-4 May 2017 Magda Nenciu Mariana Golumbeanu



Main results

Dissemination during public, scientific & stakeholder events 2017

@MareFrame @UN_FAO_GFCM Roadmap in action! #Workshop on the assessment of #management measures on #BlackSea #turbot fisheries
12-13 June 2017, Constanta, Romania



Main results

Dissemination during public, scientific & stakeholder events 2017

New Era of Blue Enlightenment, 12-14 July 2017, Lisbon, Portugal



Anna K. Danielsdottir on the importance of stakeholder engagement in co-creation approach in @MareFrame to guarantee project impact



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Main results

Dissemination during public, scientific & stakeholder events 2017

ICES ASC 2017, 18–21 September 2017, Greater Fort Lauderdale, Florida, US



Paul Frater (UI Iceland) on ecosystem models: Gadget and Atlantis

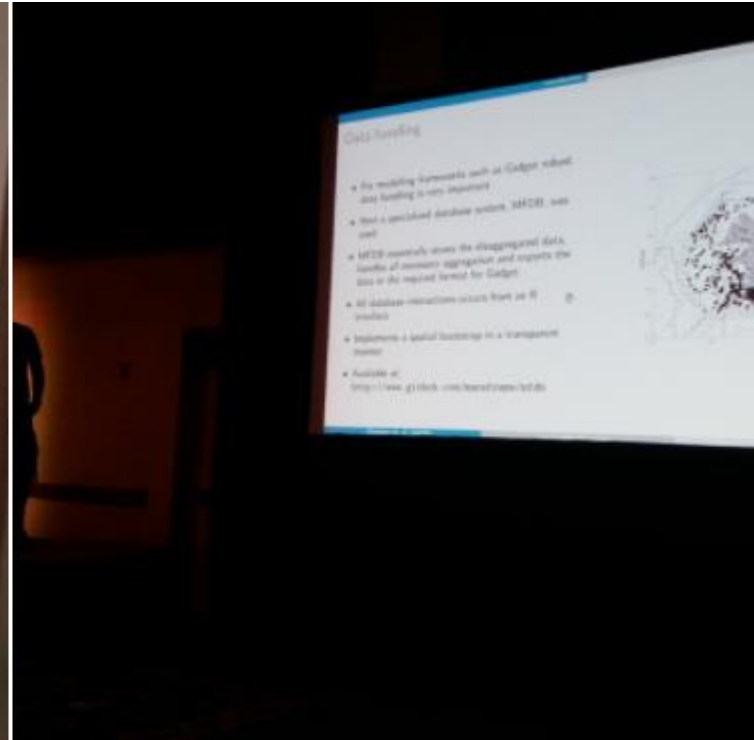


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Bjarki Þór Elvarsson (MFRI Iceland) presenting MareFrame proj. modeling results

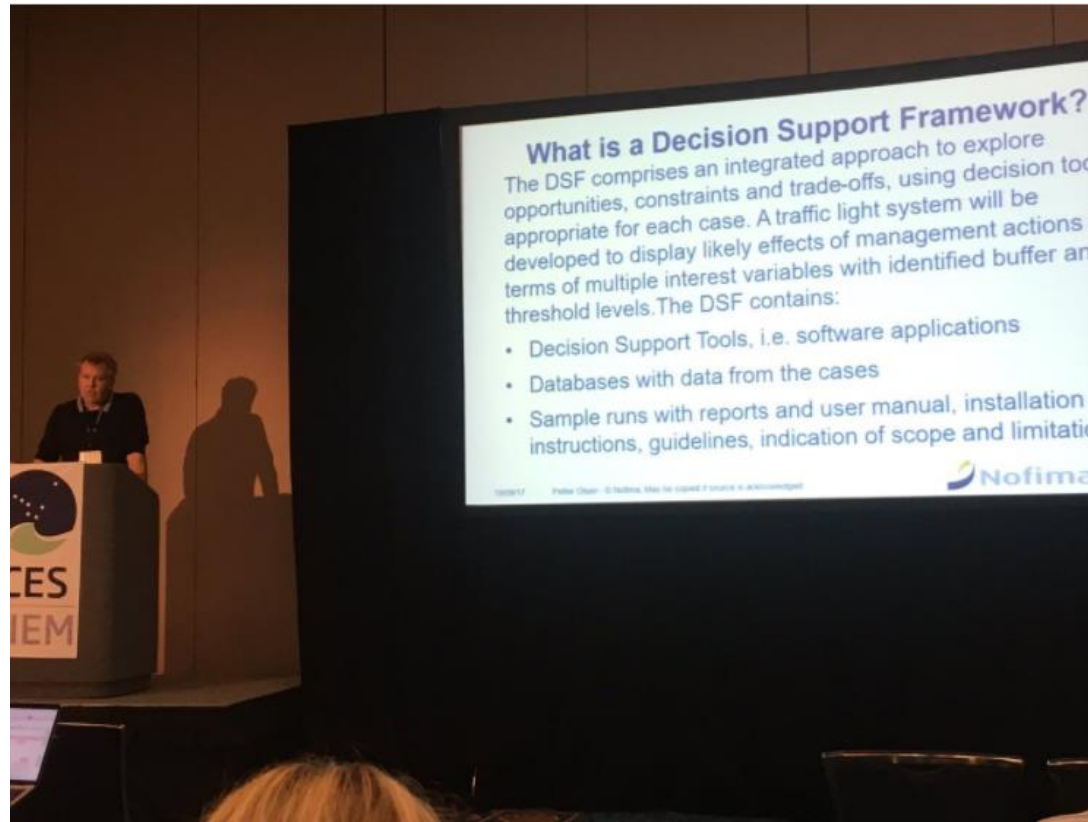


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ICES ASC 2017, 18–21 September 2017, Greater Fort Lauderdale, Florida, US



Petter Olsen presenting Decision support for sust. seafood prod.

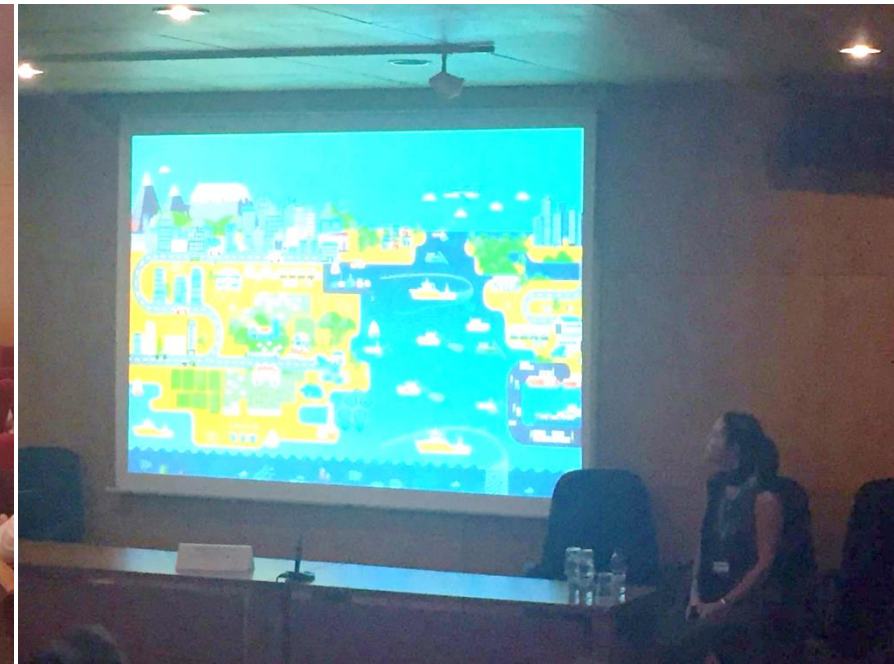


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Main results

Dissemination during public, scientific & stakeholder events 2017

International Congress on Engineering and Sustainability in the XXI Century - INCREaSE 2017, Faro, Algarve, Portugal, 11-13 October 2017



Mariana Golumbeanu & Katherine Mary Flynn
(the European Association for Food Safety – SAFE Consortium)



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Exploitation of the MareFrame Foreground

Deliverable outputs mostly respond to the Objective = produce innovative knowledge

- **D5.3. Report on model outputs in each CS**
- **DSF tools**
- **WP1 Case Study Fact Sheets**
- **Teaching material**
- **Papers: 19 published, many in preparation**
- **Fisheries Research Special Issue!**

Commercial outputs:

- **Potential customers = fishing industry, NGOs, decision makers**
- **Commercialization channels = consultancy services**
- **Website active until 2020 (domain and hosting covered)**



Exploitation of the MareFrame Foreground

- Website active until 2020 (domain and hosting covered)
- Potential IPR: software codes
- MFDB (MareFrame DataBase) package homepage
<https://github.com/mareframe/mfdb>
- MareFrame Decision Support Framework - Mapix Foreground:
<http://mareframe.mapix.com/>



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