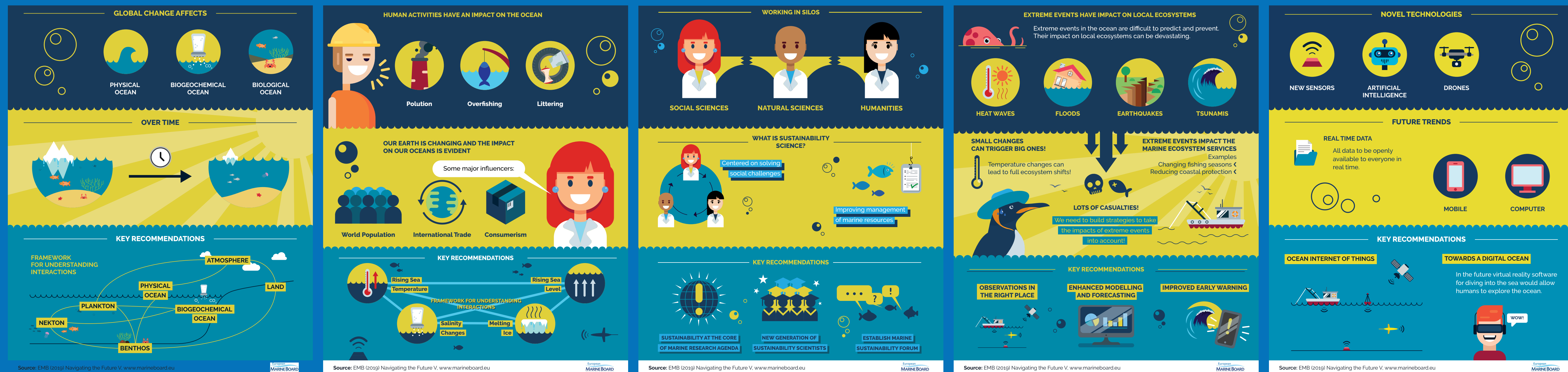


A Strategic Approach

The EMBCP created a strategy for communicating the launch of NFV in January 2018. Working in partnership with the EMB Secretariat, the resulting activity was the most comprehensive communications activity around an EMB output to date.

The Tools For The Job



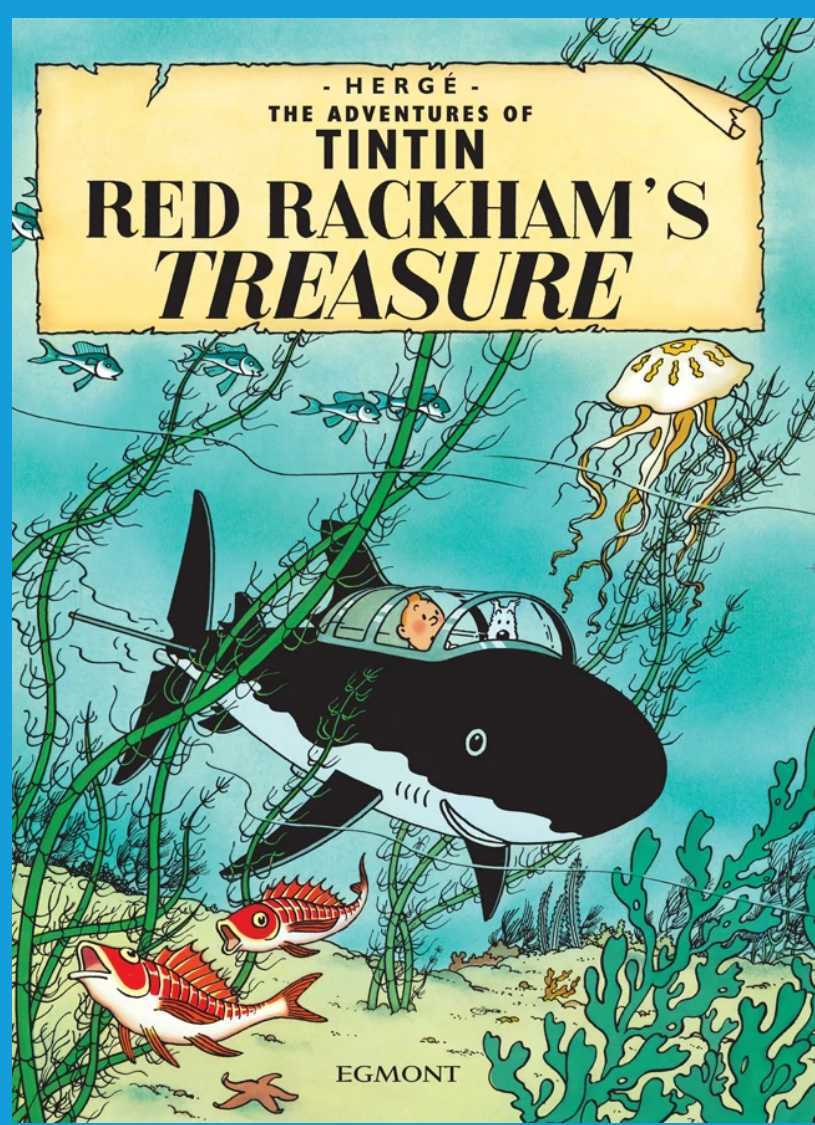
The strategy recommended the development of a communications toolkit containing graphics, infographics and short videos based on the themes covered by NFV, in order to build interest via online channels.

EMB Secretariat coordinated the creation of the toolkit via graphic design students from the Arteveldehogeschool Gent in Belgium. In total 5 infographics and animated videos of the main chapters of NFV were created.

The infographics were shared on the EMB social media channels (Twitter, Instagram, and YouTube) to increase attention and engagement before the launch of NFV at the EuroOCEAN 2019 conference. The infographics and videos were highly effective in explaining the complex chapters of NFV in a simple and understandable way. Tweets using the infographics were shared 69 times and had a total of 108 likes. The Twitter hashtag #NFVOcean was launched to promote NFV, and to date is still being used, summing 145 tweets so far, with the majority related to the launch of the document at EuroOCEAN 2019.

Spreading The News

A news release was issued at the start of the NFV process to highlight the five key areas that the report would work to address. It also focused on the historic significance of holding the foresight workshop in the Hôtel Métropole Brussels, a historical hotel that hosted the first international Physics Solvay Congress in 1911. That same conference led to “the most intelligent picture ever taken” in 1927, where 17 of the 29 attendees were or became Nobel Prize winners, including Einstein, Bohr, Skłodowska-Curie, Planck, Schrödinger, Heisenberg and Auguste Piccard. The latter built the Bathyscaphe Trieste, the underwater vehicle that brought his son Jacques Picard and the American mariner Don Walsh to the very depth of the Challenger Deep. Auguste Piccard also inspired the Belgian cartoonist Hergé in the creation of the character Professor Calculus in The Adventures of Tintin, who invented the “shark-proof submarine” that appears on the cover of the volume 12 of the series: Red Rackham’s Treasure. The news release was disseminated via the EMB website, Twitter, and by EMBCP members e.g. National Oceanography Centre website and email news bulletin.



Ahead of the launch of NFV at EurOCEAN2019 EMBCP released a media invite, which was issued to Paris based journalists inviting them to the conference to attend the launch and to interview key authors of the report. Given the pressures on journalists, and relative low news value of the report publication, we were pleased that two journalists (from Ouest France and Italian newspaper Avvenire) attended the conference and conducted interviews that were published online in audio and written formats. On June 11th, a release was issued announcing the launch of NFV, which appeared on the EMB website and:

- News sections of EMB member websites: NOC, Sorbonne University, MaREI, MASTS, Ifremer, VLIZ
- Ocean Frontier Institute news
- Compedium Coast and Sea news
- SciTechEuropa
- EurOCEAN newsletter June 2019

Additional media coverage included:

- Interfrance radio interview Wilfred Sanchez, Deputy Scientific Director of Ifremer
- Ouest France
- Avvenire
- EcoMagazine article by EMB secretariat



Promotion of the achievements of Navigating the Future V

- Presented at 20th Meeting of the UN Open-ended Informal Consultative Process on Oceans and the Law of the Sea, New York, by Carlos Garcia Soto. 11/06/2019
- Presentation at BlueMed Stakeholder’s conference by Rosa Fernandez. 13/06/2019
- Presented at Alternet Brussels by Sheila Heymans. 17/06/2019
- Presented at Manas - Multidisciplinary approach to natural and anthropized systems – by Ferdinando Boero. 19/06/2019
- Presented at Ocean Science Day, UNESCO, Paris by Jan Mees. 27/06/2019
- Mentioned in EMB’s response to Horizon Europe co-design survey
- Mentioned in Marine Institute Ireland’s response to Horizon Europe co-design survey
- Shared with Black Sea Strategic Research and Innovation Agenda (SRIA) by Gilles Lericolais
- Announced at National Monitoring Workshop by TUBITAK in Izmir, Turkey by Sukru Besiktepe
- Mentioned in News Tank article on Election of Gilles Lericolais as Chair of EMB. 03/09/2019
- Shared on the Universites marines website
- Distribution to members of the European Institute for Marine Studies (IUEM) in Brest
- Hard copies disseminated to the Portuguese Maritime Cluster Fórum Oceano and the Fisheries and Marine affairs department of the Regional Government of Galicia
- Shared with the Spanish National Contact Point (NCP) for H2020, Challenge 2, Blue Growth, and BlueMED.
- Shared with the Spanish Research Agency
- Disseminated at IFQM (Maritime France-Canadian Institute)
- Presented at the EU-China Blue Partnership Forum for the Oceans by Ferdinando Boero. 04/09/2019
- Policy Brief linking NFV to the societal outcomes of the Ocean Decade to be released by EMB secretariat in November 2019
- 1,600+ NFV webpage views
- 300+ NFV downloads from EMB website
- 400+ reads on ResearchGate
- 170+ downloads on MarXiv
- 1,000+ printed copies disseminated
- 150+ likes and 90+ re-tweets of NFV-related tweets from EMB account



A short video about the launch of NFV was filmed during EurOCEAN2019 by EMBCP and disseminated via Twitter and YouTube shortly after. The video featured interviews with Sheila Heymans, Anna Joborn, Denis Lacroix and Ed Hill. 35+ views on YouTube and 410+ views through Twitter