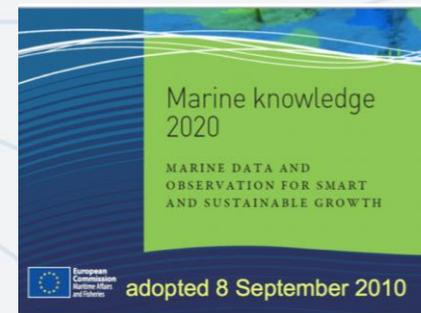




Your gateway to marine data in Europe



The European Marine Observation and Data Network (EMODnet)

How to encourage new marine data users & providers through communication & outreach



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EMODnet



Outline

-  I. Why EMODnet?
-  II. Achievements to date – 5 EMODnet strands
-  III. Medium to long-term evolution of EMODnet services
-  IV. How to encourage new marine data users & providers through communication & outreach – 4 examples



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The EMODnet Secretariat



WP0 - Project management
J-B. Calewaert

WP1 - Promote coherence
J-B Calewaert

Core Secretariat (Oostende)







WP4 - EOOS
B. Martín Míguez



WP2 - Monitoring output
Nathalie Tonné



WP3 - Communication and outreach
A-A. Marsan

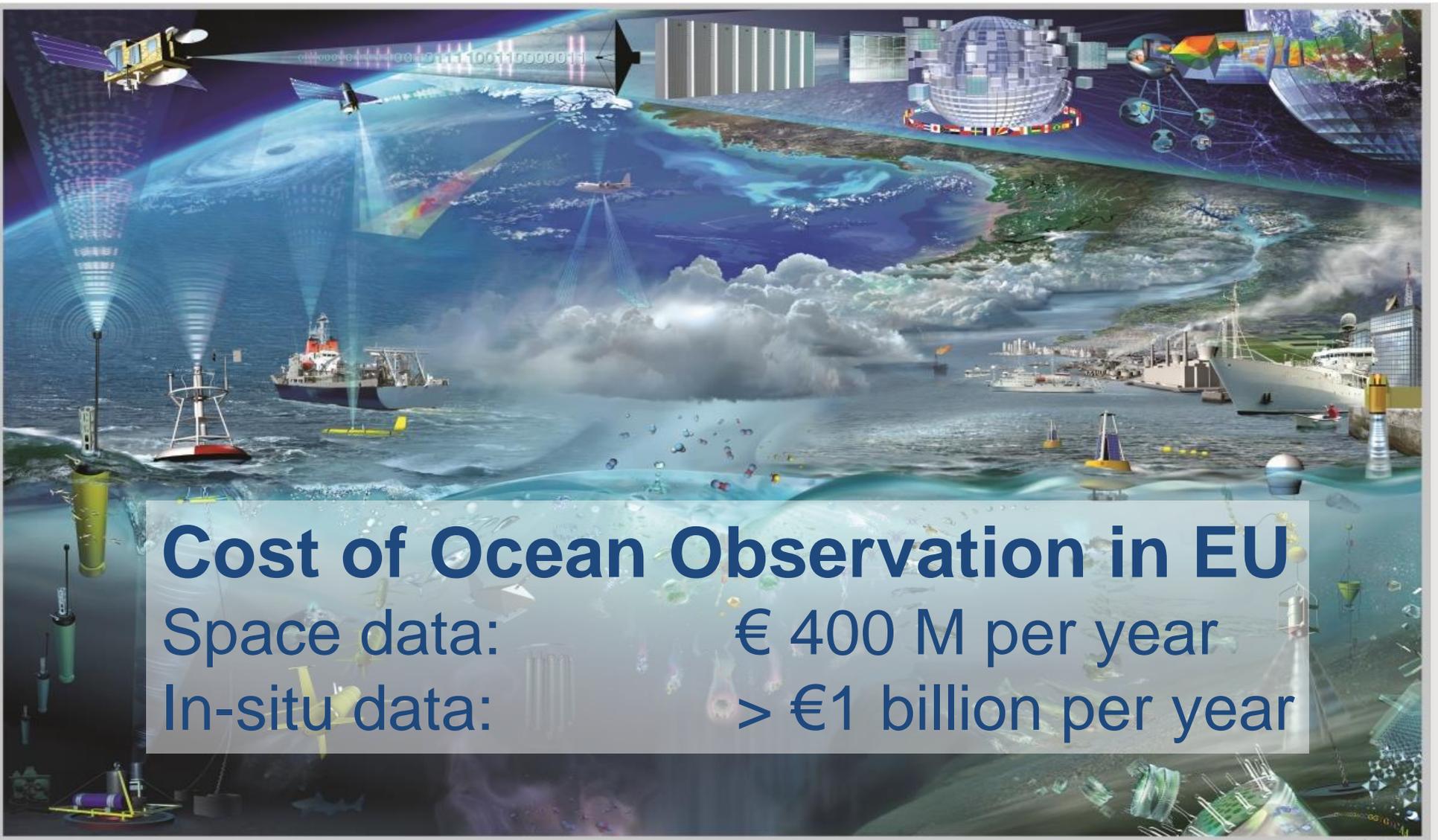


WP5 - European Atlas of the Seas
P. Derycke



Remote support (Romsey, UK)

I. Why EMODnet? There is only one Earth, with only one history, and we get only one chance to record it. Ideas not followed through can be taken up again later. A record not made is gone for good. *Editorial - Nature* 450, 761 (6 December 2007)



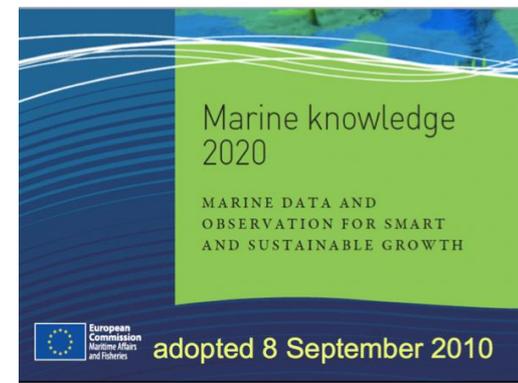
Cost of Ocean Observation in EU
Space data: € 400 M per year
In-situ data: > €1 billion per year



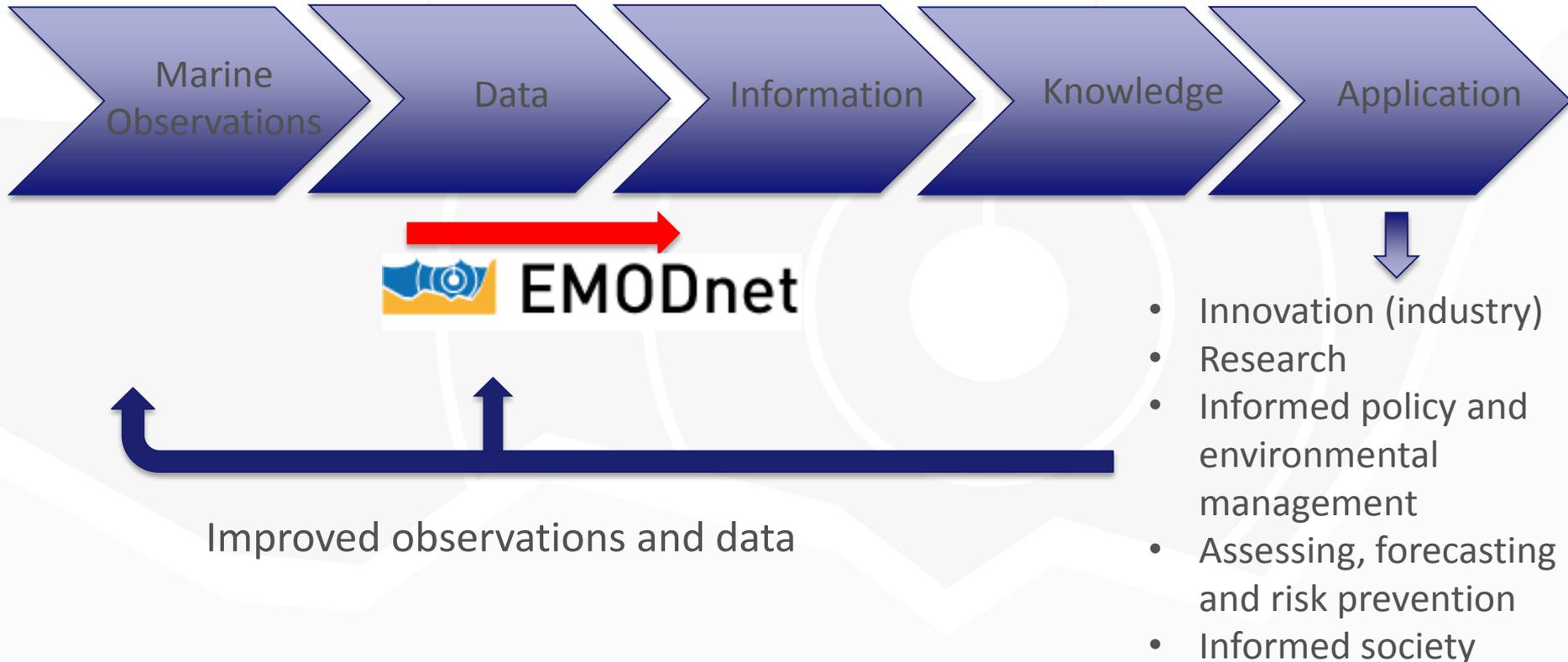
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Marine Knowledge – Why EMODnet?



Data can only create knowledge if it can be found, accessed and used



Data

Bathymetry

Data on bathymetry (water depth), coastlines, and geographical location of underwater features such as wrecks

Geology

Data on seabed substrate, seafloor geology, coastal behaviour, geological events and probabilities, and minerals

Metadata

Biology

Data on temporal and spatial distribution of species abundance and biomass from several taxa

Human activities

Data on the intensity and spatial extent of human activities at sea



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Central Portal

www.emodnet.eu

Seabed habitats

Data on modelled seabed habitats based on seabed substrate, energy, biological zone and salinity

Chemistry

Data on concentrations of chemicals (pesticides, heavy metals, antifoulants) in water, sediments and biota

Physics

Data on salinity, temperature, waves, currents, sea level, light attenuation and FerryBox data

Data Products

Data Services



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II. Achievements to day 5 strands by >150 organisations



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7 thematic data portals

Central Portal www.emodnet.eu

6 Sea-basin Checkpoints

Data Ingestion Facility

Secretariat



BIOLOGY



CHEMISTRY



PHYSICS



GEOLOGY



HUMAN ACTIVITIES



BATHYMETRY



SEABED HABITATS



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Growing number of use cases



Examples of use cases

MEDITERRANEAN WIND WAVE MODEL

Among other services **DHI** (website), a Danish international company, together with **HyMOLab** (University of Trieste) developed a **met-ocean database** aimed at providing nearly 40 years of hourly time series of wind and wave conditions for the entire Mediterranean Sea at very high spatial resolution. The database, named **MWM – Mediterranean Wind Wave Model** – is based on numerical models (hindcast approach) and required intensive use of all existing measurements both for calibration and continuous validation purposes.

Given the above challenges, it clearly emerged from the beginning that only the availability of a **comprehensive portal of marine data** such as **EMODnet Physics** could deliver the required spatial and temporal **homogeneity of data format / structure** and ease the process of data collection for comparison purposes between observation and model data. The whole cal / val process of the MWM database is indeed based on a large amount of data retrieved via EMODnet Physics.

As often it is not an easy task for a met-ocean data user to clearly understand which data have been used in the calibration / validation phase of the hindcast database, the use of **EMODnet as the main source for observed marine data collection** is highlighted in the description of the DHI's MWM product as EMODnet is both a robust and well-recognized reference which can be easily accessed and verified.



About DHI

DHI is an international firm with its headquarters in Denmark, which specializes in delivering solutions to various water challenges. Originating in an institute founded in 1964, DHI has about 30 offices throughout the world, with software development centres in Singapore and Denmark, and approximately 1100 employees.



Use Cases

Portal

- Any -

MEDITERRANEAN WIND WAVE MODEL

It is not an easy task for a met-ocean data user to clearly understand which data have been used in the calibration / validation phase of the hindcast database, the use of EMODnet Physics as the main source for observed marine data collection is highlighted in the description of the DHI's MWM product.

Physics

Continue reading

EMODnet bathymetry data supporting IMDC consultants in tackling water-related issues

EMODnet meets Dr Thijs Lanckriet, Advisor at International Marine and Dredging Consultants (IMDC). International Marine and Dredging Consultants (IMDC) is a company that provides expert advice for the sustainable management and development of our natural waters for public authorities, engineering offices and contractors on a worldwide base. We offer services in several areas...

Bathymetry

Continue reading

Exploiting citizen science for collecting data on marine biodiversity

Wildsea Europe Route offers tourists access to routes connecting European coastal destinations that allow them to learn about marine wildlife and participate actively in conservation efforts; including the collection and propagation of marine biodiversity data. "Citizen science" activities such as these are increasingly being recognised as an important source of information with the potential to contribute to our knowledge of the sea and increase participants' sense of responsibility and ownership of the marine environment.

Biology

EOOS Conference "Evolving the European Ocean Observing System (EOOS): Connecting communities for end-to-end solutions"

21 Nov 2018 to 23 Nov 2018
The Egg, 175 Bara Street, 1070 Brussel

3rd EMODnet Technical Working Group Meeting and 9th EMODnet Steering Committee Meeting

20 Mar 2018 to 23 Mar 2018
Pollentia Club, Alcudia, Mallorca

EMODnet set to attend Oceanology International 2018



REGISTER TO HEAR MORE

EMODnet
VISIT US AT STAND R200

13 Mar 2018 to 15 Mar 2018
ExCel London

View our previous events

View All

LATEST NEWS

Three EMODnet events to attend at Oceanology International!

Oceanology International, one of the world's most important marine science and ocean technology



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III. So what's next?

- ① Increased # parameters & more+higher resolution products – **fit for purpose**
- ① Improve **coherence, interoperability & accessibility (internal + external links)**
- ① Increase international relevance – **EMODnet for global**
- ① **EMODnet for Business** – private sector oriented datasets, products & services
- ① Expose services to a new range of users (SMEs, innovators, startups, etc.) – **Open data competition and hackathons** – EMODnet Open Sea Lab follow up
- ① Support data holders (eg companies) to share their data: **Data Ingestion Facility**
- ① **Make the case for sustained observations and data sharing efforts**
 - ① Collect use cases, stories and user statistics
 - ① Show benefits and societal requirements
- ① **Connect to society: info-products & tools to show importance of data - Alignment between EMODnet & European Atlas of the Seas**
- ① Supporting **European Ocean Observing System (EOOS): Conference & joint actions**



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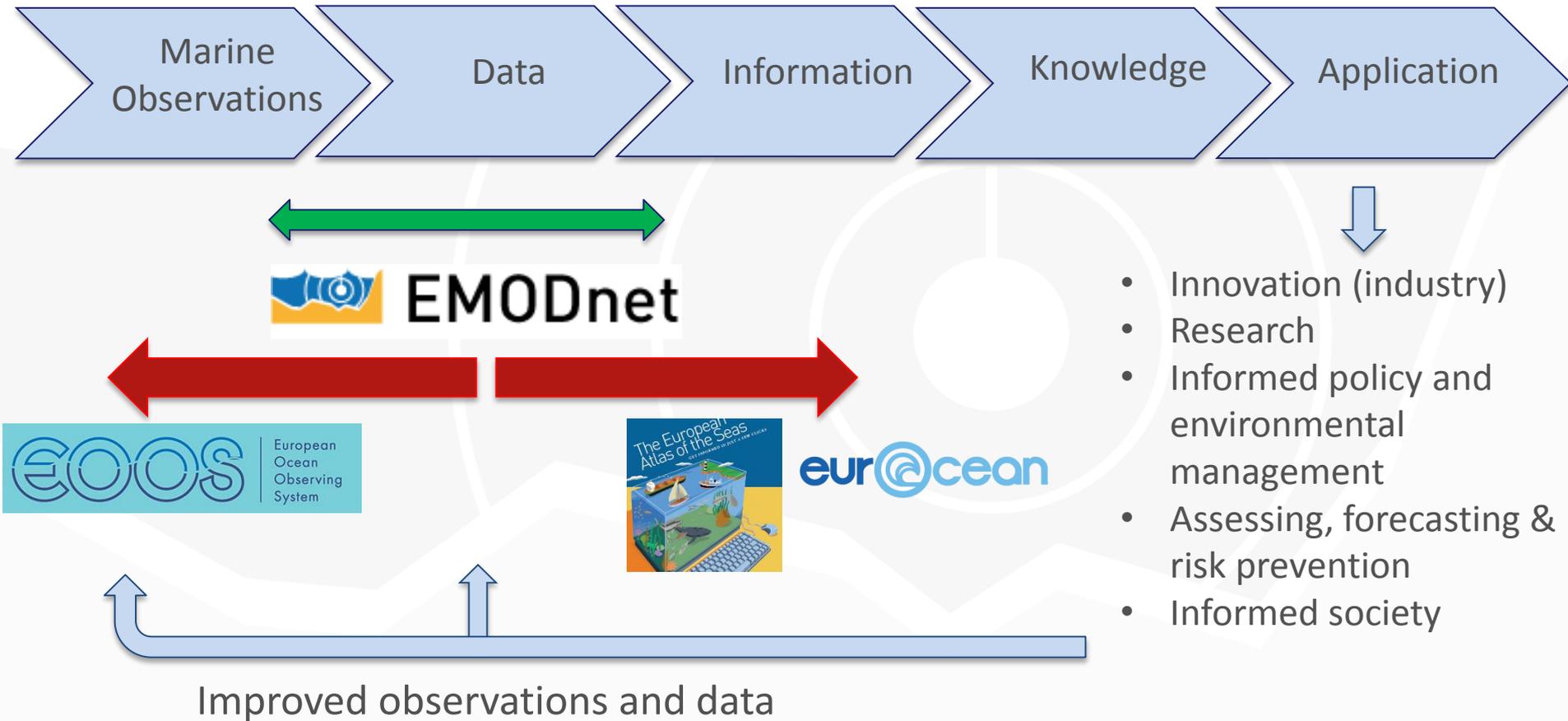


Data management & access

Long-term evolution of EMODnet, its services & funding

Data Acquisition (Observations)

EMODnet in the Marine Knowledge Value Chain



- Innovation (industry)
- Research
- Informed policy and environmental management
- Assessing, forecasting & risk prevention
- Informed society

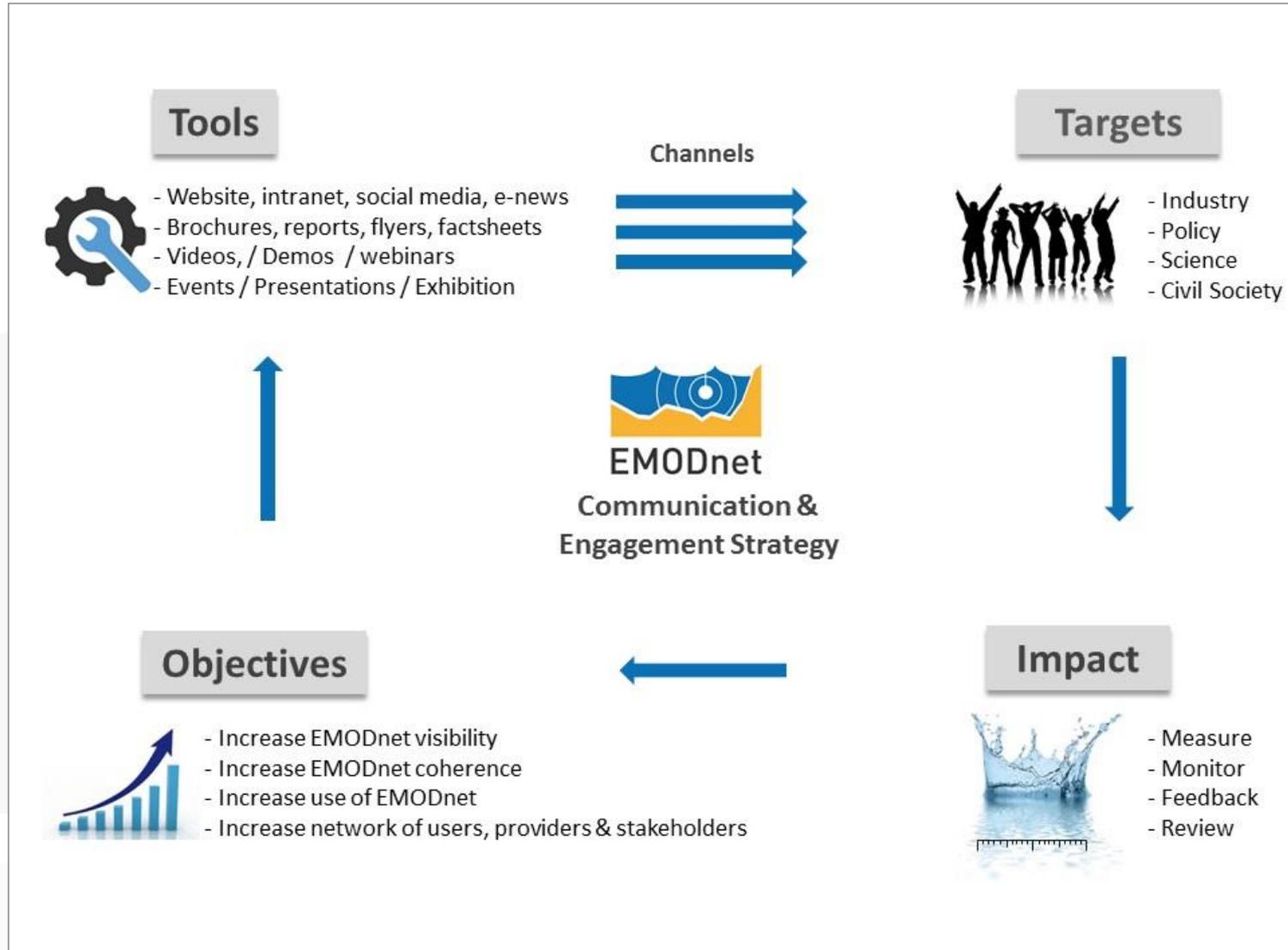
Improved observations and data



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Client orientation & Communication





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IV. How to encourage new marine data users & providers through communication & outreach

1. An updated visual identity
2. The EMODnet for business campaign
3. The EMODnet Open Sea Lab hackathon
4. The European Atlas of the Seas – Partnership with schools and institutions



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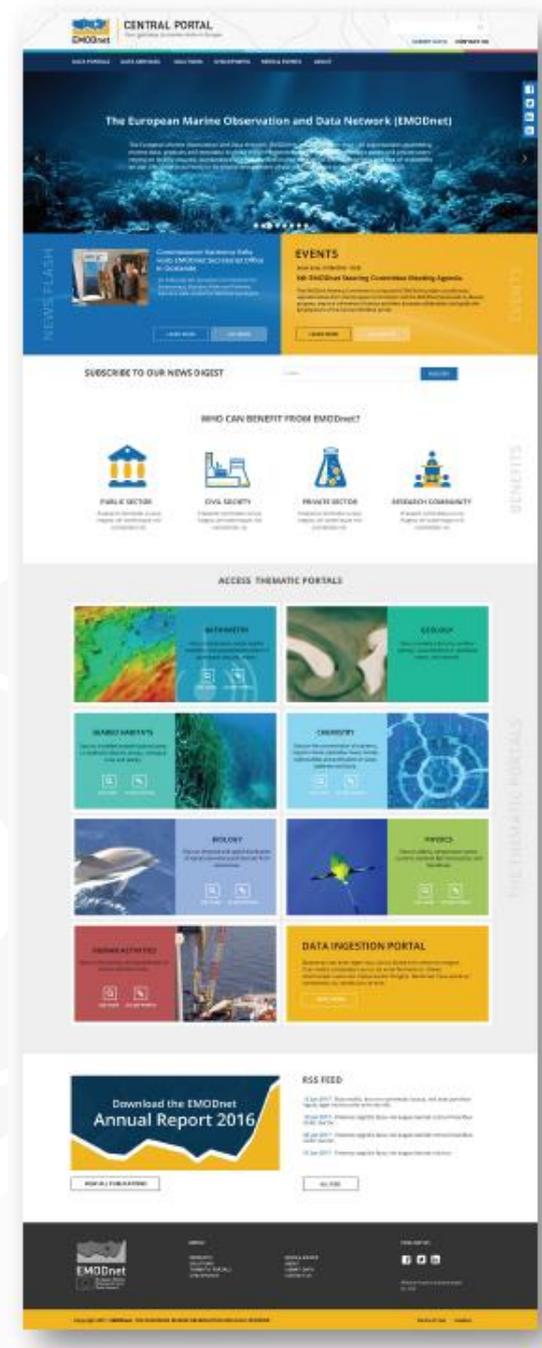


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An updated visual identity (1/2)

EMODnet website : Major visual & structural improvements in 2017

- More visually attractive
- User-friendly interface
- Central access point to the portals
- More responsive





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An updated visual identity (2/2)

Visual harmonisation of the portals:

- ((•)) Provide a coherent EMODnet visual identity
- ((•)) User-oriented focus
- ((•)) Allow EMODnet to become a more recognize brand
- ((•)) Online survey to gather recommandations
- ((•)) Friendliness of the portals assessed each year by a professionnal communication firm



BATHYMETRY 11/10/2018



GEOLOGY



SEABED HABITATS



PHYSICS



CHEMISTRY



BIOLOGY



HUMAN ACTIVITIES 14



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EMODnet for business campaign (1/2)

- ((())) 10 meetings with business associations in 2018
- ((())) Marine Knowledge Expert Group
- ((())) Communication campaign to increase the use & visibility of EMODnet for ocean businesses
- ((())) Presence at business conventions (e.g. O. International)
- ((())) Increase our collection of use cases



EMODnet

For
Business

#EMODnetForBusiness

Find out here how EMODnet supports industry and vice versa





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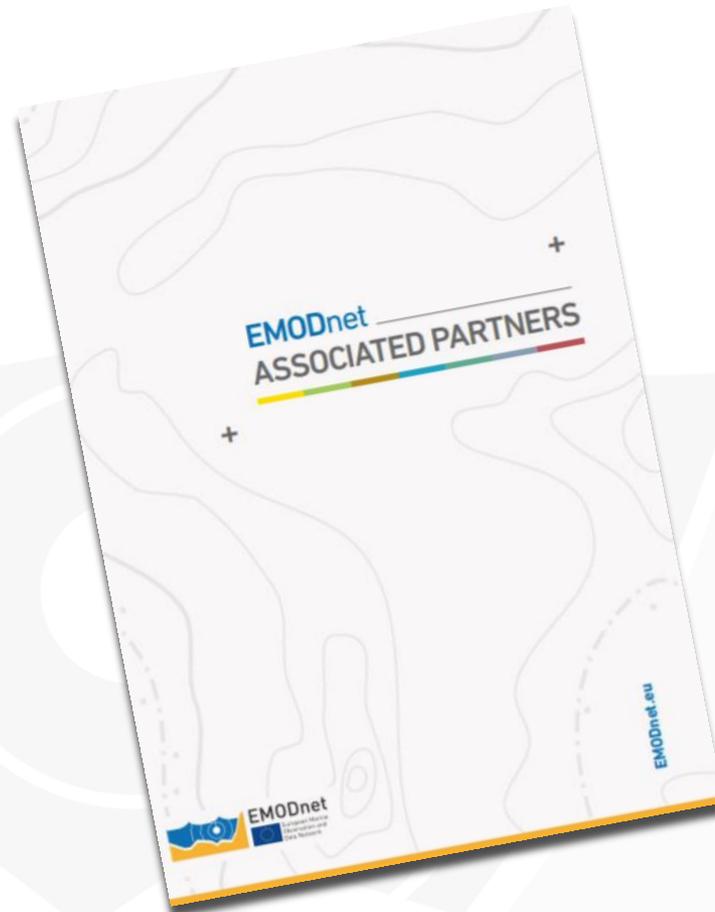


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EMODnet for business campaign – Associated partners strategy (2/2)



SeaTopic
from expertise to operation



From 3 Associated partners in 2017 to 11 in 2018



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EMODnet Open Sea Lab - A 3-day hackathon on Open Marine data (1/3)



15-17 November 2017 De Serre, Antwerp, Belgium





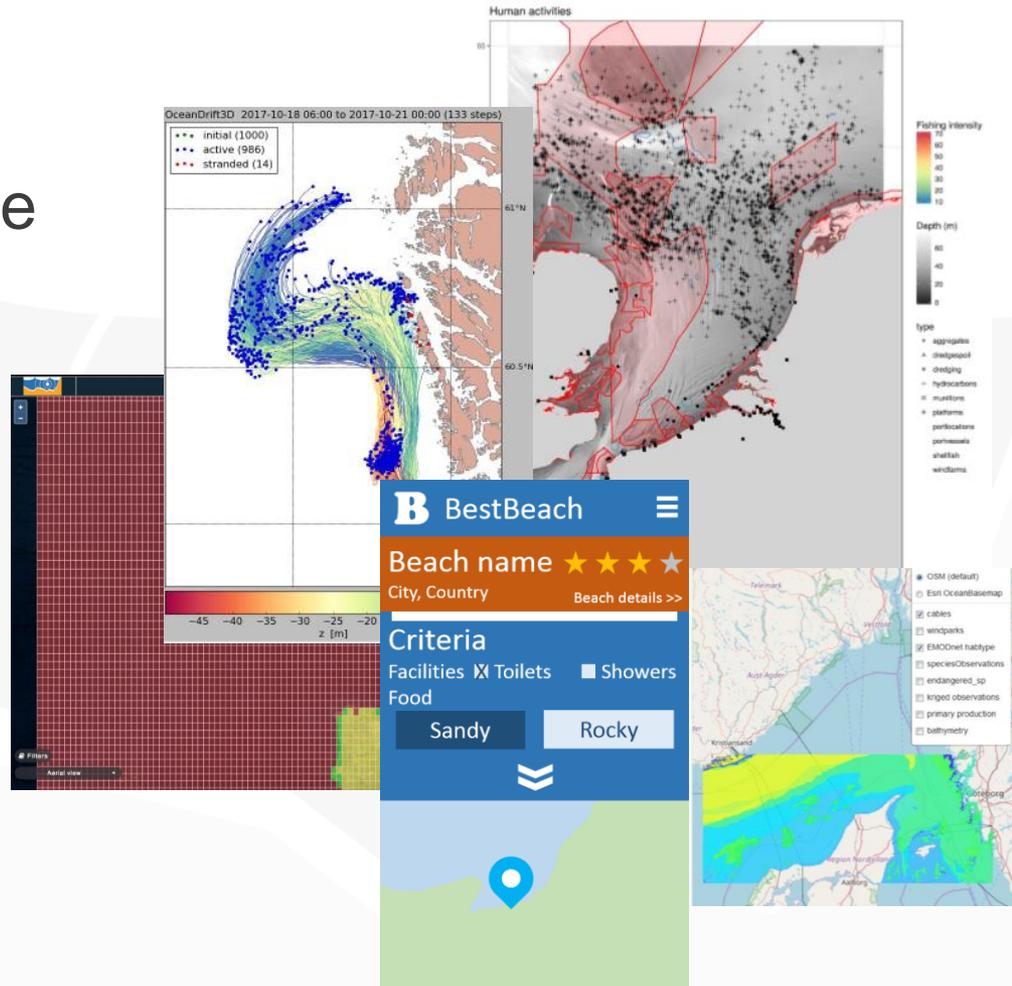
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EMODnet Open Sea Lab - A 3-day hackathon on Open Marine data (2/3)

7 teams with exciting challenges tackling the following domains:

-  Fisheries
-  Energy
-  Tourism
-  Environment
-  Aquaculture



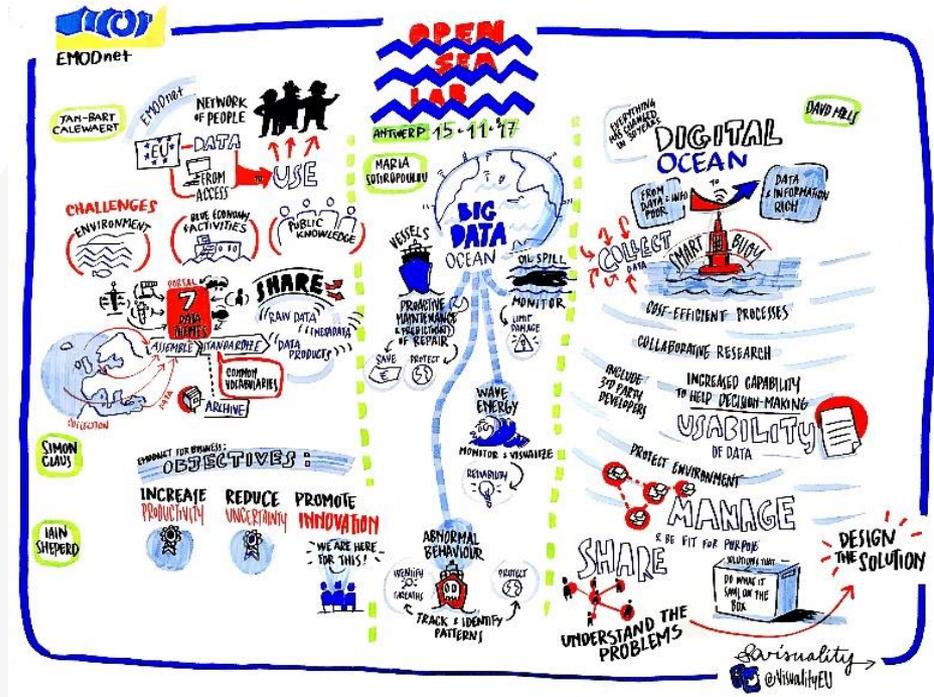


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EMODnet Open Sea Lab - A 3-day hackathon on Open Marine data (3/3)



Join us in September 2019!

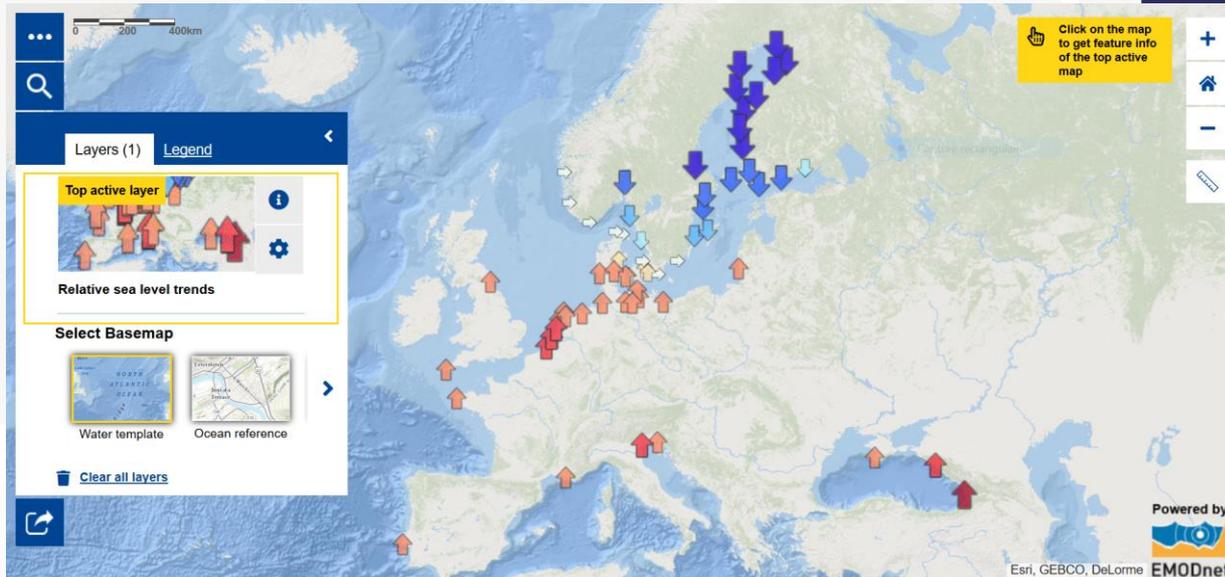


The European Atlas of the Seas (1/4)

EMODnet



- ① An interactive geographic web portal published by EC/DG MARE.
- ① Indented for anyone seeking for marine information, the Atlas provides an easy access to a large catalogue of maps & statistics (more than 100 map layers)
- ① Create / share / export options



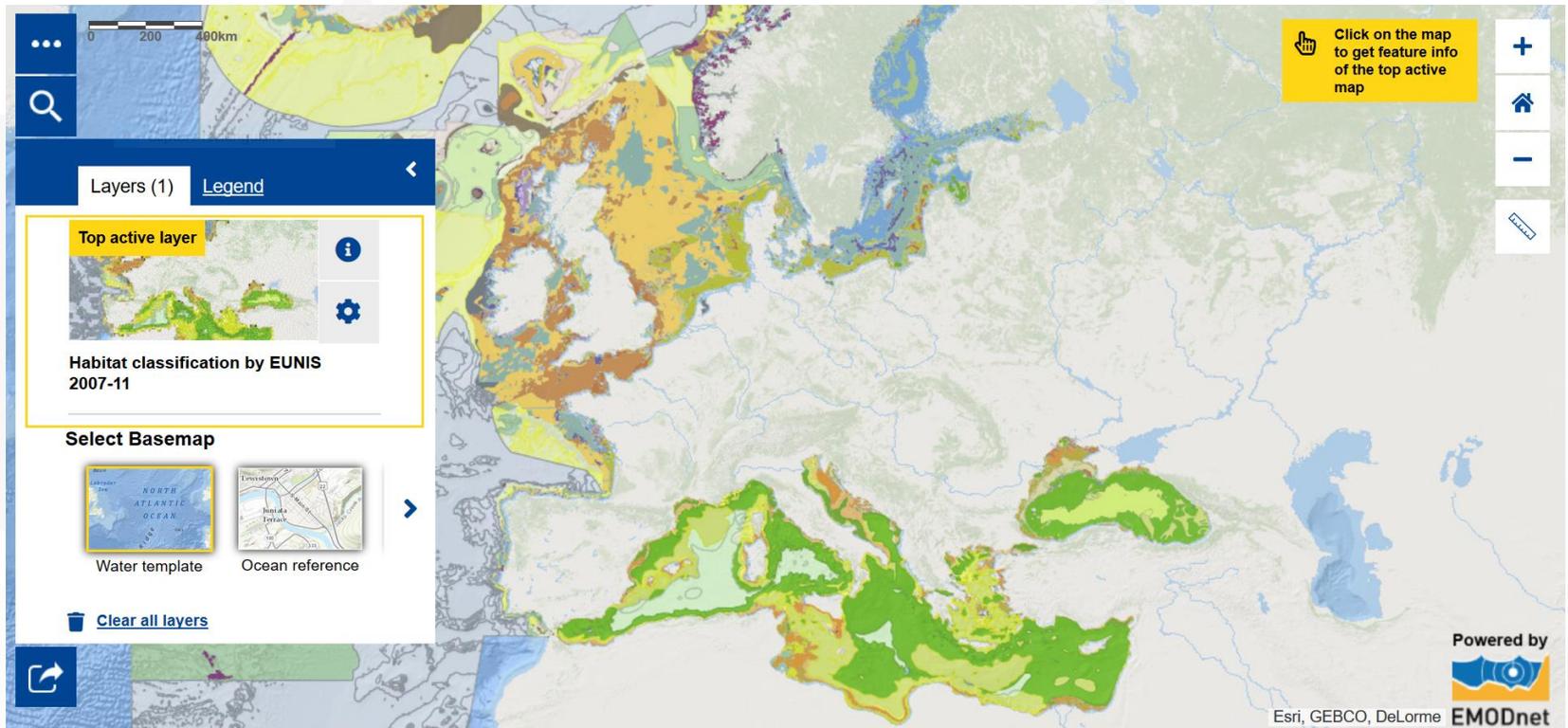


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The European Atlas of the Seas (2/4)

Example of a EMODnet Seabed Habitats layer: Habitat classification (EUNIS)





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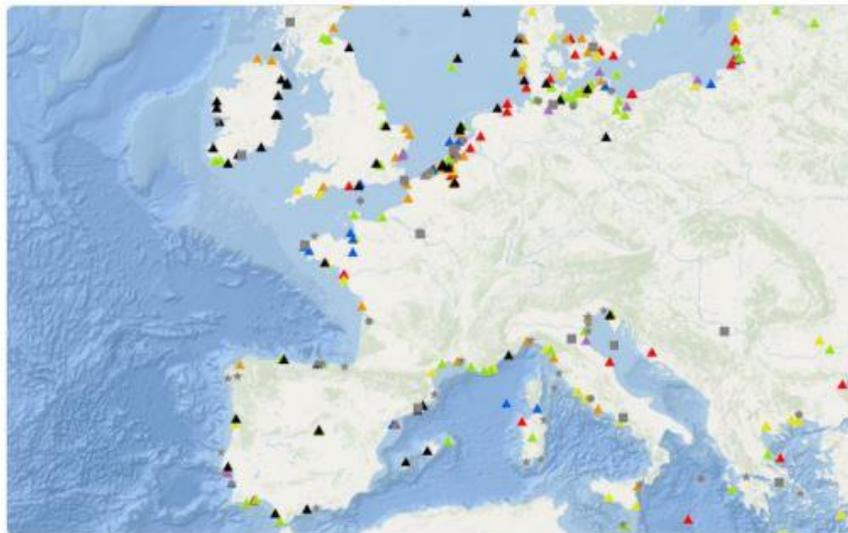
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The European Atlas of the Seas – Map of the week (3/4)



European Atlas of the Seas @EuropeAtlasSeas · Aug 24

This week the European Atlas of the Seas presents you the Integrated Coastal Zone Management #ICZM process! Visit the webpage and learn about the European initiatives that promote sustainable management of coastal zones emodnet.eu/node/48083 #OurOcean #OpenData @EU_MARE



CO-EVOLVE project, InterMed Commission, BONUS Secretariat and 4 others



20

15



Every Friday a new article is published via the EMODnet Central Portal



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The European Atlas of the Seas – Partnerships and events (4/4)





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