

# Communication Services: From outreach and Public Engagement to the EMSO Academy and Capacity Building

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EMSO Communication Officer

*EMSO Strategic Workshop  
Rome, March 13th, 2025*



# The EMSO Communication Objectives

Raising awareness of EMSO ERIC building a strong corporate digital identity

Increasing understanding of the Research Infrastructure operations & value

Audience commitment to EMSO goals

Strengthening internal communication

# Building reputation, Driving impact



Communication: Promote EMSO ERIC and its results to multiple audiences

Dissemination: Make results available for audiences who may want/need to use them

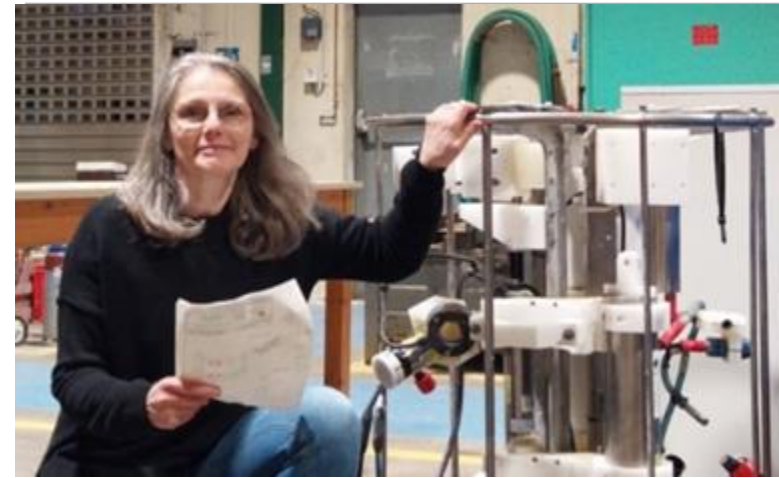
Exploitation: converting results into concrete value and impact

# How do we communicate?

Through narratives with our community and our users...



A NEW PROJECT SUPPORTED BY EMSO IS ADDRESSING PLASTIC POLLUTION DUE TO OCEAN OBSERVATION SYSTEMS



INNOVATION UNDER THE WAVES: HOW THE GEORGE PROJECT ADVANCES PCO<sub>2</sub> MEASUREMENTS ON THE EMSO EGIM PLATFORM



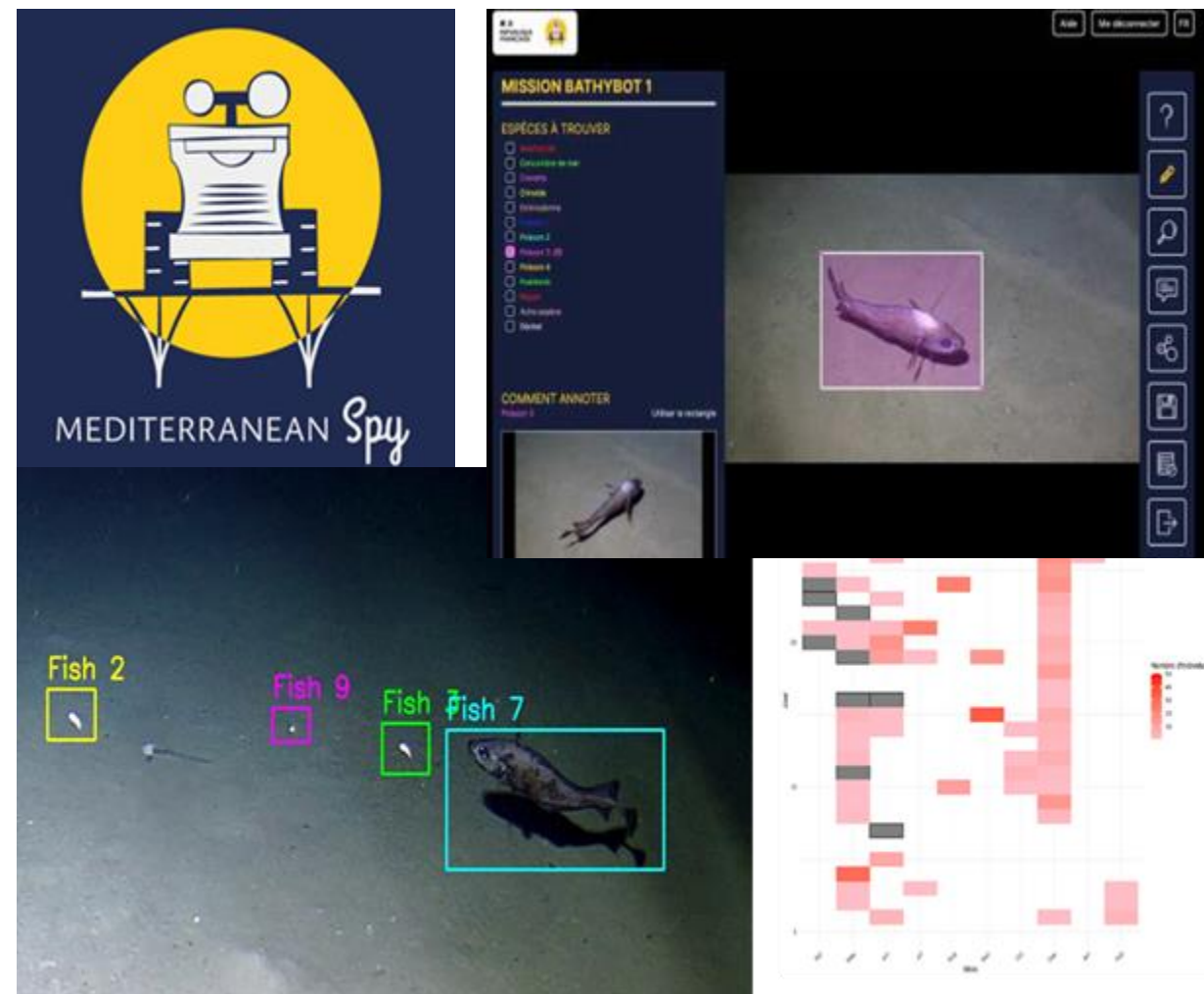
SEAGRASS BLUE: AN INNOVATIVE APPROACH FOR OCEAN RESTORATION WITHIN EMSO PHYSICAL ACCESS

# How do we communicate?

Through local events...



Stand and Virtual reality application on EMSO-LO



Mediterranean Spy on EMSO-LO  
Citizen science project to help scientific annotations

# How do we communicate?

Through local events...

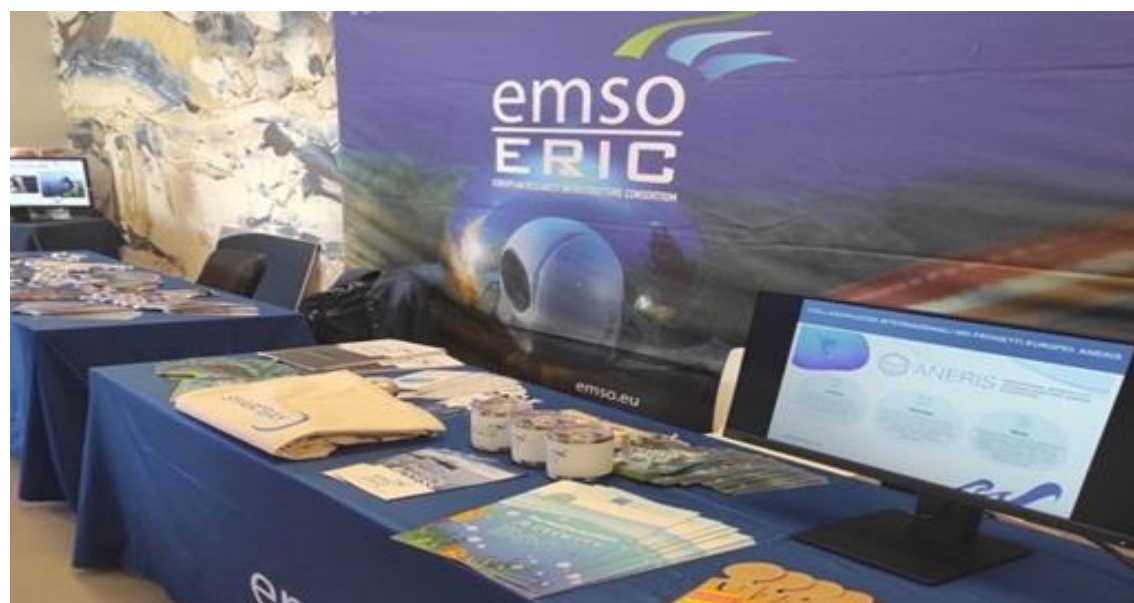


**Giornata Mondiale degli Oceani CONOSCERE COMPRENDERE CONVIVERE** Santa Severa Castle, 8-10 June 2023



**FESTIVAL DELLA SCIENZA**, Genoa, 24 Oct - 3 Nov 2024

The team presented an exhibit about the infrastructure of Western Ionian Sea facility and its activities

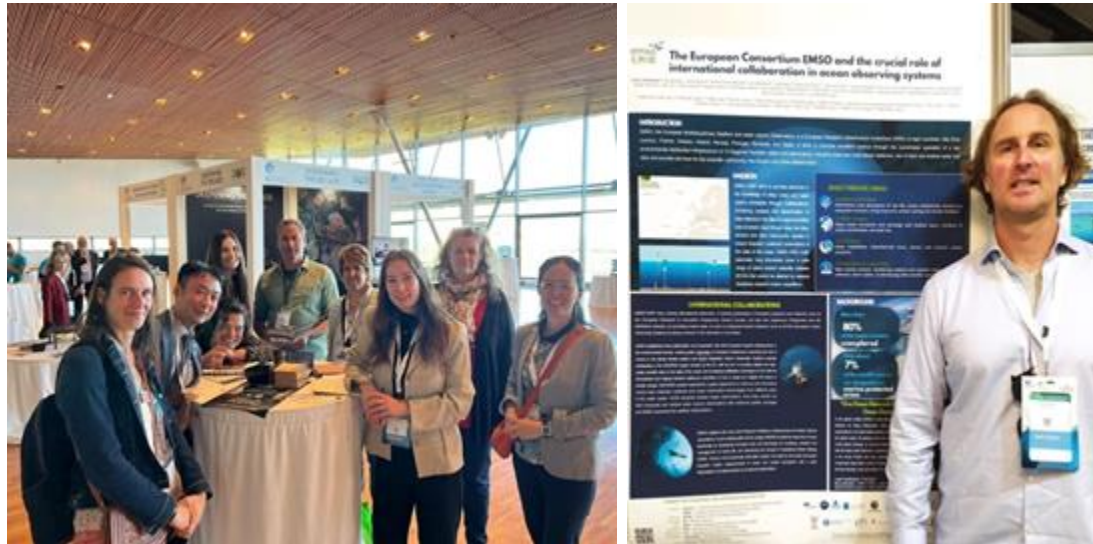


The second edition was organized by INGV with the collaboration of EMSO ERIC and EMSO Italia, on 6-8 June 2024 in Palermo



# How do we communicate?

Through international events...



**UN Ocean Decade Conference in Barcelona, 8-12 April 2024**  
Deeping the Decade booth “One Ocean Network for Deep Observation”, UN Ocean Decade endorsed action (Ifremer, EMSO ERIC, JAMSTEC, ONC).



**Ingrid Puillat, Director General of EMSO ERIC at ICRI 2024, Australia**  
AI in oceanographic research



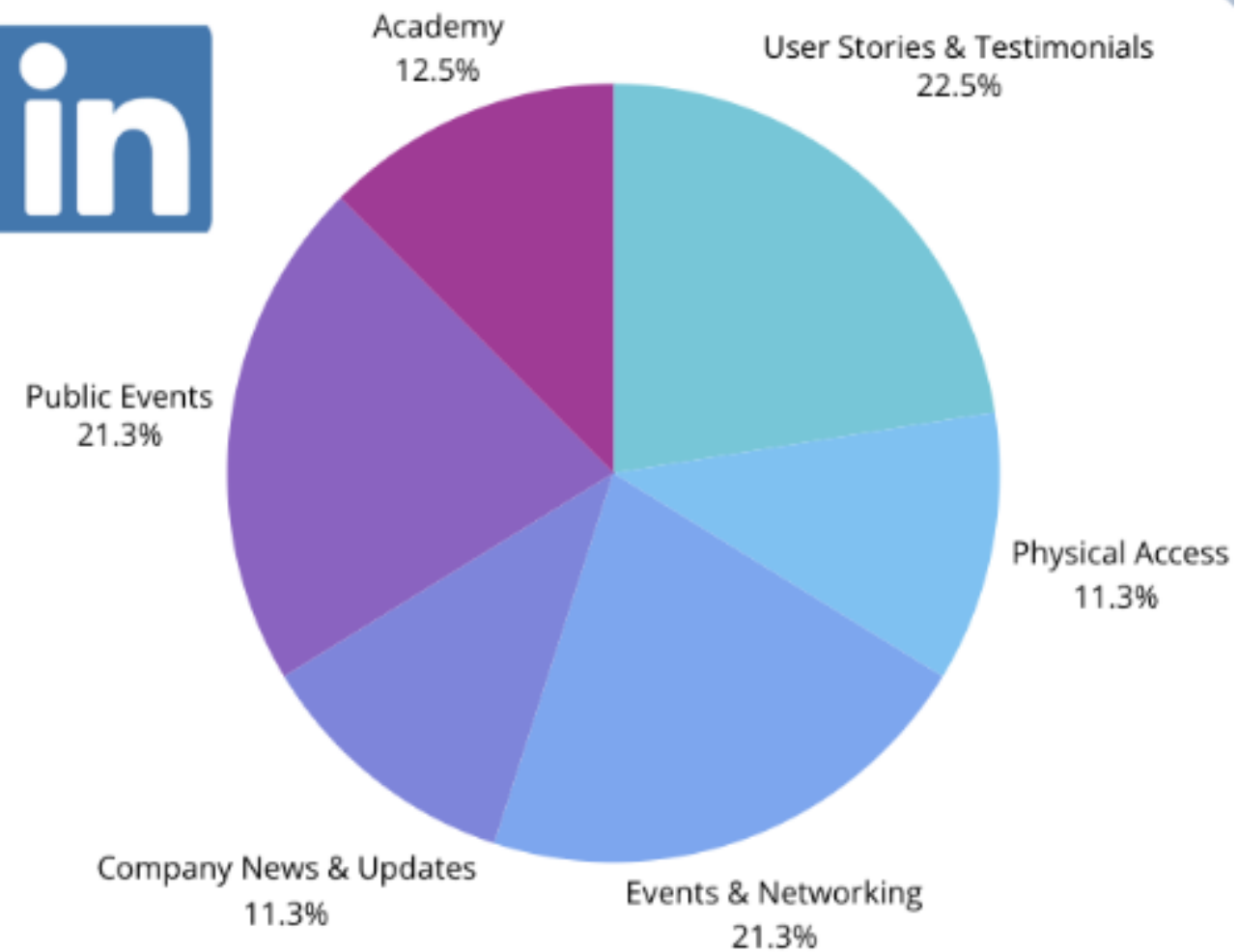
**EMSO at NATO Advanced Training Course at the Universiapolis – Université Internationale d'Agadir, Marocco.**  
Joaquin Del Rio, OBSEA



# Navigating our Social Landscape

How much do we attract?

What does most interest our audience?





# Looking ahead on outreach and public engagement: What next?

- 1. Enhance EMSO community synergies** in public engagement: "Think global...Act local!"
- 2. Diverse Content Creation:** Showcasing EMSO's science, technology, and innovation through varied formats
- 3. Accessible EMSO Science:** Engaging children's books & informative annual data bulletins

# Participation at events: EMSO Joint booth for 2025



 **EGU** General Assembly 2025 Vienna, Austria & Online | 27 April–2 May 2025

 **ENVRI**  
Community



IAGA / IASPEI Joint Scientific Meeting 2025



# Key messages to deliver for future events



## Unparalleled Ocean Observation Infrastructure

EMSO ERIC leverages a network of 14 fixed observatories across the European Seas, offering in situ observations of a wide range of marine parameters (over 125 variables).

This infrastructure provides crucial data for understanding climate change, marine ecosystems, and geohazards.

# Key messages to deliver for future events



## Open Access to Data and Resources

EMSO ERIC is committed to open science. Researchers can access real-time and historical data from the observatories through user-friendly data portal.

# Key messages to deliver for future events



## **Broad Range of Users and Applications:**

- EMSO ERIC caters to a diverse user base, including academia, private sector (SMEs and industries), policymakers, and citizens.
- The data and knowledge generated by EMSO will contribute to various applications, including climate change mitigation, marine resource management, and technological advancements.

# Key messages to deliver for future events



## Collaborations and innovation

EMSO ERIC actively participates in European projects and international initiatives (Ocean Decade), playing a vital role in advancing ocean research for a sustainable future.

# Connecting Minds, Oceans, and Knowledge

## The EMSO Academy

The EMSO Academy is designed to offer a variety of training programs, webinars and workshops to enhance knowledge and skills in ocean science, technology and communication.



- **Summer School**
- **Trainings, Webinar**
- **Internship**
- **Exchange Programs**



# Connecting Minds, Oceans, and Knowledge

**Geo-INQUIRE Sicily Summer School (Italy, 16-23 October, 2025)**

**Novel technologies and observing systems for geohazard and environmental monitoring: integrated approach of the Eastern Sicily test bed**

**Organizers:** Giuseppe Puglisi and Gilda Currenti (INGV-OE), Giorgio Riccobene (LNS-INFN), Laura Beranzoli (INGV-RM2, EMSO), Sara Pero (EMSO)

- The infrastructure embraces the Western Ionian EMSO-ERIC node, the KM3NeT underwater neutrino telescope, and the INGV multiparametric volcano monitoring system providing scientific services to EPOS
- New technologies used in environmental, Earth Science and Oceanic studies
- Theoretical and practical use of the fibre optic sensing to study the strain in the wide spectrum will be presented
- Cutting edge techniques used in volcanology and environmental studies
- Cross fertilization activities between the two domains (Earth Science and Marine science)





# Connecting Minds, Oceans, and Knowledge

## GEO-INQUIRE Summer School Eastern Sicily (IT), 16-23 October 2025

16 Oct (Thu)	17 Oct (Fri)	18 Oct (Sat)	19 Oct (Sun)	20 Oct (Mon)	21 Oct (Tue)	22 Oct (Wed)	23 Oct (Thu)
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Module 1	Fiber Optic Sensing
Module 2	Sensors and Observation Systems
Module 3	Geo-INQUIRE objectives, services and cross-disciplinary fertilization

- 40 PhD Students, PostDocs and Early Career Scientists from the fields of Solid Earth and Ocean and their interface
- 4 days of lectures and hands-on activities integrated
- 2 one-day field trips to visit the INFN – EMSO marine infrastructure at Capo Passero and the volcanic features and the INGV - EPOS facilities at Mount Etna

**Registration Deadline:** May 6, 2025 (23:59 CEST)

<https://www.geo-inquire.eu/dissemination/summer-schools/geo-inquire-sicily-summer-school-2025>

# Connecting Minds, Oceans, and Knowledge

## PLOCAN Glider School (Spain, 20-24 October, 2025)



The Glider School is the leading hands-on ocean-glider technology training forum, held at PLOCAN headquarters, Gran Canaria, Spain.



**PLOCAN** Plataforma Oceánica de Canarias



**emso**<sup>®</sup>  
**ERIC**  
EUROPEAN RESEARCH INFRASTRUCTURE CONSORTIUM

# Connecting Minds, Oceans, and Knowledge

## PLOCAN Glider School (Spain, 20-24 October, 2025)



- Classroom, labs and open sea from manufactures on the platforms and sensors
- Introduction on Ocean Observing ecosystem (OceanObs)
- Glider Technology manufacture (Teledyne Marine, Alseamar,...)
- Glider Science Payload (Nortek, RBR,...)
- Telemetry provider (CLS)
- Glider Application
- Talks on Glider operation from experts and scientific community (OGS, Rutgers University,...)

**Open Call for students and professionals**

LEARN MORE

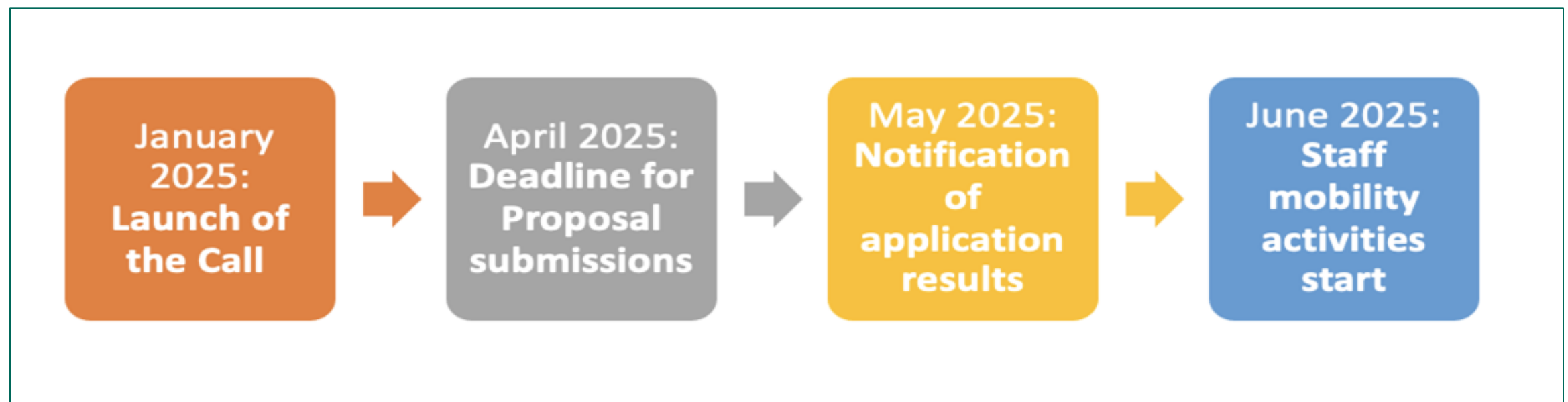
<https://gliderschool.eu/>

# Connecting Minds, Oceans, and Knowledge

## The Mobility of Personnel



A pilot Program aimed to offer a unique opportunity to promote knowledge transfer and practical hands-on experience in the operation procedures through the mobility of EMSO ERIC's staff between its Regional Facilities.



# The Physical Access: Communication, Dissemination, and Exploitation in Action!



**Launch of the Call, promotional material and Communication campaign**

**Webinars on the Physical Access Program and Granted projects**

**Storytelling/interviews with users**

**Publications, presentations and success stories**

# Connecting Minds, Oceans, and Knowledge

## Looking ahead: Capacity Building

### Funding Opportunities



**Future new EU project proposals**



**Future new Calls**

- Training and upskilling technical staff
- Opportunity to enhance the EMSO Academy
- Enhancing International collaborations

# Special issues in specific journals

## EDITORIAL article

Front. Mar. Sci. , 04 July 2023  
Sec. Deep-Sea Environments and Ecology  
Volume 10 - 2023 |  
<https://doi.org/10.3389/fmars.2023.1221674>

This article is part of the  
Research Topic  
The Discovery of the  
Unknown Planet: The Ocean

[View all 17 articles >](#)

## Editorial: The discovery of the unknown planet: the ocean



Paolo Favali<sup>1\*</sup>



Juan José Dañobeitia<sup>1</sup>



Bruce M. Howe<sup>2</sup>



Henry A. Ruhl<sup>3</sup>

<sup>1</sup> EMSO ERIC - European Multidisciplinary Seafloor and Water-Column Observatory European Research Infrastructure Consortium, Rome, Italy

<sup>2</sup> ITU/WMO/UNESCO-IOC JTF SMART Subsea Cables - Joint Task Force, International Telecommunications Union-World Meteorological Organisation, UNESCO Intergovernmental Oceanographic Commission Joint Task Force; and University of Hawaii at Manoa, Honolulu, HI, United States

<sup>3</sup> MBARI-Monterey Bay Aquarium Research Institute, CENCOOS-Central and Northern California Ocean Observing System, Moss Landing, CA, United States

**A special issue of the Frontiers in Marine Science with an emphasis on “Deep-Sea Environments and Ecology” and “Ocean Observation”, promoted by EMSO ERIC.**

The specific themes to address include:

- International and European strategy
- Worldwide recent and ongoing infrastructure programmes
- Relevant scientific and technology results
- Best practices, data quality control and data FAIRness
- Conclusions with the present and future perspectives.

**What about the next one?**

# Citations & Acknowledgements



Whether you are an EMSO staff member, a partner, or a user accessing our data, services, or resources, it is important to acknowledge and give proper credit to EMSO ERIC. This fosters a culture of transparency, cultivates trust, and reinforces the principles of academic integrity. But how do you effectively credit the contributions?

EMSO has defined a referencing style for citations that is recommended for all:

- EMSO ERIC staff
- EMSO ERIC members' staff
- External users

LEARN MORE

<https://emso.eu/how-to-cite-emso/>



# Looking ahead

## Mark your calendar!

A dedicated AI session at the upcoming MARTECH 2025 Workshop to provide a comprehensive introduction to the iImagine AI Platform and feature a live demonstration of AI-powered fish detection and classification from the EMSO-OBSEA use case

## iImagine hands-on session

27 May 2025

Hosted by AZTI, Pasaia, Gipuzkoa (Spain)

Co-located with MARTECH 2025



iImagine

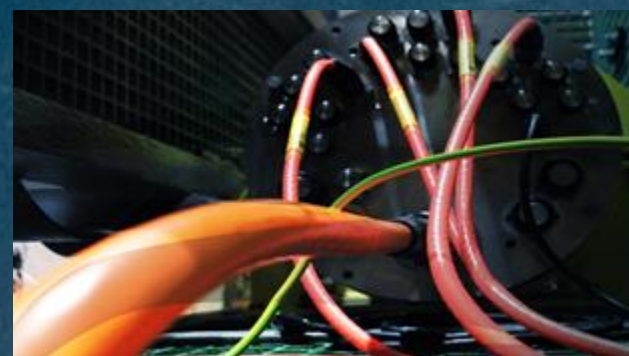
Free registration: [imagine-ai.eu](https://www.imagine-ai.eu)

MARTECH

## Call for experts for future EMSO proposal webinars:



Exploring marine biodiversity: eDNA, imaging, and acoustics



Data Repositories and DOIs: Ensuring Data Accessibility, Preservation, and Citation



Comparative Analysis between Optic Fiber Cables and Smart Cables

Thank you for your attention

