

WP6 Outreach, engagement, and education

Blue-Cloud 2026 kick-off meeting
15 February 2023, Pisa, Italy
Federico Drago, Trust-IT





Objectives: WP6 promotes and disseminates the Blue-Cloud KERs to the identified stakeholders via multi-channel campaigns. It includes communication of open science to the public; educates a new generation of marine data practitioners and IT experts via training courses/guidelines; boost multi-disciplinary cooperation by creating synergies with strategic initiatives; identify facilitators for reproducibility and cross-domain expansion, assesses user experience and validation mechanisms. Monitoring the scientific and societal impact of Blue-Cloud Results.

The whole consortium contributes to this WP, which is linked to all other WPs.

Task 6.1 (M1-M42)
Communication and dissemination pathways

Leader: Federico Drago, Trust-IT
Partners involved: ALL

Communication, Dissemination, Outreach and Education Strategy of Blue-Cloud 2026.
Events, online presence, communication materials, hackathon

Task 6.2 (M1-M42): Blue-Cloud Training Academy

Leader: Deniz Karaca, EuroGOOS
Partners involved: Trust-IT, IEEE, CNR, MARIS, IFREMER, VLIZ, SSBE, MOI, HCMR, IRD, FORTH

Production and execution of training for end-users.
Built on existing frameworks Ocean Best Practices

Task 6.3 (M1-M42): Stakeholders engagement and synergies

Leader: Rita Giuffrida, Trust-IT
Partners involved: MARIS, CNR, SSBE, MOI, IRD, FORTH, HCMR

Identify, connect and engage with relevant EU and international initiatives in marine research, open science and blue economy

Task 6.4 (M10-M42): Impact monitoring and cross-domain expansion

Leader: Rita Meneses, Trust-IT
Partners involved: MOI, SSB, iFREMER, IH, ULiege, IRD, CMCC, VLIZ, FORTH

Monitor the scientific and societal impact of Blue-Cloud Results through interviews with stakeholder representatives

Effort in PMs (109.5 total): Trust-IT (27), COMMpla (13.5), SSBE (12), IRD (7), EuroGOOS (5.5), CNR (5.5), MOI (3.5), FORTH (3.5), IEEE (3.5), MARIS (3), IFREMER (3), VLIZ (3), CMCC (2.5), EMBL (2), HCMR (1.5), ULiege (1), IH (1), all others 0.5

Deliverables		
D6.1 – Communication, Dissemination, Outreach and Education Plan, 1st release D6.2 – Communication, Dissemination, Outreach and Education Plan, 2nd release D6.3 – Communication, Dissemination, Outreach and Education Plan, 3rd release	Trust-IT	M3
		M18
		M30
D6.4 – Blue-Cloud Stakeholders engagement and synergies, 1st report D6.5 – Blue-Cloud Stakeholders engagement and synergies, 2nd report	Trust-IT	M24
		M40
D6.6 – Blue-Cloud Hackathon	SSBE	M34

Milestones		
MS21 First website release MS22 Second website release MS23 Third website release MS24 Fourth website release	Trust-IT	M1
		M18
		M30
		M40
MS25 Training Academy online page MS26 Training Catalogue of BC 2026 materials	Trust-IT	M5
MS27 Final Conference Blue-Cloud 2026	Trust-IT	M40



- <https://twitter.com/BlueCloudEU> 1400+ followers
- <https://www.linkedin.com/company/blue-cloud-org> 740 followers
- <https://www.youtube.com/c/BlueCloudorg> 190 subscribers
- <https://blue-cloud.org/newsletter-feed> 800+ subscribers

We ranked third among Horizon projects on Twitter according to Revolve rankings last month

REVOLVE Rankings

REVOLVE

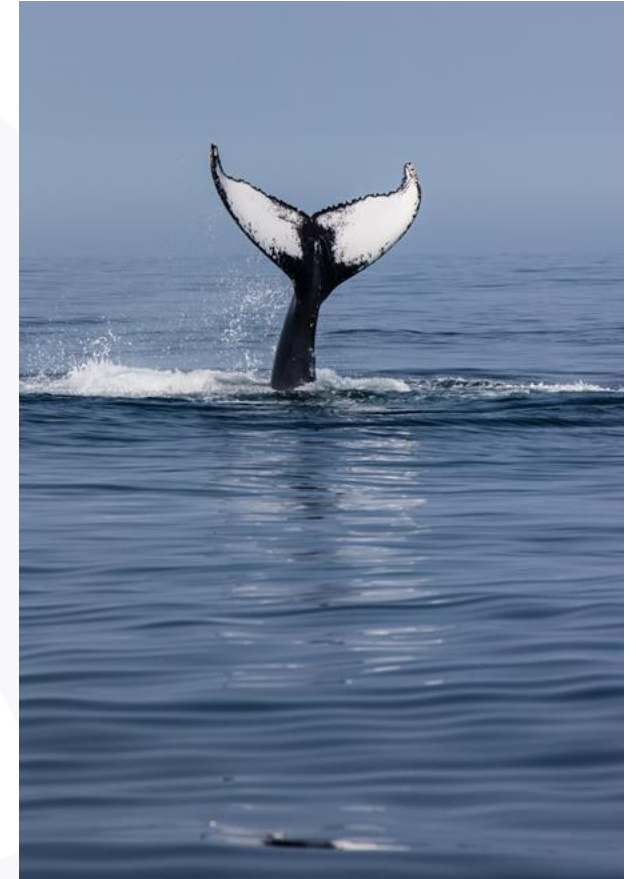


Twitter Leaderboard

FOLLOWERS



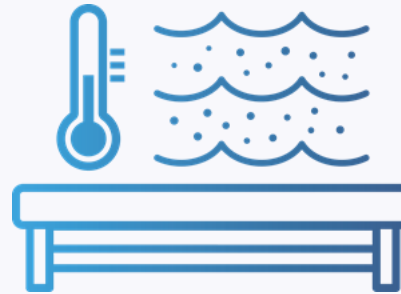
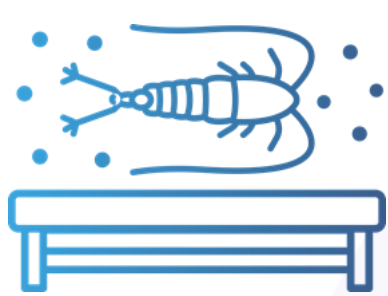
- Application for EMD 2023 sent (24-25 May - Brest, France)
- Poster at International Ocean Data Conference 20-21 March
 - <https://blue-cloud.org/events/international-ocean-data-conference-ii>
- Updated communication materials
 - PPT template, Zoom background, roll-up banner
- Participation in Horizon Europe EOSC-related projects activities on communication and engagement
- First WP6 monthly meeting before KOM on 9 February
- Press release by DG RTD about Blue-Cloud and AquaINFRA
<https://blue-cloud.org/news/blue-cloud-2026-aquainfra-open-science-restore-our-ocean-and-waters>



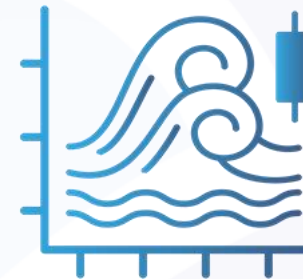
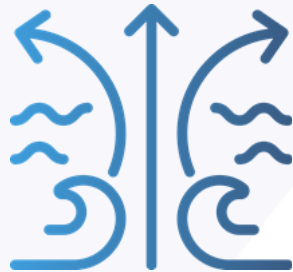


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Blue-Cloud2026

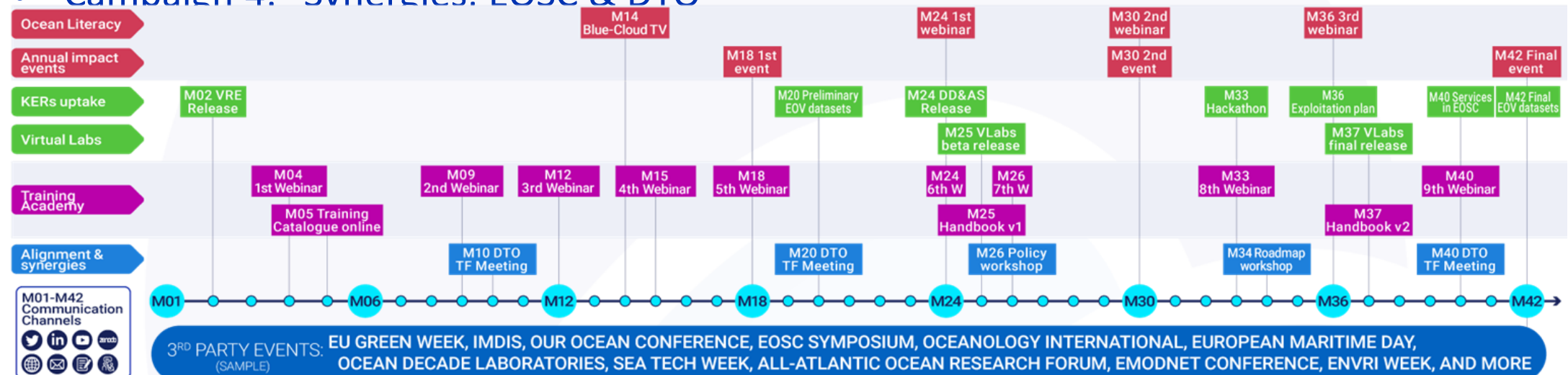


You can find them here:
<https://data.d4science.net/7LCe>



WP6 activities are carried out within 4 campaigns in M1-M42:

- Campaign 1: “Project communication & Ocean Literacy”
- Campaign 2: “KERs dissemination, uptake & accessibility”
- Campaign 3: “Training & education”
- Campaign 4: “Synergies. EOSC & DTO”



The campaigns are carried out throughout the project lifetime, in different phases



A7. COMMUNITY

- All EU countries engaged
- 3k+ engaged Blue- Cloud community users
- 5k+ followers across all the platforms
- 10+ External Stakeholders



OUTREACH

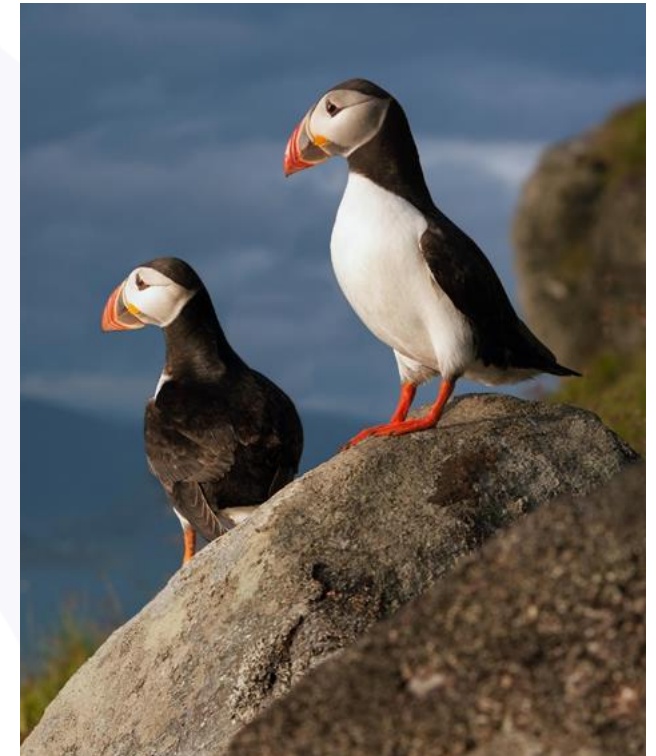
- 1 Blue-Cloud Hackathon
- 1 Blue-Cloud TV
- 18 Newsletter issues
- 11 Webinars on Blue-Cloud VRE, DDAS & EOv Workbenches
- 3 Blue-Cloud Annual Impact Events
- 3 Ocean Literacy Webinars
- Videos & Interviews



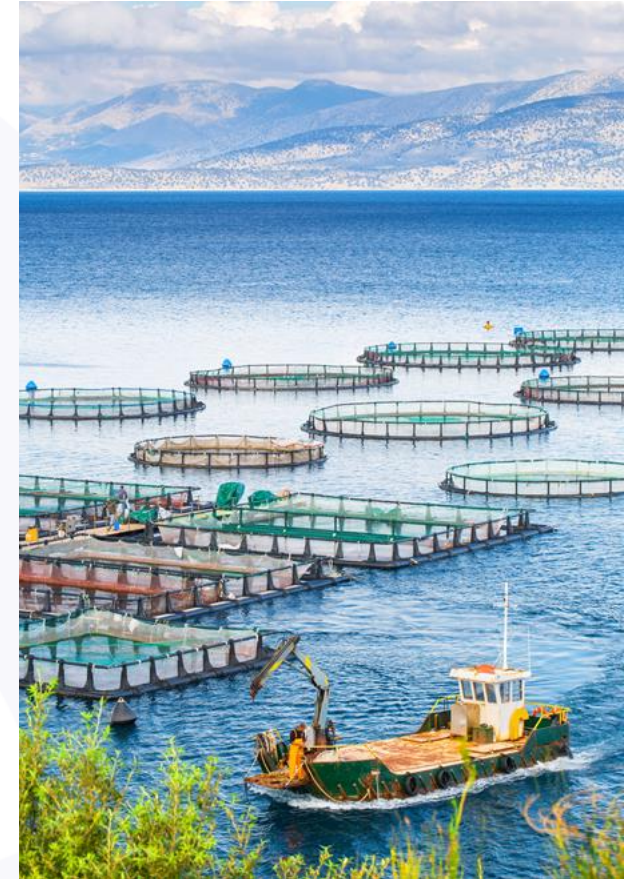
A6. TRAINING ACADEMY & CATALOGUE

- 3 Online training course on Best Practices for FAIR data principles
- 3 Info session & course on the EOv Workbenches
- 2 online webinars dedicated to the BlueCloud VRE
- 2 dedicated to the DDAS and the innovations introduced
- A series of training sessions on how to use the VLabs

- Website revamp in Q1 2023
 - **User integration** via keycloak with D4Science → all community building efforts will pass via the website and from there monitored in D4Science
 - User profile to be done
- **Doodle for WP6 monthly meeting to be sent this week**
- Press release announcing new project launch in M2, Feb 2023, to be translated and distributed via institutes press offices
 - First newsletter by M03, March 2023
- D6.1 – Communication, Dissemination, Outreach and Education Plan, 1st release by M03, March 2023
- First webinar in M04, April 2023
 - Either focusing on the **Data Discovery and Access Service** or the **Virtual Research Environment**
- Training Catalogue online in M05, May 2023



- EU Green Week 3-11 June 2023
 - https://environment.ec.europa.eu/eu-green-week-2023-partner-events_en
 - Partner event registration window **1-15 March 2023**
- TNC 2023 5-9 June 2023 <https://tnc23.geant.org/>
 - Lightning talk deadline **10 March 2023**
- EGI Conference 19-23 June 2023 Poznan, Poland
 - <https://www.egi.eu/event/egi2023/>
- Open Science FAIR 25-27 September 2023 Madrid, Spain
 - <https://www.opensciencefair.eu/>
- EOSC Symposium 2023 - upcoming



T6.2 Blue-Cloud Training Academy

Deniz Karaca Halén - EuroGOOS



Activities	2023				2024				2025				2026	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
Webinars			X	X	X									
Handbook														
Training Catalogue														

- Branding of Blue Cloud training - same format (templates)
- Co-defining and adapting the best practices for implementation



- **Webinars**

- Make best use of Blue-Cloud services and Vlabs
 - Use and share FAIR data from marine research infrastructures and repositories
 - Co-organise with Ocean Teacher Global Academy
- 3 Courses on Best Practices for FAIR data principles (EuroGOOS, IEEE, MARIS, SSBE);
- 1 Info session on EOV WorkBenches & 1 webinar presenting the EOV WorkBenches and resulting data products (IFREMER);
- 2 Webinars about the Blue-Cloud VRE & another 2 about the DD&AS and the innovations introduced (CNR, MARIS);
- 1 info session on the Blue-Cloud Vlabs and a series of training sessions on how to use the Vlabs and their services (IFREMER, VLIZ) aligned with the Blue-Cloud Hackathon.

- **Training Schools**

- Citizen Science
- Blue-Cloud Connecting events
- Inclusiveness

- **Workshops**

- Sustainability of networks
- Leadership workshops
- Leverage capacity building ocean hub by OBPS

- Open access portal - webinar recordings, workshops reports TS reports
- Open access online catalogue -collective platform for all training materials from Blue-Data Infrastructures and academy
- Open access-online booking training tool
- Impact- 38%

T6.3 Stakeholders engagement and synergies

Rita Giuffrida, Trust-IT



- Activity started within the Blue-Cloud pilot project where we established 25 synergies.
- Main of areas of cooperation



Data Discovery and Access Services



Cyber infrastructure and VRE services



Contribution to the Blue-Cloud Roadmap



Joint dissemination and communication activities

Example of established synergy



Jonas has expressed interest in developing a dedicated **VLab** on the Blue-Cloud D4Science infrastructure, that allows JONAS to access data collected by Blue-Cloud, while enriching the basin of data and collecting and improving the quality of the analysis.

JONAS provides recommendations to Blue-Cloud about the development of the project's strategic **Roadmap** through open consultation.

The project helped **disseminate** each other's main outcomes.

The projects signed an **MoU** in October 2021 to strengthen their cooperation.



Cyber Infrastructure & VRE

Contribution to the Blue-Cloud roadmap

Joint dissemination & communication activities

EuroSea

EuroSea aims to co-design a new approach that could improve European ocean observing and forecasting services and products by building the community needed for a system that delivers services and products on the ocean, ocean climate, marine ecosystems and their vulnerability to human impacts.

VIEW MORE



Cyber Infrastructure & VRE

Contribution to the Blue-Cloud roadmap

JERICO-RI

JERICO-RI is an integrated pan-European multidisciplinary and multi-platform research infrastructure dedicated to a holistic appraisal of coastal marine system changes. It aims to bridge existing continental, atmospheric and open ocean RIs, thus filling a key gap in the ESFRI landscape. JERICO-RI establishes the framework upon which coastal marine systems are observed, analysed, understood and forecasted.

VIEW MORE

<https://blue-cloud.org/synergies>

- WP6 team creates a **collaborative file** where the potential synergies are collected
- **First conference** call is organised by Trust-IT and the Coordination team to better define the scope of cooperation
- **Follow-up calls** organised with representatives of WP2, WP3, WP4, WP5, WP6 or WP7 on a case-by-case basis
- **Summary overview** of the contacts established is presented periodically to the Steering Board



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[blue-cloud org](https://www.linkedin.com/company/blue-cloud-org)



Funded by
the European Union