

# HORIZON 2020 Research and Innovation action

# Grant Agreement No. 730965



**ARICE: Arctic Research Icebreaker Consortium:** 

A strategy for meeting the needs for marine-based research in the Arctic

**Deliverable 8.8.** Progress report on dissemination activities

# Submission of Deliverable

Work Package	WP8
Deliverable no. & title	D8.8. Progress report on dissemination activities
Version	V1
Creation Date	01.12.2019
Last change	10.01.2020
Status	Draft
	🖂 WP lead accepted
	🔀 Executive Board accepted
Dissemination level	PU-Public
	PP- Restricted to programme partners
	RE- Restricted to a group specified by the consortium
	CO- Confidential, only for members of the consortium
Lead Beneficiary	AWI
Contributors	🗌 1 – AWI, 🗌 2 – SPRS, 🗌 3 - NPI, 🗌 4 - ULAVAL,
	$\Box$ 5 – UAF/CFOS, $\boxtimes$ 6 – AP, $\Box$ 7 – CSIC-UTM, $\Box$ 8 – CNR,
	9 - WOC, 10 – IOPAN, 11 – FMI, 12 - CNRS,
	🗌 13 – NERC-BAS, 🗌 14 – DTU-AQUA, 🗌 15 – ARCTIA
Due date	31.12.2019
Delivery date	21.01.2020

# 1. Introduction

As an international, transdisciplinary project based on networking activities, transnational access and joint research activities, ARICE fosters and depends on an active cooperation with key stakeholders as well as a regular dissemination of relevant information and results from the onset on.

The primary communication and engagement goals fall into three broad areas:

• Corporate communication, which is set to generate a global visibility for ARICE;

• Internal communication, which aims at facilitating an effective interaction among participant institutions;

• External communication, which enables engagement activities with stakeholders, the media and the public.

This progress report on dissemination activities reviews activities of the past 24 months of the project, which **targeted both the area of corporate and of external communication**. It looks at dissemination activities at conferences and events, online outreach (including the ARICE website, social media channels and email newsletter), media relations and outreach materials.

# 2. Dissemination activities at conferences and events

Over the past two years, the ARICE consortium members have been actively engaged in promoting the project's work at ca. 50 national, European and international conferences and workshops.

The consortium members have, in addition to presenting the objectives and advances of ARICE at external events, distributing promotional materials and representing the project at panel discussions, also organised sessions and workshops at or associated to a range of conferences, which were targeted mainly at stakeholders.

Dissemination activities involving the organization of a ARICE workshop or session at conferences and events are listed below:

Name of event	Date	Location	Audience
International Research	04.10.2018	Barcelona, Spain	Operators of research
Ship Operators'			vessels in the Arctic
Meeting			
https://www.irso.info/ir			
<u>so-2018/</u>			
Activity:			
ARICE organized one works	shop entitled "Workshop:	Towards an European Netwo	ork of Polar Research
Vessels in the Arctic"			
Aim of the workshop:			
- to discuss ways of cooper	ration between institutes op	perating PRVs and potential	non-national users,
making use of experiences	from other initiatives for p	ooling and harmonisation of	resources of costly
research infrastructures.			
- exploring the specific inte	erests and potentials of the	EU Arctic PRVs operators to	implement a common
	· · ·	better coordinate the exist	ing polar research fleet,
avoiding duplication of effo	orts.		

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ARICE Participants at the event and their role Nicole Biebow (AWI) – presenter/organizer Verónica Willmott (AWI) - presenter/organizer Katarina Garfeld (SPRS) - presenter Karen Edelvang (DTU-Aqua) - presenter

Name of event	Date	Location	Audience
Sustainable Ocean	15-11-2018	Hong Kong, China	Industry representatives
Summit 2018			
https://www.oceancoun			
cil.org/event/sustainabl			
<u>e-ocean-summit-2018/</u>			
Activity:			
Session entitled: SMART C	Dcean – SMART Indus	tries and the Arctic: Advancing	Industry-Science
Collaboration for Data Col	llection in Support of	Safe and Responsible Arctic De	velopment
Aim of the workshop:			
The aim of this workshop	was to discuss how in	dustry could better engage in	data collection in the Arctic ir
support of safe and respo	onsible shipping, the b	penefits and barriers to closer b	usiness cooperation with
researchers, and the prior	rity locations, topics a	nd technology to engage more	ships and platforms of
opportunity in collecting of	data in the Arctic.		
<b>ARICE</b> Participants at the	event and their role		
Christine Valentin (WOC)	– Organizer/presente	r	
Paul Holtus (WOC) – Orga	nizer/presenter		
Verónica Willmott – prese	enter		
Nicole Biebow (AWI) - pre	esenter		
Annu Oikonnen (FMI) - pr			

Name of event	Date	Location	Audience
American Geophysical Union Fall meeting	10-14.12.2018	Washington, DC, USA	Scientific community, policy makers, science
https://agu.confex.com/			managers
agu/fm18/meetingapp.c			
gi			
Activity: Joint booth among INTERA	ACT FPB and ARICE		
Aim:			
To effectively communicat	e, the transnational ac	cess opportunities in ARICE to t	he scientific community.
ARICE Participants at the Verónica Willmott – organ Nicole Biebow (AWI) – bo	izer / booth representa	tive	

Name of event	Date	Location	Audience
European Research	11-06-2019	Hamburg, Germany	Operators of European
Vessel Operators			Research Vessels
(ERVO) 2019 meeting			
http://www.ervo-			
group.eu/np4/np4/np			
<u>4/44.html</u>			
Activity:		· · · · · · · ·	
Research Vessels	s facilitating long term s	naring on planning information	on of European Polar
Aim of the workshop:			
	e needs inossible obsta	cles and ways for a better coo	ordination of the European
	-	is of what the harmonization	-
		peration, and the possible wa	
will be followed by an ope		,	
ARICE materials distribute	ed:		
flyers			
<b>ARICE</b> Participants at the	event and their role		
Justiina Dahl (SPRS) – orga	nizer / presenter		
Verónica Willmott – orgar	izer/presenter		
Nicole Biebow (AWI) – org			
Karen Edelvang (DTU-Aqu	a) – presenter		
Miki Ojeda (UTM-CSIC) - p	resenter		

Name of event	Date	Location	Audience
Arctic Circle Assembly 2019	11.10.2019	Reykjavik, Iceland	Industry representatives,
			scientific community,
http://www.arcticcircl e.org/			policy makers
Activity:			
Joint session organized as with ExtremeEarth	a collaborative effort amon	g EU Polar Cluster members	: ARICE, KEPLER, ARCSAR,
Breaking the Ice: cooperat	ion for safe and responsible	exploitation of Arctic Sea ru	utes
Aim of the workshop:			
This breakout session will	showcase the needs of a co	llaborative science-industry	approach in addressing
accurate sea-ice and weat	her predictions, informatior	on the status of the Arctic	and its marine life, and
complex predictions of fut	ure scenarios. It aims at fos	tering active discussions on	how the science
community can better add	lress the needs of industry,	and at identifying opportuni	ities for collaboration
between the science comr	nunity, ice mapping agencie	es, and industry.	
ARICE Participants at the	event and their role		
Verónica Willmott – organ	izer		
Nicole Biebow (AWI) – pre	senter		
Christine Valentin (WOC) -	participant		
Massimo Caccia (CNR) – pa	articipant		
Halldór Jóhannson (AP) –	participant		

Name of event	Date	Location	Presenters
Sustainable Ocean Summit 2019 https://www.sustaina bleoceansummit.org/	20-11-2019	Paris, France	Verónica Willmott (AWI) Annu Oikonnen (FMI) Christine Valentin (WOC) Paul Holtus (WOC)
capacities for marine-base Aim of the workshop:	ed research in the ice c	overed Arctic Ocean	roviding Europe with better
ARICE Participants at the	event and their role		
Christine Valentin (WOC) -			
Paul Holtus (WOC) – Orga	nizer/presenter		
Verónica Willmott – prese	nter		
Nicole Biebow (AWI) - pre	senter		
Annu Oikonnen (FMI) – pr	esenter		
Massimo Caccia (CNR) – P	resenter		
Halldór Jóhannson (AP) - p	presenter		

Name of event	Date	Location	Presenters
Aci 15 th Arctic Shipping Summit https://www.wplgrou p.com/aci/wp- content/uploads/sites /2/2019/11/MASe7- Agenda.pdf	04/05-12-2019	Hamburg, Germany	Halldor Johannsson (AP) Christine Valentin (WOC)

#### Activity:

ARICE presentations by Halldor Johannsson on ARICE and policy and developments with emphasis on the importance and benefits of international cross-disepline cooperation and data sharing and by Christine Valentin on Industry involvement.

#### Aim of the workshop:

The identification of joint industry and science community priorities for Arctic research and observations and increased business understandign and involvement:

#### ARICE Participants at the event and their role

Christine Valentin (WOC) – presenter

Halldór Jóhannson (AP) – conference chair / presenter

# 3. Online outreach

#### 3.1. The ARICE webpage

#### www.arice.eu

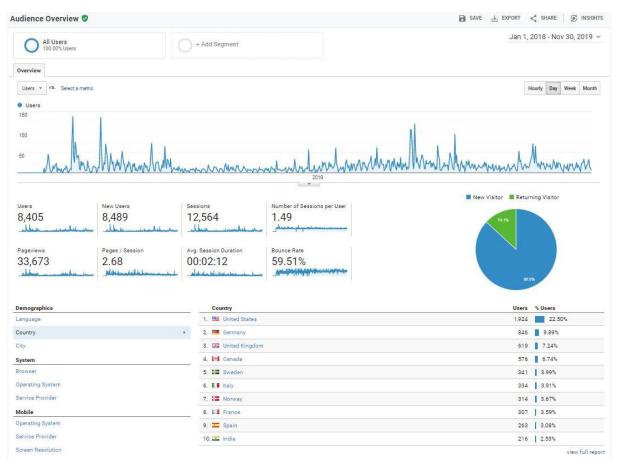
Analytics - time-period 1 Jan 2018 - 30 November 2019

- 8405 individual user
- 86,9% new visitors with 13,1% returning visitors
- 33,673 Pageviews

#### Audience overview:

The audience overview shows how many visitors or users are visiting the webpage during a giving period. The time-line shows the number of visitors per day, with the highest number corresponding to the 9 March 2018 with 138 visitors, on 12 April 2018 with 136 visitors, on 29 April 2019 with 120 visitors and on 17 June 2019 with 95 visitors. These dates are coincident with call announcements (head ups and call openings).

Most of the visits are coming from the United States or 22,5%, Germany 9,89%, United Kingdom 7,24% and Canada 6,74%.



#### **Aquisition**

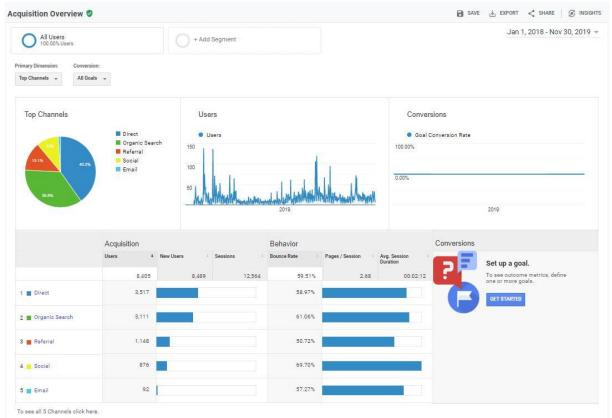
© ARICE Consortium

Most visitors access the webpage directly (40,2%), 35,6% are visiting through organic search, 13,1% through referral, 10% through social media and 1,1% through email reference.

This is very interesting as organic search is shows how often the majority of visitors visit similar websites, organic search is a search by keywords through search engines.. Due to this fact, it is very important that this visit behaviour is studied and to optimise the search ability of the webpage.

The average pages views within ARICE are 2,68 which can be considered quite good as the unofficial industry standard is 2 pages per session

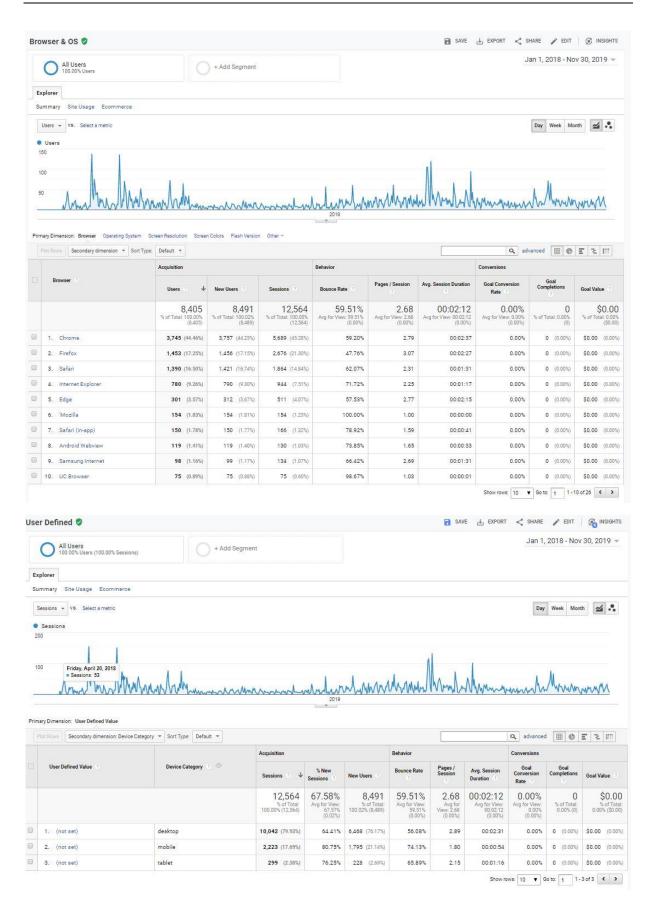
(https://www.spinutech.com/digital-marketing/analytics/analysis/7-website-analytics-that-matter-most/).



#### **Browsers & OS:**

The most frequent browser used for the webpage is Chrome with 45,28%, then Firefox with 21,3% and Safari with 14,84%.

Interestingly 76.93% of users access the webpage by using a desktop computer, 17,69% mobile and 2.38% by tablet.



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#### **Behavior Overview:**

Most page views took place on 8 March 2018 with 454 views, on 12 April 2018 with 394 views, on 29 April 2019 with 375 views and on 3 September 2019 with 212 page views.

The most frequent page views, during the period, was on applications for ship-time with 5,171 (15,36%).

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33,673			Bounce Rate					
33,673	24,749	00:01:19	Bounce Rate 59.51%	37.31%				
3,673	24,749	00:01:19	Bounce Rate 59.51%	37.31%		Pageviews	% Pageview	vs
33,673	24,749	00:01:19	Bounce Rate 59.51%	37.31%	ß	Pageviews 8.152		
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33,673 te Content inge age Title te Search harch Termi rents	24,749	00:01:19 Page 1. / 2. /apply-for-ship-1 3. /vessels/pr-po 4. /documents 5. /news	Bounce Rate 59.51% And Britten Press and an artern ic-summer-school	37.31%	තු තු තු	8,152 5,171 1,179 1,092 945	24.21 15.36% 3.50% 3.24% 2.81% 2.28%	%
te Content age age Title te Search earch Term rents	24,749	Page           1. /           2. /apply-for-ahip-1           3. /vessels/prv-po           4. /documents           5. /news           6. /news/36-mass	Bounce Rate 59,51% And Antipapartic Allipping ime eratern	37.31%	තු තු තු තු	8,152 5,171 1,179 1,092 945 769	24.21 15.36% 3.50% 3.24% 2.81% 2.28% 2.15%	%
Pageviews 33,3,673 the Content age age Title earch Term vents vents	24,749	Page           1. /           2. /apply-for-ahlp-1           3. /vessels/prv-po           4. /documents           5. /news           6. /news/56-mosa           7. /about/partners	Bounce Rate 59,51% And Antipapartic Allipping ime eratern	37.31%	තු තු තු තු තු	8,152 5,171 1,179 1,092 945 769 724	24.21 15.36% 3.50% 3.24% 2.81% 2.28% 2.15% 2.15%	%

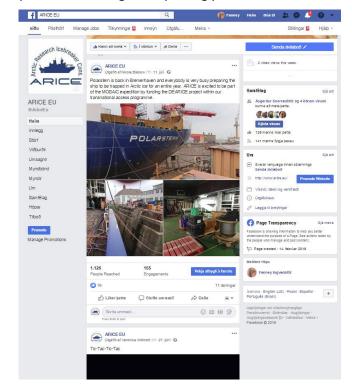
view full report

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### 3.2. Social Media

Facebook page created in February 2018 with the name ARICE EU

The Facebook page has 156 followers / with gradually, but slowly, growing audience

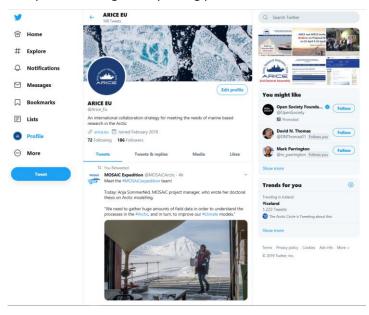


Around 100 posts were performed during the reporting period.

A Twitter account was created February 2018 with the name ARICE EU

It has 72 followers / with gradually but very slowly growing audience.

Around 150 tweets were posted during the reporting period.



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# 3.3. ARICE Newsletter

The newsletter was distributed using a list from the Arctic Portal, which is a compilation of contacts from projects, conferences and through partner's contribution such as IASC. It covers approximately 500 names. Apart from that, the newsletter was promoted through the ARICE, AWI and Arctic Portal outreach channels.



# 3.4. Online outreach from partners

#### AWI – www.awi.de

- Heads Up! ARICE calls for Ship-time proposals (08.03.2018): <u>https://mailchi.mp/6032fa1d0904/arice-heads-up-call-for-ship-time-proposals-186173?e=[UNIQID]</u>
- Kick-Off meeting: Nansen Legacy (09.03.2018) <u>https://www.awi.de/ueber-uns/service/presse-detailansicht/presse/kick-off-meeting-fuer-nansen-legacy.html</u>
- Press release: Making the Arctic accessible for excellent science (19.02.2019) <u>https://www.awi.de/en/about-us/service/press/press-release/making-the-arctic-accessible-</u> for-excellent-science-1.html
- ARICE Call open (11.04.2019): <u>https://mailchi.mp/6c7195b390d6/arice-heads-up-call-for-ship-time-proposals-231053?e=[UNIQID]</u>

#### ARCTIA – none

#### ARCTIC PORTAL - www.arcticportal.org

• Announcement – Press release (02.2018) <u>https://arcticportal.org/ap-library/news/2040-epb-apecs-webinar-the-eu-arctic-cluster</u>

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- News / EPB-APECS Webinar: The EU Arctic Cluster (04.06.2018) <u>https://arcticportal.org/ap-library/news/2040-epb-apecs-webinar-the-eu-arctic-cluster</u>
- News / ARICE Call for Ship-Time Proposals 2018 (04.06.2018) <u>https://arcticportal.org/ap-library/news/2041-arice-call-for-ship-time-proposals-2018-now-open</u>
- News / ARICE first newsletter (11.02.2019) <u>https://arcticportal.org/ap-library/news/2099-arice-first-newsletter</u>
- News / Success story on Arice on EU webpage (07.03.2019) <u>https://arcticportal.org/ap-library/news/2121-success-story-on-arice-on-eu-webpage</u>
- News / Second newsletter ARICE2019 Call for Ship-Time proposals (29.04.2019) <u>https://arcticportal.org/ap-library/news/2158-arice2019-call-for-ship-time-proposals-now-open</u>
- News / European Polar Board Excom (Arice mentioned) (31.05.2019) <u>https://arcticportal.org/ap-library/news/2172-new-members-elected-to-the-european-polar-board-excom</u>
- News / The EU-funded Arctic research projects meeting (26.06.2019) <u>https://arcticportal.org/ap-library/news/2182-the-eu-funded-arctic-research-projects-meet-in-brussels</u>
- News / MOSAiC Expedition and FrostByte Videos and ARICE's webpage (03.09.2019) <u>https://arcticportal.org/ap-library/news/2200-mosaic-expedition-and-frostbyte-videos-on-arice-s-webpage</u>
- News / Arice Webinar on Data Management, 17 December 2019 - <a href="https://arcticportal.org/ap-library/news/2244-arice-webinar-on-data-management-17-december-2019-9-am-gmt">https://arcticportal.org/ap-library/news/2244-arice-webinar-on-data-management-17-december-2019-9-am-gmt</a>

# BRITISH ANTARCTIC SURVEY - www.bas.ac.uk

- News / Working together to make the Arctic more... (02.02.2018) <u>https://www.bas.ac.uk/media-post/working-together-to-make-the-arctic-more-accessible-for-science/</u>
- News / Call for Arctic ship-based research proposals (20.04.2018) <u>https://www.bas.ac.uk/media-post/call-for-arctic-ship-based-research-proposals/</u>

# CNRS - none

# CONSIGLIO NAZIONALE DELLE RICERCHE - www.cnr.it

 News /ARICE H2020 Project – Transnational Access Opportunity (13.04.2018) <u>https://www.cnr.it/en/news/8053/arice-h2020-project-transnational-access-opportunity</u>

#### CSIC – none

# DTU – www.dtu.dk

- News / Improving researchers' access to the Arctic (02.02.2018) <u>https://www.aqua.dtu.dk/english/news/2018/02/improving-research-access-to-arctic?id=fe131868-4248-4486-b920-f792447236f8</u>
- News / Bedre adgang til marin forskning i Arktis (05.02.2018) <u>https://www.aqua.dtu.dk/nyheder/2018/02/arice?id=d0dd67fe-42d7-439c-9ed6-f1df7fe17945</u>

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#### FINNISH METEROLOGICAL INSTITUTE - none

IOPAN – www.iopan.gda.pl

• International projects - ARICE Arctic Research Icebreaker Consortium; A strategy for meeting the needs for marine-based research in the Arctic <a href="https://www.iopan.pl/international.html">https://www.iopan.pl/international.html</a>

#### NORSK POLARINSTITUTE – None

#### SWEDISH POLAR RESEARCH SECRETARIAT – www.polar.se

- News / Icebreaker collaboration creates new opportunities ... (02.02.2018) <u>https://polar.se/en/news/icebreaker-collaboration-creates-new-opportunities-for-research-in-the-arctic/</u>
- News / ARICE call for proposals is now open (12.04.2018) <u>https://polar.se/en/news/arice-call-for-proposals-is-now-open/</u>
- News / ARICE 2019 call for ship-time proposals now open (29.04.2019) https://polar.se/en/news/arice-2019-call-for-ship-time-proposals-now-open/

#### UNIVERSITÉ LAVAL

- Research / ARICE: Arctic Research Icebreaker ... (01.01.2018 last updated 15.10.2019) <u>http://www.vrrc.ulaval.ca/fileadmin/ulaval\_ca/Images/recherche/bd/projet/fiche/118978.ht</u> <u>ml</u>
- Projects funded at Laval University ARICE <u>http://www.vrrc.ulaval.ca/fileadmin/ulaval\_ca/Images/recherche/bd/programme/fiche/246</u> <u>4\_projet.html</u>
- Directory of experts in the media ARICE <u>https://oraweb.ulaval.ca/pls/vrr/gexp\_prof.html?p\_no\_dossier=54226</u>
- Marcel Babin Laval University ARICE <u>http://www.vrrc.ulaval.ca/fileadmin/ulaval\_ca/Images/recherche/bd/chercheur/fiche/26350</u> <u>9.html?id=32537</u>
- Louis Fortier Laval University ARICE
   <u>http://www.vrrc.ulaval.ca/fileadmin/ulaval\_ca/Images/recherche/bd/chercheur/fiche/54226</u>
   <u>.html</u>
- Marine Biology <u>http://www.vrrc.ulaval.ca/fileadmin/ulaval\_ca/Images/recherche/bd/projet/domaine/1620.</u> <u>html</u>
- Department of Biology <u>http://www.vrrc.ulaval.ca/fileadmin/ulaval\_ca/Images/recherche/bd/projet/fac/dept/03602</u> .html
- 2015 Arctic Circle Assembly https://inq.ulaval.ca/docs/arctic-circle.pdf
- Research projects at Laval University
   <u>http://www.vrrc.ulaval.ca/fileadmin/ulaval\_ca/Images/recherche/bd/projet/alpha/A.html</u>

#### UAF – www.uaf.edu

 News / UAF joins international consortium of icebreakers operators (06.02.2018) <u>https://news.uaf.edu/uaf-joins-international-consortium-of-icebreaker-operators/</u>

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#### WORLD OCEAN COUNCIL – www.oceancouncil.org

- News / ARICE Project opens Ship-time Proposals to Industry 29 June 2018 <u>https://www.oceancouncil.org/media/arice-project-opens-ship-time-proposals-industry-29-june-2018/</u>
- EU Arctic Research Icebreaker Consortium (ARICE) Project General Assembly 2019 <u>https://www.oceancouncil.org/event/eu-arctic-research-icebreaker-consortium-arice-project-general-assembly/</u>
- ARICE 2019 Call for Ship-Time Proposals 27 May 2019
   <a href="https://www.oceancouncil.org/media/arice-2019-call-for-ship-time-proposals-27-may-2019/">https://www.oceancouncil.org/media/arice-2019-call-for-ship-time-proposals-27-may-2019/</a>
- Arctic Circle 2019 <u>https://www.oceancouncil.org/event/arctic-circle-2019/</u>

#### APECS - www.apecs.is

- ARICE2019 Call for ship-time proposals now Open <u>https://apecs.is/news/partner-news/3125-arice2019-call-for-ship-time-proposals-now-open.html?highlight=WyJhcmljZSJd</u>
- Call for Applications: MOSAiC School 2019 <u>https://apecs.is/news/apecs-news/2748-call-for-applications-mosaic-school-2019.html?highlight=WyJhcmljZSJd</u>
- Session 1 <u>https://apecs.is/events/past-event-highlights/events-2018/apecs-online-conference-2018/2490-session-1.html?highlight=WyJhcmljZSJd</u>
- Webinar "Pre-cruise Preparation and Risk Reduction <u>https://apecs.is/research/apecs-projects/arice/arice-webinars/2921-webinar-pre-cruise-preparation-and-risk-reduction.html?highlight=WyJhcmljZSJd</u>
- Webinar on Proposals writing, 25 April 2019 <u>https://apecs.is/research/apecs-projects/arice/arice-webinars/3285-webinar-proposal-writing.html?highlight=WyJhcmljZSJd</u>
- ARICE Press Release: Making the Arctic accessible for excellent science
   <u>https://apecs.is/news/apecs-news/2326-arice-press-release-making-the-arctic-accessible-for-excellent-science-3.html?highlight=WyJhcmljZSJd</u>
- ARICE <a href="https://apecs.is/research/apecs-projects/3034-arice.html?highlight=WyJhcmljZSJd">https://apecs.is/research/apecs-projects/3034-arice.html?highlight=WyJhcmljZSJd</a>
- Heads Up! ARICE Calls for Ship Time 2018 <u>https://apecs.is/news/partner-news/2386-heads-up-arice-calls-for-ship-time-2018.html?highlight=WyJhcmljZSJd</u>
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