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Authors:

Rachel Tiller
NTNU
E-mail :
Rachel.tiller@svt.ntnu.no

Principal investigators:
Rachel Tiller, **NTNU** (NOR)
Can Bizsel, **DEU-IMST** (T)

Project's coordinator:
Yngvar Olsen, **NTNU** (N)

1. (Popular) Description of deliverable

The webpage of Ocean Certain was developed by Chicken Scratch Designs over the course of the first 6 months of the project. The results are www.oceancertain.eu and the website is under continuous development. The webpage will help disseminate the project results, and make these available to the popular audience. Along with the web-site is also a direct feed from the blog into a Facebook page for the project (www.facebook.com/oceancertain) which in turn feeds into the ocean certain Twitter page (www.twitter.com/oceancertain). The designs have all been created by Chicken Scratch Studios.

This work was carried out as described in Task 6.2. Project website and more specifically the sentences "*The Ocean-Certain web-site (free access) will be developed by Chicken Scratch Studios…*".

2. Summary of contribution of involved partners to deliverable

Partner NTNU carried out the communication with the designer, and the suggestions for logo were in turn distributed to the entire group of consortium members and voted upon through the use of a doodle survey. Partner NTNU also set up the page and distributed Administrator rights to the website, which will henceforth be regularly updated by WP4 leader DEU-IMST.

3. Dissemination through Social Media – Website, Facebook and Twitter

3.1 Introduction

The Facebook page was the first web-site of OCEAN-CERTAIN as it was fast for the designer to create the graphics for it. This web-site was continuously updated from the date of the kick off meeting and has been used exclusively until the recent addition of the oceancertain.eu webpage went live April 1st 2014. Private document storage for the consortium was handled – and will continue to be handled – through a password protected Dropbox folder for the project.

3.2 Materials/ Methods/Equations

The logo and web-page design for Facebook, Wordpress and Twitter were all created by the designer using Photoshop.

3.3 Results

www.oceancertain.eu
www.facebook.com/oceancertain
www.twitter.com/oceancertain

Additionally, a Basecamp site was set up for OCEAN-CERTAIN in order to conform with the following sentence from task 6.2: "…*At the internal level, the website will allow the access to project information, reports, documents and agenda, through a password-protected area. It will have a passworded sharepoint function, and partners can upload and have access to project documents in an organized transparent and permanent way. This area will also contain contractual documentation, report templates and preparation guidelines, the agenda of the project (link with WP7).*" All participants are given personal logins for the Basecamp site – and a direct link to the site is provided from a password protected area of the wordpress blog: http://oceancertain.eu/members/ Basecamp will not, however, replace Dropbox, which will continue as a repository of documents related to the project.

3.4 Discussion

The web-site and social media are live and will need continuous updating throughout the life of the project. The process was clean and nice, but we ran into some difficulties with payment that slowed the process down. In addition, the request of the members to be part of the decision making process when choosing a logo for the project also slowed

things down. In retrospect, the Project Coordinator ought to choose the logo so that the process is faster. Also in the future, we will choose a designer that is able to bill the university, rather than need to be paid by credit card.

3.5 Conclusion

The web-site will now be handed over to DEU-IMST for continuous updating during the life of the project. The Project Coordinator, Scientific Manager and Operational Manger (all NTNU) will still have Administrator rights to the website and the Facebook page.

4. Dissemination & exploitation

This deliverable will be used by the project leadership and WP4 to disseminate project results, both popular and scientific. It will enable us to reach a wider audience through our social media emphasis in Facebook and Twitter as well – and the scientific and professional community, or those that choose not to be members of social media web-sites but still would like ongoing information about project results.

The website will also have quarterly messages from the Project Coordinator, which will give a more holistic sense of belonging for many of the project participants. PC Yngvar Olsen has furthermore opened up a Facebook profile for his role as PC for Ocean Certain, where he will be profiled only as this (not private page).