



# Engaging Stakeholders across the Atlantic

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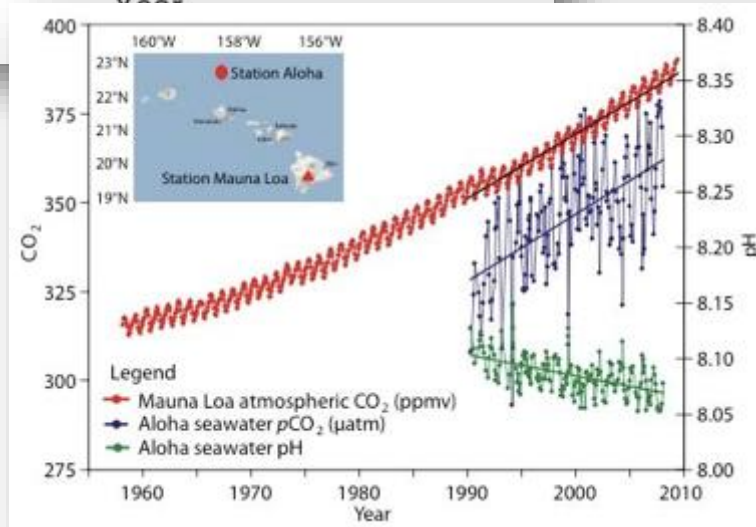
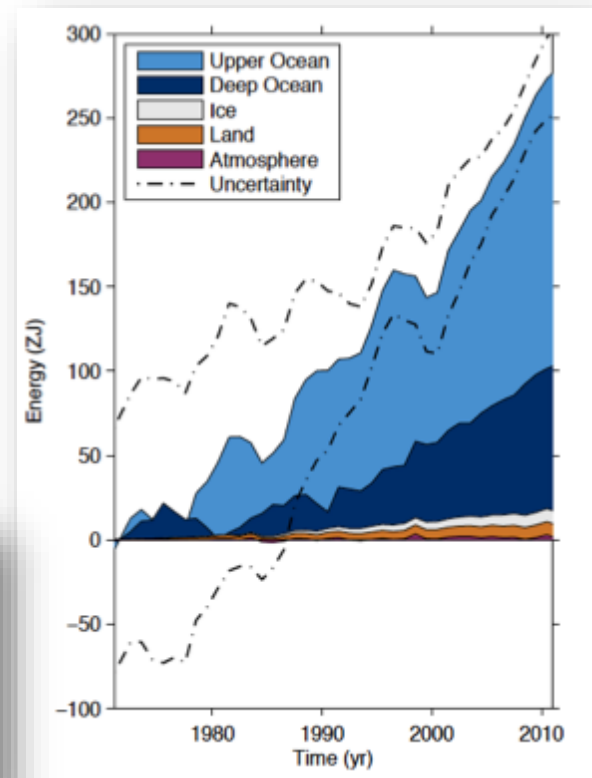
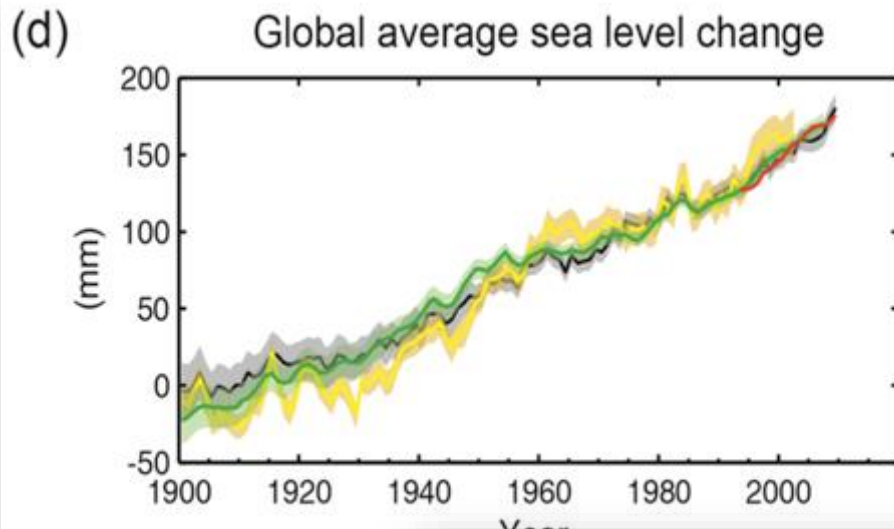
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#AtlantOS

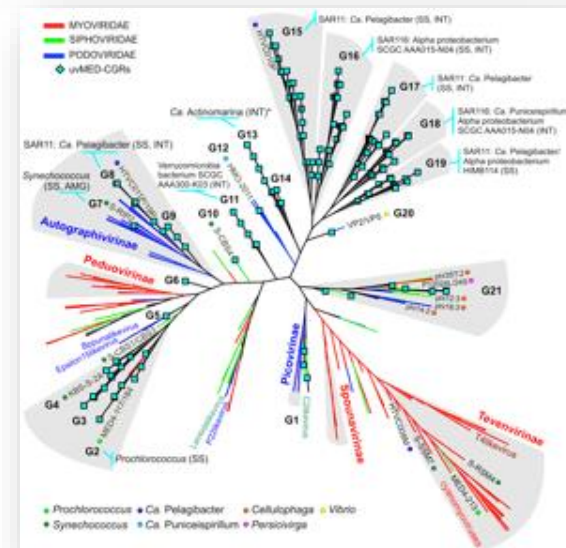
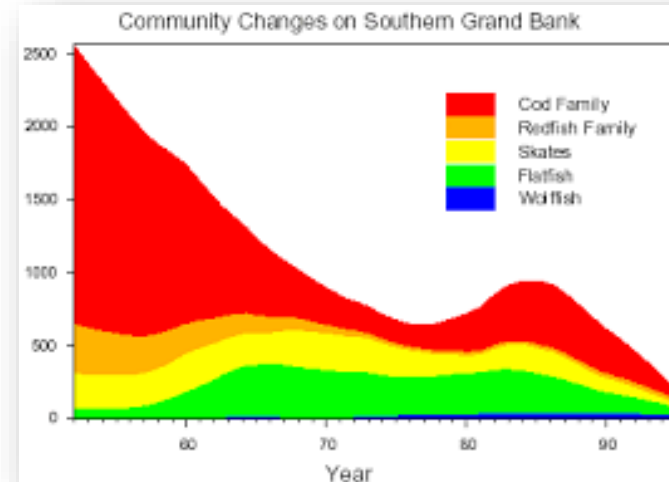
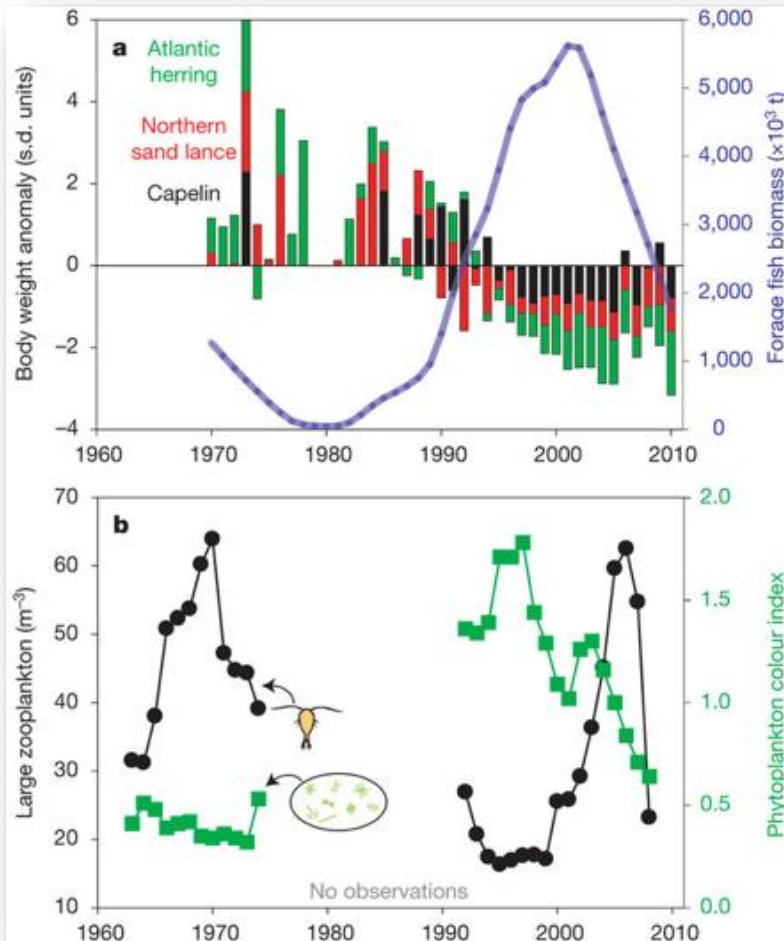


# Why we need ocean obs: Ocean and Climate

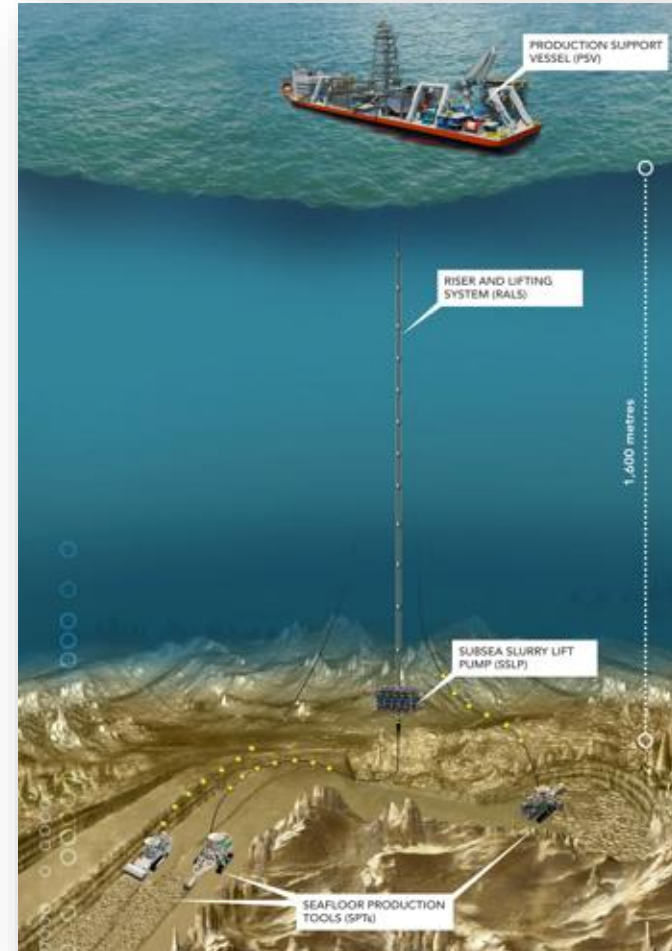
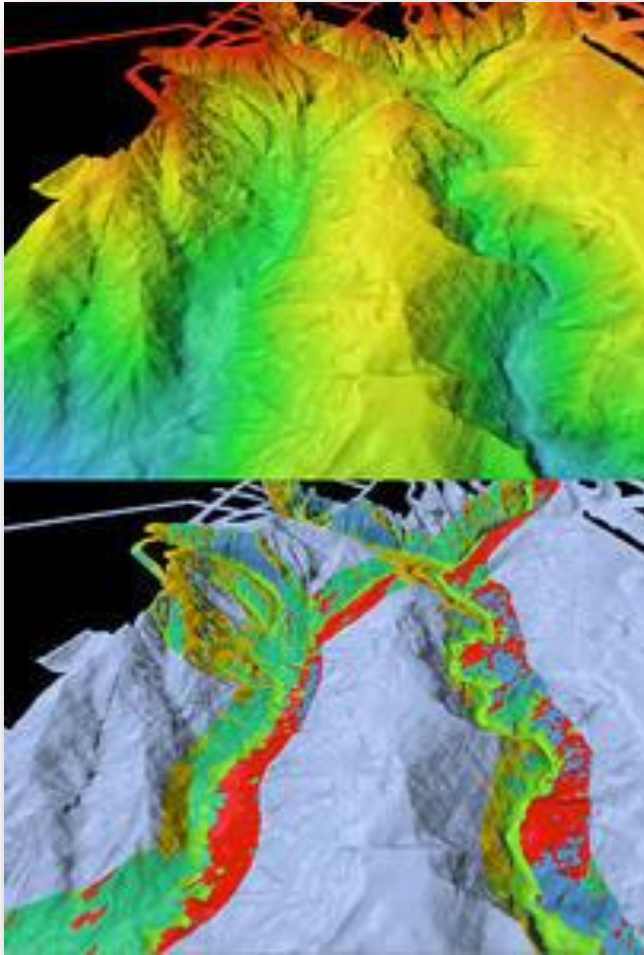


# Why we need ocean obs:

## Life in the Ocean

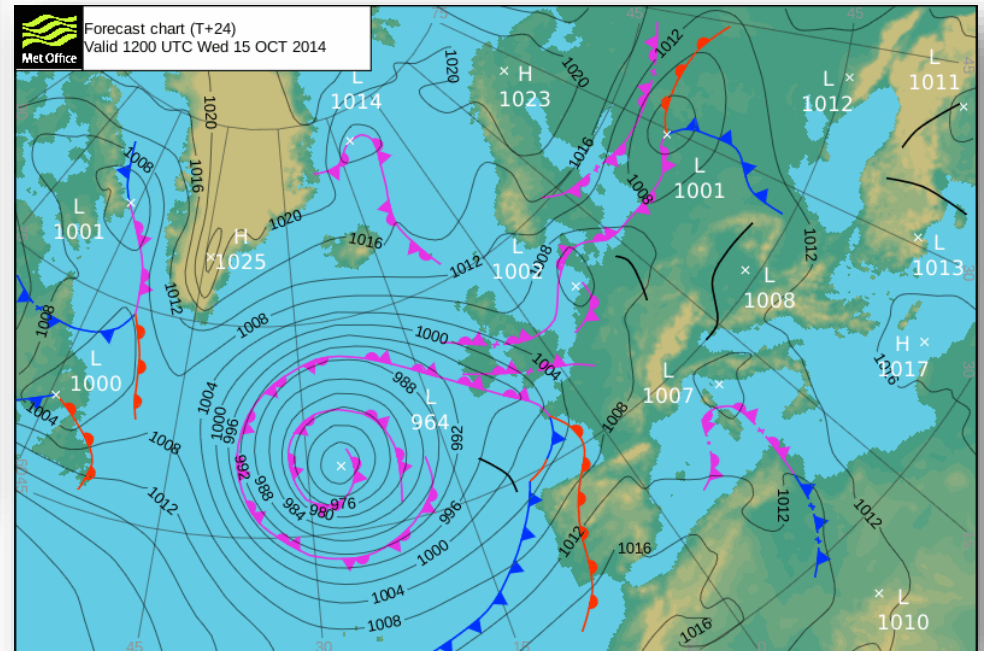
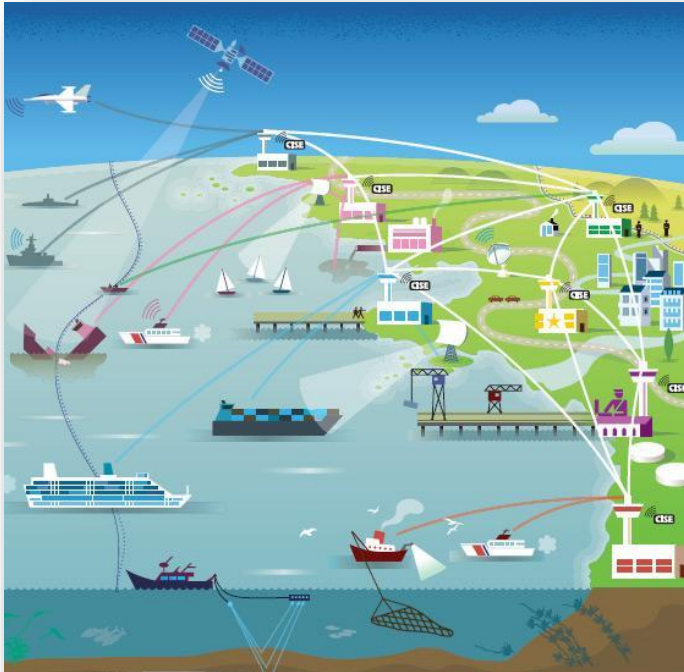


# Why we need ocean obs: Deep-sea applications and resource exploitation





# Why we need ocean obs: Maritime Services



# The Challenge

- ➡ We know that obs are useful, but we haven't yet created a **demand** that takes ocean obs beyond serving a few selected communities, usually on shoe-string budgets.
- ➡ Turning obs into an **economic sector** that is both science and business friendly.

# The Aim in AtlantOS

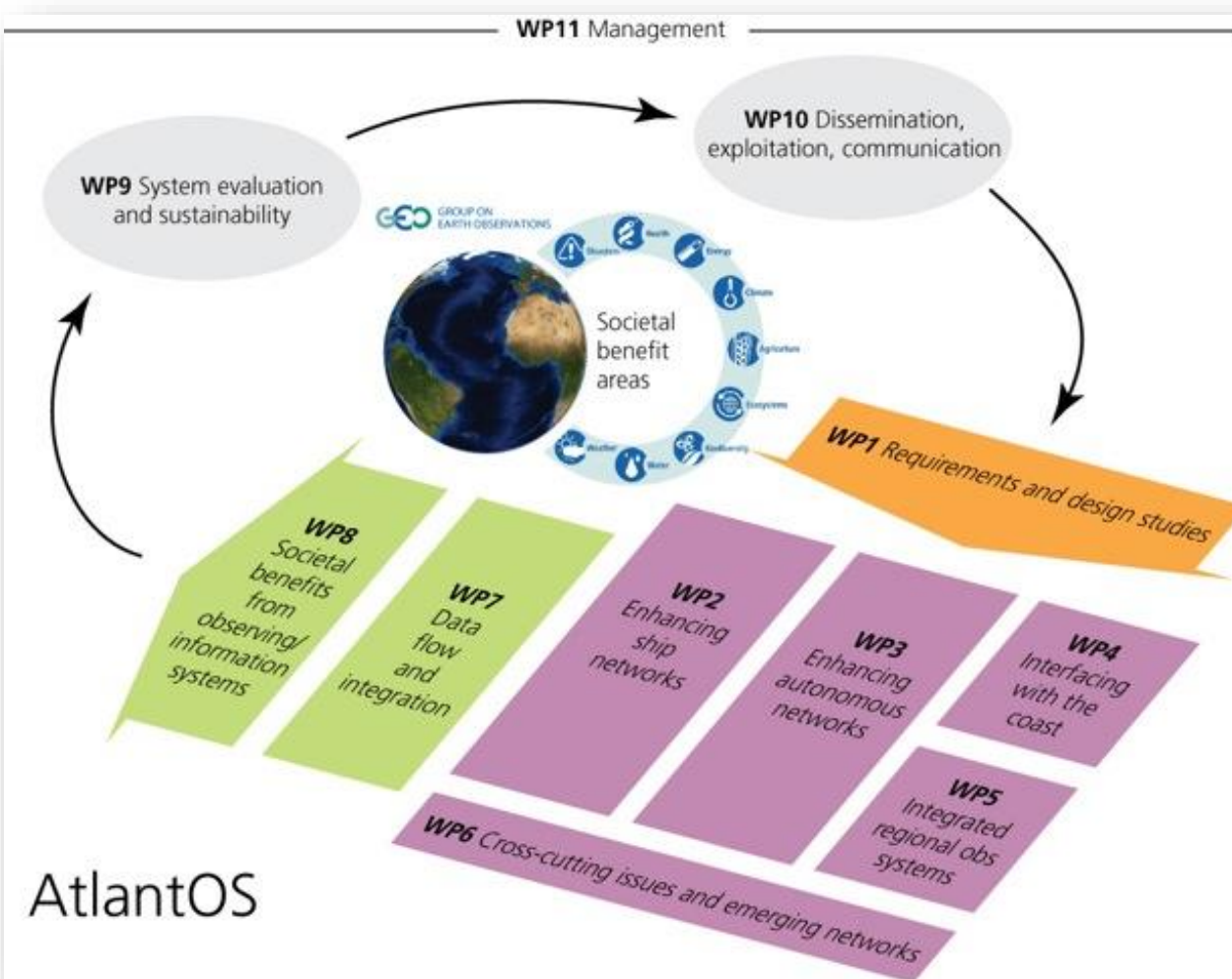
- ☞ To develop an outcome-oriented dialogue with key stakeholder communities on **both sides of the Atlantic** about the **products and services** that an integrated Atlantic observing can deliver as well as the **demands and needs** of the potential user communities.

# We can't achieve everything, but we can ...

- ☞ Engage with industry to develop pilot activities to serve as best practice examples and from which we can learn
- ☞ Develop the cyber-infrastructure and management to make data available to interested users
- ☞ Build a strategic science-industry-policy forum for planning obs
- ☞ Raise interest in the wider community on obs



# Main threads of Engagement



1. **Ocean obs for societal benefits**, e.g. harmful algal blooms, coastal flooding, shipping, oil and other disaster reduction, aquaculture siting, support to MSFD and fisheries assessments (WP8)
2. **Data management and exploitation** (WP10)
3. **Strategic advice** from industry and science through Advisory Boards (WPs 1, 10 and 11)
4. **Engagement with funding bodies** (WP 9 with support from WP10)
5. **Communication** of AtlantOS outputs (WP10 and 11)

# Planned Activities:

## Data Accessibility

- 👉 **Best Practices in Stakeholder Engagement, Data Dissemination and Exploitation:** An analysis of existing marine observatories across the Atlantic to learn how they relate with their stakeholders. Report will recommend to AtlantOS ways of how data can best be management presented to make it accessible potential users.
- 👉 **Support Facility:** A stakeholder engagement Support Facility will be designed and tested for a selected number of companies.

# Planned Activities:

## The Economic Potential of Observatories

- ➡ Together with the OECD *International Futures Programme*'s ongoing study on the future of the maritime economy, we are looking to analyze the economic potential of observatories.
- ➡ Activities will likely include, at minimum, an expert workshop and a detailed report to be published with OECD.
- ➡ A small transatlantic group will take this initiative forward in the coming year.

# AtlantOS Ocean Obs Ambassadors

AtlantOS will strive to engage highly visible individuals from Europe, the USA and Canada to act as AtlantOS Ambassadors. Their role will be to give AtlantOS a public face (e.g. in image films).

Types of individuals being:

- Leaders of publicly visible activities (e.g. sailing races)
- Active politicians without portfolio (e.g. Parliamentarians)
- Business leaders with an interest in the issues being addressed by AtlantOS

# Some initial steps ...

- ➡ Engagement Strategy has been published.
- ➡ Website (BlueLobster Ltd.) has been launched.
- ➡ Seascope has started work on *Best Practices in Stakeholder Engagement, Data Dissemination and Exploitation*
- ➡ A scoping workshop on the “economic potential of ocean obs” in cooperation with the OECD.
- ➡ Cooperation with Atlantic Ocean Research Alliance Project (AORAC) to network with Canada and USA
- ➡ Cooperation with ocean literacy projects (e.g. SeaChange and ResponSEAbLe) to develop outreach activities (e.g. open competitions)



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