

## OUTREACH SERVICE GENERAL OBJECTIVES

- 1 **Spreading knowledge** about the ICTS SOCIB – national and international scientific community and society
- 2 Make the science and technology development accomplished by SOCIB **interesting and approachable** for society
- 3 **Attract** young students into the world of science in order to maintain a continued base of quality scientists and researchers
- 4 **Position SOCIB** as one of the leading coastal ocean observing and forecasting systems, at a national / European level

K **Dissemination, Awareness, Education, Multimedia, Social Media, Design, News, Press**

## OUTREACH SERVICE HUMAN RESOURCES



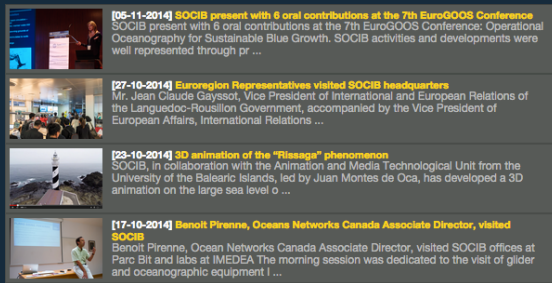
Angels Garau: MedClic Project Coordination & SOCIB educational programs



Tomeu Canyellas: Outreach Service Coordination

## OUTREACH SERVICE ACOMPLISHMENTS

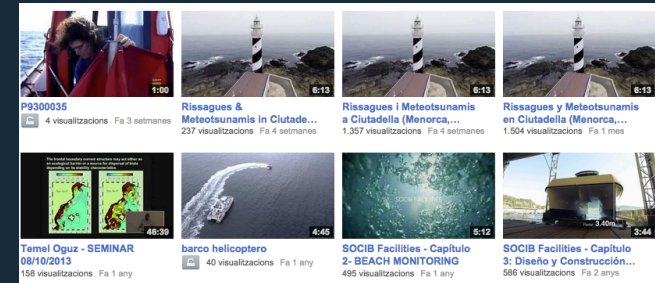
NEWS +200



SOCIAL MEDIA +1.000

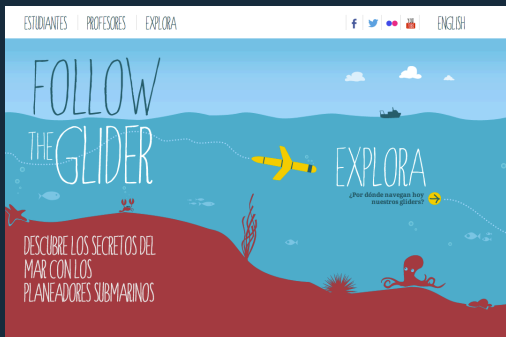


YOUTUBE + 10.000 PLAYS



## OUTREACH SERVICE MAJOR ACOMPLISHMENTS

F\_T\_GLIDER-JERICO



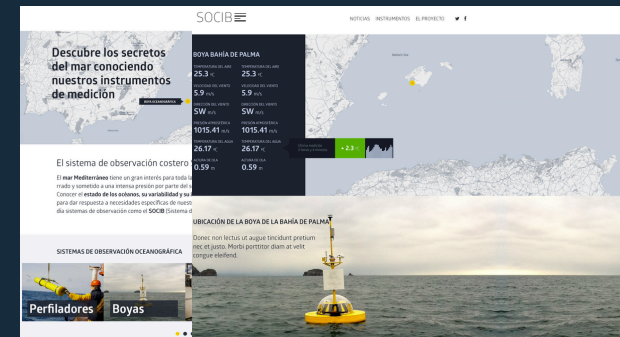
ACTUALLY WORKING ON JERICO 2

EXPO #MEDITERRANI



LA CAIXA

MEDCLIC PROJECT



LA CAIXA – WORK IN PROGRESS

## OBJECTIVES 2015

- News + Social Media, improve connections with public
- Develop specific Outreach section in the general WEB
- Generate specific Micro-Documentaries of the facilities – Part 2
- Update General SOCIB video presentation - Thalassa
- Glider Educational Program, educational material and professor book–JERICO 2
- Coordination of MEDCLIC project, including web, multimedia and edu. material
- Continue the collaboration with designers to develop new posters, slides and page layouts
- Support to SOCIB staff on communication related issues
- Generate Graphic material about campaigns, etc.
- Coordinate SOCIB public events attendance
- Dissemination of SOCIB activities through international publications
- Create infographic illustrations for outreach activities support
- LADAT collaboration – multimedia content

# BE PROUD OF YOUR HOTEL

Dear Guest,

Be proud of your hotel!

We're pleased to tell you that your hotel is one of a number of establishments throughout the island helping to contribute to beach conservation and science based coastal and ocean management in the Balearic Islands. Working with us, the Beach Monitoring Facility of SOCIB (the Balearic Islands Coastal Observing and Forecasting System), your hotel provides video images and weather data to help establish the natural variability of local beaches.

Using this information, along with additional in situ data collected from these beaches throughout the year (see below for more details), we can understand changes in the sediment transport of both the dry and submerged beach and study the response of the beach and the shoreline to, among other topics, climate change scenarios.

On this poster you'll find more information about our work in the SOCIB Beach Monitoring Facility and up-to-date beach images collected from the roof of your hotel.

SOCIB is the Balearic Islands Coastal Observing and Forecasting System and this is one of several important monitoring activities we undertake in the Balearic Islands region.

Thank you and enjoy your visit!

Prof. Joaquín Tamarit  
Director of SOCIB  
[www.socib.es](http://www.socib.es)

### WHAT IS SOCIB?

SOCIB is the Balearic Islands Coastal Observing and Forecasting System, a multi-platform facility of facilities that extends from the nearshore to the open ocean. Through these facilities we monitor the coastal and open ocean system and in doing so contribute to a more science based and sustainable management of our marine environment. SOCIBs objectives respond to 3

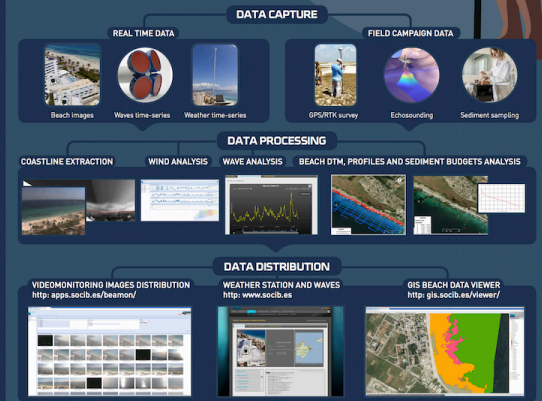
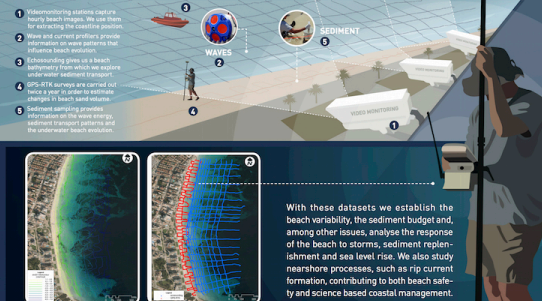
key drivers; established scientific priorities, a desire to enhance new technology development and most importantly to respond to societal needs. For this to be achieved baseline data from the marine system are needed and the SOCIB Beach Monitoring Facility is a worldwide technology leader in the real time monitoring of the short and long-term evolution of beach dynamics.

### THE BEACH MONITORING FACILITY (BMF)

Our goal is the autonomous and sustained collection of physical data on waves and currents (nearshore hydrodynamics), sediment transport and coastline evolution from different beaches in the Balearic Islands.

The BMF uses different types of high-resolution sensors to continuously monitor coastal and nearshore processes, the data

from these different sensors are acquired automatically and continuously. Our system combines coastal-video monitoring (low frequency images, large area and revealing surface processes) with in situ monitoring systems (high frequency, point measurements, to support process orientated studies).

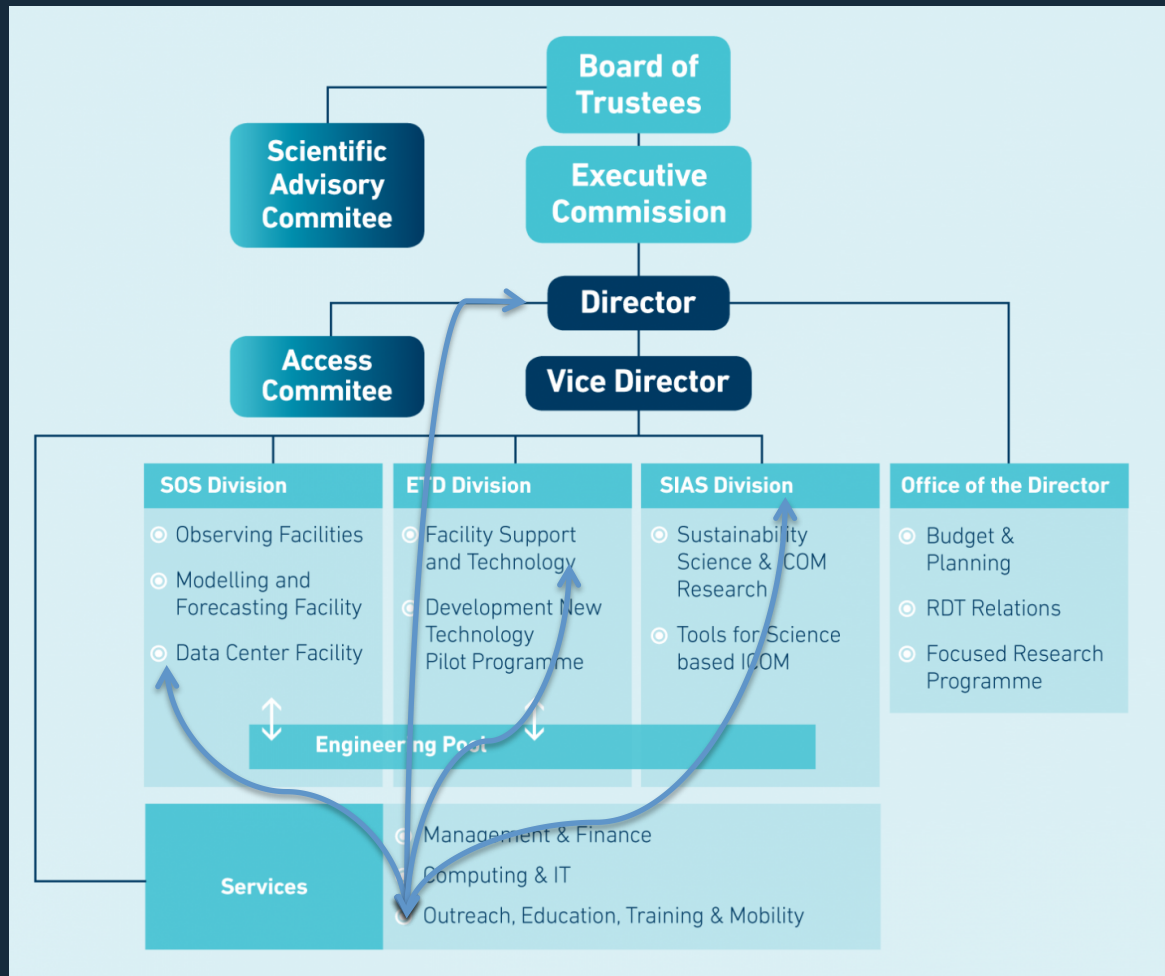




## ORGANIZATION & STRUCTURE – MAJOR NEED INTERCOMMUNICATION

- Principal connections between Outreach service and other departments are:

- Director
- ETD
- Data Center
- Modelling
- SIAS



## WORK IN PROGRESS

Thalassa SOCIB Video Presentation, LADAT – Animations, RADAR HF & Catamaran– Poster, JERICO 2, Oceans Apeiron, International Ocean Research Conference, etc.

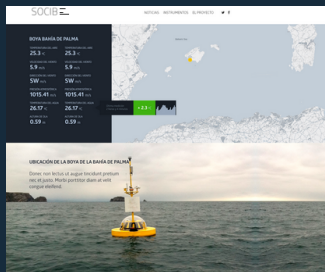


## WORK IN PROGRESS

### MEDCLIC : The Mediterranean Sea at One click

- 1 RESEARCH: Variability of the Western Mediterranean Sea: interaction between mesoscale activity and general circulation (2009-2013)
- 2 OUTREACH: SOCIB & Society

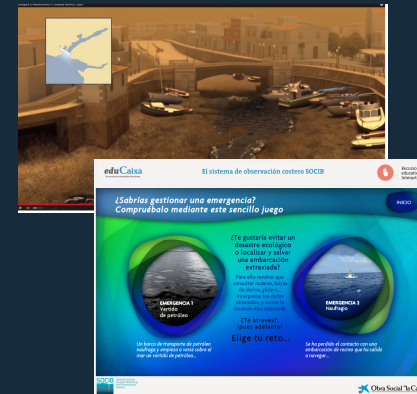
#### MEDCLIC web



#### Educational Programs & Teaching Resources



#### Multimedia



#### Conferences & Events



## SUMMARY

- In general terms Outreach Service improved its working strategy with more manpower and a better vertical and horizontal communication
- The Outreach Service did not detect major difficulties in the working strategy, except the existence of time periods with heavy workloads, due to the coincidence of several important tasks at the same time.
  - Prioritization of tasks in order of urgency/importance to allow proper management.
- Improve communication between departments, we need to stay updated about campaigns, new developments, App improvements, etc.
- More engagement with educational community: schools, high-schools, university, professors, etc.
- We want to be an active part of YOUR workflow and creative process

## THANKS