

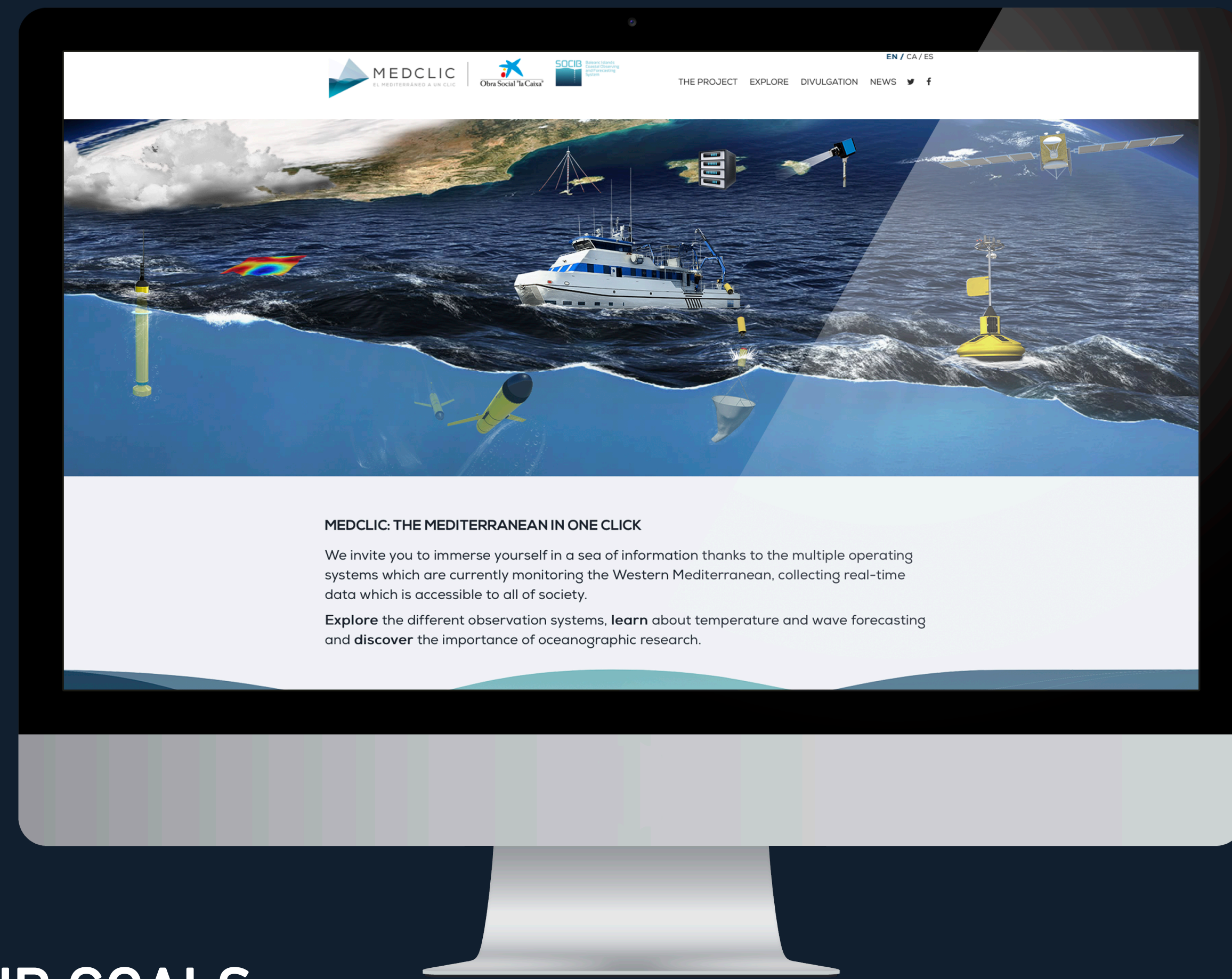
# MEDCLIC: the Mediterranean in one click

SOCIB-la Caixa Research & Outreach Programme

01

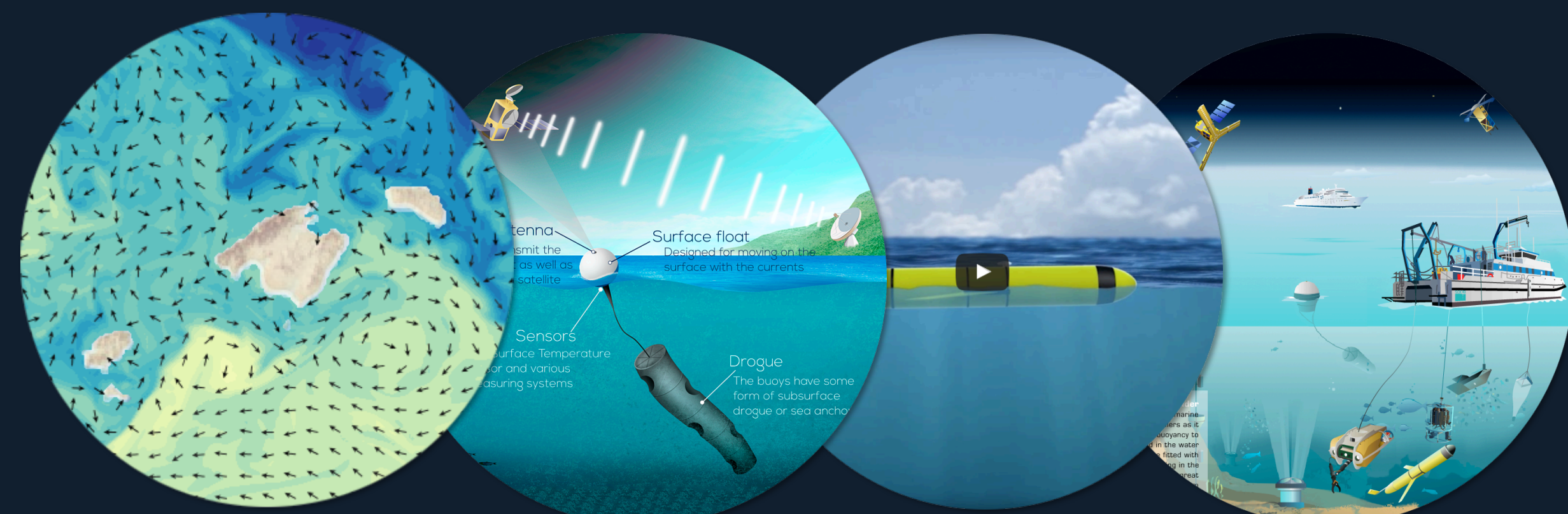
## WHAT IS MEDCLIC?

"Medcllic: the Mediterranean in one click" is a research and dissemination program focused on the scientific, technological and societal approaches of the Balearic Islands Coastal Observing and Forecasting System (SOCIB) in collaboration with "la Caixa" Foundation.



## OUR GOALS

- Scientific Goal:** to advance in establishing and understanding the mesoscale variability at the regional scale and its interaction, and thus improving the characterization of the "oceanic weather" in the Mediterranean.
- Outreach Goal:** to bring SOCIB and the multi-platform observation systems "open access" philosophy closer to society, through scientific dissemination, educational activities and online resources.



Data visualization    Infographics    Educational videos    Interactive and multimedia

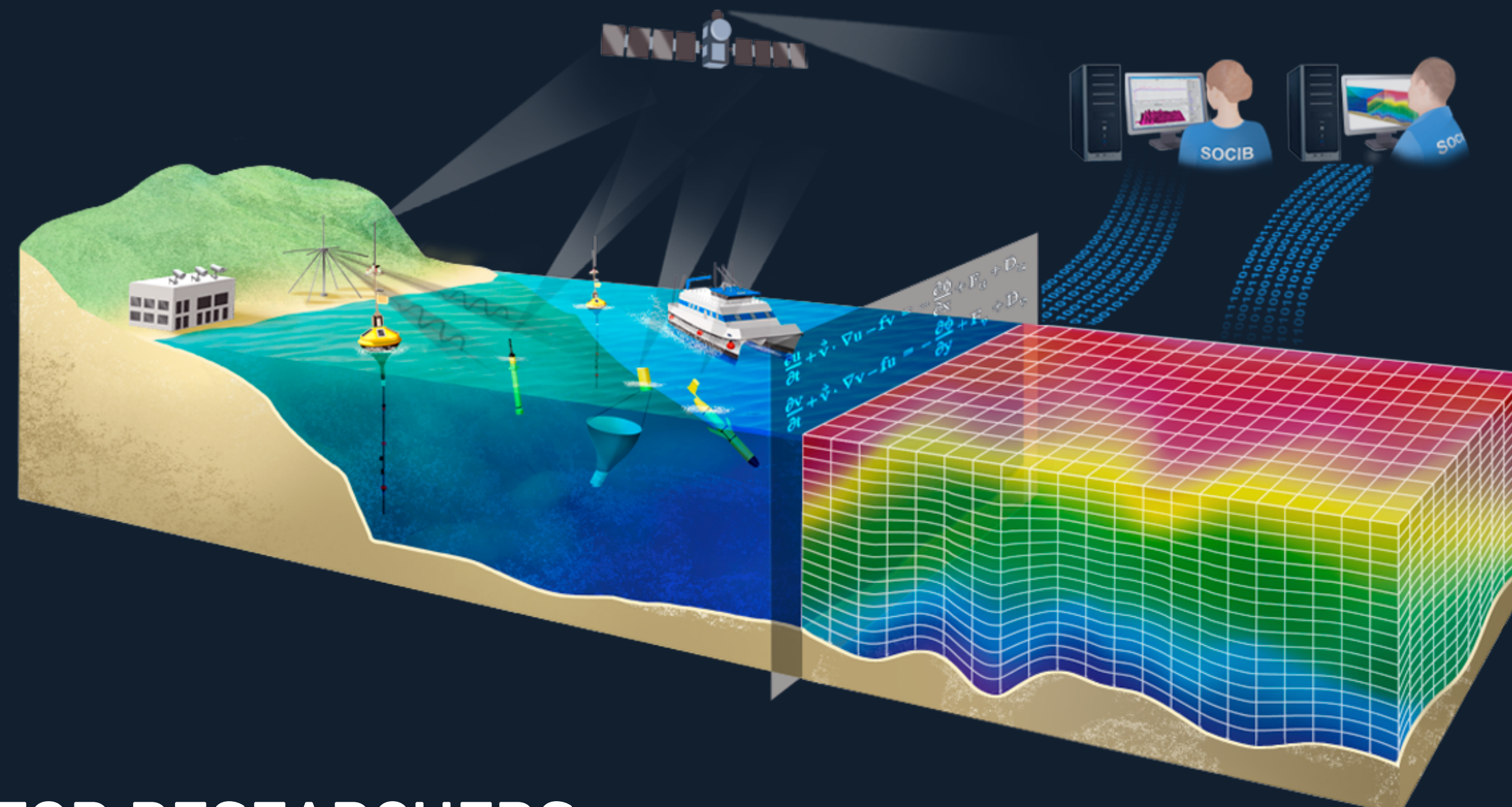
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## RESEARCH PROJECT

The research project led by SOCIB is focusing on the study of the interaction between the mesoscale activity and the general circulation during the period 2009-2013. The two main dissemination channels are: online and scientific meetings/publications.

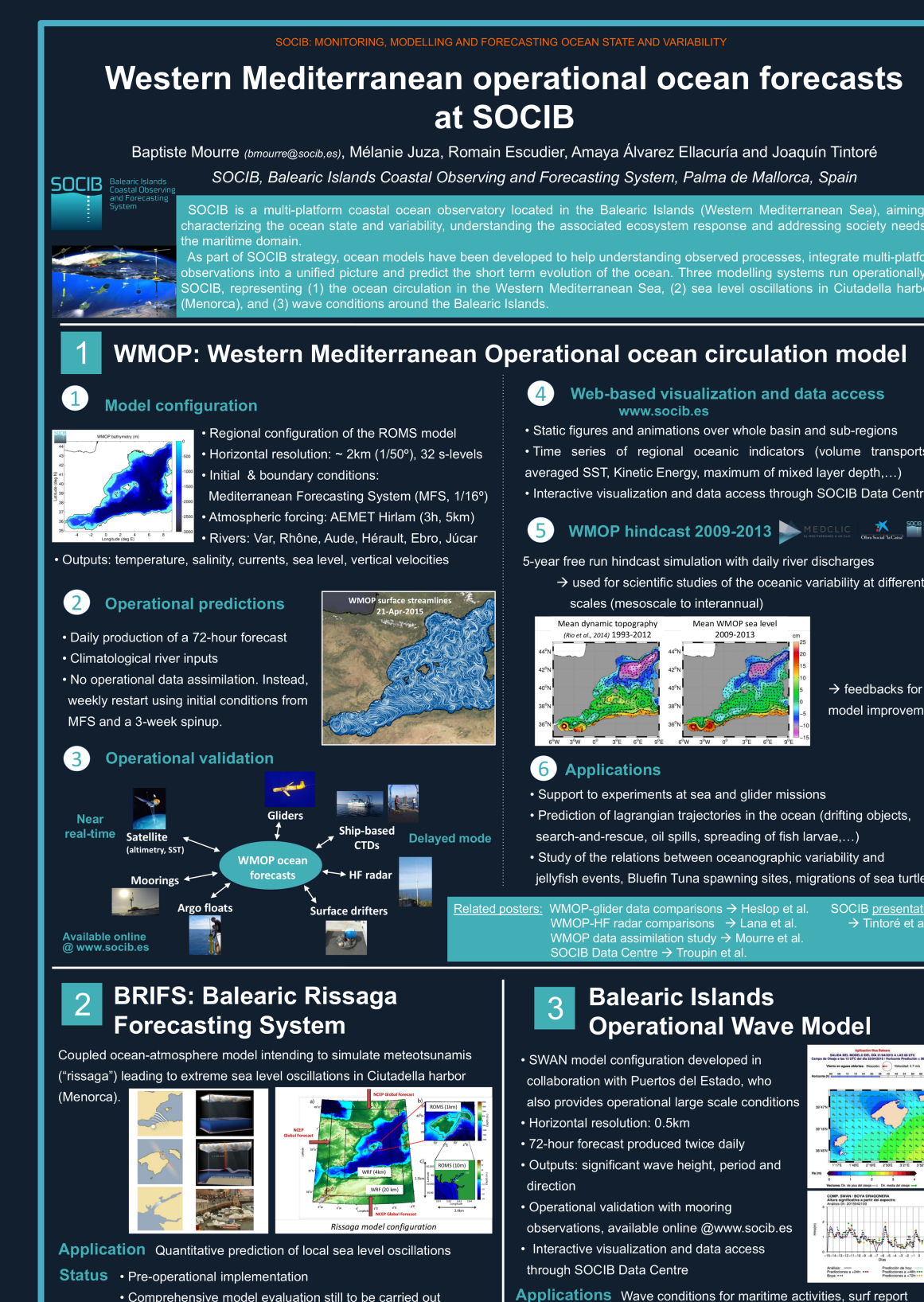
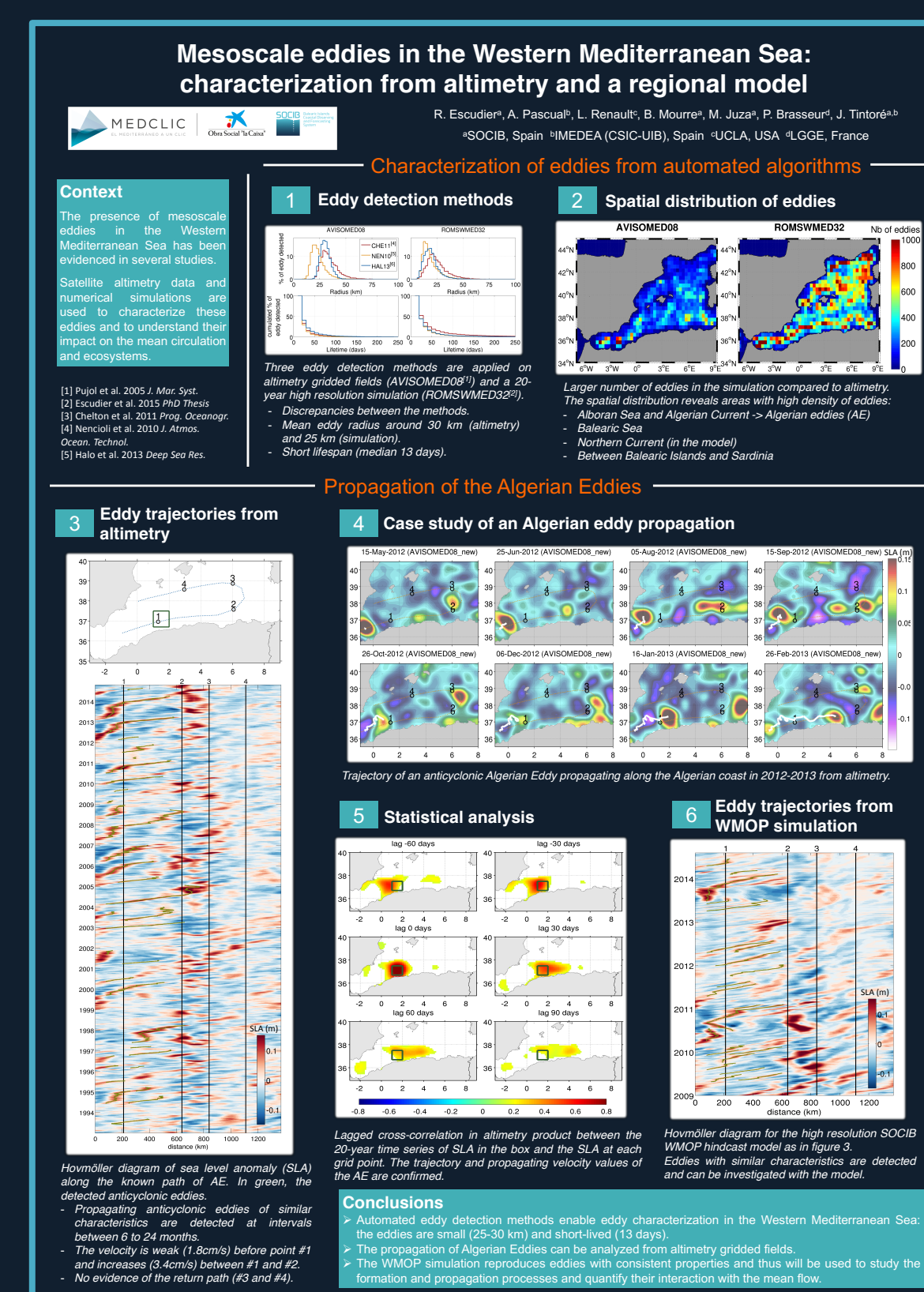
## FOR GENERAL PUBLIC

The research project is disseminated across online audiences through [www.medcllic.es](http://www.medcllic.es)



## FOR RESEARCHERS

It focuses on the dissemination in expert groups of the study of the interaction between the mesoscale activity and the general circulation in the Mediterranean.



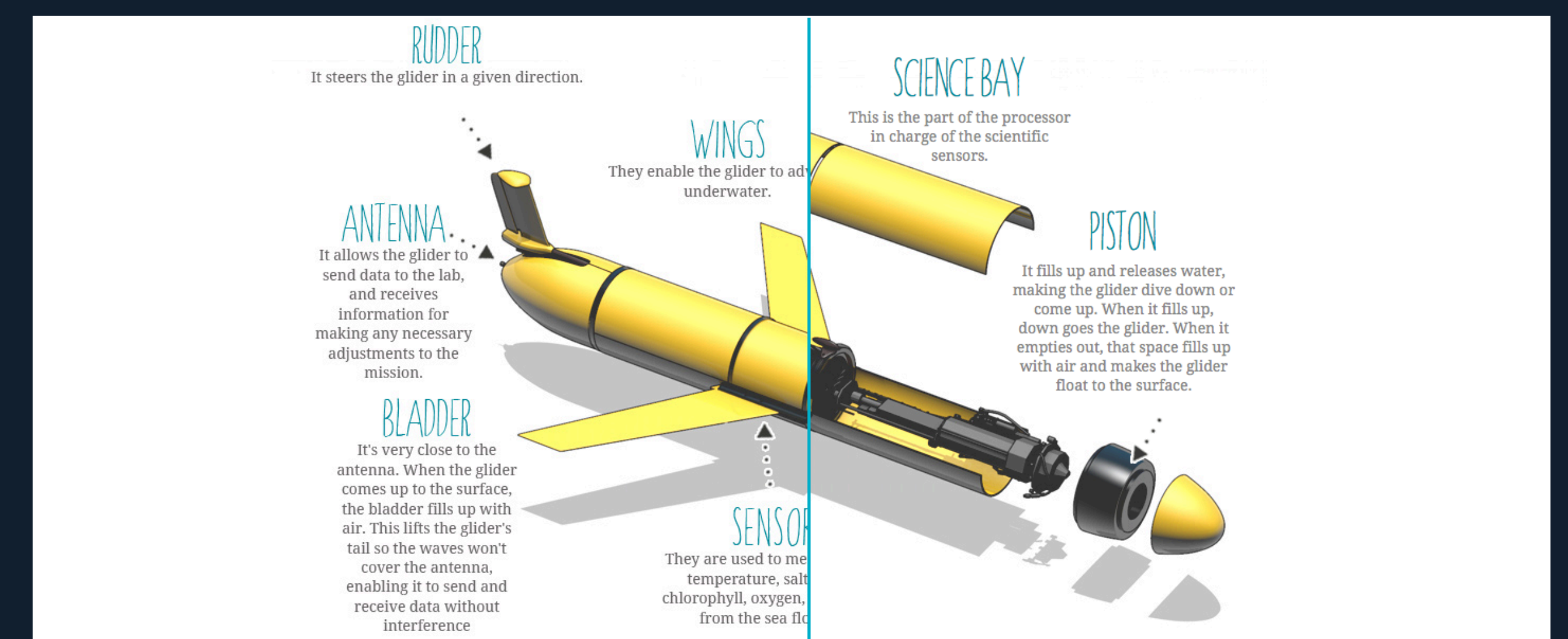
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## OUTREACH PROJECT

The main objective is to raise awareness of the work of SOCIB making available to society the advances in new ocean monitoring techniques and how this can improve our knowledge on climate change, oil spill tracking, coastal management, ocean forecasting, etc.

## ACTIVITIES

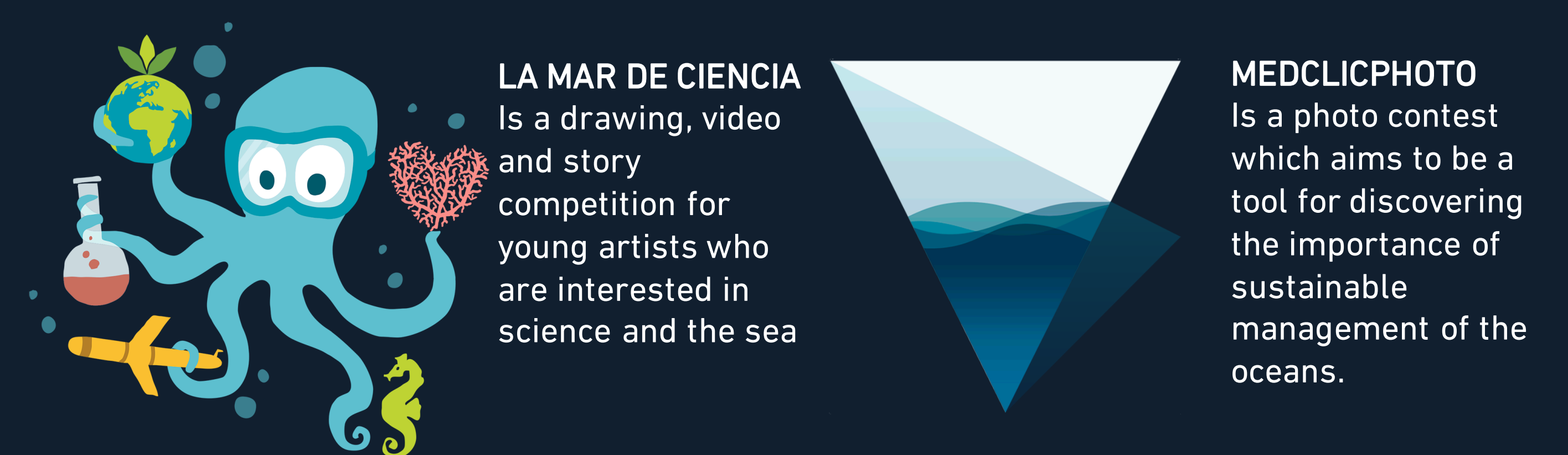
- Online presence:** MEDCLIC website with online materials for students and teachers to discover the Mediterranean Sea.



- Live experiences:** guided visits to our oceanographic vessel, workshops and science fairs.



- The sea is the best inspiration:** educational and vocational contests to bring marine science and society closer.



**LA MAR DE CIENCIA**  
Is a drawing, video and story competition for young artists who are interested in science and the sea

**MEDCLICPHOTO**  
Is a photo contest which aims to be a tool for discovering the importance of sustainable management of the oceans.