GLOBCURRENT

COMMUNICATION AND OUTREACH MANAGEMENT PLAN

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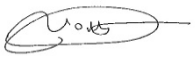
Issued by (NERSC)	Marie-Hélène Rio CLS Project Scientist	
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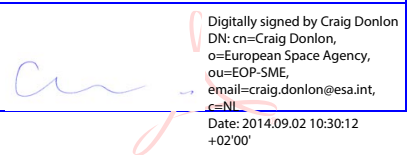
Approved by (ESA)	Craig Donlon ESA Technical Officer	

Revision Change log

Issue	Date	Type	Change description
1.0	22 January 2014	Initial draft	
2.0	22 March 2014	First revision	
2.1	1 September 2014	Update	Included sections on target audience and communications

Table of contents

1. Introduction

1.1. Purpose and scope

This document describes the communication and outreach activities that are carried out to promote GlobCurrent products and services. The project audience and strategic message are outlined. Components of GlobCurrent meetings, written documentation, and websites that are employed as tools of communication are also described.

1.2. Document structure

This document is organized into the following sections:

- Section 1 (this section) outlines the scope and structure of the document
- Section 2 defines the target audience
- Section 3 outlines a strategic message for the project
- Section 4 describes communication and outreach aspects of meetings
- Section 5 describes communication and outreach aspects of written documents
- Section 6 describes communication and outreach aspects of websites

1.3. Applicable Documents

[AD-1] Statement of Work for DUE GlobCurrent project (SoW), EOP-SM/2450, Issue 2, 26 March 2013

[AD-2] Directory of associates of the GlobCurrent project (DIR; project deliverable D-30)

[AD-2] User Requirements Document for the GlobCurrent project (URD; deliverable D-20)

1.4. Reference documents

The following are the publications and web sites relevant to this document.

1.4.1. Publications

[RD-1] Larnicol, G., Guinehut, S., Rio, M.-H., Drevillon, M., Faugere, Y., and Nicolas, G. 2006, The global observed ocean products of the French Mercator project, in: Proceedings of the "15 years of progress in radar altimetry" ESA Symposium, ESA, Venice, 2006.

[RD-2] Bonjean F. and G.S.E. Lagerloef, 2002, Diagnostic Model and Analysis of the Surface Currents in the Tropical Pacific Ocean, *J. Phys. Ocean.*, 32, 2938-2954.

[RD-3] Madec G. 2008: "NEMO ocean engine". Note du Pole de modélisation, Institut Pierre-Simon Laplace (IPSL), France, No 27 ISSN No 1288-1619

1.4.2. Web sites

[WEB-1] GlobCurrent external web site http://www.globcurrent.org
[WEB-2] GlobCurrent internal web site http://globcurrent.nersc.no
[WEB-3] DUE web site http://due.esrin.esa.int

1.5. Acronyms and abbreviations

AATSR	Advanced Along Track Scanning Radiometer (of ENVISAT)
ADB	Actions Data Base
AMSRE	Advanced Microwave Scanning Radiometer – E (of EoS Aqua)
AQUARIUS	Salinity mission (of NASA/CONAE)
ASAR	Advanced Synthetic Aperture Radar (of ENVISAT)
ASCAT	Advanced SCATterometer (of MetOp)
ATBD	Algorithm Theoretical Basis Document
AVHRR	Advanced Very High Resolution Radiometer
CDR	Critical Design Review
DIR	Directory (of project participants)
DMSP	Defense Meteorological Satellite Program (of the USA)
ENVISAT	Environnent Satellite (http://envisat.esa.int)
ESA	European Space Agency
EO	Earth Observation
EU	European Union
FR	Final Report
HRDDS	High Resolution Dynamic Diagnostic Data Sets
Hs	Significant Wave Height (also SWH)
ITT	Invitation To Tender
KO	Kick-Off
MR	Monthly Report
MTR	Mid-Term Review
MDB	Match-Up DataBase
NOP	Numerical Ocean Prediction
NWP	Numerical Weather Prediction
OSC	Ocean surface current
PAR	Preliminary analysis report
PM	Progress meeting
PMP	Project Management Plan
PMR	Passive Microwave Radiometry
RA-2	Radar Altimeter 2 (of ENVISAT)
RB	Reference Baseline
RD	Reference Document
SAR	Synthetic Aperture RADAR
SAR	Scientific Assessment Report (of *SOS*)
SAP	Scientific Analysis Plan
SIAR	Scientific and Impact Assessment Report
SMOS	Soil Moisture and Ocean Salinity (mission)
SOS	Surface Ocean Salinity and Synergy (project)
SoW	Statement of Work

SRR	System Requirements Review
SSH	Sea Surface Height
SSM/I	Special Sensor Microwave Imager (of DMSP)
SST	Sea Surface Temperature
SR	Scientific Roadmap
STSE	Support to Science Element
TBC	To Be Confirmed
TBD	To Be Determined
TDP	Technical Data Package
TDS	Test Data Set
TN	Technical Note (short report 10-50 pages)
TOA	Top of Atmosphere
TR	Technical Report (long report > 50 pages)
UCM	User Consultation Meeting
UM	User Manual
URD	User Requirements Document
URL	Universal Resource Locator
WP	Work Package

2. Target audience

The audience of the GlobCurrent project are the users of ocean surface current information, both globally and regionally, whose interests encompass scientific, operational and commercial applications such as ship routing, offshore operations, ports and harbours, maritime pollution, ice forecasting, maritime search and rescue, offshore renewable energy, wave forecasting, operational oceanography, weather forecasting, sailing, navigation, hydrographic offices and navigation, fisheries, aquaculture, marine infrastructure design, marine environmental and climate change research, amongst others. A core subset of users is given in the project's URD, and more generally in the DIR, where many who are actively exploiting ocean current observations are also included. Moreover, partnerships out of which new EO concepts and strategies have emerged point to ESA as being among the core audience that GlobCurrent targets with its advances and products.

3. Strategic communications

The GlobCurrent project endeavours to show that EO data are revolutionizing the way ocean currents can be analyzed and forecast. It will advance an idea that the existing SURCOUF and OSCAR approaches to ocean current analysis [RD-1, RD-2] are important steps toward such a goal, but that more can be achieved within the timeframe of the project. More specifically, GlobCurrent intends to make available new ocean current components, like Stokes drift and transport and wind drift, which will distinguish it from earlier approaches.

Communication of improvements in altimetry mapping and results, eventually starting from track data itself, is crucial, as is an emphasis on high resolution observations, including Doppler

altimetry, SAR Doppler anomaly, and current information derived from high resolution SST, colour, and glitter. This message must be accompanied by a demonstration of systematic data merging and sensor synergy, combined with advanced processing tools and simulation models, in order to reveal to users that the complementary strengths of various sensing techniques can be exploited and that a GlobCurrent surface current estimate is both as reliable and more informative then earlier analyses. It is precisely by providing a means to these ends that the idea of a much greater provision of services is conveyed. The idea of enhanced services now being within reach is a core strategic message and where the project demonstrates such a result (e.g., while conducting case studies), this will guide its communications. Equally important is the dissemination of continuous advances (in both technique and data products), which the project provides to users at regular intervals.

4. Meetings

4.1. User Consultation Meetings

User Consultation Meetings are important for a regular dissemination of advances in GlobCurrent work and products and for federating the international ocean surface current community. Each meeting lasts 1-3 days and gathers all available Champion, Regular, and Interested users, Science and Demonstration committee members, and consortium partners, as well as potential new users. The three planned meeting dates and locations are:

UCM	Date	Location
1 (~T0+12)	12-13 Nov 2014	PML
2 (~T0+24)	Dec 2015 (provisional)	CLS
3 (~T0+34)	Oct 2016 (provisional)	TBD

Each meeting is expected to host about 30-60 participants and shall incorporate:

- a communication of recent achievements and results
- presentations on the progress and development of case studies
- presentations on user applications of surface current data
- collection of new/updated requirements and recommendations for the next work phase
- distribution of a promotional brochure with data access information

The main outcomes of the meetings include:

- minutes of the meeting
- an update of the user requirements

4.2. External meetings

The consortium partners aim to promote the Globcurrent project and its results at international events. Figure 1 provides a list of meetings and events for which GlobCurrent was or will be highlighted.

Meeting/Event	Date	Location	Audience	Author(s)	Title
Bergen Geophysical Society	2014-04-01	Bergen	scientific, but general interest	JAJ	Satellite sensor synergy for retrieval of surface current
AltiKa workshop	2014-04-22	Ahmedabad	research		
EGU	2014-05-28	Vienna	research	JAJ, BC, VK, FC	Ocean surface current from Space: Advancing the understanding of upper layer dynamics and fluxes
EUSAR	2014-06-02	Berlin	research		
OSTST	2014-10-27	Lake Constance	research		
EuroGOOS	2014-10-28	Lisbon	research		
GOCE User Workshop	2014-11-25	Paris	research	MHR	Beyond GOCE data for the ocean circulation estimate through the synergetic use of altimetry, gravimetry, Argo floats and drifting buoys

Figure 1: List of external meetings/events and presenters/titles (from the online document at https://docs.google.com/spreadsheets/d/1SmOAN0jEYX3Gz241gHJ4tDy_miAOYgm_fECog9GRMWU) that highlight the GlobCurrent project.

5. Documentation

5.1. Brochures

Brochures are distributed prior to each of the three User Consultation meetings. They consist of 4-8 pages that present the current status of the GlobCurrent system. Brochures are issued on the following timeline:

- Brochure n°1: ~T0+11 (Nov 2014)
- Brochure n°2: ~T0+23 (Nov 2015)
- Brochure n°3: ~T0+35 (Nov 2016)

5.2. Newsletters

Complementary to the consultation meeting brochures are two newsletters per year that are published to communicate the progress of the project. These are composed of 1-4 pages and elaborate and publicise the challenges faced and new approaches adopted during the past half year. Newsletters are issued on the following timeline:

- Newsletter n°1: ~T0+7 (10 Jul 2014)
- Newsletter n°2: ~T0+10 (Oct 2014)
- Newsletter n°3: ~T0+16 (Apr 2015)
- Newsletter n°4: ~T0+22 (Oct 2015)
- Newsletter n°5: ~T0+28 (Apr 2016)
- Newsletter n°6: ~T0+34 (Oct 2016)

5.3. Publications in peer-reviewed journals

Research and development activities that are carried out during the GlobCurrent project lead to novel findings that are described in scientific papers and submitted to peer-reviewed journals. It is expected that as this occurs, the scientific basis of GlobCurrent system development is reflected partly in the ATBD, which may take the form, where appropriate, of these same scientific papers or their precursors.

6. Websites

6.1. Project web portals

The GlobCurrent project employs two web portals, one public and the other largely internal (i.e., employed mostly to facilitate communication within the consortium). The GlobCurrent website at Ifremer [WEB-1] is where users register in order to access data and receive updates on news and events. It provides a single entry point to all aspects of the project and is a resource to make full and easy use of the GlobCurrent data products and services that facilitate user applications. All data and information accessible via the portal is provided publicly and without restriction and all sources of data and information products are fully acknowledged.

The public web portal also contains introductory information about the GlobCurrent project, including background, objectives, work plan and schedule, latest project news and a news archive, dates/venues/registration link/presentations of all open meetings, list of GlobCurrent team members, and contacts information for the project manager and consortium partners.

The internal website hosted at NERSC [WEB-2] is available primarily for internal project use. However, the NERSC website also provides a RESTful service to the public website, such that links are provided on the Ifremer site that automatically point to documents residing at NERSC. (This removes the need to update documents at two locations.) The service works behind the scenes and all that is recommended is that documents uploaded to NERSC follow a consistent naming convention. Thus, most documents (e.g., deliverables, monthly updates, etc.) follow a convention like "GlobCurrent_D-020_URD_v1.docx", which contains the deliverable number (D-020), acronym (URD), and version (v1).

6.2. Other web tools

Social networking tools are increasingly important components of the project communication strategy. This includes the use of blogs like Twitter and Facebook as part of the project operational, outreach, and overall communications service. The project employs a twitter feed (@globcurrent) and a set of RSS feeds, including a blog that is a component of its public website [WEB-1].