

Report on the development of SEAS-ERA Dissemination materials

Grant Agreement n° 249552

Acronym: SEAS-ERA

Title: Towards Integrated Marine Research Strategy and Programmes

WP 9: Information and Dissemination

Task 9.3: Develop printed dissemination products

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Summary
 This report identifies the dissemination printed materials for the SEAS-ERA project developed until July 2011.

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1. Background

SEAS-ERA overall objective is to facilitate the establishment of a stable and durable structure for strengthening marine research across the European Sea Basins. To do so the project brings together 21 major European Marine Research Funding Organisations from 19 countries in the basin regions of the Atlantic, the Mediterranean and the Black Sea.

SEAS-ERA aims to:

- Contribute to setting up of a European Marine and Maritime Research Agenda and develop a stable European overarching operational structure for its implementation;
- Enhance cooperation between Member States and avoid fragmentation by fostering synergies at regional and European levels towards achievement of Joint Programming;
- Propose a plan for a better and sustainable use of Marine Research Infrastructures;
- Improve science development and its utilization in Europe through human capacity building;
- Enhance public awareness of marine and maritime scientific and policy issues in Europe.

2. Introduction

To promote the SEAS-ERA project image, all publications should share standard graphic elements. The graphical guidelines to the Printed Materials design took into account the existing Logo of SEAS-ERA (Figure 1.) and the multidisciplinary character of the SEAS-ERA project. The logo is based on the concept of the movement of waves, the colors reflects the color of the Ocean and the European Commission, also represented by the yellow stars. As the Institutional Poster and Brochure were the first printed materials developed in the scope of the SEAS_ERA project they will influence all the forthcoming materials.



Figure 1. SEAS-ERA Logo

3. SEAS-ERA Institutional Leaflet

The SEAS-ERA Leaflet contains relevant information on the project and the consortium.



Figure 1 – Layout of the SEAS-ERA Institutional Leaflet.

4. SEAS-ERA Institutional Poster

The SEAS-ERA Poster contains a factsheet of the project.



Figure 2 – Layout of the SEAS-ERA Institutional Poster.

5. Project Schedule

The Development phase started on the February 2011 and was planned to last one month, being finished on the beginning of March 2011, the procedure was as described below:

1. First Demo (Mid Period);
2. Trial Period (17-22 February 2011) – To receive comments from the project coordinator and Work package Leader;
3. Revision of the dissemination printed materials taking into account the received comments/corrections (22-15 February 2011);
4. Printing period (First week of March).