



EuroSea

Break-out session: Creating ocean products and service with involving stakeholders

Jun She, DMI; js@dmi.dk

Inger Graves, Xylem Inc,
Inger.Graves@Xyleminc.com

2019.11. 28



European
Commission

EuroSea has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 862626

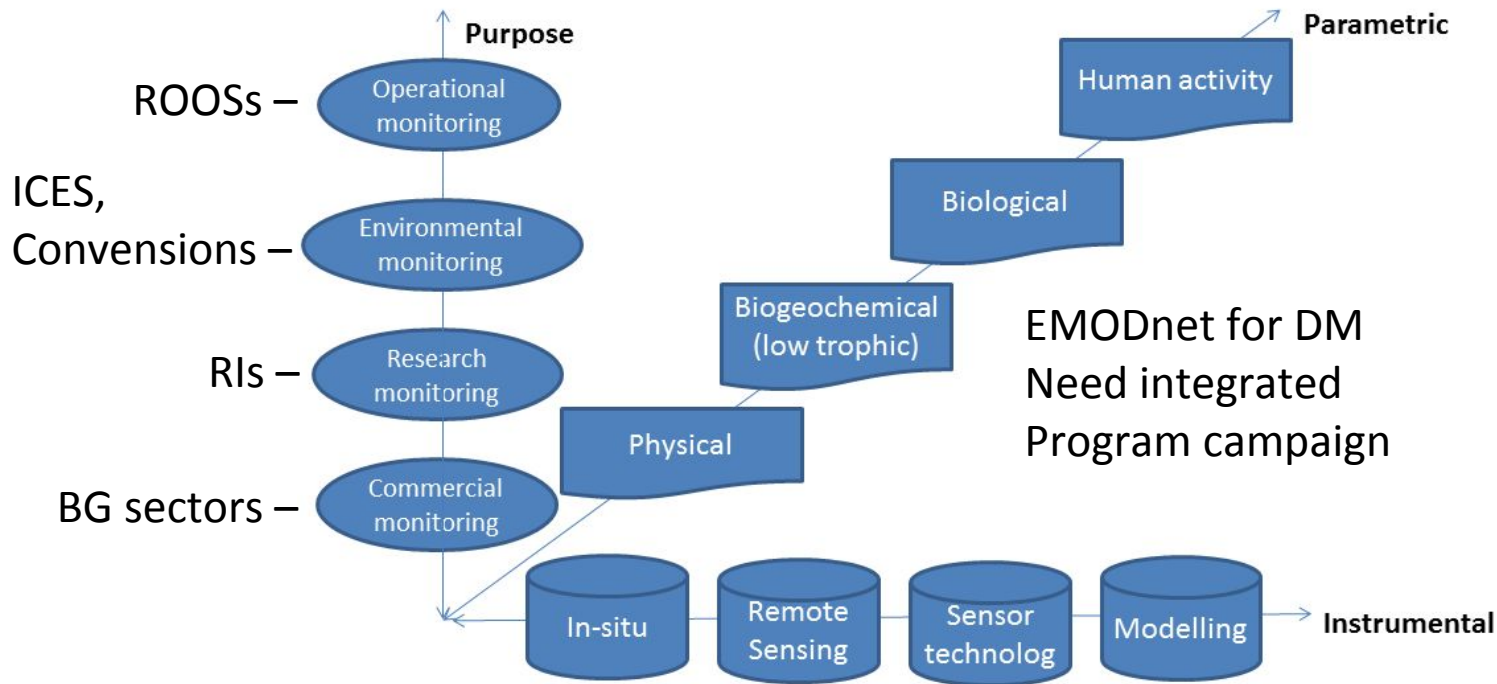


Rational

- EuroSea is a innovation project. All technologies, products and services developed need to be user-relevant and fit for the purposes of stakeholders.
- Questions for discussion:
 - Who are the dedicated stakeholders for EuroSea products?
 - How to make EuroSea products and service fit-for-purpose via improving stakeholder involvement?
 - How to increase impacts of EuroSea best practices?



Improve ocean products and service through integration



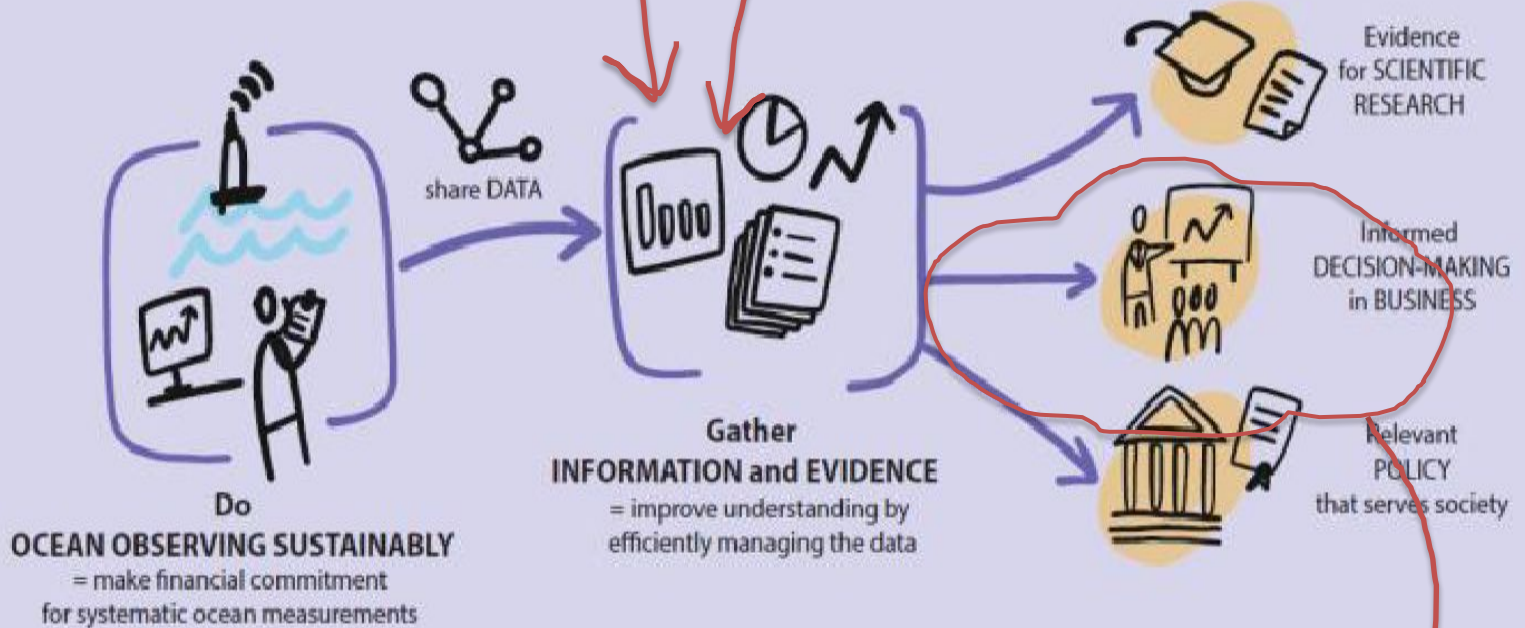
CMEMS – TACs, MFCs
EuroGOOS – TTs, WGs, EU projects

(Derived from She et al., 2019)

Utilize the knowledge in the «bank»

Engage private sector for knowledge and data sharing

HOW?



Integration of existing ocean observation systems is to yield improvements in products and services for the **ocean industries**

Viable products, adopted by users, fit-for purpose



A complete cycle of service generation with stakeholder integration

- Services can be developed via either public-public integration or public-private integration. Public and private sectors can be either service developers or stakeholders or both. This joint development has four stages:
 - Stage 1: Identify challenges/needs from stakeholders
 - Stage 2: Problem solving based on best practices and integration (joint development)
 - Stage 3: Results applied by stakeholders and feedback
 - Stage 4: Dissemination & Sharing of the best practices



Stakeholders & developers in EuroSea

- Stakeholders would like to have dedicated, tailored products
- There are existing, extensive knowledge on stakeholders both within and outside EuroSea. EuroGOOS, ROOSs, CMEMS and C3S all have.
- Some EuroSea partners don't know who are the stakeholders for their products; some think everyone are stakeholders



Public-public integration with stakeholder involvement in EuroSea (examples)

- WP2: optimized sampling strategies, value of observations – to be integrated with **TTs and ROOSs**
- WP3: harmonized metadata & QC – to be integrated with **ROOSs, CMEMS**
- WP4: new forecasting capacities, DA and products – to be integrated with **CMEMS (and ROOSs)**
- WP5: Coastal resilience service by downscaling – to be integrated with **ports and cities**
- WP6 & WP7: indicator-based service (OH, OCC), to be integrated with **MSFD, EEA, Fishery management agencies, NGOs, C3S, national climate and energy ministries etc.**



How to enhance stakeholder involvement & increase impacts?

- All EuroSea developers need to identify **dedicated** stakeholders/users, through user workshops, survey or sharing existing knowledge on stakeholders, both within and outside EuroSea.
- Stakeholder integration
 - To engage users from the beginning
 - To educate users
 - To ensure products/services fitting for the purposes, i.e. meeting user quality standards, being understandable, practical, workable, with added value
 - EuroSea service development should complete the 4-stage cycle
- Sharing best practices with other communities

EuroSea

THANK YOU

www.eurosea.eu

TWITTER: #EuroSea



European
Commission

EuroSea has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 862626