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Dissemination and Use Plan

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1. EXECUTIVE SUMMARY

The MERMAID project is part-funded by the EU, under the IST Framework V programme, and involves seven multidisciplinary organisations from across Europe. It commenced in January 2000, and is scheduled for completion by June 2002.

The objective of the project is to develop an open-to-all, seamless Internet data broker, to facilitate the easy access to marine environmental data from disparate and geographically distributed datasets.

This Dissemination and Use Plan states the various avenues that will be exploited by the project consortium in order to raise the profile of the project and the final product. These have been grouped into the following eight areas; trade literature, in-house journals, exhibitions, conferences, workshops and questionnaire surveys, web sites, traditional leaflets, and new, electronic media. It is also clear that three distinct interest groups should be targeted, which can be classified as the marine sector, the environmental sector and the technological sector.

The investigations and feedback gained through these channels throughout the project duration will form the framework of the Technical Implementation Plan, scheduled for the end of the project. This will include a full market analysis, and detailed business plan, together with future development and funding statements. From the options identified at this stage, the aim will be to develop the final product into a viable commercial service.

2. INTRODUCTION

The MERMAID project's main objective is to produce an Internet-based data broker that will facilitate the easy access to marine environmental data from disparate and geographically distributed datasets. Initial research indicates that there is a real and immediate need for such a service. Therefore we feel the project will generate definable, commercial benefits, and as such view MERMAID as a 'means to an end', rather than simply a technological research project. Through MERMAID, the aim is to develop a viable, sustainable commercial product that will benefit the whole marine community on local, national and international scales.

The purpose of this document is to outline the Dissemination and Use Plan that we intend to adopt in order to raise the profile of the project, and the final product. This will include a description of the various types of media that we plan to exploit, with specific examples of articles, publications and events. It will support the Technical Implementation Plan, which will be produced at the end of the project.

However, it is not intended to be a full and detailed 'business plan'. Such a plan, including the product definition, market analysis, full exploitation strategy, investment analysis and financial forecast, cannot be completed at this stage of the project. Rather this will be formulated and developed throughout the life of the project, based on the information and results gathered during the project development. This will therefore be an on-going process, which will culminate at the end of the project. An outline of the structure of the business plan is provided in appendix 8.

3. STRATEGY

The strategy of the consortium is to develop the product with the focus on the service becoming fully commercially viable. We will therefore concentrate on establishing a 'corporate-style' image and branding for the service from the outset of the project. Although the project will continue to be referred to as MERMAID, the commercial name for the service will be; marinedatabroker.com. This descriptive and 'self-explanatory' name will have a greater meaning than the MERMAID acronym to organisations outside of the consortium and associated partners, and we hope to familiarise external users with this at an early stage. This domain name should be easier to find with Internet search engines. It may also be prudent to link the site to other domain names that reflect other aspects of the service, such as www.environmentaldatabroker.com, or www.coastaldatabroker.com.

In addition, although the consortium will concentrate the plan within Europe, it will not be restricted to this, as the service is seen as being applicable on a global scale. Therefore, the project will have an international focus, which extends beyond the boundaries of the EU, exploited through the existing commercial links the consortium partners have in areas such as South-East Asia, Australia, Canada and the USA.

4. POTENTIAL MEDIA

The exploitation of the project will be continuous throughout the life of the project, and will be achieved through both conscious marketing effort, such as targeted trade press, and simultaneously through secondary mechanisms, such as the User Requirements questionnaires and workshops.

We have identified eight key areas as potential media for disseminating information about MERMAID, as follows;

- Trade Press and Journals
- In-house Journals
- Exhibitions
- Conferences
- Project Workshops and Questionnaire Survey
- Project Leaflet ('flyer')
- Web Presence
- New Media

In addition, each media can be further sub-divided into three general interest groups; those dealing with the maritime sector as a whole, those aimed at the environmental sector, and those orientated towards other technological areas of interest, such as computing technologies and e-commerce.

4.1. Trade Press and Journals

A press release detailing the overall project objectives, funding and partners was circulated amongst a number of trade publications and journals in March 2000, through BMT's Public Relations Agency; *Republic*. The press release, together with a list of those publications initially contacted is provided in Appendix 1. The article was published in the May 2000 issue of the Marine Engineers Review, and has also generated interest from a few other publications, which are in the process of being followed up by *Republic*.

This release is currently being translated into French and Polish for circulation amongst the national press in these countries, and the same will be done in Italy and The Netherlands.

Throughout the duration of the project, other publications will be targeted at specific times. The timing of these will coincide with the status of the project, since the project is naturally broken down into well-defined technological areas. For instance, during workpackage 5, the design of the e-commerce engine, the consortium will target those journals orientated towards this area.

A full list of the trade press and journals identified for potential exploitation throughout the project is provided in Appendix 2.

In addition, we plan to publish the results of the initial user requirements analysis. The most suitable journal for this would be the '*Ocean and Atmospheric Data*

Management, and the results would be written as a short report, rather than a full research paper. This would be scheduled for autumn 2000.

4.2. In-house Journals

Most of the project partners produce in-house journals and newsletters, which will be used for the continual promotion, and updates of the status of the project.

The February edition of the BMT Marine Information Systems' (BMTMIS) quarterly newsletter featured a leading article about MERMAID on its front page. In addition, the theme of the October issue of BMT Group's corporate quarterly magazine, 'Focus', will be 'Information', and the magazine will feature a detailed article about the MERMAID project. The July issue is also likely to give some coverage to MERMAID in a preview of the October issue.

IMGW-OM will publish information about the project in their two in-house journals, in Polish, and CEDRE are planning to present at least two technical papers in their company magazine, in French.

Appendix 3 provides a full summary of the in-house journals of each partner, and any planned articles.

4.3. Exhibitions

For a system that is visual in its nature, and can be easily demonstrated to show its benefits, we feel that key targeted exhibitions are an ideal media for the publicity of the project. There are numerous exhibitions that could be utilised, which include general maritime or marine exhibitions, shipping exhibitions, technological exhibitions, and EU IST programme exhibitions, all of which MERMAID would be well suited for.

It is clear that to make the most of such exhibitions, a working 'prototype' of some description will be required. A 'mock-up' application, to demonstrate the principles and architecture of the service, is being developed for July 2000, as part of workpackage 2, and therefore any suitable exhibitions after this date will be targeted. A list of the known exhibitions that are under consideration is given in appendix 4.

4.4. Conferences

In addition to exhibitions, conferences within the marine, environment and IT communities, as well as the EU IST Framework, can also be used for the dissemination of information about the project. The structure of such conferences is usually more formal than an exhibition; the presentation of research papers and results being the format normally adopted. We feel that there is a wide scope for preparing and presenting papers relating to MERMAID which will appeal to a variety of such conferences. In particular, the WMO Technology Conference, and the bi-annual Oceanology Conference are seen as two such events that must be exploited.

To date, the project has been presented at several conferences across Europe. The first was the IST Concertation meeting, in Brussels in May 2000, followed by the 2nd

International Symposium on Water, in Cannes, France, at the end of May 2000, and the Scientific Conference in Gdansk, Poland, in June 2000.

During the event in Cannes, a discussion following conferences on Remote Sensing potentials towards water resources management considered how difficult it is for the providers of such information technologies as Remote Sensing and GIS to reach the potential end user and convince him of their benefits. At this point, MERMAID was introduced, addressing both the problem of easily accessing standardised data (creating the need for visualisation and process applications), and the problem of data ownership. Having introduced MERMAID, questionnaires and invitations were given to the following: Françoise Axes, (SPOT IMAGE - market department); Jean Pierre Pariss, (GDTA - Managing director of the Training Centre in Remote Sensing and GIS / CNES); and Jean-Jacques Dechezelles, (Alcatel Space Industry - conference chairman).

In addition, during a conference on Water, Economic and Legal Management (also at the Cannes event), MERMAID was introduced to Miss Astrid Claudel, who works in Monaco for the technical committee of RAMOGE (Ramoge Agreement Commission). The following technical groups were highlighted as being likely to be interested in MERMAID:

- Coastal Water quality and harbours impact
- Protected area.
- Coastline erosion
- Monitoring network of marine ecosystem.

Appendix 5 gives a list of the conferences that are seen as potentially viable.

4.5. Project Workshops

It is planned that there will be a number of user workshops during the project. There will be two during the User Requirements analysis, in the early stages of the project. In addition, there will probably be one or two towards the end of the first year once the mock-up application has been completed, and another two or three towards the end of the project, when the final prototype will be fully tested. Although these are designed to serve a specific purpose, they are also an ideal way of promoting the product, since it is intended that organisations external to the project will be encouraged to attend as well as the internal users.

The first workshop took place on 20th June 2000, at the UK Met. Office college in Reading, UK, to which more than 50 organisations were invited. Representatives from 10 external market-leading organisations attended. The response was excellent, and interest in the project was unanimous. A second workshop is scheduled to follow in Gdynia, Poland, in July 2000, and a third in northern Italy, probably in September 2000. A workshop in Brest, France may also be scheduled for November 2000, to coincide with the SeaTech Week 2000 conference.

In addition, more than 120 external organisations across the world were sent a questionnaire in April 2000, as part of the User Requirements analysis, which introduced them to MERMAID. This very simple method has therefore begun the

dissemination process already, and to date, sixty-nine companies have taken the time to complete and return the questionnaire.

4.6. Project Leaflet

We feel that we should make use of all possible media for promoting the project, so in addition to using new Internet technologies, we will also produce a simple, but well designed traditional paper leaflet, or 'flyer', briefly explaining the project, and giving contact details, and other information. This can then be circulated by traditional mail, and handed out at exhibitions and conferences. A project logo is currently being designed, which will appear on the leaflet and the web site, together with each of the partner's logos, and that of the IST programme.

4.7. Web Presence

An initial web site for the project has already been developed, and is online. The address is www.marinedatabroker.com. This site currently provides information about the project, the partners, the programme of work, and contact details. It is also possible to download the questionnaire, which will remain on-line throughout the project development. The web site will be continually developed and updated throughout the duration of the project, giving information about project status, project results, and project events. It will also eventually host the data broker service itself. The web site has been registered with twelve major international search engines, with general and regional directories. In addition, five of the seven consortium partners have their own web sites, which also give information about the project, and provide links to the project web site. In particular, the IMGW-OM plan to make a presentation of the project on the web page of the Department of Oceanography and Baltic Monitoring. The URL's of all the related web sites, and a list of the registered search engines is provided in Appendix 6.

4.8. New Media

New media through the Internet, such as e-mail, on-line magazines, publications, discussion forums, *etc.*, are obviously becoming more and more important, and we plan to exploit this area as much as possible. Many of the trade press identified in Appendix 2 have on-line equivalents of their publications that we aim to utilise. In addition to these, there are also specific on-line publications, such as oceansp@ce, which are aimed at the marine community in general, and are an ideal forum for dissemination. We plan to submit an introductory article about MERMAID to oceansp@ce in July, and will continue to provide status and information updates throughout the duration of the project. A full list of on-line media that is planned for exploitation is given in Appendix 7.

5. TESTING AND UTILISATION

Once the service has been developed through the project, in addition to promoting it to the community, we must also demonstrate its usefulness. During workpackage 8, three prototypes that use the data broker service will be developed. Two of these will be existing marine information applications, currently used by two of the project partners, and the third will be a new web-enabled application for simple viewing of data. These operational prototypes will be used for the testing of the product, and can equally be used for demonstrating how the service will benefit those working in the marine environment. In particular, the two specific marine information applications, which are an oil spill prediction model, and a search and rescue determination model, which currently require pre-configured databases of hydrodynamics, will be re-developed to utilise the data broker to provide the required data as and when required. A final series of workshops and seminars are planned for this time in order to demonstrate and exploit the service.

6. APPENDICES

A1. Appendix 1 - Trade release

INTERNET BROKER FOR ENVIRONMENTAL DATA WILL REVOLUTIONISE ACCESS TO MAJOR DATASETS

BMT Marine Information Systems is leading a major Research & Development project to investigate and develop prototypes for an Internet-based marine environmental data broker. For the first time an 'open-to-all' Internet-based service capable of cataloguing, storing, referencing and accessing specific environmental data will be available. The central objective of the project will therefore be to create a system whereby users can search for, choose, purchase and download data subsets for their specific and immediate data requirements via a seamless, minimum intervention link (the 'Data Broker')

The project, entitled MERMAID (Marine Environmental Response data Management and Acquisition using Internet Data brokerage), is a 30-month project with seven partners and a budget of over £1.2 Million. The funding for the project is being provided by the European Union under the new Framework V Information Society Technologies Programme.

BMT Marine Information Systems' Managing Director, Dr. Andrew Tyler, describes MERMAID as, "a major virtual shopping centre providing near real-time user access to a wide range of marine environmental datasets generated by universities, government organisations, and commercial companies. For end users, the service will provide the ability to rapidly source data from a variety of potential suppliers. For data providers, an opportunity will be created to widely market datasets at minimal cost."

"Users will be able to download raw data, possibly supplemented with small data viewer applications issued by data providers. Alternatively, the data broker may be supported by user information systems that access the data automatically as part of routine operations. Examples might be an oil spill model or search and rescue planning system where timely receipt of meteorological and oceanographic data is a key requirement for operational predictions. The marine emergency application domain has been specifically selected to trial the data broker although its future application is potentially very broad."



A diverse range of partners has been brought together to develop and test the new technology. The main technology partners joining BMT are TXT (Italy based specialists in e-commerce) and the UK Met Office. Other partners include the Maritime Branch of the Polish Institute of Meteorology and Water Management, The Netherlands Coastguard, CEDRE (the French marine pollution expert currently advising the response authorities in charge of the Erika cleanup) and the Israeli Ministry of the Environment.

A1.1. Publications sent the trade press release in March 2000

The ENDS report
New Scientist
Oceanographic Data Management
Coastal and Estuarine waters
Oceanspace (Electronic media)
HongKong shipping Directory / Maritime Shipping News
Lloyd's List (daily)
Lloyd's List Energy Day (twice-weekly)
CORDIS Focus (European Commission - approximately fortnightly)
European Commission Environmental Research Newsletter (half-yearly)
Innovation & Technology Transfer (EU Innovation & SMEs Programme)
Global Information on Science and Technology (GIST) (DTI) (monthly)
Marine Engineers Review (MER) (monthly)
Marine Industrial Technology (UNIDO) (half-yearly)
Environment Business Magazine (monthly)
Environment Action (bi-monthly)
Ocean Zone (Southampton Oceanography Centre - quarterly)
SIGMA (Southampton Oceanography Centre - UK WOCE newsletter)
Sea Technology (monthly)

A2. Appendix 2 - Publications and Trade Literature

A2.1. Marine Sector

The Marine sector specific trade press are broken down as follows;

- *Marine General*
Ocean and Atmospheric Data Management
Coastal and Estuarine Waters
Lloyds List (daily)
Lloyds List Energy Day (twice-weekly),
Seatrade Review
Fairplay
Le Marin (French)
Le Journal de la Marine Marchande (French)
Maritiem Nederland (monthly – Dutch)
Schuttevaer (weekly-Dutch)

These are all key industry publications of which elements of the circulation include key decision makers in marine insurance and P&I Clubs, and other maritime professionals, and scientists.

- *Marine Technology*
Fairplay Solutions
Compuship
Marine Engineers Review
Marine Industrial Technology (UNIDO) (half-yearly)
Sea Technology (monthly)

These are technology orientated trade publications where web-solutions can be advertised through editorial and possibly feature content.

- *Maritime legislation & Insurance*
P&I International
Shipping & Transport Lawyer International

These publications cover the key market sectors the marine area currently operates in, *i.e.* data for maritime casualties and other claims.

- *Marine Safety*
Safety at Sea International.

This covers the issues of safety at sea.

- *Marine Research*
Marine Pollution Bulletin
La Lettre des Océanographes de France (French - Bi-monthly)
Union des Océanographes de France (French)
Oceanological Studies (quartely)

These cover general topics of oceanography and marine research, for the oceanographic community.

- *Marine Pollution*

- **Golob's Oil Pollution Bulletin.**

This provides an authoritative briefing on all the topics of vital concern to today's oil pollution professional, including: Activities of major organisations involved in maritime safety and pollution prevention, including IMO, ITOPF, Intertanko, and the IOPC Fund. Major scientific studies and technical reports on oil pollution issues. Highlights of important meetings and advance notice of conferences and workshops. Inserts in Golob's Oil Pollution Bulletin provide a targeted, trusted, easy-to-execute, and reasonably priced way to market your products or services to a receptive group of oil pollution professionals world-wide.

Circulation of 1,000 oil pollution professionals around the world, including key decision-makers in oil companies, government agencies, consulting firms, shipping firms, emergency response and cleanup companies, and many other organisations.

- **Oil Spill Intelligence Report (OSIR)**

Since 1978, the Oil Spill Intelligence Report has been known for its timely, comprehensive, world-wide coverage of developments in every aspect of the oil spill world: contingency planning, cleanup and control equipment, scientific research, prevention efforts, international treaties, conferences and courses, training and drills, spill legislation and litigation, and publications and reports.

Further investigation into overseas trade press (not currently utilised) will be considered and undertaken.

A2.2. Technology

As well as marine specific press, other technology orientated press focusing on the world of computers & e-commerce should be used for targeted reviews of the system and feature material. Key titles include;

Computing for Insurance	targeted at all elements of the insurance industry including maritime.
Computing & Computing	generalist magazines that could be used Weekly to promote system reviews.
Internet Business	Web specific, business-orientated publication with a different target audience to the marine specific trade press. This again should be reviewed for efficacy.

A2.3. Environment

Similarly the Environmental press are likely to provide a useful and interested target audience. Publications under consideration are;

Environmental Products	aims to keep the environmental professional and waste manager up to date with the latest products and services available.
Environment Times	aimed at decision makers in areas such as pollution control for industry, prosecution and regional round ups, waste minimisation and the associated products and services.
Environment Business Magazine	Combines guides to environmental technology with management updates. Includes key news items, overviews on technology, applications and processes, plus comparative tables of suppliers and case studies.
Industrial Environment Management	targeted at senior management level with environmental, engineering production and purchasing responsibilities throughout a range of industries.
The ENDS Report (monthly)	published by Environmental Data Services Ltd., targeted at anyone with an interest in the environment, but in particular environmental managers working in the government and industry.
Environment Action (bi-monthly)	
Mer et Littoral (French) (bi-monthly)	published in France for the national Marine Environment, with a circulation of 20-30000

A2.4. General Interest Science

Possible publications for exploitation are:

New Scientist (weekly)

Scientific American (monthly)

A2.5. Academic, Government and Other

Research publications in these areas include:

CORDIS Focus (European Commission – approximately fortnightly)

European Commission Environmental Research Newsletter (half-yearly)

Innovation & Technology Transfer (EU Innovation & SMEs Programme)

Global Information on Science and Technology (GIST) (DTI) (Monthly)

Ocean Zone (Southampton Oceanography Centre – quarterly)

SIGMA (Southampton Oceanography Centre – UK WOCE newsletter)

A2.6. Summary of Publications of Interest

Publication Name	Sector	Circulation ('000's)	Area	Audited	On-line
Lloyds List	Marine General	10,992	Global	Y	Y
Lloyds List (Colour Supp)	Marine General	-	Global	N	N
Fairplay	Marine General	4,910	Global	Y	Y
Fairplay Solutions	Marine Technology	5,294	Global	Y	N
Marine Engineers Review	Marine Technology	14,815	Global	Y	N
The Maritime Consultant & Surveyor	Marine General	5,000	?	N	N
Safety at Sea International	Marine Safety	5,043	?	Y	N
Seatrade Review	Marine General	10,176	Global	Y	N
Seaways	Marine General	7,500	?	N	N
Compuship	Marine Technology	-	?	Y	Y
Shipping & Transport Lawyer Int.	Maritime Legislation	-	?	N	N
P&I International	Maritime Insurance	-	?	N	N
Computing for Insurance	Computing Specific	5,000	?	N	N
Computing	Computing General	150,000	UK	Y	N
Computing Weekly	Computing General	145,000	UK	Y	N
Internet Business	Computing Internet	-	?	N	N
Environmental Products	Environment	12,588	UK	Y	N
Environment Times	Environment	12,000	UK	Y	N
Environment Business Magazine	Environment	8,704	UK	Y	N
Industrial Environment Management	Environment	9,679	UK	Y	Y
Mer et Littoral	Environment	20-30	France	N	N

A3. Appendix 3 - In-house Journals

Most of the internal partners have some form of in-house journal/publications as follows:

A3.1. BMT

- Focus Corporate magazine (quarterly). Feature articles to appear in the July and October 2000 issues, and other issues towards the end of the project
- BMTMIS Newsletter Company newsletter (quarterly). This featured the leading article in the February issue, and will continue to provide information and updates about the project.

A3.2. Met Office

- Outlook Customer magazine
- NWP Gazette Targets at other National Meteorological Services carrying information on developments in modelling techniques

Technical papers could be presented for publications such as Met. Apps and other key scientific journals (once the IPR is secure and decisions made regarding commercial exploitation)

A3.3. CEDRE

- La lettre du Cedre Company newsletter (monthly). Published on the company web site. The workshop in France, and other key events of the project, will be announced in this newsletter.
- Le Bulletin du Cedre Company magazine (half yearly). We aim to present two technical papers in this publication, probably the project demo, when ready and fully tested, and the project results, when the final report is ready.

A3.4. IMGW-OM

- Wiadomosci IMGW IMGW Institute magazine (quarterly). This is published in Polish, and will feature regular information about MERMAID.
- Gazeta Obserwatora IMGW Institute Newsletter (bi-monthly). This will also include articles, in Polish, about the project, and a presentation of the working demonstration.

A4. Appendix 4 - Exhibitions

The following exhibitions are planned for exploitation of the project:

Techno Ocean	}	all of these are general, international shipping exhibitions which target marine insurers, P&I Clubs and other potential targets
Baltexpo	}	
Posidonia	}	
NorShipping	}	
Rotterdam Maritime		Rotterdam, The Netherlands. 14 th -18 th November 2000 International maritime exhibition for the professional maritime domain.
Sea Tech Week 2000		Brest, France – 29 th November -1 st December 2000
Topics include:		Freak waves and Sea state process Submarine Acoustic days International Oceanographic Instrumentation meeting EUROGOOS seminar

A session room in the premises could be made available for half a day or perhaps a full day, to implement a user workshop in France, opening it to interested conference participants.

Oceanology 2002 Brighton, UK - March 2002

The major bi-annual international conference and exhibition for marine sciences and industry will coincide with the last phase of the project. As well as possibly exhibiting the project demo at a stand, we plan to present at least one paper on the results of the project during this week-long event.

A4.1. Project Seminars

In addition to external exhibitions, there will be various project seminars. In particular, there will be two in Poland, during the first year, in Gdynia, and Warsaw.

A5. Appendix 5 - Conferences

IST First Concertation Meeting Brussels, Belgium – 4th-5th May 2000

The project was presented in brief in a parallel session about water projects. In addition, TXT reported on the parallel discussion on e-commerce issues.

Several contacts were also made with representatives of other projects that have similar objectives, or are likely to utilise similar technologies.

2ND International Symposium of Water. Cannes, France – 29th -31st May 2000, (under the auspices of UNESCO)

Several important contacts were established at this conference during various discussion groups.

Scientific Conference Gdansk University, Poland – 14th-16th June 2000 'Oceanography – from knowledge to the Practice'

IMGW-OM (together with BMT MC) presented MERMAID under the title;
'Practical use of the information on coastal area through the Internet'

Union des Océanographes de France – seminar on Coastal Management La Rochelle, France – July 2000

WMO Technology Conference UK, August 2000

EXTREM 2000 Marseille, France – 5th-6th October 2000 Topic: Mastering Oil Pollution in the Mediterranean

IST2000 Conference Brussels, Belgium – 6th-8th November 2000

Oceanology 2002 Brighton, UK- March 2002

A6. Appendix 6 - Web Presence

URL addresses of all related web sites that give information about MERMAID

A6.1. Project Web Site

Project website: www.marinedatabroker.com

A6.2. Registered Search Engines for the Web Site

AltaVista (all languages)	MSN (Microsoft Network)
Answers	National Directory
Excite/NetFind/Magellan	NetSearch
HotBot	Northern Light
InfoSeek	WebCrawler
Lycos	What-U-Seek

A6.3. Partners Web Sites

BMT MIS:	www.bmtmis.com
TXT	www.txt.it
MO	www.met-office.gov.uk
CEDRE	www.ifremer.fr/cedre
IMGW-OM	www.imgw.gdynia.pl

A6.4. Other Web Sites of Interest

BMT Research Group:	www.bmtech.com
Institut Océanographique: (France)	www.oceano.org/io/index.html
Dept. of Oceanography and Baltic Monitoring	www.baltyk.imgw.gdynia.pl
Golob's Oil Pollution Bulletin	www.worldinfosystems.com/opb.html
Oil Spill Intelligence Report	www.cutter.com/osir/resoctr.html
Netcoast/Coastnet	www.minvenw.nl/projects/netcoast/index.htm
Oil Spill Web	www.ioc.unesco.org:591/oceanpilot/

A7. Appendix 7 - New Media

Most of the major marine publications have an on-line equivalent. These include;

Lloyds List
Fairplay
Compuship
Industrial Environment Management

In addition to these on-line equivalents of traditional publications, there are also specific on-line magazines and journals. These include;

Oceansp@ce Electronic media for the marine community in general

HongKong shipping Directory on-line directory and news service
/ Maritime Shipping News

Netcoast/Coastnet Mailing list for everyone involved in coastal zone management activities. At this forum you are able to put questions, requests and so on to everyone who works in the field on coastal zone management. Carla Bennink of the Coastal Zone Management Centre in The Hague, The Netherlands is managing the mail list.

Oil Spill Web The International Oil Spill Resource and Information Centre provides an Ocean Pilot database of Ocean related web sites. This is a free service developed and maintained by the Intergovernmental Oceanographic Commission of UNESCO (IOC)
Contact: p.pissierssens@unesco.org

A8. Appendix 8 - Proposed Business Plan Structure

1. INTRODUCTION
2. BACKGROUND
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