

The importance of outreach, communication and dissemination from research projects has been recognised by the EC as one of its priorities. **SOCIOEC** has developed a range of tools and resources to carry out effective dissemination and communication to all target end-users. A summary of the specific activities is provided below.

Project logo:

The project logo was developed to establish the project's visual identity. The logo adds to the project's recognition factor and has been included in all project promotional material, including the factsheet and the website. The logo reflects the multi-disciplinary elements of the project by incorporating three different symbols reflecting the economic aspects of the project (euro symbol), the social dimension of the fisheries (person holding a fish), and the fishing sector (fishing boat).

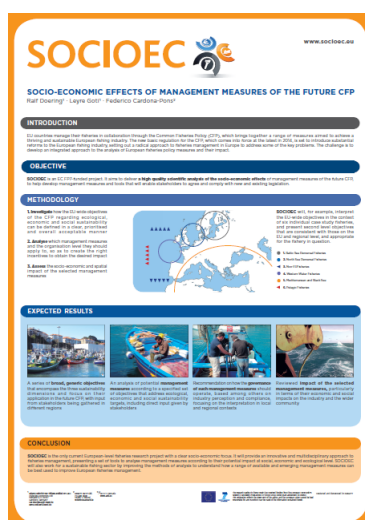


PowerPoint template:

The PowerPoint template was developed for partners to use at internal and external events when presenting the SOCIOEC project and/or its outcomes. The template includes a cover slide, two different types of body slides where the logo is allocated in different positions, and a concluding slide which includes the project acknowledgement to the EC. The template also helped to ingrain the project's identity with external audiences.

Project Poster:

The project poster was developed to be presented at external events in order to explain the SOCIOEC project to different stakeholders. The poster introduces the project and presents the objectives, methodologies and expected outputs of SOCIOEC.



Project Website (D7.4):

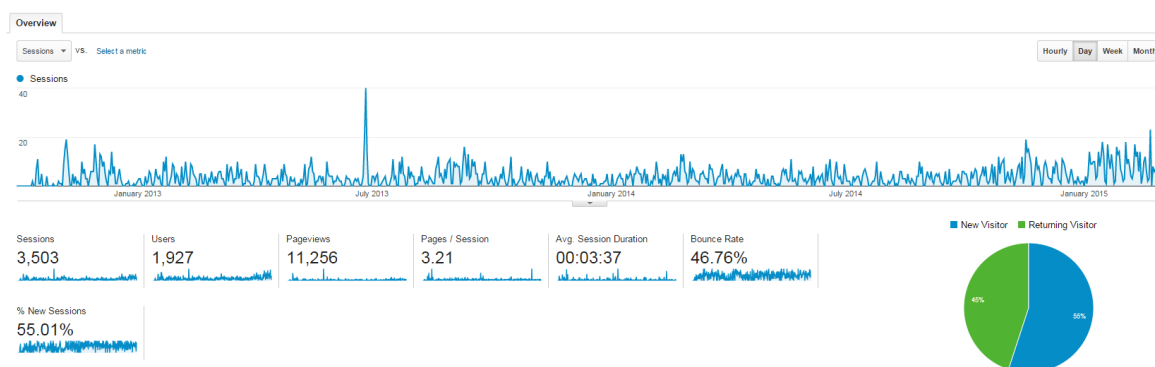
The SOCIOEC website features general information about the project and is freely accessible to all stakeholders and possible end-users, including the general public. The website structure follows the EU Project Websites Best Practice Guidelines. The website aims to be extremely

user-friendly and to provide better quality information in a highly-visible way. The content includes general information about the project, its objectives, partnership, results, events, news, publications, media promotional activities and other useful links. The website's objective is to facilitate communication and dissemination of the SOCIOEC project, ensuring widespread project awareness to all stakeholders and possible end-users. The dedicated website serves as a communication resource to promote the project, its objectives and partnership. The website is also a source for updates on progress, results and outcomes as well as a repository for key deliverables. It also provides a link for the partners to access the intranet site and the internal communication platform (Basecamp). The SOCIOEC website will remain online for at least another 5 years after the end of the project so resources will maintain to be available for interested stakeholders.



Project website statistics:

Since the SOCIOEC project website has been activated (September 2012), the website has received 1,927 visits, of which 55.01% have been returning visitors with the average visit duration being 3.37 minutes.



Project brochure (D7.4)

The objective of the SOCIOEC brochure was to facilitate communication and dissemination of the project, ensuring a widespread awareness to all stakeholders. AquaTT designed a full colour 2-page brochure following the brand identity of the project (logo, characterising project colours, etc.). The brochure aimed to communicate general information on the project, including the project objectives, methodology, expected results and partners involved. AZTI (Partner 17)

contributed to the translation of the brochure into Spanish. Both Spanish and English versions are available for download from the project website (<http://www.socioec.eu/media-centre-4/socioec-project-factsheet>).

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