DAAD Webinar: Digital formats in international Higher Education projects

July 2020
Research Cooperation at CEMarin: Diversifying our communication strategy

1. Who we are?
2. International Conferences and Research Cooperation online
3. Diversifying our communication strategy
4. How to measure the success of the strategy
1. Corporation Center of Excellence in Marine Sciences

CEMarin is a non-profit mixed entity, created in 2009 as an academic and scientific consortium founded by:

Associated institutions

Funded by

DAAD Deutscher Akademischer Austausch Dienst German Academic Exchange Service
Where is CEMarin located?
CEMarin brings together 60% of Colombian researchers in Marine Sciences.

Financed by the German Academic Exchange Service (DAAD), CEMarin is one of DAAD Centers of Excellence for researching and teaching throughout the world.
CEMarin objectives

- Promote interdisciplinary and inter-institutional scientific collaboration and combine their experience to solve fundamental aspects of the oceans.
- Support postgraduate education and research in Colombia and Germany through specialized conferences, seminars and workshops, taught by internationally renowned scientists in their fields of research.
- Conduct cutting-edge research in the areas of environmental change and marine resources.
- Promote research in marine sciences in Latin America.
- Encourage the protection and sustainable use of marine resources.
Our lines of research

**RESEARCH THEME I**
MARINE ENVIRONMENTAL CHANGE
- Changes in key ecosystems
- Effects on key species
- Past environmental changes
- Sustainable use of natural resources
- Ocean-atmosphere-land interactions

**RESEARCH THEME II**
MARINE RESOURCES
- Sustainable fisheries and aquaculture
- Marine bioprospecting
- Marine energy production

**RESEARCH THEME III**
OCEAN AND SOCIETY
- Governance
- Ecosystem services
- Food security and sovereignty

**SUPPORTING THEME**
INFRASTRUCTURE, TECHNOLOGY, MODELS AND DATA
2. International Conferences and Research Cooperation online

From the beginning the use of digital tools has been a constant and an administrative decision to facilitate our interaction with our different audiences.

As non profit organization we gained support of Google For Non profits:

Google Ad Grants
AdWords for nonprofits
Research Cooperation
Scientific Committee: 100% online

Jenny Leal Flórez
Universidad de Antioquia

Thomas Wilke
Justus Liebig Universität Giessen

Jose Julián Tavera Vargas
Universidad del Valle

Mónica Puyana
Universidad Jorge Tadeo Lozano

Catalina González Arango
Universidad de los Andes

Sven Eloy Zea
Universidad Nacional de Colombia

¿Other management and administrative bodies?
Virtual decision-making process
Research Cooperation

Since 2017 we endorsed the online streaming of the World’s Ocean Day
World Ocean Day: 2020

CEMarin with its allies CES University and Universidad de Antioquia to make visible the work that communities are doing in re-educating themselves and disseminate their experience building a sustainable way of life where they live. In this case, a great example are Puente Nayero and Bahía Solano.
Due to the current situation, these communities face great difficulties; especially with food security.

For this reason, CEMarín lead the initiative donate of **548 kg** of sustainable fish from Bahía Solano and **180** ecological face masks sent to Puente Nayero community.
International Conference on Marine Sciences:

ICMS 2018: Towards a sustainable Ocean

Assistance statistics

Number of attendees per country

TOTAL Attendees 222

Countries with highest number of attendees

155

12

11

7
International Conference on Marine Sciences:

Colombia 2020  Tropical Oceans for the future

What to think about when changing from a face-to-face to a virtual conference:

A. Team leadership: (Scientific Logistics and Communications)
B. Communications: Strong team and experts in online video applications.
C. Platform selection: New development or mainstream communication platforms (Zoom, Skype, Meets).
International Conference on Marine Sciences: Colombia 2020 Tropical Oceans for the future

KEYNOTE SPEAKERS

Peter Wainwright
Diana Ruiz Pino

Daniel Pauly
Robert Costanza

Jean-François Flot
Diversifying our communication strategy

We have taken a step forward with our campaigns that respond to real needs the context is evaluated and designed according to the circumstances.

Science, Technology, Innovation
  + Education
  + Dissemination
Virtual Panel
- What is the role of marine science in the current global situation?
- Interdisciplinary experts

Podcasts
- Ecosystems
- Manifesto for Colombia oceans
- Waste, beaches and COVID

Innovation Challenge
- 30 student teams
- The goal: create a solution to the use of polystyrene box in artisanal fishing
Diversifying our communication strategy

What to think about when changing from a face-to-face to a virtual interaction

A. Audiences
B. Interdisciplinary and intergenerational team.
C. Very active alliances and partners.
Target audience

1. Members institutions
2. Researchers & alumni
3. Partners / allies
4. Funders / donors
5. Decision makers
6. General public
7. Students / Early Stage Researchers
Communications Strategy: Alliances

New alliances

- Conservation international
- Government entities
- Private sector
- Foundations
- NGOs
4. How to measure the success of this strategy

Audience metrics
Facebook Users
Podcast Users
Mailchimp Users
Thank you

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