



CEMarin
Corporation Center of Excellence
in Marine Sciences

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

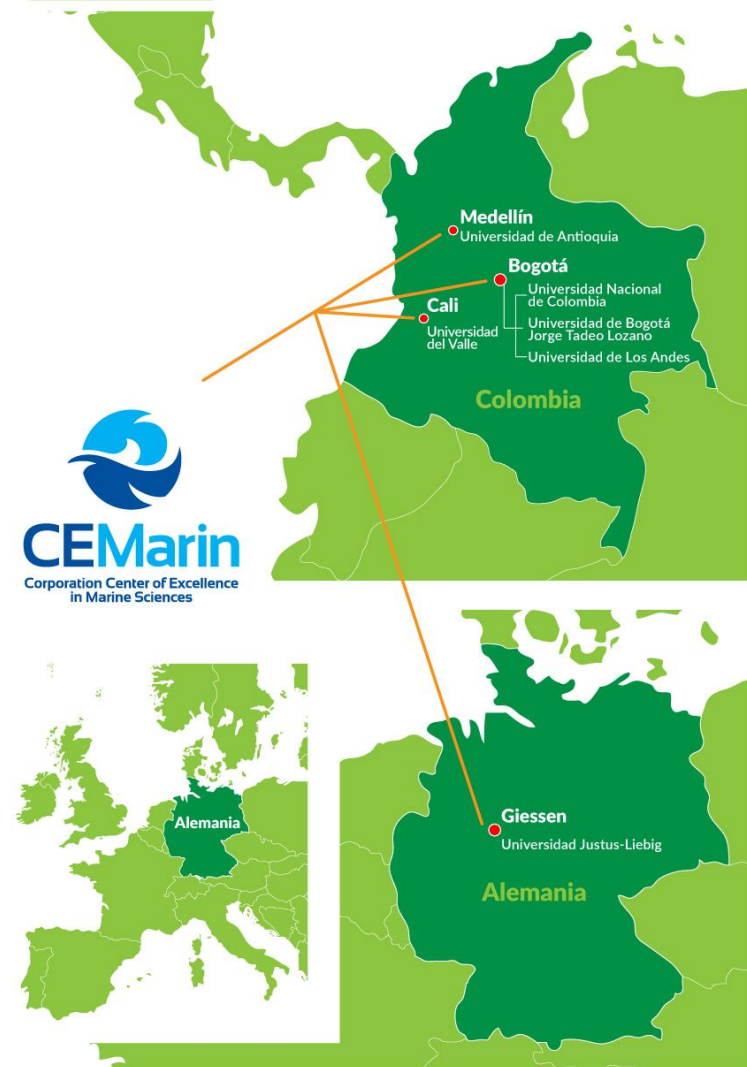


Funded by



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.

- Universidad Nacional de Colombia
- Universidad de Bogotá Jorge Tadeo Lozano
- Universidad de Antioquia
- Universidad de Los Andes
- Universidad del Valle

DAAD



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



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:



Research Cooperation

Scientific Committee: 100% online



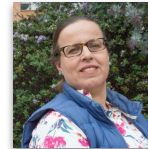
Jenny Leal Flórez
Universidad de Antioquia



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

DE PAÍS

X Jornadas Internacionales de Celebración

DÍA MUNDIAL DE LOS
Océanos
10 años

#InnovaciónParaUnOcéanoSostenible

Encuentros virtuales | 9 y 10 de junio
Participación de ponentes nacionales e internacionales | 5:00 p.m. a 6:00 p.m.
¡Separa las fechas y conéctate!

Organizan:

f LIVE
@universidaddeantioquia

Reto
#AsíCuidoLosOcéanos

f t y i



UNIVERSIDAD CES
Un compromiso con la excelencia



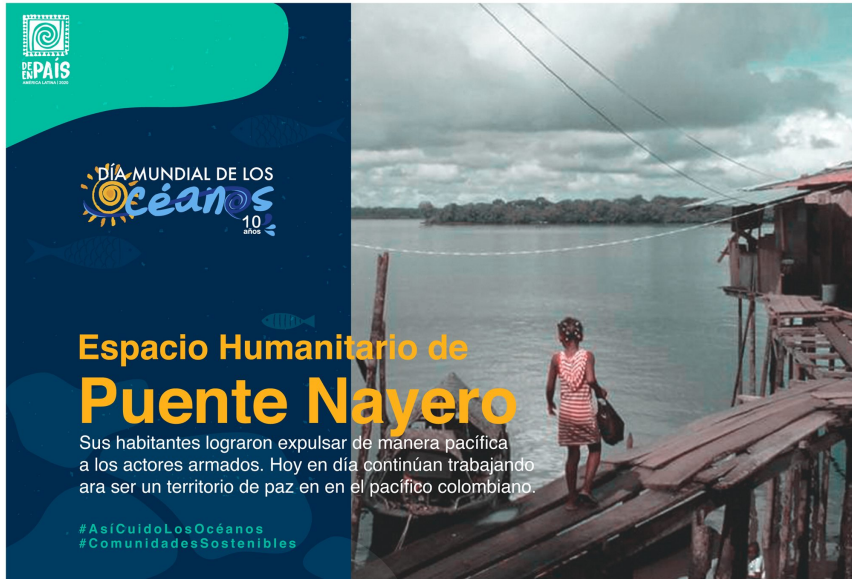
CEMarin
Cooperation Center of Excellence
in Marine Sciences



UNIVERSIDAD
DE ANTIOQUIA



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.





World Ocean Day

Due to the current situation, these communities face great difficulties; especially with food security.

For this reason, CEMarin lead the initiative donate of **548 kg** of sustainable fish from Bahía Solano and **180** ecological face masks sent to Puento Nayero community.

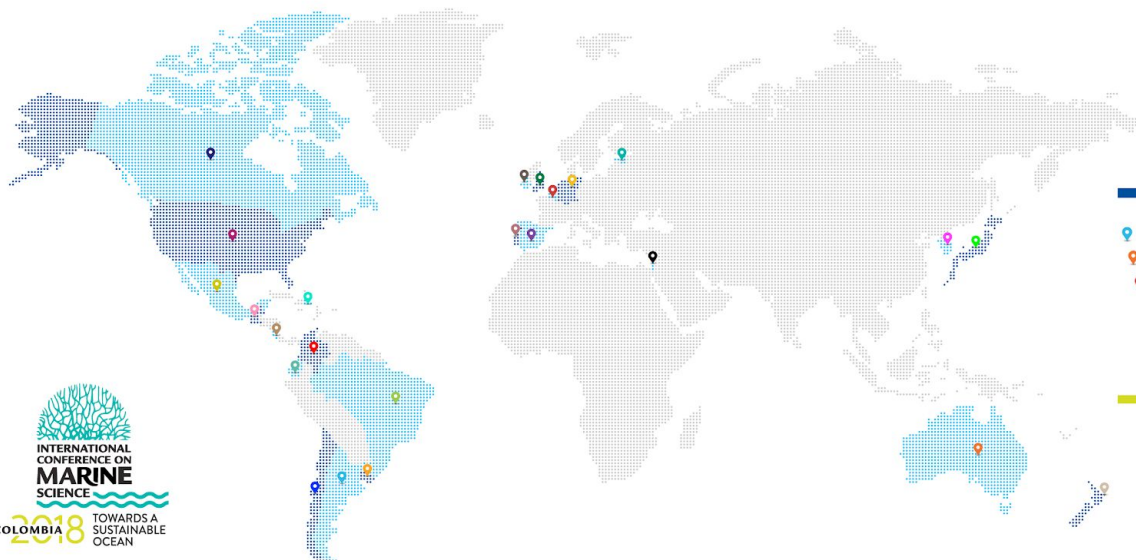




International Conference on Marine Sciences:

ICMS 2018: Towards a sustainable Ocean

Assistance statistics



24
Countries

TOTAL
Attendees
222



Number of attendees per country

Argentina 1	Colombia	Germany	New Zealand 1
Australia 3	Costa Rica 2	Guatemala 1	Portugal 1
Belgium 1	Dominican republic 2	Ireland 1	South Korea 1
Brazil 5	Ecuador 5	Israel 1	Spain 6
Canada 1	England 1	Japan 1	United States
Chile 1	Estonia 1	Mexico	Uruguay 1





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



Daniel Pauly



Jean-François Flot



Diana Ruiz Pino



Robert Costanza





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?
- April 13th, 2020.
- 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



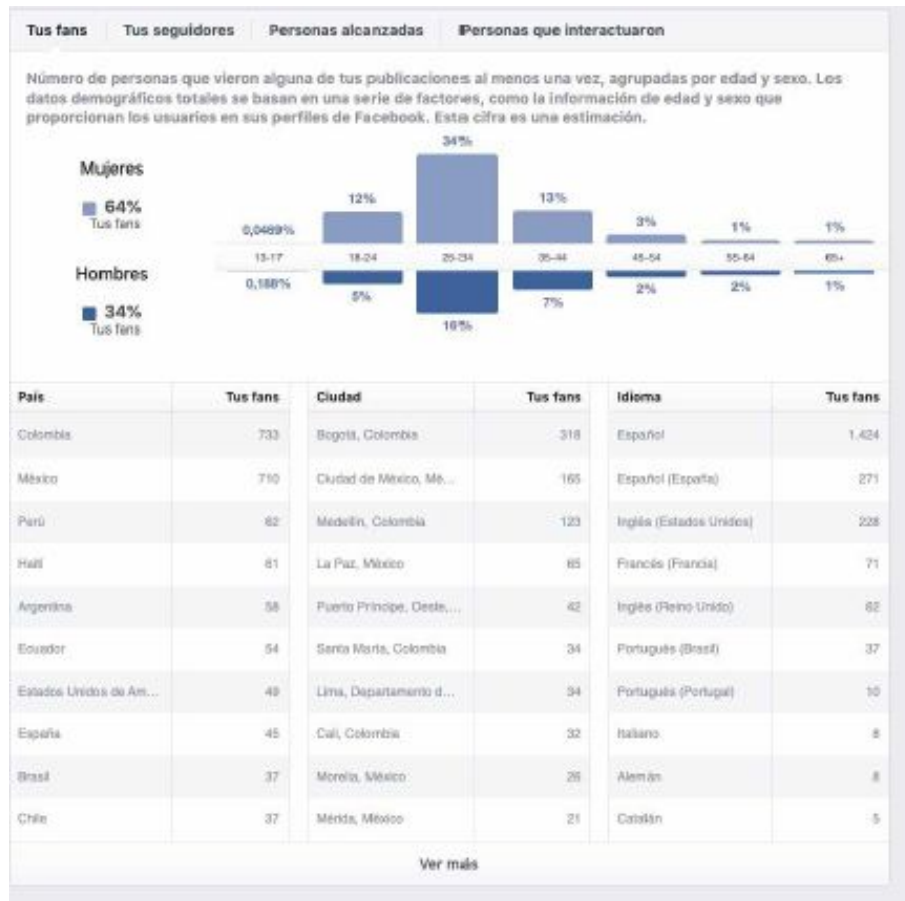
4. How to measure the success of this strategy



Audience metrics

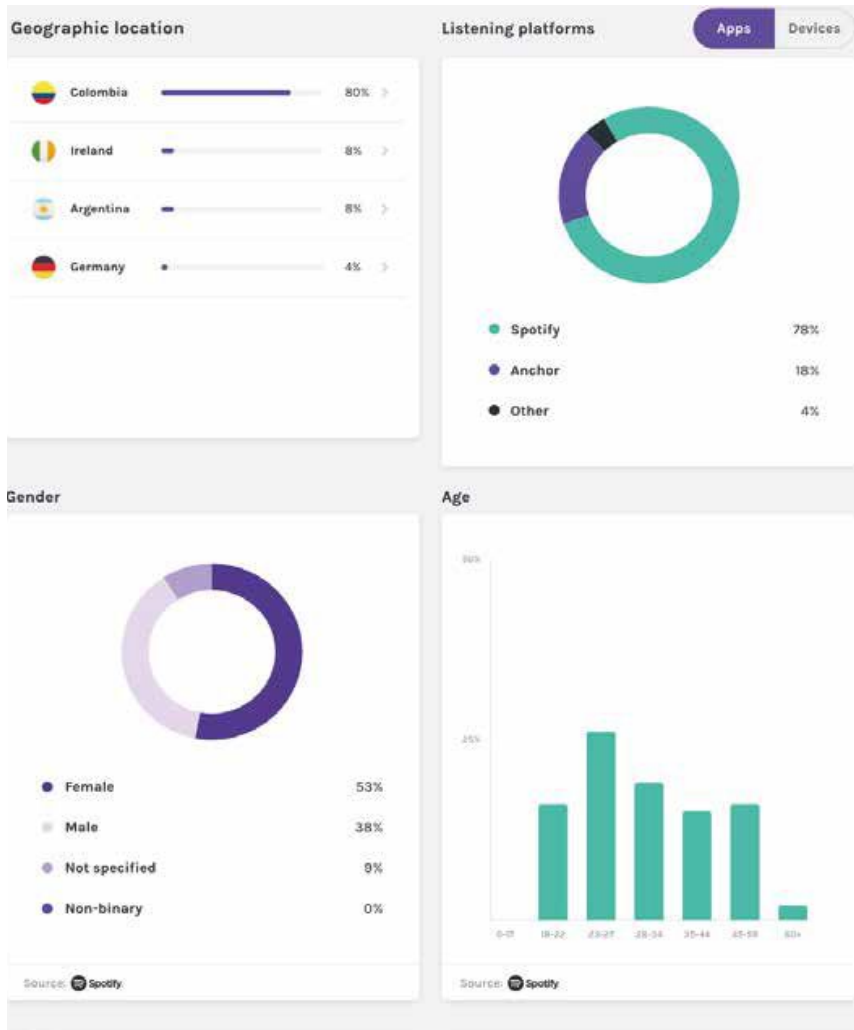


Facebook Users





Podcast Users





Mailchimp Users

Thank you

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