The LYNCEUS & LYNCEUS2MARKET Projects

Communication Strategy and Activities
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Who is Lynceus?

LYNCEUS was the son of Aphareus and Arene, and the grandson of Perseus. He was one of the Argonauts participating in the hunt of the Calydonian Boar. He had preternaturally keen sight, and could even see things that were under the sea - exactly what we want to offer to our present days' Argonauts - KEEN SIGHT - so that they can ensure the safety of the passengers in emergencies irrespective of where they will be located onboard the ship or in the sea.
A Real Maritime Industry Need

Despite the huge investment in maritime technology today, there are still many deaths accounted in accidents involving ships, due to the inability of current technology to identify the exact position of people when onboard during the evacuation procedure or when in the sea.

The Lynceus technology aims to fill this industry need by providing low cost and robust innovative technology for localising each individual to be rescued onboard or in the sea, thus maximising the probability of safe rescue and minimising loss of life.
The Lynceus History

2007
- Sea Diamond Santorini

2008
- Meeting with MARINEM and LOUIS
- Project funded with 3.5M€

2009
- The real innovation period

2010
- Costa Concordia 34 People dead

2011
- IMO Invided Presentation
- Euronews & CNN

2012
- GLOBAL Innovation Award

2013
- System demonstration in real environment

2014
- Lloyd’s List Awards Global 2014

2015
- Large Scale Pilots
- Lynceus2Market 7.5M€ for technology demonstration on large passenger ships

2016
- System demonstration in real environment
- ISO

- Wearable Sensor Technologies by SG and CSEM
- Proposal Submission

- Peoples dead
- Project funded with 3.5M€
**Project Overview**

**LYNCEUS**

Aim: to investigate and demonstrate ultra-low power wireless body-area-network technologies for enabling unobtrusive localisation and tracking of people for onboard and overboard search and rescue as well as for safe evacuation of ships during emergency

FP7- SME-2011-2 / Research for SME associations

Total cost: 3.32M€
EU contribution: 2.54M€
Private contribution: 0.78M€

**LYNCEUS2MARKET**

Aim: To demonstrate the Lynceus technologies through large scale demonstrations on passenger ships

MG-4.2-2014 - Safer and more efficient waterborne operations through new technologies and smarter traffic management

Total cost: 10.15M€
EU contribution: 7.26M€
Private contribution: 2.89M€
Communication Strategy

Our key message: “We develop innovative technologies that save lives at sea”

Global Target Audiences

- Scientific Community
- Maritime Policy Makers
- Maritime & Cruise Industry
- User Communities
- Relevant Projects & Clusters
- Standardisation Bodies
- General Public

Channels of communication

MEDIA
- Website
- Facebook
- Tweeter
- Linkedin
- Youtube
- Newsletters
- Press Releases
- Scientific Publications
- Industry Magazines
- EU Websites
- Press
- Television/Radio

NON-MEDIA
- Scientific Conferences
- Exhibitions
- Seminars
- Workshops
- Industrial Fairs
- Invited talks
- Visits & Presentations
- TedX talk
Communication in Numbers

- 1 Global Innovation Award
- 1 National Innovation Award (Cyprus)
- 1 Regional Innovation Award (Valencian Region)
- 1 Euronews Futuris Documentary broadcasted globally in 13 languages
- 1 CNN Interview
- 4 National news interviews
- 11 Scientific Conference Presentations
- 24 Scientific and Industrial Magazine Articles
- 58 Presentations (Invited talks, Workshops, User Community Meetings, etc)
- 12 Publications on Cordis and Europa
- 10 Workshops
- 14 Newsletters
- >15,000 Youtube Views
- >50,000 Facebook Likes
- >50 tweets

118 Dissemination Actions
High Profile Publications
International News

SCI-TECH futuris
Don’t panic
Produced by Denis Loctier

Ship evacuations sometimes turn chaotic, ending in tragedy. In this episode of Futuris, we look at why this happens and what can be improved with new technologies.

To date, a paper plan of the decks has been the captain’s main reference in an emergency. But it doesn’t show where the passengers and crew are located at any given time. If some areas are inaccessible, there may be no way of knowing if there are people trapped inside the ship.

Vassili Oswanas, director of marine operations at Louis Cruises, explained the process.

“We have to rely on reports from crew members,” he said. “Each crew member has to check the area he or she is in charge of, and report to the central evacuation point. Then the central evacuation point reports to the bridge. So we know how many people are in each section and how many have been evacuated at a given time.”

A range of technological solutions is being developed, aimed at making ship evacuations faster and more organized.

Aspects mentioned above are being tested on the European research project, NASA directors.
Global & National Innovation Awards

LYNCEUS has won the prestigious Lloyd’s List Global Awards 2014 in the category of innovation.

LYNCEUS has been shortlisted for the EARTO Innovation Prize 2015.

Award for Best European innovative project of the Valencian Region in 2014, Europe Day celebration.

Engineering Award for 2015 of the Technical Chamber of Cyprus.
How the EU see Lynceus

Máire Geoghegan-Quinn
European Research,
Innovation & Science
Commissioner

"These projects are good examples of how we are tackling issues that can make people's lives better – in this particular case (LYNCEUS) even potentially saving lives. We will continue to invest in this type of research and innovation in our new Horizon 2020 programme."

• European Commission praised Lynceus as an ‘exceptional project’
• The Research Executive Agency (REA) ranked LYNCEUS as a ‘success story’
Lessons Learned

- Top Quality project results are essential for attracting peoples interest
- High societal impact is essential for increasing social and industry reputation
- Early define the target audience. If the problem you address is global then the audience is also global.
- A clear and structured dissemination and communication plan is essential
- A clear project identity and message increases visibility
  
  “Lynceus: Innovative technologies that save lives at sea”

- Good audio visual material is important
- Excellent communication material is needed (pictures, posters, newsletters, website, videos, articles, papers etc)
- Efficient Networking is important (end user communities, industry, policy makers, EU, etc)
- Communicate from day one
- Don’t hesitate to ask the help of EU communication officers. They are always keen to assist.
Our Tips

**To DO:** Communication activities should concentrate on high quality scientific results. Keep the audience and target groups updated during the development of the technologies and emphasise on the societal impact of the results. Only in this way you have long term interest to the project and high expectation for the commercial implementation of results.

**Not to DO:** Don’t focus only on communication. Communicate when you have something important to say. Over communication may significantly decrease the interest to the project. Always remember that the focus and priority of the project is on the development of new scientific results. Communication activities are efficient only if the project develops important scientific results.
Questions

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