



People localization for safe ship evacuation during emergency

The LYNCEUS & LYNCEUS2MARKET Projects

Communication Strategy and Activities

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Science Communication Event

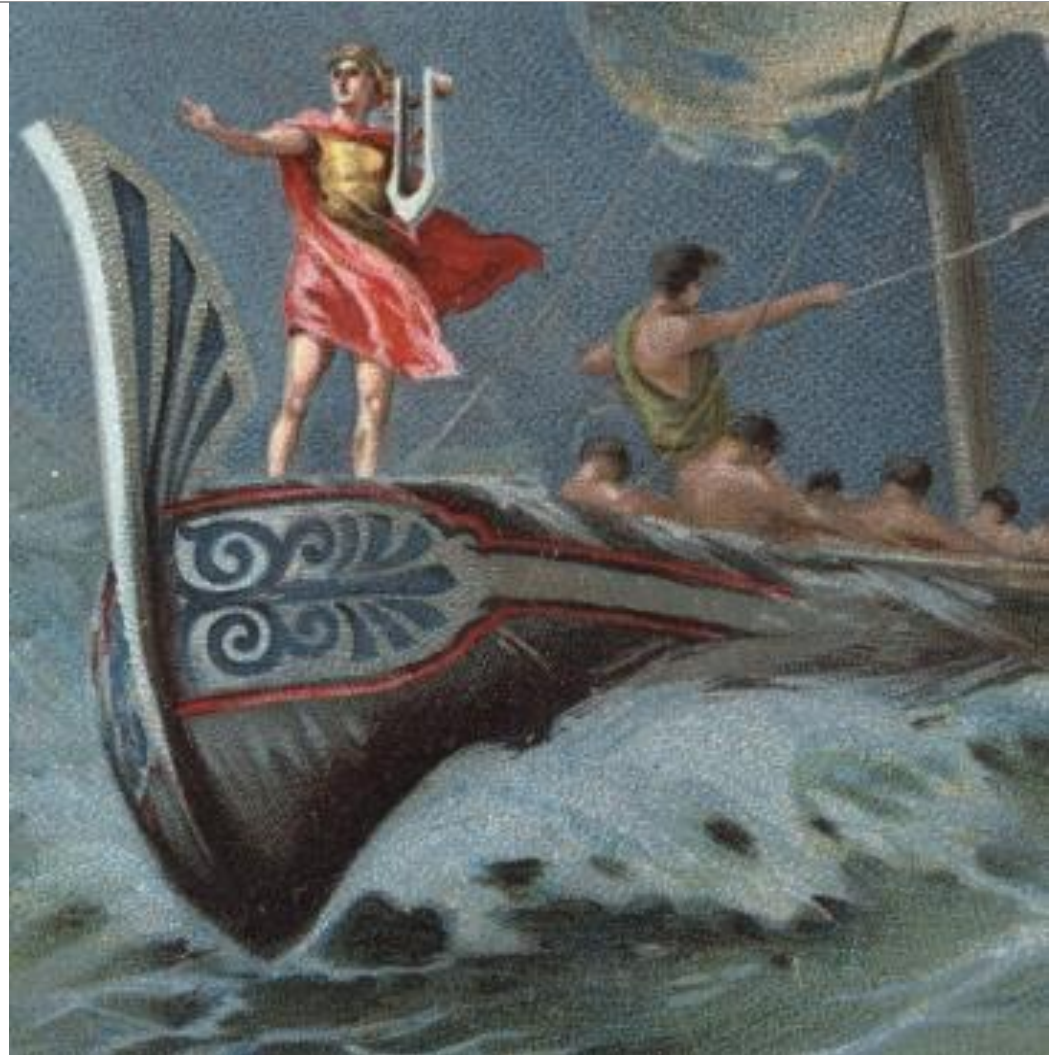
24 July 2016

Manchester, UK

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



Sea Diamond
Santorini



Meeting with
MARINEM and
LOUIS



Project funded
with 3.5M€



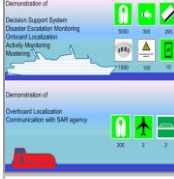
The real innovation period



Seul Korea
304 People
dead



Lynceus2Market
7.5M€ for
technology
demonstration on
large passenger
ships



Large Scale
Pilots

2007 2008 2009 2010 2011 2012 2013 2014 2015 2016

Wearable Sensor Technologies by SG and CSEM

Proposal Submission

Costa Concordia
34 People dead

IMO Invided Presentation

Euronews & CNN

GLOBAL Innovation Award

System demonstration in real environment

Lynceus Technologies Standardization

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

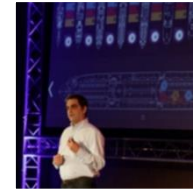


Channels of communication



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

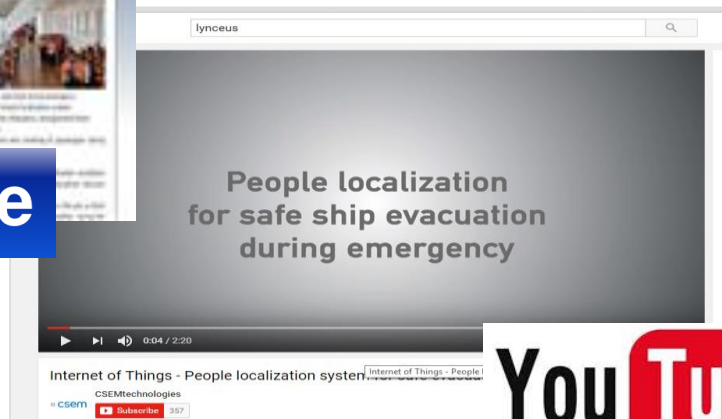
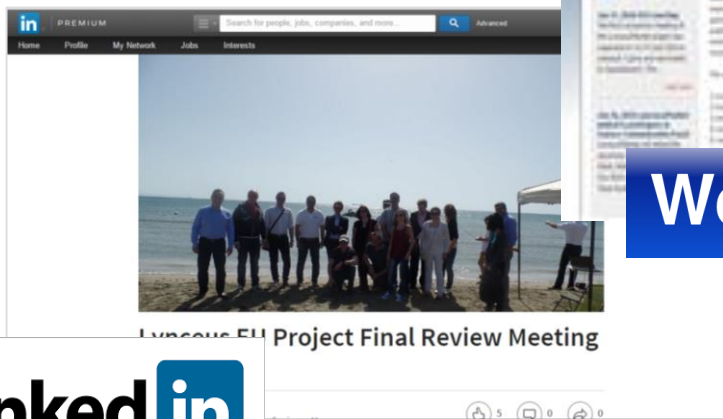
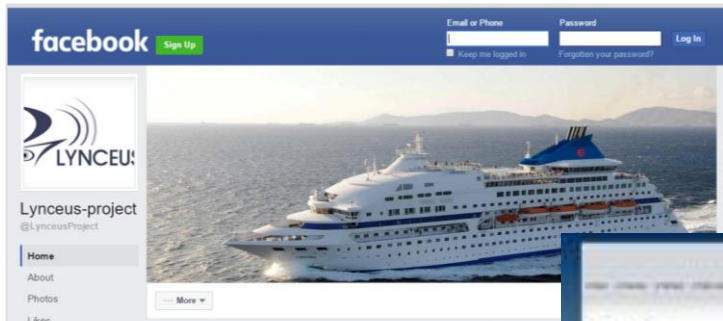
Communication in Numbers



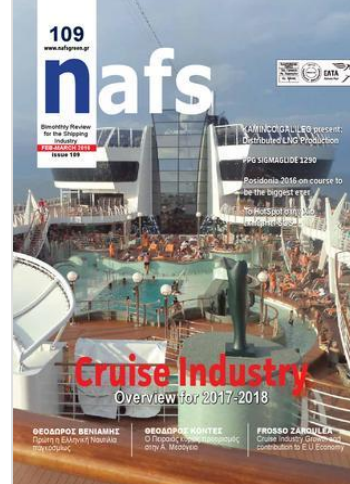
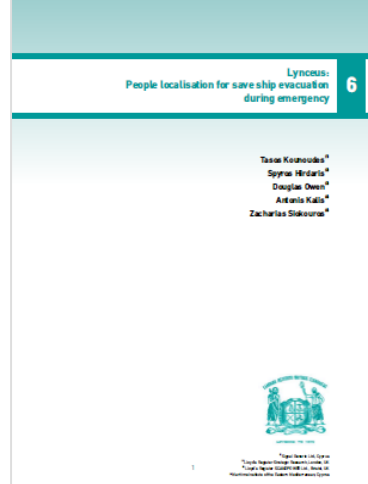
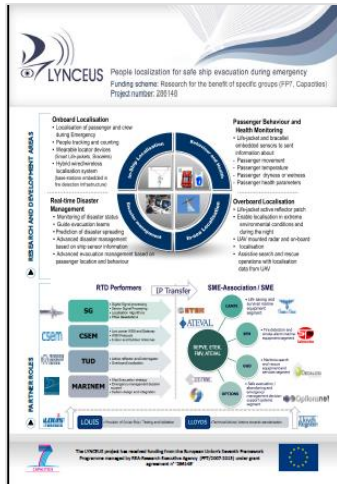
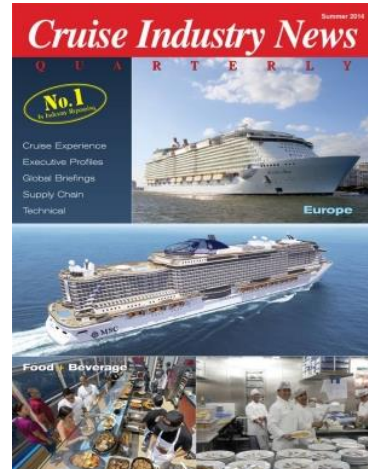
- 1 Global Innovation Award
- 1 National Innovation Award (Cyprus)
- 1 Regional Innovation Award (Valencian Region)
- 1 Euronews Futuris Documentary broadcasted globally in 13 languages
- 1 CNN Interview
- 4 National news interviews
- 11 Scientific Conference Presentations
- 24 Scientific and Industrial 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

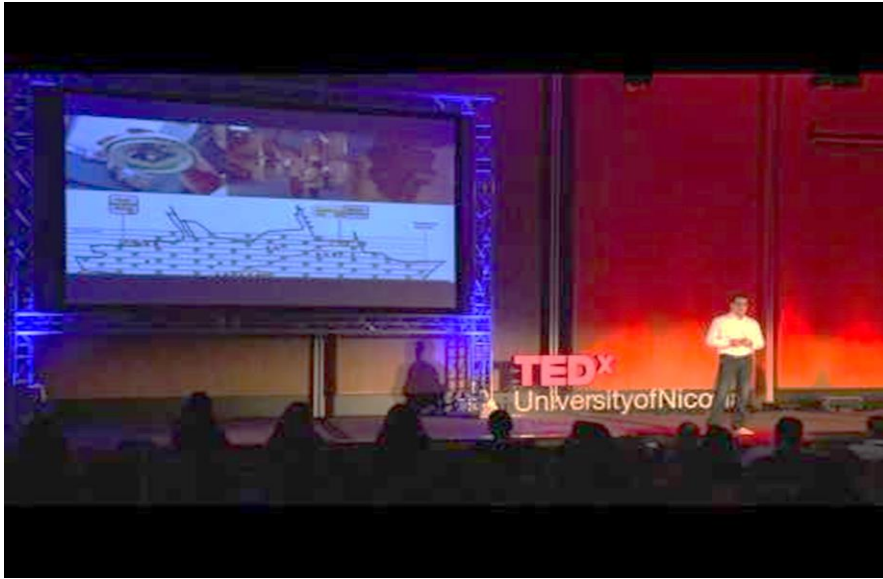
Online Media



High Profile Publications



Presentations



International News



FUTURIS

SCI-TECH | futuris

Don't panic

Produced by Denis Loctier

09/05/14 15:21 CET | updated at 05/05 - 18:31

Related

DO YOU KNOW | 05/05

How to find someone lost at sea?

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.

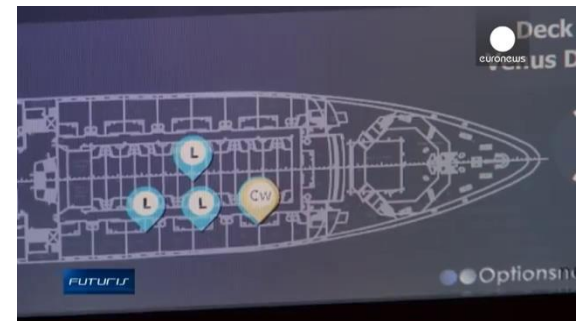
Vassilis Gazikas, director of marine operations at Louis Cruises, explained the process.

"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 organised.

Engineers from several countries have joined forces on this European research project. Tasos Kounoudes is

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Global & National Innovation Awards



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



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



LYNCEUS has been shortlisted for the EARTO Innovation Prize 2015.



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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