



Informing, reminding, nagging

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I want to discuss the challenges I am facing by running the Contact Point for Copernicus National Marine Services in Germany, a project that aims to improve the integration of the marine sector of the European Copernicus program by serving as an interface between German users and European Copernicus institutions and activities.

To establish a national user network covering public users, industry, research institutions and governmental entities, an indispensable necessity is to understand the different user-group requirements and interests. Hence, key actions are both to conduct own research, i.e. to work with, e.g., Sentinel and in-situ data, and to offer a platform like user workshops on a regular basis to discuss new product developments and user requirements. Through the close cooperation with the German Fachkoordinator for the Monitoring of the Marine Environment, the outcomes of those workshops, and the results of additional, independent user surveys, are transferred directly to national and European policy makers.

However, to find the right balance between informing or reminding users on the one hand, and nagging them on the other hand, is challenging. A solution could be the right combination of newsletters, general information on a website, and user workshops and surveys. And how this "right combination" should look like, I would like to discuss with the audience in this session.