The background of the slide is a scenic photograph of a coastal city, likely Naples, Italy. In the foreground, there's a rocky shoreline on the left. The middle ground shows a city with a prominent roller coaster on the left and a harbor with a few sailboats. In the background, there are large, hazy mountains under a blue sky with light clouds.

ECORD Outreach and Education Task Force

**3rd Joint ESSAC Council Meeting
27-29 October 2015, Naples**

Report of the ECORD Outreach & Education Task Force (OETF)

- Mandate/members/meetings
- 2015 activities & resources
- ECORD OETF achievements
- Beyond 2015
- 2016 budget

ECORD Outreach & Education Task Force

- **Mandate**

to conduct and coordinate ECORD Outreach & Education within ECORD and with our partners.

- **OETF members**

- ECORD and ICDP outreach & education specialists: **A. Stevenson**, **A. Gerdes** (media & outreach @ESO), **Julia Gutiérrez Pastor** (education @ESSAC, **P. Maruéjol** (outreach @EMA) and **T. Wiersberg** (outreach @ICDP)
- **G. Früh-Green**, ESSAC Chair, **G. Camoin**, EMA Director and **N. Hallmann**, EMA Assistant Director
- IODP & ICDP Guests: **C. Brenner**, USSSP Director and **S. Katz-Cooper** (education @USSSP); **N. Eguchi**, CDEX/JAMSTEC and **T. Omata** (outreach @CDEX); **M. Leng**, ICDP
- **2 meetings a year**
 - > ECORD-ICDP OETF, in January 2015 in Nancy
 - > ECORD OETF + IODP/ICDP guests, in October 2015 in Potsdam

member who leave ECORD in 2016

2015 Outreach Activities

International conferences

@ AGU 2014: Joint ECORD-ICDP booth and IODP-ICDP Townhall meeting

@ EGU 2015: Joint ECORD/IODP-ICDP + townhall meeting

Support to IODP events (conferences, open days)

- **Exhibition booths** @ IODP Portugal, IODP-ICDP Canada at AGU-GAC-MAC
- **Public events:** Bradford Science Festival (UK), Researchers' Night and Science Festivals (France), Science Week (Spain) and Academy of Sciences in Prague
- **Education:** USSP 2015 and ECORD School of Rock 2015 (Portugal) => #35

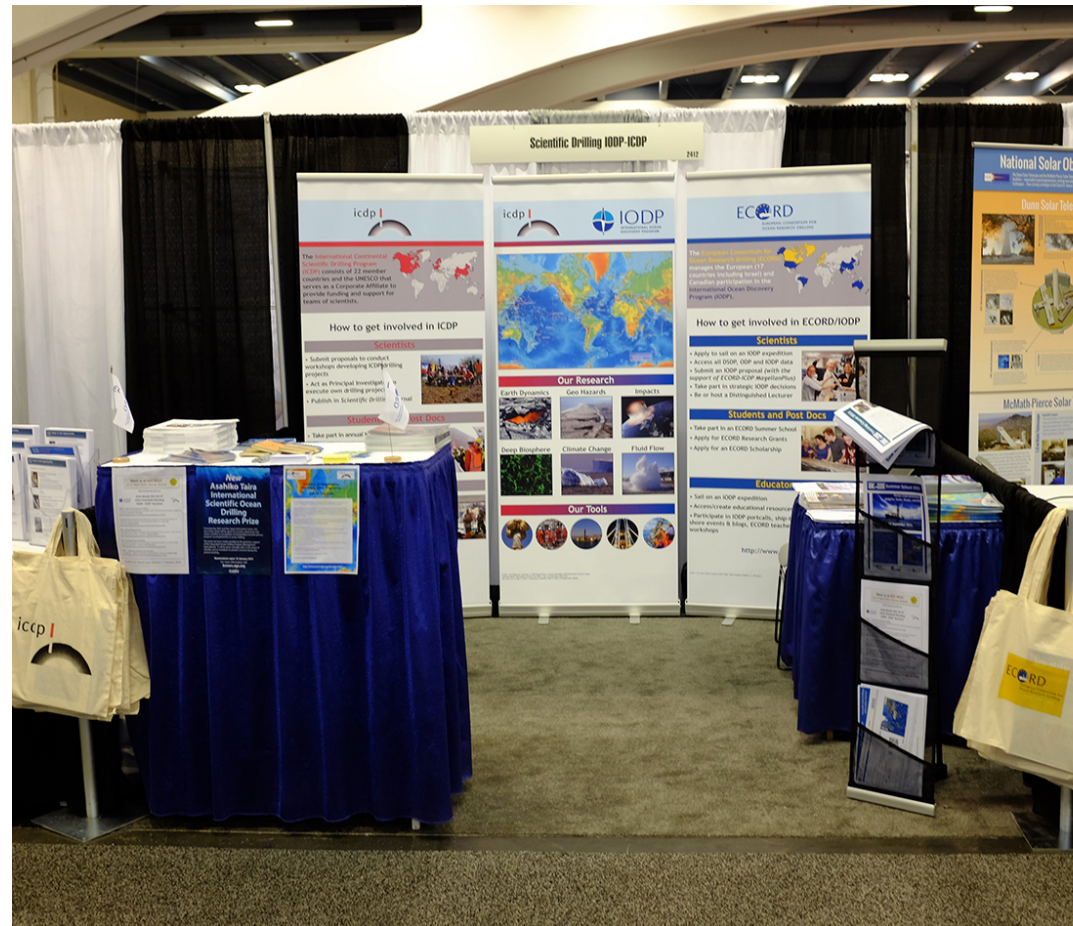
Pre-expedition 357 Atlantis Massif

- **Media conference** in London and Southampton (ESO) => # 34
- **Preparation of outreach documents:** flyer, stickers

ECORD - ICDP at AGU 2015

- 15-19 December 2014, San Francisco, USA
- about 24,000 participants

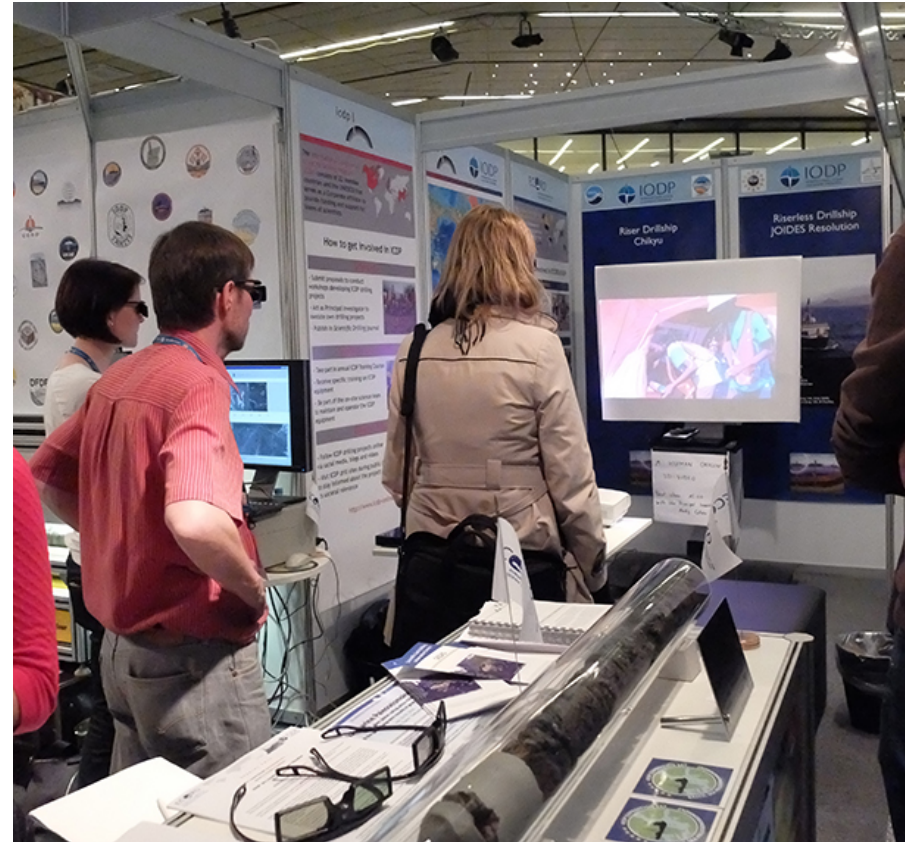
- First participation as ECORD-ICDP
- Scientific Drilling IODP-ICDP exhibition booth (co-funded by ECORD & ICDP)
- IODP-ICDP Town Hall meeting (200-300 persons)
=> to be improved



ECORD - ICDP at EGU 2015



- 12-17 April 2015, Vienna, Austria
- 11,900 participants from 108 countries, 23% students
- **ECORD- IODP-ICDP booth** (co-funded by ECORD & ICDP): J-FAST core replica and core scanner demonstrations & 3-D video (ICDP)
- **IODP-ICDP Townhall meeting** (> 200 persons)
- **IODP-ICDP session**

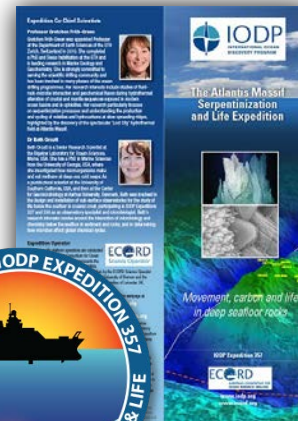
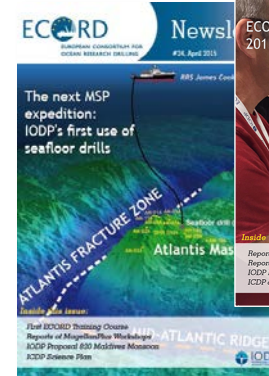


2015 Outreach Resources

Printed + online:

- ECORD Annual Report 2014 - *March 15*
- 2 ECORD Newsletters:
 - #24 - *April 2015*
 - #25 - *November 2015*
- Flyers:
 - ECORD Folder (10 flyers) - *April 15*
 - Exp 357 documents - *Sept 2015*
 - SEDIS - *April 2014*
 - ECORD-ICDP - *Dec 2014*

ECORD Calendar



2015 Resources (cont.)

6 core replicas

- New core replica J-FAST provided by CDEX: shown at EGU 2015, ECORD SOR 2015, Bradford Festival, Science Festival Nancy, IODP Day in Portugal)
- First come, first served

<http://www.ecord.org/pi/core-replicas.html>

New videos on ESOECORD channel

Logging and petrophysics videos prepared by EPC from videos of MSP expeditions

All resources on <http://www.ecord.org/pi/promo.html>

2015 Resources (cont.)

ECORD websites

- ecord.org updated in October 2015

ECORD is on Wikipedia:

<https://en.wikipedia.org/wiki/ECORD>

Social networks:



Facebook - Essac Ecord: **367**



@ECORD_Outreach: **546**

OETF Tasks and Achievements

- **Promoting ECORD and IODP** to various audiences in ECORD countries with appropriate resources
 - **Scientists:** exhibition booths at science conferences, ECORD Newsletter, Headlines, ESSAC News, etc.
 - **Educators: ECORD School of Rock:** France in 2014, Portugal in 2015 =>#35
 - **Press:** media activities for each MSP, EGU or specific IODP event =>#34
 - **Public:** events developed by member countries
- **Collaborating with IODP partners** by opening the ECORD OETF meeting once a year, AGU Townhall meeting
- **Promoting IODP and ICDP programmes** under the umbrella of "Scientific Drilling"

OETF beyond 2015







- To develop more educational resources:
 - "tool kits" to travel with the core replicas: geological materials to be used during classroom activities
 - ECORD educational berths during MSP expeditions
- To coordinate a common message explaining what we do and how IODP is important for scientific knowledge.
- To continue our collaboration
 - with IODP partners and develop common activities/tools : first steps of a common IODP brochure => #32
 - with ICDP and develop joint education activities
- New ECORD identity: new websites => #33

OETF 2016 timeline

- 14-18 December - AGU 2015, San Francisco: [Joint ECORD-ICDP booth #313](#) + IODP-ICDP Town Hall meeting
- January/February 2016 - ECORD OETF meeting, Bremen
- early-mid March - ECORD Annual Report 2015
- mid April - ECORD Newsletter #26
- 12-17 April - EGU 2016, Vienna: [Joint ECORD-ICDP booth](#) + IODP-ICDP Townhall meeting
- late June - Goldschmidt 2016, Yokohama: Support to CDEX/JAMSTEC
- 27 August-4 September - IGC 2016, Cape Town : [Joint ECORD-ICDP booth](#) + IODP-ICDP? session
- early October - ECORD-IODP OETF, Edinburg
- November - ECORD Newsletter #27

OETF Budget (USD)

1 January to 31 December 2016

Exhibit Booths (3)	19,600	
Publications	14,700	
Other costs	6,400	
Shipping costs	3,400	
Overheads	4,500	=
Travel costs	12,400	
Total	61,000	



**Thank you Julia and Albert
for all your dedicated work
to the ECORD Outreach & Education group!**

2015 Outreach Resources

ECORD Newsletter #25 Nov 2015

- Reports of ECORD entities
- Education reports:
 - Summer Schools 2015
 - ECORD School of Rock 2015
 - Teacher at sea (*D. Hanano Exp 354*)
- Focus on Expedition 362 (*Lisa McNeill*)
- Lake drilling with ICDP (*T. Wiesberg*)
- Introducing USSSP (*C. Brenner*)
- News from **10** ECORD countries

