

PERSONAL INFORMATION

Martha PAPATHANASSIOU



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 martha@indigo-med.com

Sex Female | Date of birth 4 Dec 1981 | Nationality Greek

PERSONAL STATEMENT

Expert in dissemination, communication and environmental science education activities

WORK EXPERIENCE

08/2020 – today

Expert in dissemination, communication and environmental science education activities

Brilliant Solutions Engineering & Consulting (BRIS)

Associate expert providing consulting services related to:

- Dissemination and communication activities, and event management for projects focusing on water and environmental science & policy.
- Environmental science education activities.

Business or sector Private sector – Engineering & Consulting firm

01/2018 – today

Expert in dissemination, communication and environmental science education activities

Indigo-Med Consultancy

- Founder & Director of Indigo-Med Consultancy.
- Provision of consultancy in dissemination, communication and science education within EU-funded projects:
 - **MATES - Maritime Alliance for fostering the European Blue economy through a Marine Technology Skilling Strategy** (co-funded by ERASMUS+, 1/2018 - 12/2021): responsible for ocean literacy activities.
 - **MedSkippers: Professional skippers in the Mediterranean** (co-funded by EASME, 12/2018 - 11/2021): responsible for all communication and outreach activities.

Business or sector Private sector – Consulting firm

09/2018 – 01/2019

Expert in dissemination and communication activities

Intergovernmental Oceanographic Commission of UNESCO (IOC-UNESCO), Paris, France

- Communication consultant in the GEF-funded **IW: LEARN** project.
- Tasks related to:
 - Background research on 2 Large Marine Ecosystem projects.
 - Preparation of communication strategies for the 2 projects.
 - Facilitating a communication workshop for the 2 projects.
 - Support to developing the project websites and social media accounts
 - Assessing communication needs and developing the communication budget
 - Identifying key audiences and the targeted tools for each one.
 - Developing key messages to trigger visibility on the coherence, effectiveness, and relevance of the project to key stakeholders and the public.
 - Prioritising communication methods and channels.

Business or sector Public sector – International Organisation

01/2007 – 01/2020

Expert in dissemination, communication and environmental science education activities

Hellenic Centre for Marine Research (HCMR)

- Press & Communications Officer within the EU-funded projects: H2020 DANUBIUS-PP; H2020 BLUEMED; **H2020 Sea Change**; **FP7 PERSEUS**; **FP7 Sea for Society**; **FP6**

SESAME.

- Tasks related to:
 - Dissemination of project results to scientists and the general public, including policy-makers.
 - Producing press releases, creative content for posters, flyers, leaflets and other communication materials as required.
 - Creating and writing website content while maintaining & updating the projects' website.
 - Responsible for internal and external communication of the projects, liaising with project partners, as well as representing the project at major events.
 - Organising, editing, producing, proofreading and circulating the projects' newsletters (electronic and hard copy).
 - Responsible for education activities including citizen-scientist campaigns, responsibility for their dissemination and their overall success among the public.
 - Translating, editing and adapting project materials including project brochures project video (subtitles) and invitation templates for events and consultations.
 - Recruitment of Citizens/Youth and Stakeholders for Consultation sessions through targeted dissemination campaigns on social media and through.

Business or sector Public sector – Academic Research Institute

04/2006 – 09/2006 **Press & Communications Officer**

The Dairy Council, London, UK

Tasks related to:

- Monitoring daily media coverage through press cuttings.
- Generating ideas for press releases and responding to journalists as required.
- Building relationships with key journalists in target publications.
- Monitoring the regional press by maintaining an article database.
- Dealing with media and public enquiries as required.

Business or sector Private sector – Association

03/2005 – 04/2006 **Editorial Coordinator**

Lippincott, Williams & Wilkins, London, UK

Tasks related to:

- Running five bimonthly medical review journals, including timely commissioning of authors, editors and section editors.
- Liaising with authors, editors and section editors on issue content and providing coordinated author support and follow-up.
- Working in teams with Production Editors in the London and USA office to deliver manuscripts under tight deadlines.
- Proofreading and editing manuscripts.

Business or sector Private sector – Publishing House

EDUCATION AND TRAINING

2003-2004 **MA Communication Studies (Merit)**

University of Leeds, United Kingdom

1999-2002 **B.Sc. (Hons) Marine Sciences**

University of Southampton, United Kingdom

1996-1999 **International Baccalaureate**

Copenhagen International School, Copenhagen, Denmark

PERSONAL SKILLS

Mother tongue(s) Greek, English

Other language(s)

	UNDERSTANDING	SPEAKING	WRITING

	Listening	Reading	Spoken interaction	Spoken production	
French	B2	A2	A2	A2	A2

- Computer Skills**
- Advanced Microsoft Office™ tools.
 - CMS systems for managing websites, newsletter platforms, social media accounts.

ADDITIONAL INFORMATION

- Memberships**
- 2012-today: Member of the European Marine Board Communications Panel (EMBCP).
 - 2017-today: Member of the **European Marine Board Communications Panel (EMBCP) Steering Committee**.
 - 2018-today: Member of the **European Marine Science Educators Association (EMSEA) Board**, serving as Communications Officer.

Technical reports

Santoro, F., Atger, E., Chicote, C., Cooney, E., Lincoln, S., Murphy D., Papathanassiou, M., Seys, J., Sterken, M., 2018. **Roadmap for effective science-society-policy interface in the field of ocean governance**. EU Sea Change Project.

Papathanasiou M., 2017. D1.5: Website & Communication Kit. EU Project BLUEMED-CSA, CNR, Italy.
 Papathanasiou, M., 2016. **Greece’s National Report on the Consultation Protocol – “Sea Change Stakeholder Consultation”**. EU Sea Change Project, HCMR, Greece.

McHugh, P., Domegan, C., Gotensparre, S., Fauville, G., Copejans, E., Friis Møller, L., Papathanasiou, M., Batista, V., Chicote, C. and Lincoln, S. 2016. **D3.2 - National Reports on the Consultation Protocol, EU Sea Change Project**, Whitaker Institute, NUI Galway, Ireland.

McHugh, P., Domegan, C., Gotensparre, S., Fauville, G., Copejans, E., Friis Møller, L., Papathanasiou, M., Batista, V., Chicote, C., Lincoln, S. and Calis T., 2016. **Sea Change – Our European Ocean Conversations Summary Report**. EU Sea Change Project, Whitaker Institute, NUI Galway, Ireland.

Deidun, A., Drago A, Andra O., Nenciu M., Giannoudi L., Golumbeanu M., Reizopoulou S., Streftaris S., Papathanassiou M., Papathanassiou E., Zavatarelli M. 2015. **D8.2: Final Report on PERSEUS Summer Schools**. EU Project PERSEUS, HCMR, Greece.

Conferences & Workshops

European Marine Science Educators Association Conference (EMSEA) 2019
 Member of the Organising Committee of the 7th EMSEA Conference, Azores, September 2019.

European Marine Science Educators Association Conference (EMSEA) 2017
 Member of the Organising Committee of the 5th EMSEA Conference, Malta, October 2017.

European Marine Science Educators Association Conference (EMSEA) 2015
 Chair of the 3rd EMSEA Conference organised by the Hellenic Centre for Marine Research, in Heraklion, Crete,
 28 September - 1 October 2015. Responsible for the organisation of the Conference.

Atlantic Stakeholder Conference, Ocean Literacy Workshop – January 2015
 Invited speaker at the European Commission’s Atlantic Stakeholder Conference for the Workshop: ‘Ocean Literacy in Europe: Recent Developments and Key Challenges’ (http://ec.europa.eu/maritimeaffairs/policy/sea_basins/atlantic_ocean/atlanticforum/events-2015/porto/index_en.htm)

Transatlantic Ocean Literacy Workshop – June 2013
 Invited to participate at the EU’s Transatlantic Ocean Literacy Workshop as an expert, co-organised by the Flanders Marine Institute (VLIZ) and the European Marine Board at request of the EU Commission and the Ocean Literacy in Europe consortium which gathered experts to deliver recommendations to the EC’s DG Research & Innovation.

Publications &
Conference presentations

- Papathanasiou M., Bishop, K., Fernandez-Otero, R., Tuddenham, P., Keener, P., Fraga Lago, L. 2018. **Ocean Literacy for Workforce Development in the Shipbuilding and Offshore Renewable Energy Sectors in Europe, in Support of the Blue Economy.** Oceans2018 Conference, Charleston, S.C., USA, 22-25 October 2018.
- Karageorgis A.P., Maneas G., Dimitriou E., Pagou K., Berg H., Destouni G., Streftaris N., Hatzianestis I., Kanellopoulos T.D., Kalantari Z, Prieto C., Papathanassiou M., Pavlidou A., Reizopoulou S., Velaoras D. Papathanassiou E. **H2020 Project Coastal – Collaborative Land-Sea Integration Platform.** 12th Panhellenic Symposium on Oceanography & Fisheries, Ionian University Corfu, 30 May - 3 June 2018.
- Kotynska-Zielinska, I., Papathanasiou, M., 2018. **Examples of Innovative Approaches to Educate About Environmental Issues Within and Outside of Classroom in Interdisciplinary Approaches for Sustainable Development Goals: Economic Growth, Social Inclusion and Environmental Protection.** GeoPlanet: Earth and Planetary Sciences, 1st ed. 2018.
- Fauville, G., McHugh, P., Domegan, C., Mäkitalo, A., Friis Møller, L., Papathanasiou, M., Alvarez Chicote, C., Lincoln, S., Batista, V., Copejans, E., Crouch, F., Gotensparre, S., 2018. **Using collective intelligence to identify barriers to teaching 12–19 year olds about the ocean in Europe,** Marine Policy, Volume 91, 2018, Pages 85-96, ISSN 0308-597X.
- Papathanasiou M., McHugh P., Domegan C., Gotensparre S., Fauville G, Parr J. 2017. **Barriers to teaching ocean science in Greek schools.** Geophysical Research Abstracts, Vol. 19, EGU2017-13965, 2017. Poster presentation, EGU General Assembly 2017, Vienna, Austria.
- Streftaris N., Papathanasiou M., Ermidou E., Papathanassiou E., 2016. **Communicating science through art.** 2nd International Marine Science Communication Conference (CommOCEAN) 6-7 December 2016, Bruges, Belgium.
- Santoro F., Mokos M., Cheimonopoulou M., Koulouri Y., Ioakeimidis C., Papathanasiou M., Realdon G., Boubonari T., Mogias A., Kevrekidis, T., Previati M., Gazo M., Satta A., 2016. **The Mediterranean Sea Literacy: a collaborative and innovative effort to promote sustainable development in the region.** 4th EMSEA Conference, October 2016, Belfast, UK.
- Streftaris N., Papathanasiou M., Giannoudi L., Ioakeimidis C., Fermeli G., Papathanassiou E. 2016. **PERSEUS Ambassadors: The voice of the younger generation towards Clean Seas.** 4th EMSEA Conference, October 2016, Belfast, UK.
- Fermeli G., Papathanasiou M., Ermidou E., Streftaris N., Ioakeimidis C., Giannoudi, L., 2015. **My school voyages with Perseus and Andromeda in Mediterranean Sea.** 3rd EMSEA Conference, Crete, Greece, Sept-Oct 2015.
- Papathanasiou M., Ermidou E., Streftaris N., Fermeli G., Papathanassiou E., 2014. **Promoting marine education in the Mediterranean & Black Seas: The PERSEUS project.** 2nd EMSEA Conference, Gothenburg, Sweden, October 2014. Papathanasiou, M., Ioakeimidis, C., Streftaris, N., Gogou, A., 2014. **Engaging Stakeholders to formulate Strategies for Sustainable Tourism and 'Clean Seas' in the Mediterranean Region: a joint effort of 'Sea for Society' and 'PERSEUS' FP7 projects.** MedCity Conference, Athens, Greece, June 2014.
- Papathanasiou M., Gogou A., Cira M., 2014. **Engaging with the Citizens/Youth of Greece to identify challenges and barriers for marine ecosystems.** 2nd International Ocean Research Conference, Barcelona, November 2014.
- Papathanassiou, E., Streftaris, N., Kaberi, E., Moncheva, S., Papathanasiou, M., 2012. **Mediterranean and Black Seas: a case for disseminating and communicating marine science through European projects.** 1st Conference on Ocean Literacy, Bruges, Belgium, 2012.