

## Communicating the Ocean

Pioneering from 1992 until today



For almost 20 years, the research and media vessel ALDEBARAN has travelled the world. In the river Elbe, the North Sea, the Baltic Sea, the Mediterranean Sea and even in the Caribbean: The ALDEBARAN is used as a research and media platform for scientists and journalists to bridge the gap between science and society. Working with numerous network-partners, ALDEBARAN has reached an audience of millions. Through the fruitful cooperation with renowned scientific institutions as well as TV and radio channels, ALDEBARAN – THE yellow ship – has become a symbol of science communication for the marine environment. This is a selection of ALDEBARAN's most important milestones and pioneer work.

### 1992

#### JANUARY 26, 1992

First radio show for NDR and Deutschlandfunk – broadcasted from the pre-built on-board radio studio from the world's largest maritime trade fair "boot" in Düsseldorf

#### JUNE 5, 1992

Start of the first scientific expedition "Environmental Expedition Baltic Sea" to the coast of Schleswig-Holstein and Mecklenburg-Western Pomerania

#### JUNE 1992

First radio campaign broadcasted live from the Flensburg Fjord in cooperation with NDR: "Herrings live in the Flensburg Fjord again"

#### JULY 22, 1992

Visit to the ship by Berndt Heydemann, former Minister for the Environment from Kiel, on the occasion of a NDR live broadcast from Lübeck-Travemünde featuring the first TV program of ALDEBARAN's first expedition

#### JULY 30, 1992

Start of the first scientific monitoring works for the National Park Vorpommersche Boddenlandschaft

#### AUGUST 1992

First weeklong radio campaign for NDR surrounding the island of Rügen in cooperation with the Federal Academy for Environmental Protection at the island of Vilm

#### SEPTEMBER 25, 1992

First independent TV production for the ZDF documentary: "Can we still save the Baltic Sea?"

### 1993

#### SPRING 1993

With its own webpage, ALDEBARAN becomes Germany's online pioneer for the environment together with "GEO Rainforest Conservation"

#### JUNE 1993

Operation as a "swimming broadcasting vessel" for Deutschlandfunk as part of a media regatta including an own on-board radio program with prominent moderators



Launch in Germany's Black Forest in May 1992



The ALDEBARAN in front of the legendary "Langer Eugen" building in Bonn



Jacques-Yves Cousteau (left) and Hans Hass (right) visit the ALDEBARAN



Live broadcast via satellite

## AUGUST 1993

First federal research program in cooperation with Greifswald University at the Greifswalder Bodden

## AUGUST 1993

First international research project in Lithuania in cooperation with Klepeida University with Russian Navy divers conducted day and night

## OCTOBER 1993

ALDEBARAN on shore in front of the "Langer Eugen" building of the German parliament presenting an exhibition and an environmental media forum anchored by the Director of Deutsche Welle, Dieter Weirich

## 1994

### JANUARY 1994

Maritime trade fair "boot" in Düsseldorf: Marine pioneers Hans Hass and Jacques-Yves Cousteau visited ALDEBARAN during live broadcasts for Deutsche Welle TV

### APRIL 1994

Environmental symposium in cooperation with the German Sailing Union at the City Sporthafen Hamburg

### MAY 1994

TV documentary "Ökologo" for the SWB is produced on board while sailing the Baltic Sea

### MAY 1994

Development of the Marine Monitoring Box for video studies of the seabed funded by the German Environmental Foundation

### JUNE 1994

The Federal Minister for Food and Agriculture, Jochen Borchert, visits the ALDEBARAN

## JUNE 1994

ALDEBARAN becomes the first vessel with an e-mail connection by VHF linked signals

## JUNE UNTIL SEPTEMBER 1994

Large-scale information campaign "World of Experience: The Coast" along the whole German coast

## JULY 1994

Mecklenburg-Western Pomeranian's Prime Minister Berndt Seite visiting a live broadcast on board

## AUGUST 3, 1994

Schleswig-Holstein's Prime Minister Heide Simonis visits the ALDEBARAN and asks for the evaluation of scientific research in order to promote effectiveness

## 1995

### MARCH 1995

CeBIT Hannover: Environmental multimedia show and beginning of the cooperation with Microsoft

### SEPTEMBER 1995

Deutschlandfunk's Northern Tour: ALDEBARAN serves as a swimming broadcasting van for all marine topics

### SEPTEMBER 1995

General Secretary of the German Environmental Foundation, Fritz Brickwedde, presents the Special Price for Environmental Journalism to Frank Schweikert

## 1996

### MARCH 1996

ALDEBARAN designs the public relations campaign for the National Park Niedersächsisches Wattenmeer on the occasion of its 10<sup>th</sup> anniversary in cooperation with the radio station Radio Bremen

## JULY 1996

First underwater live radio broadcast in Germany for radio station Radio ffn via satellite

## JULY AND AUGUST 1996

The ZDF coast report becomes the longest TV campaign alongside the whole German coast with underwater images and ecological tests (20 live broadcasts for ZDF, 24 broadcasts for Deutsche Welle)

## DECEMBER 1996

Together with the Carl Duisberg Society and Elisabeth Mann Borgese, a coastal symposium is hosted in Bremen

## DECEMBER 1996

The first of three research projects focusing on whales and realized at the Canary Islands in cooperation with Las Palmas University, the University of Rome and the Ministry of Environment of the Canary Islands leads to the establishment of a marine reserve

## 1997

### JUNE 1997

The first webpage ever programmed on board of a ship

### SEPTEMBER 1997

The first radio studio in a single notebook is presented by HP to ALDEBARAN and used on board

## 1998

### JUNE 1998

Roman Herzog becomes the first German Federal President to visit the ALDEBARAN on the occasion of the Kieler Woche

### JUNE 1998

The first digital TV editing desk on board of a ship is installed by the company AVID

## SEPTEMBER 1998

ALDEBARAN develops a concept for an environmental theme park and acts as the first swimming EXPO ambassador for the EXPO 2000 in Hannover

## OCTOBER 1998

The first arrival of the Queen Elizabeth 2 in Hamburg is broadcasted by ALDEBARAN via the internet

## 1999

### JUNE 1999

Federal Minister for the Environment Jürgen Trittin makes the first German internet chat that is hosted on board of a ship

### JUNE 1999

At the request of Microsoft, ALDEBARAN realizes the first video broadcasts from the sailing competitions of the "Kieler Woche" broadcasted live from the regatta courses via the internet

## 2000

### MAY 2000

ALDEBARAN realizes the first internet radio streaming for Deutschlandfunk and Deutschlandradio Kultur

### JUNE 2000

Germany's Federal President Johannes Rau visits the ALDEBARAN on the occasion of the Kieler Woche together with Microsoft's Managing Director Rudi Gallist

## AUGUST UNTIL SEPTEMBER 2000

ALDEBARAN makes the first "Elbe-Tour" in cooperation with TV station MDR and Deutschlandfunk with daily broadcasts, particularly on the occasion of the ten-year German Reunification Festivities in Dresden

## 2001

### SUMMER 2001

With a documentary about the "Cimbria" salvage, ALDEBARAN presents the biggest treasure salvage in German waters and also the salvage of the remains of the largest German ship catastrophe during peace times

## 2002

### JUNE 2002

With "Eintauchen", ALDEBARAN realizes the first underwater image show – the most successful planetarium show before the reconstruction of the Hamburg Planetarium

## 2003

### FEBRUARY 18, 2003

ALDEBARAN starts its public relations employment for SkySails – lasting 7 years and leading to investments amounting to 20 million Euros

### DECEMBER 2003

ALDEBARAN realizes the first complete cross media campaign for Nokia as well as the DVD that is presented by Nokia CEO Jorma Ollila to UN General Secretary Kofi Annan during the World Summit on Communication in Geneva

## 2004

### JUNE 11, 2004

ALDEBARAN organizes the opening event of the Center for Marine and Atmospheric Studies (ZMAW) in Hamburg featuring Federal Minister of Education and Research Edelgard Bulmahn, and also develops the general outline of the public relations concept

## 2005

### APRIL 2005

The ALDEBARAN travels from Prague to Hamburg in cooperation with Deutschlandradio on the occasion of the radio program "Elb-Kultour"

### JULY 2005

The first youth competition "Research at Sea" is launched in cooperation with the ZMAW as a particularly innovative and communicative youth competition

### SEPTEMBER 2005

With more than 25 million TV viewers in only two days, the IPCC media campaign by ALDEBARAN becomes the most successful media campaign of the famous Max Planck Society

### SEPTEMBER 2005

ALDEBARAN supports the first public relations campaign of Hamburg's Night of Science with video clips

## 2006

### SEPTEMBER 2006

With four thousand visitors, the "Researcher's Night" organized by ALDEBARAN at the ZMAW is a real success for the University of Hamburg

### OCTOBER 2006

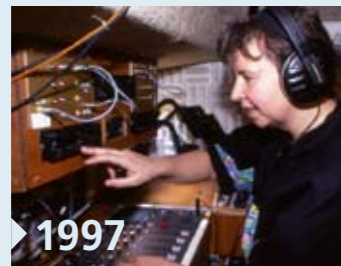
ALDEBARAN becomes one of the first five recipients of the "Neptun Corssmedia Award" in Germany for its cross media campaign for the youth competition "Research at Sea"

### NOVEMBER 2006

The first underwater webcam in a national park is installed at Egypt's Peninsula of Sinai and broadcasts images for half a year



ALDEBARAN team at the ZDF "Coast Report"



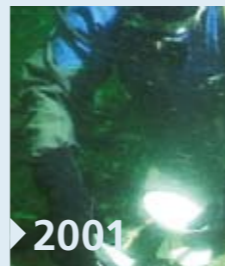
Audio engineer Susanne Steinhagen in the on-board radio studio



Recording, transmitting and broadcasting from aboard



Press Conference for Deutschlandradio on German Reunification Day



Documentary about the Cimbria salvage



Public relations for SkySails



University president Dr. Dr. h.c. Lütjhe, Senator for Science Mr. Dräger and Prof. Dr. Graßl at the opening of the ZMAW



"ElbKultour": Radio and TV live from Prague to Hamburg



First underwater webcam in the Red Sea

### DECEMBER 2006

The movie TRIP, an underwater cinema movie produced in the course of a five year cooperation with Frank Otto, is presented to the public in Hollywood

## 2007

### JANUARY 2007

During the first climate change expedition to Belize in the Caribbean Sea, the first Full-dome underwater images are produced

### FEBRUARY 2007

Climate change research project with the University of Hamburg focusing on algae at the world's second largest barrier reef in Belize

### AUGUST 2007

ALDEBARAN contributes to the PR campaign of the Live Earth concert in Hamburg with movies about the climate change expedition and thereby reaching a world audience

### SEPTEMBER 2007

The first Full-dome images from the Belize Barrier Reef are installed at the thermal bath Bad Aibling

### SEPTEMBER 2007

First award by UN Decade Education for Sustainable Development for the expedition to Belize in the Caribbean Sea

## 2008

### SEPTEMBER 2008

Under the high patronage of the German Federal President Horst Köhler, ALDEBARAN becomes a "Landmark in the Land of Ideas"

### SEPTEMBER 2008

Second award by UN Decade Education for Sustainable Development for the youth competition "Research at Sea"

### OCTOBER 2008

ALDEBARAN initiates and develops the concept of the "Malenter Symposium 2008" for the Dräger Foundation and the Zeit Foundation focusing on the topic "More than Water – Oceans and Global Responsibility"

### OCTOBER 31, 2008

Hamburg's Senator for Science, Herlind Gundelach, visits the ALDEBARAN in the harbor of Hamburg

### DECEMBER 9, 2008

ALDEBARAN makes the last contribution to the "International Year of Reefs" in Germany with a program on the biological diversity of reefs presented in Berlin

## 2009

### MARCH 27, 2009

At the film festival in Villingen-Schwenningen, ALDEBARAN shows its unique ocean panorama images on a screen width of 25 meters (about 80 feet)

### APRIL 16, 2009

ALDEBARAN hosts the first "Reef-Press-Conference" at the reef in Belize attended by the German ambassador and numerous ministers from Belize

### SEPTEMBER 2009

ALDEBARAN conceptualizes and hosts the first Climate Week Hamburg/Climate Night Hamburg with 40 exhibitors at the shopping mall "Europa Passage"

### NOVEMBER 11, 2009

As a symbol of successfully bridging the gap between research and the public, the research and media vessel ALDEBARAN is positioned in front of the main entrance of Hamburg University during the Night of Science

### DECEMBER 5, 2009

Travelling to the international climate summit on board of the "Train to Copenhagen", UNEP Executive Director Achim Steiner is first made aware of the planned climate channel OneClimate.TV

### DECEMBER 10, 2009

ALDEBARAN organizes the opening ceremony of the German Climate Computing Center in Hamburg

### DECEMBER 17, 2009

TV live broadcast directly from the coral reef in Egypt to the international climate summit in Copenhagen

## 2010

### JUNE 2010

The German-wide premiere of "The Age of Stupid" in Berlin and Hamburg is supported by ALDEBARAN

### JULY 2010

Completely overhauled, the ALDEBARAN sets off to the 5<sup>th</sup> year of the youth competition "Research at Sea"

## 2011

### JUNE 2011

Against the backdrop of the Ocean Conference hosted by ALDEBARAN in cooperation with the Dräger Foundation, leading scientists call for a marine tax in order to save the world's oceans

### JUNE 2011

The planned climate channel OneClimate.TV receives the German-wide and Europe-wide broadcasting license

### SEPTEMBER 2011

The third Climate Week Hamburg takes place in downtown Hamburg, reaching from the city hall market to Hamburg's main station



▶ 2007  
Chairman of the Board of Trustees Prof. Dr. Graßl and ALDEBARAN initiator Frank Schweikert



▶ 2007 - 2010  
Three climate expeditions to the Belize Barrier Reef



▶ 2011  
ALDEBARAN at the Climate Week in downtown Hamburg