**Eighth Meeting,** 1-3 May 2019[goosocean.org/goos-sc-8](http://goosocean.org/goos-sc-8)

# GOOS 2030 Strategy launch plan v1

*Agenda item: 2 Strategy*

*26 April 2019  
Prepared by: Gunn and Tanhua*

**Rationale**

Having spent almost three years developing and reviewing a Decadal Global Ocean Observing Strategy, it seems sensible to make the most out of its publication/launch – we won’t have another opportunity of this sort for long time!

In many ways “interest” in the oceans is at an all-time high:

Action Plans by the G7, Commonwealth Blue Charter, Decade of Ocean Science, SDG 14, Coral Reef decline, “ocean plastics” etc etc. recognise that more needs to be done to mitigate and adapt to climate change, and work towards securing health oceans through sustainable development goals and actions.

The platforms make the case for major focussed effort, on many fronts. None provide a high level/overarching strategy (and an associated implementation plan) for actually turning this into reality.

So, this should be an opportunity to set out our vision, what difference it will make to all of the areas agreed as urgently requiring attention, and calling parties to action.

Our plan should be to drag this out for as long as we possibly can!!

**Who are our audiences/receptors?**

Intergovernmental

* UNFCCC, UNE, UNGA/WoA/SDGs, IPBES, UNESCO World Heritage/ICRI, IMO, Antarctic/Arctic Treaty communities. (*We need to make them aware that their calls for comprehensive information bases in support of their commitments, assessments, monitoring etc are serviced by the strategy and that we stand ready to collaborate with them as we implement….). Peter Thomson is an obvious target to assist in launching/publicizing broadly within this community.*
* WMO (*Requires a targeted approach at all levels, building on the excellent work Toste, Albert, Katy and Emma have been undertaking in the lead up to the review)*

Governmental

* Member states of IOC and/or GRAs : *They should be proud of what IOC GOOS (the acronym) has achieved*, *and engaged as ambassadors and implementing agents. I’d argue that this is the opportunity to reach out formally to China, Korea, Canada etc to step up their roles.*
* G7 Ministers and ministries (*Having signed on supporting the GOOS-G7 Coord activities they should be targeted as champions of implementing the Strategy*)
* Commonwealth Blue Charter signatories (*They’ve made headlines by having oceans as one of the foci for Commonwealth Countries – they should be targeted as implementing agents, particularly countries such as Canada who have played very little in the “global” domain)*
* European Community (*Many EC counties are driving Blue Economic growth strategies - we should target them as early adopters of the sustainable management requires comprehensive monitoring/management…)*

International oceans supporters

* The Economist NGO’s (*Many of whom will never have heard of GOOS, but will identify with the messages within the Strategy and can be approached to support a push for the quantum step up in activities/funding etc. E.g. A couple more Nippon Foundation-like grants for capacity-development ).*
* Philanthropic bodies with an interest in oceans/SDGs (e.g. Berterelli, Vulcan, Packard,)
* Key industry peak bodies (WOC?, Shipping, O&G, Aquaculture, Biomarine, fishing etc)
* Corporates (*e.g. Google, Boeing, Reinsurance Companies, Services Companies….)*

Science Community

* POGO - as an entity and through their members
* Decade of Ocean Science for Sustainable Development Executive Planning Group
* SCOR/SCAR/WCRP
* OO'19

General Public

* Through targeted media (conventional and social) we should tell the story of why we need to look after our oceans better, and how building a comprehensive OOS will help enable all of the actions agreed by Governments, UN Agencies etc. Some of this should focus on how the community can become involved (citizen science, advocacy etc).

**What are the best channels to reach this diverse range of audiences?**

* Ideally this requires a dedicated communications resource for GOOS, which is not resourced at present
* Meanwhile (regardless of how much resources we do attract to roll out a full-blown launch effort) a minimum effort is:
  + Develop a 2 page summary flyer that could be sent out to all our target audiences.
  + Develop a nice YouTube visual package with a script that covers the why/what/how of the GOOS strategy and Call to Action to post on the GOOS website and social media
  + Document and the flyer translated into as many languages as possible – French, Spanish, Russian (?), Chinese, Portuguese, Indonesian….(and any others that you think important).
  + We target a series of high-profile science, industry, stakeholder meetings at which we present keynotes or hold side events
  + Approach Science, Nature, Scientific American etc to see if they would publish an op-ed focussed on introducing the Strategy.
  + We see if NYT/Guardian/Times or such like would publish a similarly focussed piece.
  + Develop a really good presentation for us to push out on our outreach activities, possibly with a short video
* We work to ensure that the IOC and WMO governing bodies/CEOS or SIT Ocean Predict /OO19 have plenary presentations or side events at which the Strategy and IP are outlined and there is a loud shout out to join the planning and action groups for each SO