



The Global Ocean Observing System

Session 8: Communications

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Thirteenth GOOS Steering Committee Meeting [SC-13]
Barcelona 13th-16th April 2024

Session goals:

- Provide an update on GOOS communications and plans for the next year
- Identify any missing components or adaptations needed to optimise the Ocean Observing Report Card to be the flagship GOOS product for funders, governments, Member States and others
- Gain input on messaging needs and most impactful messages for key audiences

Session structure:

- GOOS Communications update (5 min.) - Laura
- [SC Feedback on plans for 2024 \(10 min.\)](#)

1. Report Card

- An update on the Ocean Observing System Report Card (5 min.) - Emanuela
- [Discussion on the report card \(20 min.\)](#)

2. Communications toolkit

- GOOS Communications toolkit development (5 min.) - Laura
- [Discussion on messaging for GOOS \(45 min.\)](#)

GOOS Communications update (5 min.)

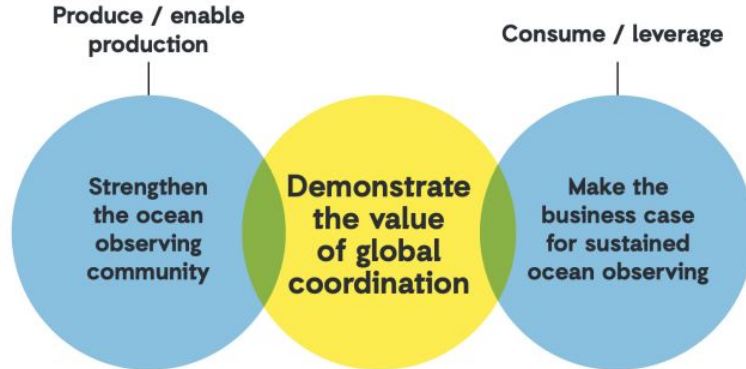
Wolf&Player Communications Plan

Content strategy:



Regular thematic storytelling campaigns:

Ocean Observing Status Report, “Under the surface” stories, “Coast-to-coast” stories, Ocean Decade content



Project	Chronology	Priority	Dependencies
Organisation name	1	2	
Visual identity	2	1	Name (should it go ahead)
Messaging development	3	1	
Website redesign	4	1	Name (should it go ahead), visual identity, messaging development
Pitch deck (PPT slides/slidedoc)	5	3	Name (should it go ahead), visual identity, messaging development
Newsletter segmentation	6	3	
LinkedIn	7	3	Visual identity
Traditional media circulation list	8	3	

GOOS Communications update

- Continuous implementation of the GOOS Communications Plan
- 16 GOOS articles published in 2023 and shared by GOOS and IOC/UNESCO news, 10 of which published in external media, resulted in follow-up interviews with journalists, or were published on partner/sponsor websites
- Rapidly growing presence on LinkedIn: +1,300 followers in the past year



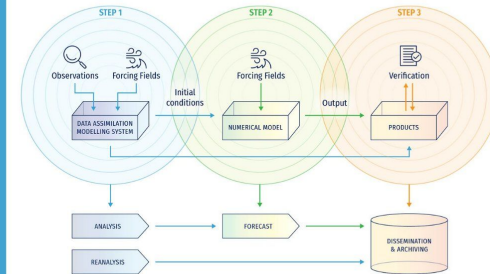
With the “High Seas Treaty” on biodiversity signed, what do we need to do next?



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How do Operational Ocean Forecasting Systems work?

Learn more in the ETOOFS guide on Implementing Operational Ocean Monitoring and Forecasting Systems

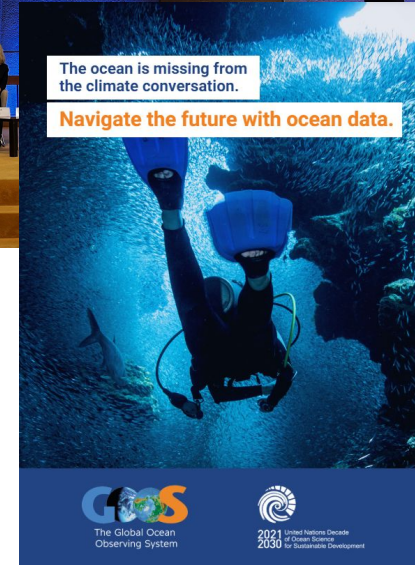


Advocacy

- Active participation in international events and conferences, including COP28, the EuroSea Symposium and General Assembly, Ocean Business 2023 and others



ocean
BUSINESS 23
Southampton UK • 18–20 April
**THE HANDS-ON OCEAN TECHNOLOGY
EXHIBITION AND TRAINING FORUM**



National Focal Point communications support

- Messaging guide to support National Focal Points developed
- Additional communications support tools underway (use cases, LinkedIn group for internal NFP communications)



Inspiring the new generation

- A comic book published by OceanOPS in collaboration with Euro-Argo within the framework of EuroSea Project
- A valuable tool to support GOOS experts and networks in their outreach, training and capacity development activities regarding ocean observations.
- Positive community reception, prompting translations into German, French, Portuguese and a few others.

GOOS should consider how to make the resource available (add it to the website, distribute to NFPs, other suggestions from the SC?)

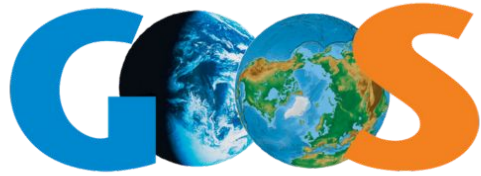
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Communications plans for 2024

	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Key events	Decade conf.	NFP Forum					CBD COP16	CBD COP16; COP28	COP28
Publications	OCG Data strategy	WG7 Paper	EOV paper	StOR					
Strategic work	Communications toolkit - planning		Communications toolkit development (Messaging, brand guidelines, tools: slide deck and other brand assets)						Preparing launch with rebranding (GOOS logo)
Website work	Website structure and content revision				Website structure and content updating				

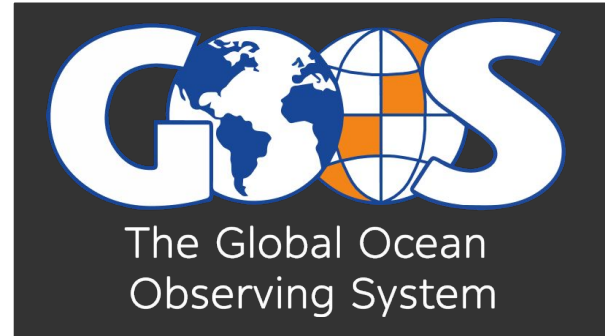
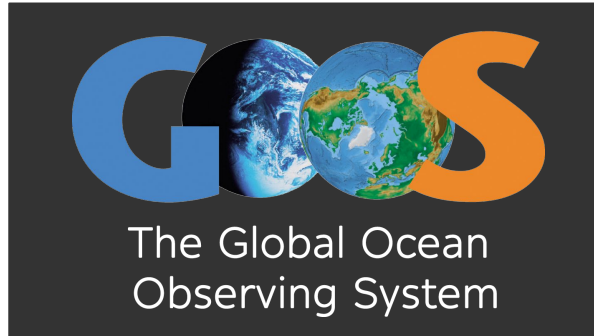
Upcoming logo change (early 2025)



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Discussion: Feedback on plans for 2024 (10 min.)

- Which events should be key to leverage for communications and advocacy in 2024-2025?

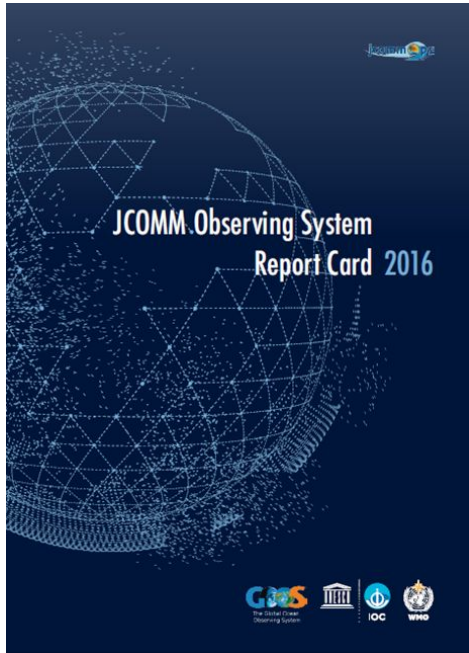
An update on the Ocean Observing System Report Card (5 min.)

Report Card - Overview

- **7th Edition:** published Oct 2023
- **Focus:** Highlights how an integrated ocean observing system adds value to society across the 3 GOOS delivery areas, assesses networks' progresses and challenges, encourages collaborations and new partners to join
- **Audience:** Targeted towards funders, implementers, high-level stakeholders, decision makers, and WMO-IOC Member States
- **Promotion:** Disseminated through press-release and impactful video. Web version shared on social media platforms, and hard copies mailed and distributed to key stakeholders.
- **Engagement:** over 3,000 views from >100 countries and 1,000+ downloads in 1 year.



Evolution over the years



- **Transition towards a truly integrated GOOS Report**, extending beyond OCG networks
- **Evolution of Editorial Board:** inclusion of one nominated person from each GOOS Panel
- **Design evolution and Content expansion:** from 6 to 8 pages to include cross-networks stories on the 3 GOOS delivery areas, human-interest stories on community collaboration and capacity-building, dedicated call-for-action section
- **Enhanced networks status assessment:** based on well-defined and documented metrics
- **Improved web version:** featuring around an interactive map with multiple functionalities for in-depth exploration of the observing system.



Evolution over the NEXT years

Opportunity in 2024 to review and set the path for evolution.

GOOS-SC is invited to guide the evolution considering the following ideas and making further suggestions:

- **Create a release plan and expand audience:** set firm timeline plan and collaborate with partners and sponsors to target high-level events for publication
- **Enhance user feedback:** add user survey on main webpage for feedback collection and continuous improvement
- **Translation in other UN languages** for broader dissemination
- **Explore advanced web functionalities:** enhance interactivity and develop web brief sections for policy makers
- **Expand networks' status monitoring:** evolve networks metrics towards EOVs/ECVs view
- **Identify and expand specific resources** to enable the evolution.



Report Card: Questions for SC to discuss (20 min.)

- How do you use the Report Card?
- How could it be more useful for you?
- How do you envision the evolution of the Report Card?
- What key messages would you like to convey with next Report Cards?

You can continue to provide feedback after the GOOS-SC meeting until end of April at: <https://forms.office.com/e/iSRxLQ3xKx>



GOOS Communications toolkit development (5 min.)

GOOS Communications toolkit

Objective: Create a ready-to-use toolkit for GOOS components, Steering Committee, sponsors (and partners?) in order to ensure consistent messaging and use of GOOS branding

Preliminary launch date: Early 2025

The toolkit shall include:

- GOOS branding guidelines and links to brand assets
- Standard GOOS slide deck
- Organigram with responsibility descriptions
- **GOOS messaging guide**

Messaging guide

Shall include:

- Key messages on the importance of ocean observing
- Key messages about GOOS adapted to different audiences
- Key messages about GOOS's stance on different topics

Messaging discussion (45 min.)

- Consistent messaging about GOOS - how do we describe ourselves? What are the key elements we want to tell about GOOS?
- If you were a new steering committee member, what would have been helpful in terms of messaging about GOOS?
- What topics would be useful to have GOOS's position on?

Messaging discussion output (to be filled in)

Audience 1: The observing community

Key messaging points:

- ..
- ..
- ..

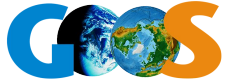
Audience 2: Beneficiaries of ocean data

Key messaging points:

- ..
- ..
- ..

Key topics to have GOOS's position on:

- ..
- ..
- ..



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Thank you

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