

Communications toolkit for the Global Ocean Observing System (GOOS) National Focal Points

How to present my role as a GOOS National Focal Point?

Descriptions of the GOOS National Focal Point role, adjusted for different situations, can be found in the **NFP Messaging guide**. The messaging guide includes a tagline, elevator pitch, aide memoire and other types of messaging support.

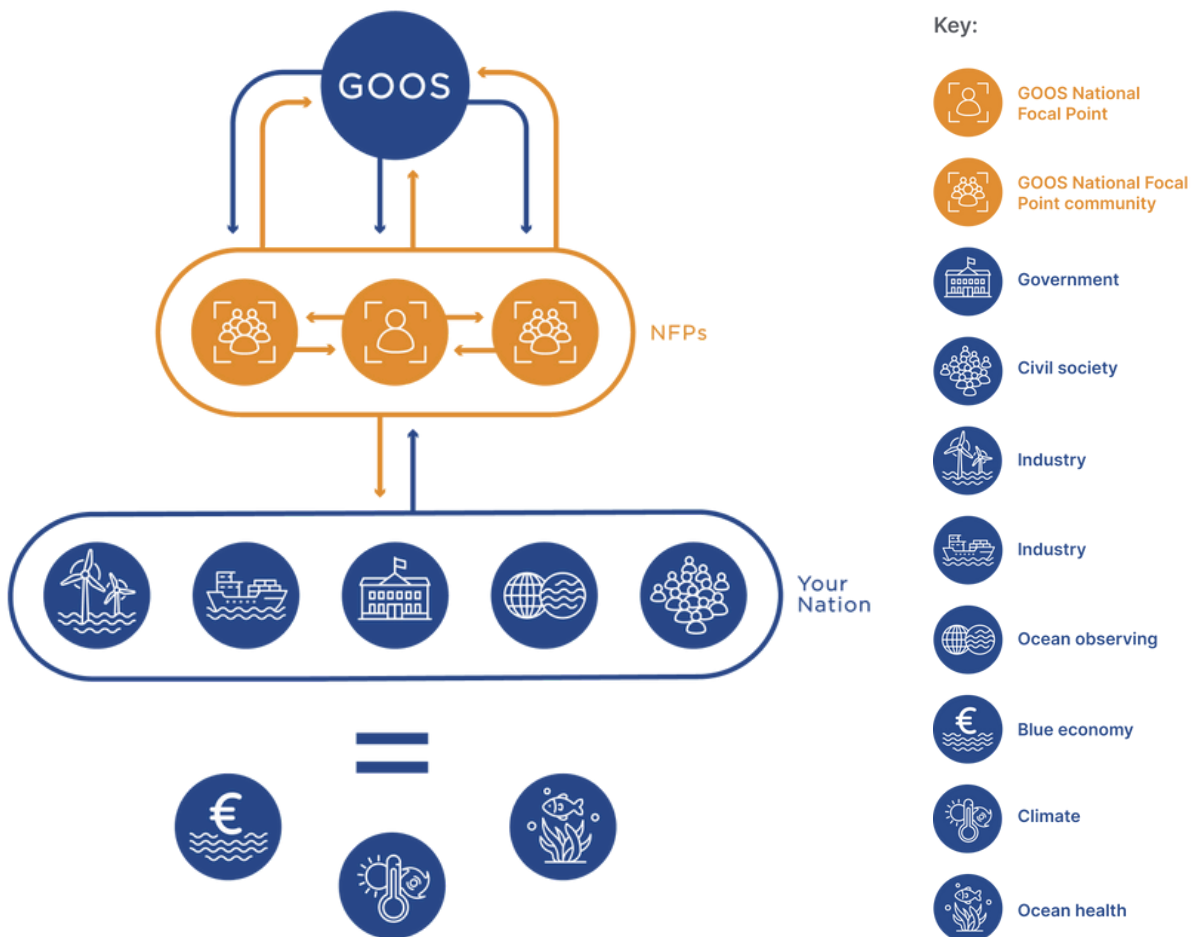


Figure 1. A flowchart illustrating the role GOOS National Focal Points. The chart and separate icons can be downloaded [here](#).

How to communicate the value of coordinated ocean observing?

Three use cases have been developed as real life examples that illustrate the value and impact of coordinated ocean observing. NFPs are encouraged to use these examples alongside any others that might be relevant to their nation:



Image credit: Claudia Thomsen

Ocean observing supports German offshore wind energy development

As Germany continues to invest heavily in offshore wind farms and platforms in its Exclusive Economic Zone (EEZ) in the North Sea and the Baltic, ocean observing is playing a vital role in optimising operation and productivity now and for the future.

[Read here](#)



Image credit: Michael J. Moore and Carolyn Miller

Acoustic glider networks reduce North Atlantic right whale strikes

Acoustic glider networks in Canada and the US monitor endangered right whales and alert shipping about their presence, sharing information as the whales migrate from one country's coastal waters to another.

[Read here](#)



Image credit: Shutterstock

Impressive accuracy in multi-year Met Office hurricane predictions

The UK Met Office began working with British-American insurance broking company WTW to develop more accurate one to five-year hurricane forecasts and shape insurance products for coastal properties along the Atlantic coast of the US.

[Read here](#)

Additional links:

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- Join the GOOS National Focal Point [LinkedIn group](#)
- Follow GOOS on [LinkedIn](#), [X](#) and [Facebook](#)
- [GOOS National Focal Point webpage](#)
- [GOOS news and ocean observing-related stories](#)