



Global Ocean Observing System



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Intergovernmental
Oceanographic
Commission



WORLD
METEOROLOGICAL
ORGANIZATION



International
Science Council

Communications update

Laura Stukonytė, GOOS Communications Consultant

GOOS National Focal Point Forum, 27 October 2025

NFP Survey results: Communications

Use cases

<https://goosocean.org/our-work/use-cases/>

- 7% already used them and found them useful
- 50% respondents did not have a chance to use them yet
- 39% did not know about them

Many NFPs were interested in developing a use case for their country, but need support in doing that.

Some already have use cases they are willing to share.



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](#)

Communications Toolkit

Currently

Small NFP Toolkit developed in 2023

Includes:

- Short messaging guide on the role of GOOS and NFPs
- 3 Use cases
- NFP Infographic

<https://goosocean.org/document/34594>

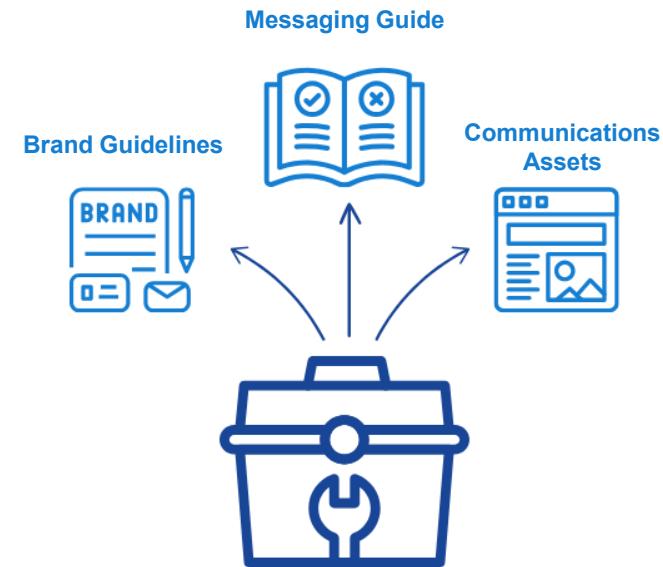


End of 2025

Comprehensive, GOOS-wide toolkit, easily accessible on the GOOS website

Will include:

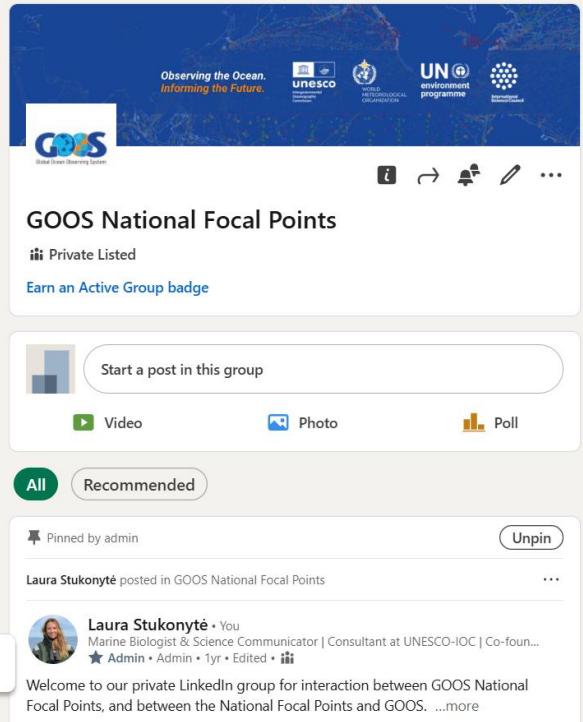
- Detailed GOOS Messaging guide
- GOOS Slide deck
- Several infographics (EOVs, observing networks)
- Links to other outreach material: key reports, use cases, webinars, podcasts etc.



NFP Communication channel: LinkedIn group

- **36%** joined the group (currently 37 members)
- **25%** are aware of it but did not join
- **30%** were not aware of it

Several respondents do not use or cannot use LinkedIn actively, and suggest using a mailing list instead.



The screenshot shows the LinkedIn group page for 'GOOS National Focal Points'. The header features the GOOS logo and the text 'Observing the Ocean. Informing the Future.' along with logos for UNESCO, IOC, WMO, and UN Environment. Below the header, the group name 'GOOS National Focal Points' is displayed, followed by the status 'Private Listed' and a link to 'Earn an Active Group badge'. The main content area includes a 'Start a post in this group' button, 'Video', 'Photo', and 'Poll' options, and tabs for 'All' (selected) and 'Recommended'. A pinned post by 'Laura Stukonyté' is visible, followed by a welcome message from the admin.

GOOS National Focal Points

Private Listed

Earn an Active Group badge

Start a post in this group

Video Photo Poll

All Recommended

Pinned by admin

Laura Stukonyté posted in GOOS National Focal Points

Laura Stukonyté • You
Marine Biologist & Science Communicator | Consultant at UNESCO-IOC | Co-foun...
★ Admin • Admin • 1yr • Edited •

Welcome to our private LinkedIn group for interaction between GOOS National Focal Points, and between the National Focal Points and GOOS. ...more

Alternative channel: NFP Mailing list

Suggestion:

NFP Mailing List with a **regular newsletter/bulletin** that allows NFPs to share their news with other NFPs and the GOOS Secretariat.

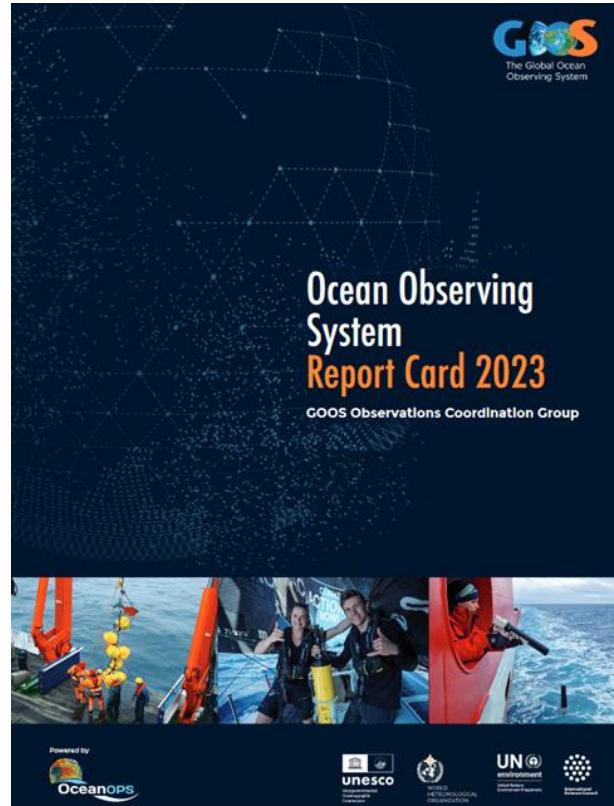
The newsletter would be produced by the GOOS Secretariat with voluntary input from NFPs.



Additional communications news from GOOS

GOOS Status Report 2025

- New interactive report will be released **end of November 2025**
- An update on the status and progress of GOOS ocean observing networks, and societal value across GOOS delivery areas
- **Audience:** Funders, implementers, high-level stakeholders, decision makers, and WMO-IOC Member States



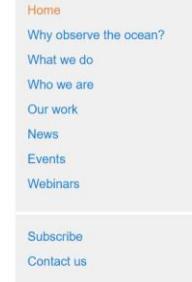
2026: Major website update

Goals:

- Clear, informative, and accurate representation of the system;
- Easy to find resources, documents and events; improved user experience
- Strengthened GOOS storytelling and messaging



The Global Ocean Observing System



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Global Ocean Observing System (GOOS)



@GOOSOcean



@GOOSOcean

Have some important ocean observing news from your country? Tag us!



Vetlesen Caribbean Hurricane Ocean Glider Launched



Photo credit: Shanice King

Uncrewed Surface Vehicles Go Global

SUN Fleet joins GOOS as a new emerging network



“Observe the Ocean as if Life Depends on It”

Global Recognition for Ocean Observing in Nice – OOSC 2025 and UNOC 3 Highlights

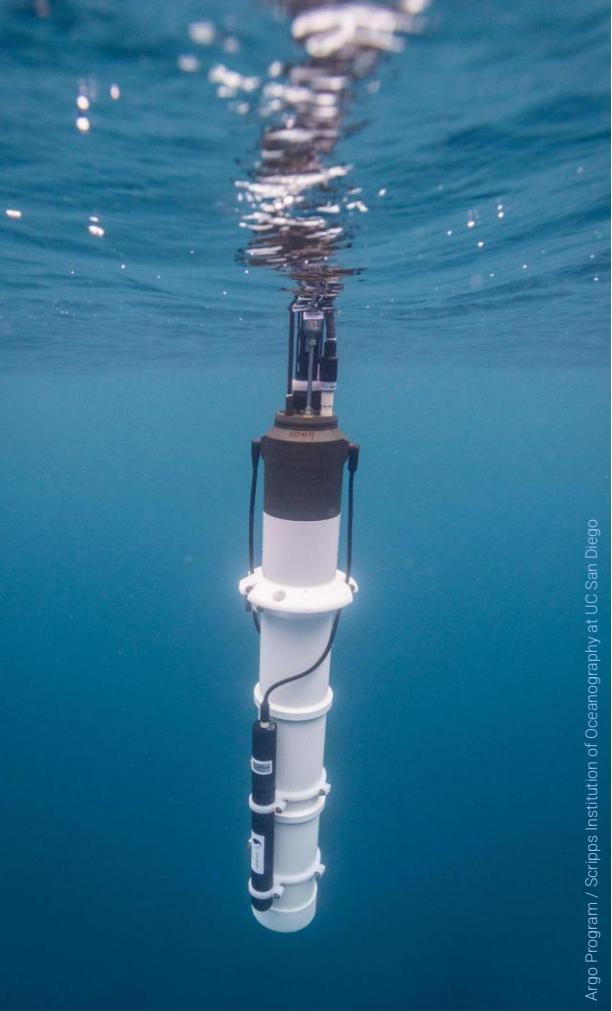




Thank
you goosocean.org



International
Science Council



Argo Program / Scripps Institution of Oceanography at UC San Diego

