

Outreach WG Report

Submitted by Outreach Working Group

SUMMARY

Executive Summary: This report summarizes Outreach Working Group Activities since the previous GEBCO meetings in 2016

Action to be taken: 5

Related documents: Outreach WG overview slide presentation available on GEBCO website

1. Review on the Outreach WG activities
 - general goals of Outreach WG
 - review on the outreach WG strategies and activities since 2012
 - updating SWOT Analysis for Outreach WG
2. Review the list of action in Outreach WG since 2016 GEBCO meeting
 - develop independent questionnaires to reveal perception of GEBCO (2017)
 - create mechanisms to gather useful information and allow easy interpretation (2017)
 - create prototypes of different products and activities for the different target audience (~2019)
 - development outreach Website as a subpage of the GEBCO website (~2018)
 - provide comments and feedback to improve the website (~2019)
 - finalize ToR and submit to GGC to endorsement (GGC 34)
3. Outreach WG Products and Activities since 2016 GGC meeting
 - development of online sliding puzzle for GEBCO World Map

- updating Subpage for Secondary School Students, etc.
- GEBCO briefing information for Hydrographers

4. Strategies and prioritize activities

- development of short video for Industry
- development of short video for government organization
- development of various education material for teachers and students
- development of short video or PPT slides for practical at-sea surveying expert
- stimulate and support opinion leaders and platforms

5. Support on Seabed2030 Communication and Outreach

- unique roles to communication with the relevant stakeholders
- communication Action plan 2018-2019