

Status Report for Outreach Working Group

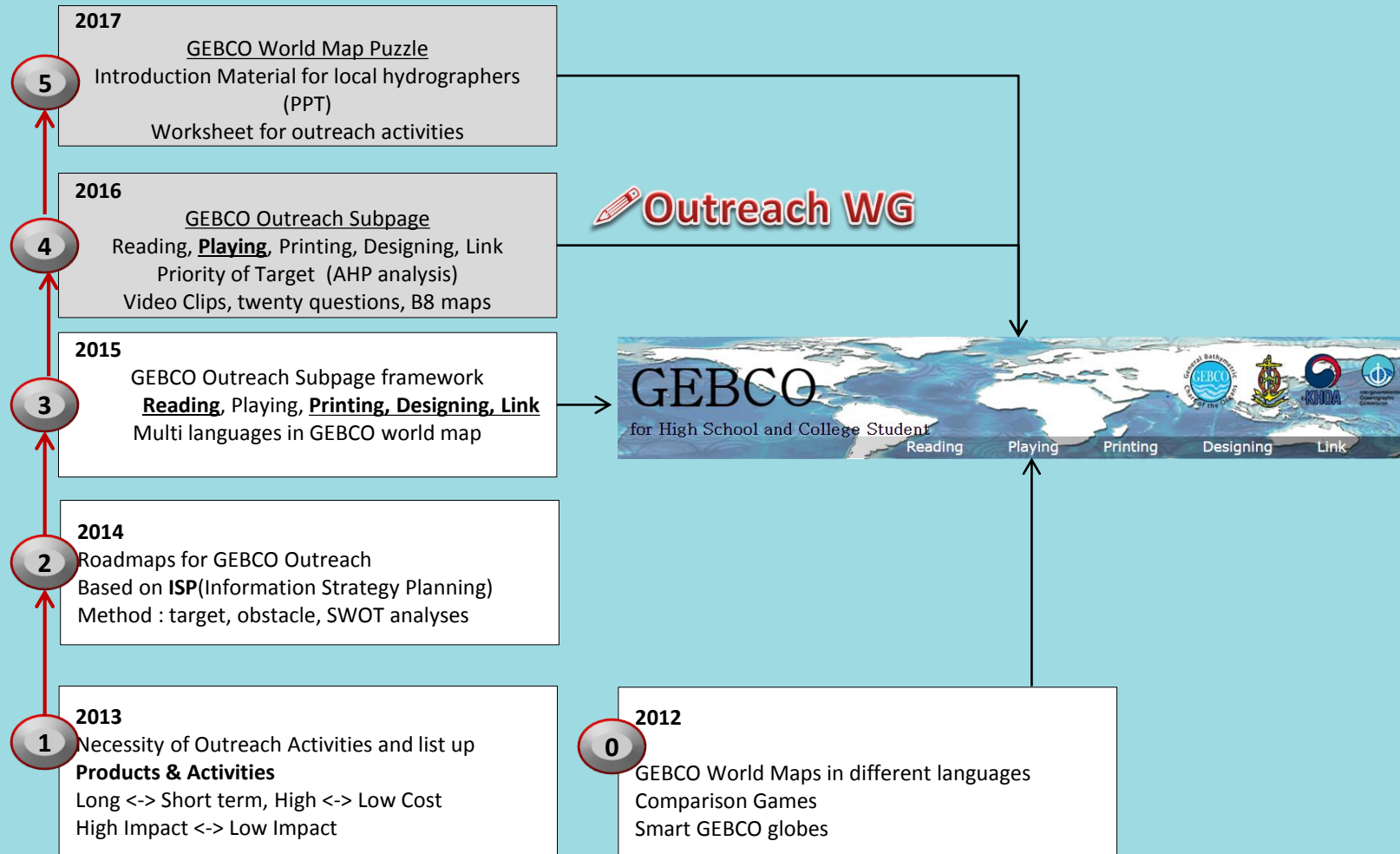
Nov. 2017

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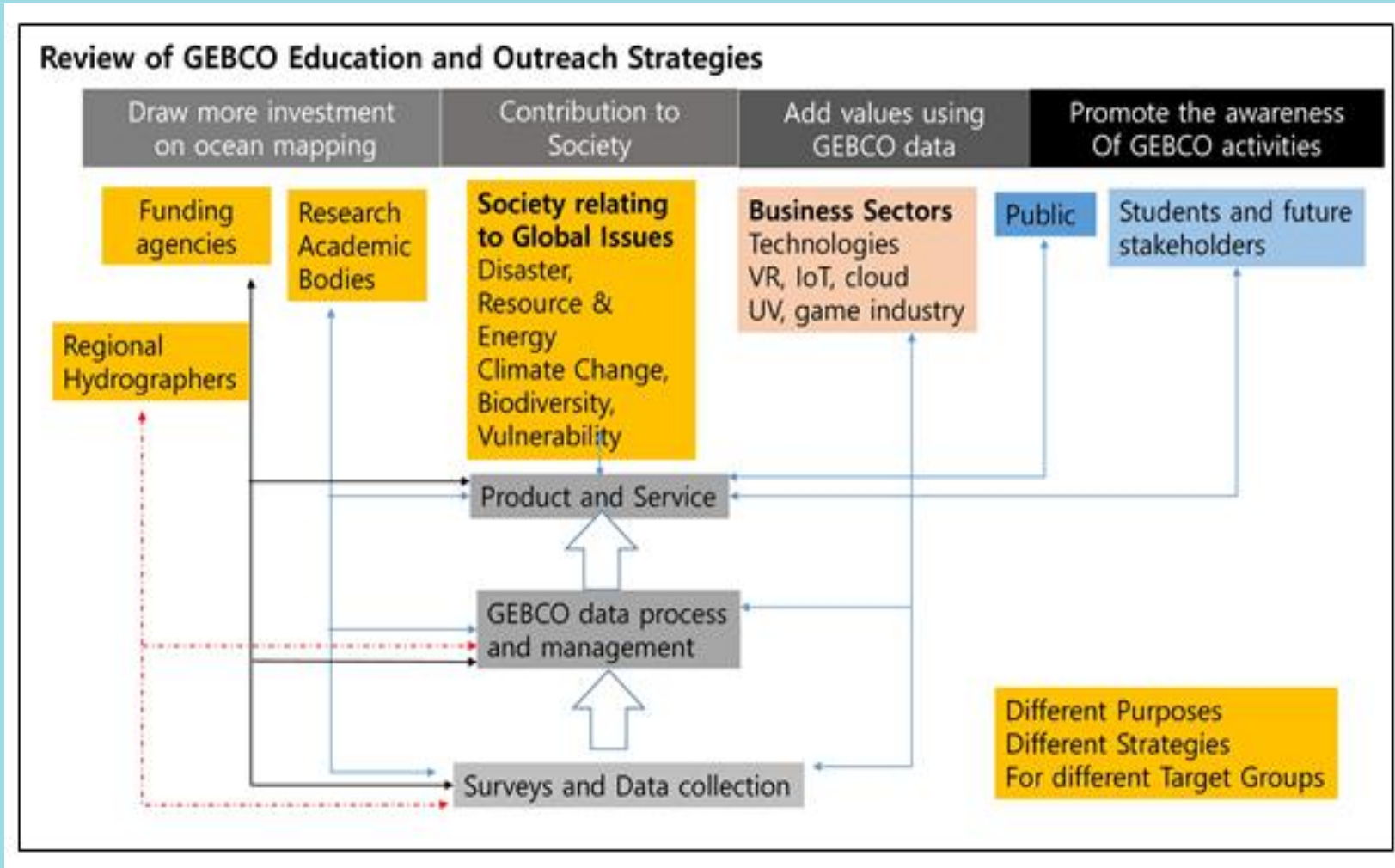
1. Outreach WG Goals 2017

- General Goals:
 - Draw more involvement on ocean mapping
 - Contribution to Society
 - Add values using GEBCO data
 - Promote the awareness Of GEBCO activities
- Identify needs and priorities to help position GEBCO for Seabed 2030
- Coordinate and assemble contents that can be used in digital and printed outreach materials for GEBCO and Seabed 2030.
 - Seek contributions of images, photos, animations, maps from GEBCO community and Scholars

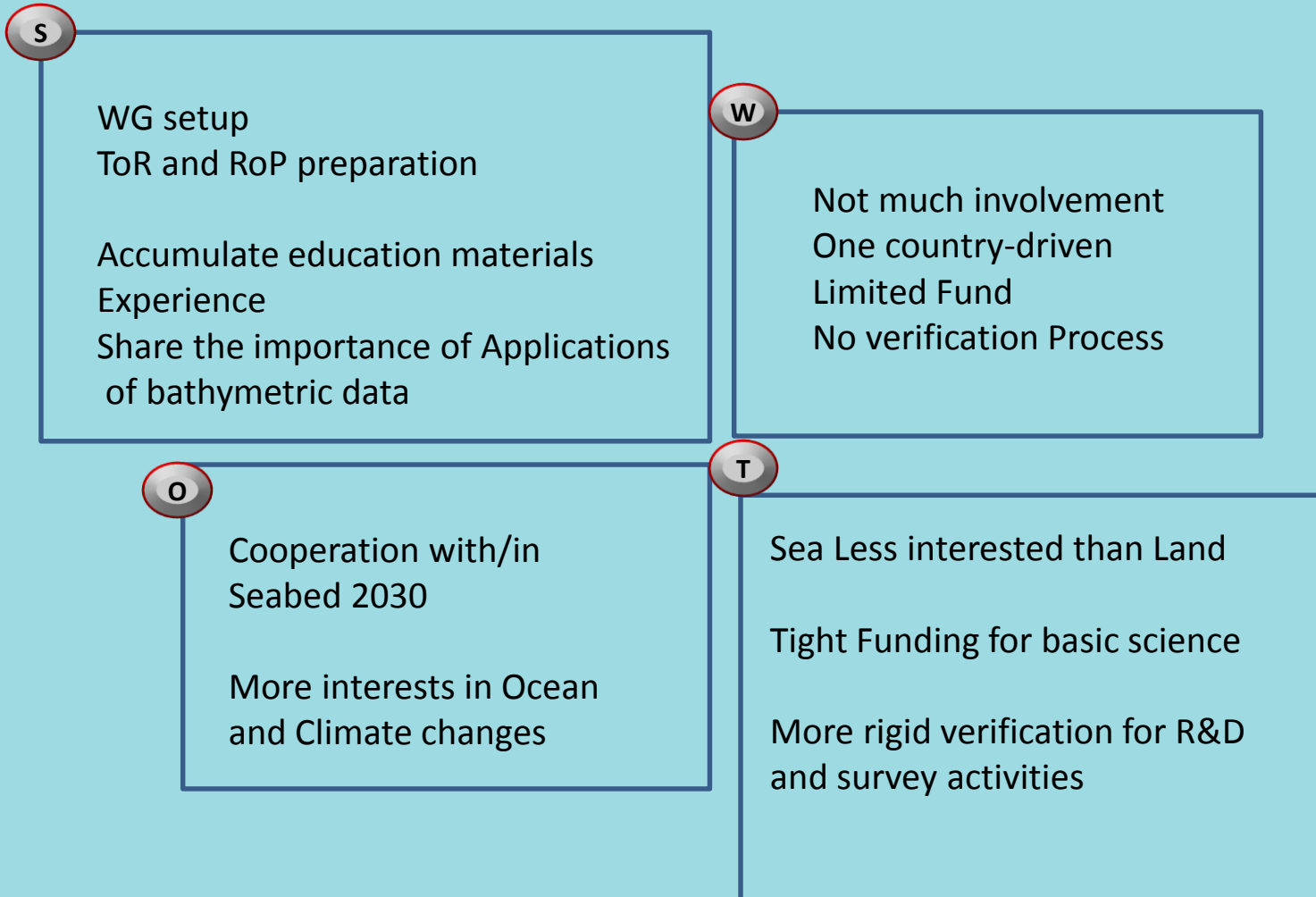
Reviews on the GEBCO outreach activities



Summarizing Outreach Activities on one pages



SWOT analysis of GEBCO outreach activities



2. Review the list of actions in Outreach WG since 2016 GEBCO meeting

- ① Develop independent questionnaires to reveal perception of GEBCO(2017)
- ② Create mechanisms to gather useful information and allow easy interpretation(2017)
- ③ Create prototypes of different products and activities for the different target audiences(~2019)
- ④ Development outreach Website as a subpage of the GEBCO website (~2018)
- ⑤ Provide comments and feedback to improve website(~2019)
- ⑥ Finalize ToRs and submit to GGC to endorsement (GGC 34)

2. Review the list of actions in Outreach WG since 2016 GEBCO meeting

① Develop independent questionnaires to reveal perception of GEBCO

We have developed questionnaires composed of five questions to ocean scientists in Korea, as a proto-type survey. We will discuss the schema of questions to each target group and get a proofread then distribute them by Dec 2017 (Annex 1).




2. Review the list of actions in Outreach WG since 2016 GEBCO meeting

- ① Develop independent questionnaires to reveal perception of GEBCO
- ② Create mechanisms to gather useful information and allow easy interpretation(Annex 2)

We have not created the mechanism itself, but at first we investigated what kind of accessible multimedia is available. 10 video clips about the undersea feature and deep sea were checked out and set the metadata on each video such as title, URL, video information and contents. The video clips were uploaded to a GEBCO outreach homepage (<http://ziin2010.iptime.org/EgovPageLink.do>) under the menu of “ Playing”. 

- The next step is to prepare “Web Crawling Application” to find a new data from the internet and to update the homepage regularly. Additionally, many conferences in UN and Oceanography and Hydrography may have some materials or show cases via internet or webinars. It may be linked to the subpage.



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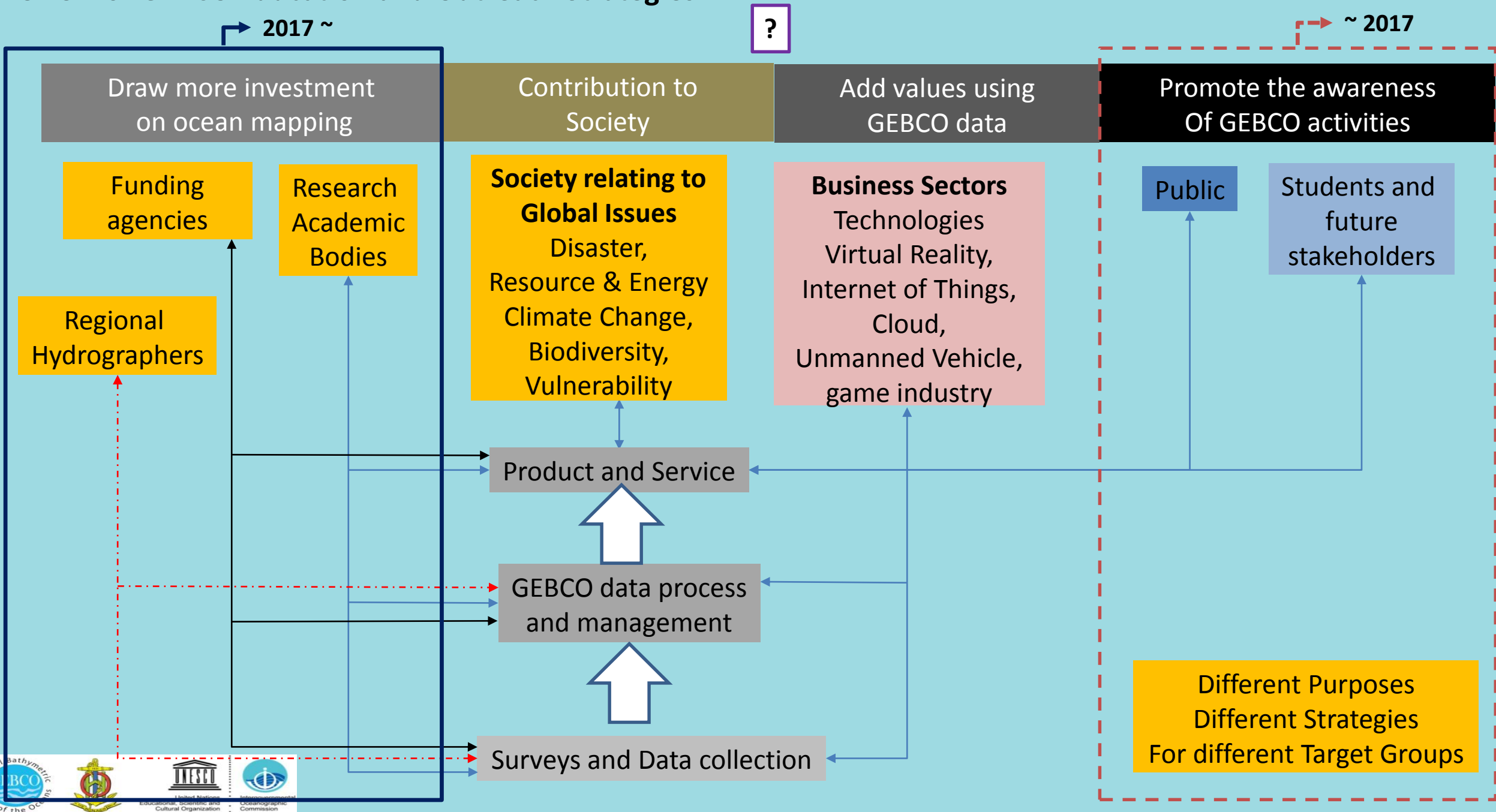
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3. Outreach WG products and activities since 2016 GEBCO meeting

- ① Development of online sliding puzzle for GEBCO World Map 
- ② Updating Subpage for Secondary School Students, etc.
- ③ GEBCO briefing information for Hydrographers 

Review of GEBCO Education and Outreach Strategies



4. Strategic Goals for draw more investment on ocean mapping

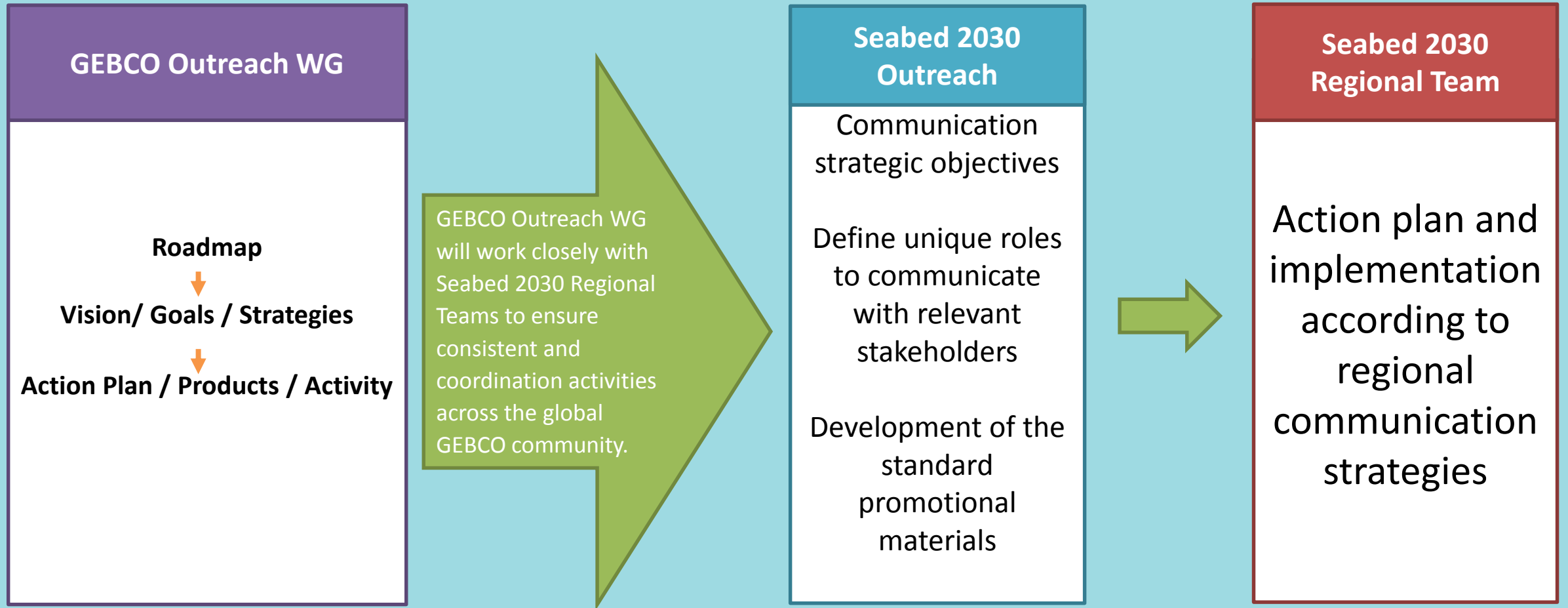
- Increase GEBCO Product Usage in International Science Community
- Increase GEBCO Data Contributions from Industry
- Increase budget for ocean mapping and data sharing from Governmental Organization
- Increase GEBCO Data Application for the next generation Education
- Increase GEBCO Data Contributions from practical at-sea surveying experts
- Increase GEBCO Data Contributions from Opinion Leaders and Platforms

Strategic Goal: _____		
Problem:	Target Audience:	Product Description:
	Desired Result:	
	Why is it important?:	Message:
Estimated Costs: _____ Estimated Effort: _____ Date needed: _____		

5. Strategies & Prioritize Activities

- Review ideas within context of
 - overall GEBCO needs
 - Seabed 2030 project development needs
- *Prioritize activities considering effort, costs, needs, and timelines*
 - *Development of clean simple PPT slides for Ocean Science Researchers*
 - *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 experts*
 - *Stimulate and support opinion leaders and platforms*
 - *=> Final Products with various foreign languages subtitles*

6. Seabed 2030 Communication and Outreach



1) Unique Roles to Communicate with the Relevant Stakeholders

Stakeholder	Message (tailored to audience – examples)	Method (select appropriate - examples)
IHO/IOC Member States		
Intergovernmental Agencies		
International, regional and national agencies and programmes		
Government and private organizations		
Funding Agencies		
Marine science data and information Community		
Scientists in marine research related institutes and Universities		
Industry (incl. Manufacturers)		
General public		

2) COMMUNICATION ACTION PLAN 2017–2019

Communication Tasks	Key Performance Indicators	Frequency/ Required by	Responsible Group/Officer
Review and enhance coverage of GEBCO-Seabed 2030 Community ListServ			
Create a regular digital communication with all stakeholders: email on annual meetings, announcing special events, courses, meeting reports etc.			
Design and produce new digital communication Products			
Review/update GEBCO-Seabed 2030 Website			
Promotion of GEBCO-Seabed 2030 as a global hub for collecting and sharing Ocean data			

Thank You!!!

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Develop Independent questionnaires to reveal perception of GEBCO

We have developed questionnaires composed of five questions to ocean scientists in Korea, as a proto-type survey.

- **Have you heard GEBCO? (Yes, No)**
- **Have you heard on IHO? (Yes, No)**
- **There are contour lines in terrestrial maps, do you think, whether there are contour lines of depth of seabed or there are grids on the sea? (Yes, No)**
- **Have you ever used in GEBCO grid data? (Yes, No)**
- **As sea is shared by many countries, the bathymetric data should be authorized by international organization. How many meter-interval grid data is enough for your scientific research in general?**

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Annex 2

In every video clip, its metadata and a brief description of its audio-visual contents are provided.



Title	Underwater Universe Full HD 1080p, Amazing Documentary
Video URL	https://www.youtube.com/watch?v=Jfe3h-Z9w3I
Video Info	<ul style="list-style-type: none">• Copyrights : Amazing Documentary and Discovery HD Channel• Running Time : 44/59• Video Id : Jfe3h-Z9w3I• Resolution : 854x480• Stream Type : https• Mime Type : video/webm; codecs=vp9
Content	<ul style="list-style-type: none">• explanation of the Java Trench (about 4 min)• explanation of the tsunami (about 4:50)• introduction to challenger deep (about 41 min)• explanation of the whirlpool (about 1:06:33)

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Annex 3

Prototypes of different products and activities for the different target audiences

Using Outreach Worksheets, focus development of ideas on:

Target Audience

Message / Desired Result

Desired Action / Product description

Should be specific

Should be developed for each potential outreach product

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Strategic Goal: Increase GEBCO Product Usage in International Science Community

Target Audience:

Ocean Science Researchers

Product Description:

- Clean simple PPT slides that can be used in presentations to promote data contributions

Desired Result:

- Increase science user community that routinely utilize GEBCO products.

Materials Needed:

- GEBCO map images from community
- Bullet points describing products
- Simple web pages to point to people from brochure

Problem:

- People don't know about GEBCO resources.

Why is it important?:

- The larger the user community the more relevance GEBCO has.
- If we can broaden the science user community we might increase contributions

Message:

GEBCO products offer unique value for research because it provides access to the most comprehensive collection of bathymetric data.

Strategic Goal: Increase GEBCO Data Contributions from Industry

Problem:

- There's a lot of data we don't know about that can help us map the gaps

Why is it important?:

- No single country or group can map the entire world ocean
- Identifying the gaps is critical for cost-effective and efficient mapping efforts

Target Audience:

Industry

Desired Result:

- Increase data contributions from industry sources.

Message:

- To map the global ocean map we need industry partners.
- Map once, use many times
- Any resolution

Product Description:

Short video that can be shown to clients to explain the cause and help people understand the value and significance of contributing data.

Materials Needed:

- Script
- B-Roll
- Interview footage (have)

Strategic Goal: Increase budget for ocean mapping and data sharing from
Governmental Organization

Problem:

- Governments are interested in only the territorial sea, not for ocean far.
- There is a legal issue not to open the bathymetric data

Why is it important?:

- International cooperation must be done by many countries.
- The benefit of ocean mapping data is shared by many countries

Target Audience:

Government Organization

Desired Result:

- Increase more investment on international cooperation for ocean mapping and data sharing

Message:

- To map the global ocean map we need each countries' interest.
- Map once, use many times

Product Description:

Short video that can be shown to clients to explain the cause and help people understand the value and significance of contributing data.

Materials Needed:

- Script
- Presentation materials
- Interview footage (have)

Strategic Goal: Increase GEBCO Data Application for the next generation education

Problem:

- There's a lot of valuable data on the sea that teachers do not recognize.
- Students not to have chance to ocean maps will never recognize the importance of data.

Why is it important?:

- Ocean mapping will be kept by future generations
- Marine environmental conservation education can be started with a visible data in reality

Target Audience:

Teachers and Students

Desired Result:

- Increase acknowledge of GEBCO products by data experience

Message:

- Curiosity on Undersea Features
- Explore the earth.
- We do not know the earth less than the moon.

Product Description:

Various education materials to apply in the classrooms or extra-curricular programs

Materials Needed:

- Education Material
- Educational Entertainment materials
- Future Job information
- Interview footage

Strategic Goal: Increase GEBCO Data Contributions from practical at-sea surveying experts

Problem:

- Surveying experts tends to stick to their own methods and are not familiar data sharing.

Why is it important?:

- New technologies will accelerate data gathering, so surveying experts had better know a big trend.
- Let them be proud of playing a important role for earth conservation.

Target Audience:

practical at-sea
surveying experts

Desired Result:

- Get the experts exposed to new technologies and proud of being a survey experts.

Message:

- The data I gathered will be used by all the people on earth.

Product Description:

Short video that can be shown to clients to explain the cause and help people understand the value and significance of contributing data and new technological trends. / Educated conference

Materials Needed:

- Script
- Presentation materials
- Interview footage

Strategic Goal: Increase GEBCO Data Contributions from Opinion Leaders and Platforms

Problem:

- Opinion leaders in politics and mass communication are a little interested in deep ocean and mapping.

Why is it important?:

- Al Gore had a great impact on peoples' awareness of environmental conservation
- It will take time for general public to recognize the product of GEBCO

Target Audience:

Opinion leaders
Platform of information:
Google, Apple,

Desired Result:

- Increase interests in ocean
- Have more knowledge on the Earth

Message:

- Explore the earth.
- Mapping the gaps is homework for human.
- Map once, use many times.

Product Description:

Stimulate and support
Youtubers
Reports on many platform over the tops and MOOC

Materials Needed:

- Script
- Presentation materials
- Interview footage